

Focus: Digital Entrepreneurship
Management, Communication & IT

Master of Arts (MA) | Full time & Job friendly | English



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Premium accredited



Jointly creating a
European University



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Table of Content

<i>PREFACE</i>	2
<i>STUDY OVERVIEW</i>	3
<i>WHAT THE MASTER'S PROGRAM IN MANAGEMENT, COMMUNICATION & IT STANDS FOR</i>	4
<i>STUDY PROGRAM & GOALS</i>	5
<i>TIME MODEL</i>	5
<i>CURRICULUM</i>	6
<i>CAREER PROSPECTS</i>	7
<i>CAREER OPPORTUNITIES</i>	7
<i>MCiT ALUMNUS PHILIP GRUBER</i>	9
<i>DUAL DEGREE PROGRAM</i>	10
<i>MCiT ALUMNUS TOBIAS KIRCHEBNER</i>	10
<i>MAKING THE WORLD A CLASSROOM</i>	10
<i>GOING GLOBAL</i>	11
<i>TEAM</i>	12
<i>RESEARCH & DEVELOPMENT</i>	13
<i>DIGITAL TRANSFORMATION</i>	13
<i>ADMISSION REQUIREMENTS</i>	14
<i>ADMISSION PROCEDERE</i>	14
<i>DEGREE</i>	15
<i>WHAT WE STAND FOR</i>	16
<i>ACCREDITATIONS, ALUMNI & FRIENDS & DISTINGUISHED GUEST LECTURE SERIES</i>	17



Preface

DIGITAL ENTREPRENEURSHIP

It is incredibly important and motivating to be actively involved in shaping our society and economy! Creatively mastering digitalization and its challenges is the strength of our MCIT Master's program through the combination of Management, Communication and IT. That is our unique position which makes the decisive difference for our alumni in the labour market.

We believe that our entrepreneurial degree approach - be it in the form of start-ups, but also in the current need to restructure forms of work, production, and cooperation - will make further contributions to strengthening the competitiveness and sustainability of our economy.

We offer elective modules so that students can specialize in areas that are particularly important to them. Likewise,

we integrate new forms of teaching such as special practice labs and projects where students can fully immerse themselves in selected topics and develop their skills.

We do have a premium selection of partner universities and dual degrees e.g. with our US sister University, UNO, in Omaha, Nebraska. Here, students can find crucial access to their own international network of graduates, experts and close partners from research and industry.

We have been sustainably designing digital worlds for more than 20 years!

Mentoring the Motivated



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MCI Rector
PROF. DR. ANDREAS ALTMANN



©MCI

Director of Studies
FH-PROF. DR. PETER J. MIRSKI

Study Overview

Would you like to actively shape the challenges of Management, Communication and IT as an innovator in your management education? Have you dreamed about developing your own start-up? What would it be like to actively promote digitalization in a global corporate environment as a sought-after expert? Our English-language degree program Management, Communication & IT offers you a top international management education with a focus on Digital Entrepreneurship, making your Master's program unique.

PROGRAM	Master program Management, Communication & IT
ACADEMIC DEGREE	Master of Arts in Business, M.A. MA* Dual Degree option at the University of Nebraska, Omaha / USA <ul style="list-style-type: none"> • Master of Business Administration (MBA) or • Master of Science in Management Information Systems (MSc)
DURATION	4 semesters 120 ECTS
MAIN FOCUS	Digital Entrepreneurship
TIME MODEL	Job-friendly Full-time English
ACADEMIC YEAR	Winter semester: October – February Summer semester: March – July
STRUCTURE	1 st – 3 rd semester: core curriculum 3 rd semester: International semester (optionally abroad) 4 th semester: International Technology Management course, Study Tour Silicon Valley, Master Thesis & Exam
TUITION	EUR 363,36 / semester plus membership fee for the Austrian Students' Union (ÖH) for EU and EEA citizens
SCHOLARSHIPS & GRANTS	Overview of sources of financial support available at www.mci.edu/scholarships
ADMISSION REQUIREMENTS	Bachelor or equivalent degree with a minimum of <ul style="list-style-type: none"> • 15 ECTS points in IT & ICT • 20 ECTS points in Management & Business Management • 10 ECTS points in Communication & Media
APPLICATION	Online at www.mci.edu/application . Please consider the indicated deadlines
SELECTION PROCESS	Online application: CV & motivation Online admission interview

*Use of academic degree in combination with the brand MCI officially approved



What the Master's program in Management, Communication & IT stands for



Focus Digital Entrepreneurship & Career

How do I develop my start-up? How do I launch digital products and services? How do I finance my projects and market innovations? Which channels do I use for marketing and communication? How do I identify the right technical solution? The interdisciplinary approach of our program helps to answer these questions and enables you to develop an entrepreneurial mindset, acquire in-depth IT know-how and strengthen your social and intercultural skills.



Individualization through specialization

In the 2nd and 3rd semesters, we offer our students elective modules that allow for specialization. In our Digital Entrepreneurship Labs and Projects, you have the opportunity to pursue your individual interests. In this way, you will develop yourself into a sought-after expert in the field you favor. In the Labs and Projects, students successfully apply the knowledge they have acquired in previous courses and expand their social skills by working together on specific tasks. Thus, especially in the Labs and Projects, the students' communication and presentation skills are strengthened, their leadership and conflict resolution skills are promoted and their ability to work together in a team is further pushed.



Internationalization

Internationality is an integral part of our studies, and is reflected in our team of lecturers, as well as our students and our curriculum. In addition to an optional semester abroad, the Study Tour to Silicon Valley enables you to make valuable contacts within globally successful companies that will assist you in creating an international business network. Students who successfully apply for our Dual Degree Program have the unique opportunity to earn a dual degree at our American partner university the University of Nebraska at Omaha (UNO) in Omaha, Nebraska.

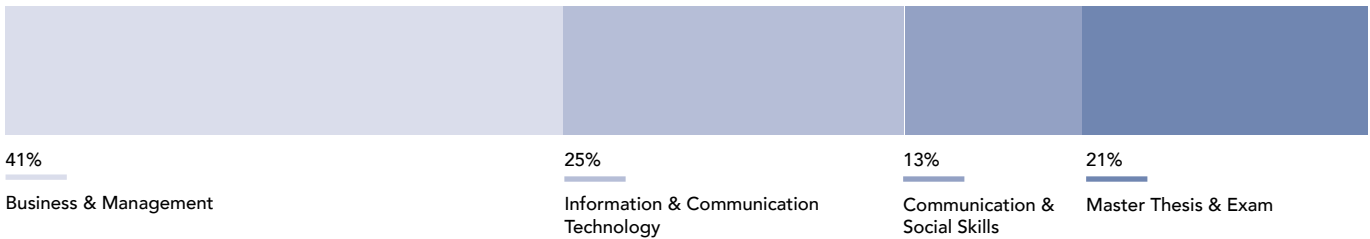


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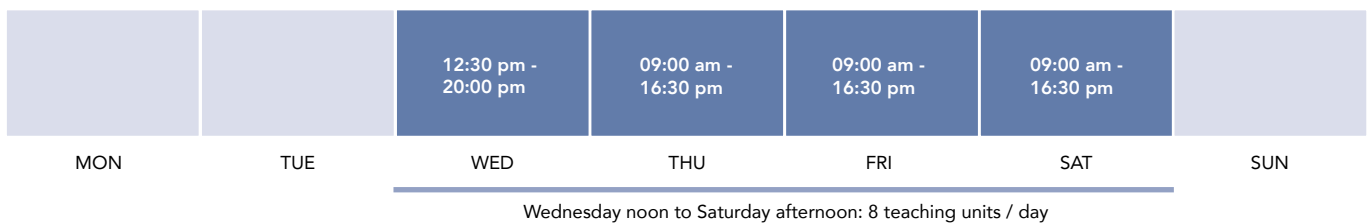
Study program & goals

The Master's program Management, Communication & IT trains students to become experts in the field of digital business and entrepreneurship. The English-language program is aimed at all those who have a creative interest in the digital world and aspire to management and ownership positions in it. It addresses career paths that involve solving business issues that require a profound knowledge of Digital Entrepreneurship and the innovative application of information and communication technologies.



Time model

The Master's program Management, Communication & IT is a full-time degree program. Seminars and lectures take place Wednesday noon to Saturday afternoon and will comprise 8 teaching units per day. This teaching schedule allows students to continue with their professional activities during their studies or gain practical experience in the field.



Curriculum

Modules / Courses	Semester Credit Units ECTS-Credits			
	1	2	3	4
BUSINESS & MANAGEMENT				
Digital Entrepreneurship	3 5			
Business Management	3 5			
Operational Excellence	3 5			
Marketing & Sales	3 5			
IT Investment	3 5			
Multi Project & Change Management		3 5		
IT Governance		3 5		
Digital Mergers & Acquisitions		3 5		
Digital Organization		3 5		
Market & Technology Analysis			3 5	
INFORMATION & COMMUNICATION TECHNOLOGY				
Data & Information Management	3 5			
Management Information Systems		3 5		
ELECTIVE MODULES		4,5 5		
IT Management Integration Lab				
Technology Application Lab				
Digital Interaction Lab				
Data Economy			3 5	
Current Technologies			3 5	
International Technology Management				3 5
COMMUNICATION & SOCIAL SKILLS				
Business & Digital Ethics			3 5	
MCiT Research			3 5	
ELECTIVE MODULES			4 5	
Digital Research Project				
Digital Business Project				
Digital Society Project				
MASTER THESIS				
Master Thesis & Exam				1 25
SEMESTER CREDIT UNITS ECTS-CREDITS	18 30	19,5 30	19 30	4 30



Career prospects

Innovation and digitalization are essential to enable sustainable business. Entrepreneurship requires dealing with disruption - from production to communication, marketing and sales. The job market therefore increasingly demands highly qualified individuals who can efficiently build and lead companies and shape digital transformation on the basis of a sound management education with a focus on Digital Entrepreneurship.

Career Opportunities

MCiT graduates are successful in leadership positions, expert functions, in line management or self-employed, in the following areas and industries:

1. Service Industries
2. Innovative Start-ups & Projects
3. Media & Creative Industries
4. Consultancy & Digitalization
5. Start-up areas like FinTech, EdTech etc.
6. Smart Industries & Automotive
7. Research & Universities



CAREER OPPORTUNITIES



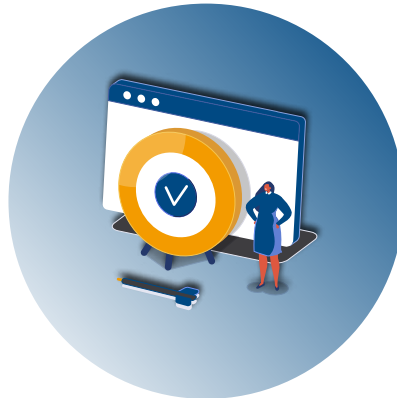
1



2



7



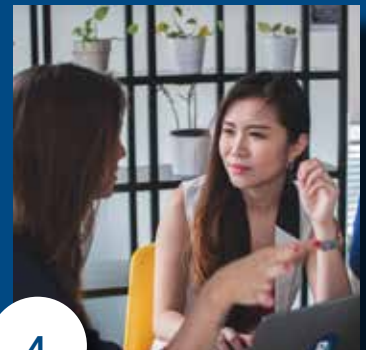
3



6



5



4

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PHILIP GRUBER

MCiT Master Alumnus, self-employed software consultant & founder of ChainBreakConsult



„When you look back at your time at MCI...“

...I think of the exciting courses with lecturers from the private sector and science, the projects we were able to carry out in cooperation with renowned Tyrolean companies, and of course the unforgettable study trip to Silicon Valley.



Global Network



„What were the reasons why you decided to study MCiT?“

The main reasons why I decided to study at the MCI were the entrepreneurial focus, as well as the internationality and practical relevance of the courses of the MCiT Master's program.



Global Network

Study Tour Silicon Valley, April 2019 | MCiT Master's students of the year 2017



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Dual Degree Program

Dual degrees show the intensive collaboration between partner universities all over the world, for example; our long lasting relationship with our American partner university the University of Nebraska at Omaha (UNO) in Omaha, Nebraska. The motivation of this Dual Degree Program is to provide visible recognition of expanded academic achievement - by allowing students to earn a Master of Arts in MCiT and a Master of Science in MIS or a Master of Business Administration (MBA) degree simultaneously.

These dual degrees are designed for dedicated students who are willing to take on the challenges related to graduate education from a European and an American perspective with a joint area of emphasis on understanding Management, Communication & IT. As such, this program involves intensive transatlantic preparation through a one year study abroad engagement in the second year of their study programs. There are no additional tuition fees at UNO.



Global Network

Global Network



"When I first heard about the possibility of studying in the USA for a year, I was immediately enthusiastic about it. During my Bachelor's degree, I did not have the opportunity to study abroad and the idea of not only studying abroad for a year, but also getting the chance to do another degree sounded just perfect to me. Both the curriculum and the joy of adventure motivated me to take advantage of this opportunity. The Dual Degree Program allowed me to expand my knowledge and to grow and mature whilst facing new challenges."

Photo Credits: © Tobias Kirchbner

TOBIAS KIRCHBNER

MCiT Master Alumnus, Dual Degree student at UNO from August 2019 until May 2020

Making the world a classroom | Study Tours like Silicon Valley

The MCiT Master's program supports students to gain insights and build their global network within our sector. We travel to international fairs, meet decision makers and politicians in Brussels or enjoy our last course on International Technology Management in Silicon Valley. In San Francisco we have the unique option of visiting various IT & communication firms and of interacting with industry experts and entrepreneurs. Students will also attend various seminars and lectures to gain insights into "what it takes" to start a business and visit leading San Francisco university campuses to receive theoretical input from guest lecturers, interact with their peers and have an opportunity to share commonalities, differences and changes in our field of Management, Communication & IT.



© Unsplash / Tim Foster

Going global

One of the most essential components of MCI study programs is the international orientation. This is reflected not only in the curriculum and assigned projects, but also in the backgrounds of our faculty and students. As part of our MCiT Master's program, students have the option to spend the 3rd semester at one of our numerous partner universities. As a rule, no tuition fees are charged at our partner universities.

Excerpt of partner universities



EUROPE

Finland | University of Jyväskylä
 France | Aix-Marseille Université
 France | SKEMA Business School
 France | Rennes School of Business
 Slovenia | University of Ljubljana

ASIA

India | Indian Institute of Management Bangalore
 Taiwan (China) | National Taiwan University of Science & Technology
 Taiwan (China) | National Kaohsiung University of Science & Technology (NKUST)
 Turkey | Sabanci University

NORTHAMERICA

USA | Hawai'i Pacific University
 USA | University of Nebraska at Omaha
 Mexico | Universidad Anáhuac Mayab

AUSTRALIA

Australia | University of Technology, Sydney
 Australia | Griffith University

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Team

A team of experts in the fields of research, teaching, university management and administration, as well as a large number of international specialists from business, science, consulting and the liberal professions, ensure that students in the Master's program Management, Communication & IT enjoy an education at the highest academic level with a strong practical orientation.

By providing intensive support during the course of study, we ensure that students have every opportunity to complete their MCIT studies within the planned period of time. Our interdisciplinary approach ensures that theory and practice are synergistically linked. This interconnection of scientific findings - also from our own research unit - and their application offers both opportunities and challenges for a new and exciting form of teaching and learning.

Excerpt from our international faculty

- Tej Adidam
- Carsten Bange
- Julian Endres
- Martina Gleißenebner-Teskey
- Georg Göbel
- Sabine Graschitz
- Christoph Gschließer
- Wolfgang Haas
- Lukas Heschl
- Hilko Janßen
- Reinhold Karner
- Deepak Khazanchi
- Greg Kinsey
- Charly Kleissner
- Anastassia Lauterbach
- Patricia Meglich
- Inga Minelgaite
- Raimund Mollenhauer
- Sandra Rothenberger
- Otto Schell
- Dierk Schindler
- Markus Scholz
- Peter Schwazer
- Adeline Thomas
- Claudio Winkler
- Xiaodan Yu



We are
MCI

Research & Development

At the Entrepreneurial School®, providing a consistent link between science and practice has top priority. Therefore, we provide our students plenty of opportunity to put their newly acquired knowledge to practice, even during their studies. The collaboration with companies and organizations of different sizes and sectors forms one of the cornerstones of the MCI concept. Such cooperative work benefits our students and, to a large extent, our partners.

Digital Transformation

The research area „Digital Transformation“ complements the study programs of Management, Communication & IT and Digital Business & Software Engineering respectively in

the fields of applied research and development of practice-oriented solutions for digitalization and their comprehensive integration into practice. We work on technical, social, organizational and individual aspects in an interdisciplinary way.

In the context of digital transformation, the secure, analytical handling of data, the interaction of people with technical systems, the design of new work environments, and the adaptation of work and production processes and their control in real as well as virtual worlds are essential for us.

- Data & Analytics
- IT Security & Privacy
- Technology Interaction & Innovation
- Operational Excellence & Agile Governance
- Next World of Work / Virtual & Augmented Reality



Admission requirements

Admission to the Master's program in Management, Communication & IT is open to graduates of relevant Bachelor and Diploma programs as well as other relevant post-secondary educational facilities.

Prerequisites: Bachelor or equivalent degree with a min. of 15 ECTS points in the area of IT & ICT, 20 ECTS points in Management & Business Management and 10 ECTS points in Communication and Media.

Relevant fields include Strategic Management / Business Administration, Marketing, Controlling / Accounting, Programming, Project Management, IT Strategies, Communication etc.

The Head of Studies decides on the relevance of such previous qualifications.

Admission procedure

For admission to an MCI degree program, all applicants must complete a standardized, multistage admission procedure:

Online application: CV & motivation

Apply within the specified deadlines and attach your relevant documents (CV, motivation, certificates, etc.).

Online admission interview

After completing the admission test, we will invite you to an interview to discuss your application, study goals, and motivation.

Applicants will be notified of the results within a few weeks of the interview.



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Degree

Upon completion of the program, the graduate is awarded the academic degree of Master of Arts in Business - abbreviated to M.A. or MA - and the degree is documented accordingly (degree certificate, Master's degree certificate, International Diploma Supplement, etc.). It is permitted to use the academic degree in conjunction with the suffix „MCI“. Example: MA (MCI).

The completion of a Master program qualifies students for the relevant doctoral program. Graduates have the opportunity to enter the profession directly.



MCI



What we stand for

MCI is as an Entrepreneurial School®. We enable motivated people to achieve outstanding performance, offer scientifically based problem-solving competence and shape innovative know-how transfer in a strong international network.

Teaching and continuing education

Excellent performance in teaching and continuing education secures our position as one of the leading universities in the German-speaking world.

Research & Innovation

Our research & development is close to business, application- and solution-oriented. Continuous innovation is the basis of our strong market position and ensures our distinct competitiveness.

Internationality & Network

Through our focus on internationality, we generate know-how, reputation and added value for our students, corporate partners and stakeholders. Our exemplary service orientation and professional network management allow us to contribute significantly to global knowledge transfer and progress.

People & Culture

Our culture is based on mutual respect, the commitment of our employees, entrepreneurial action and responsibility towards society.

Brand & Mission

The MCI brand is internationally renowned and stands for performance, professionalism and competence. This distinctive corporate philosophy and mission requires powerful characteristics such as innovative thinking, flexibility, perseverance and enthusiasm - a „can-do approach“ that enables us to see challenges as opportunities for creativity and innovation.

Location & Infrastructure

The unique location in the heart of the vibrant Alpine metropolis of Innsbruck and the high-quality MCI infrastructure create an attractive and stimulating environment offering a wide range of opportunities for a healthy study-life balance.



Accreditations

International accreditations - an important indicator of high standards and excellence - confirm the exemplary quality and acceptance of the Entrepreneurial School® and provide orientation in an increasingly confusing higher education environment.



The internationally operating accreditation agency FIBAA, based in Bonn and Zurich, has conducted the legally required university audit at MCI. The premium seals are impressive proof of first-class academic quality and confirm MCI clearly exceeds international standards.



The FIBAA quality seal „Excellence in Digital Education“ particularly examines the criteria of digitalization strategy, staff qualification, technical equipment, didactic design, and quality assurance, which were rated outstanding at the Entrepreneurial School®.



MCI is one of only a few universities in the German-speaking world to hold accreditation from the prestigious AACSB Association to Advance Collegiate Schools of Business. AACSB stands for the highest quality in business education at all levels and helps support innovative, relevant business education worldwide.



MCI is part of the European University Ulysseus, a cosmopolitan, innovative and people-oriented institution with an international reach that extends well beyond Europe's borders.

Alumni & Friends

The lively platform MCI Alumni & Friends promotes networking, professional careers, personal development and the positive reputation of its graduates. Thanks to continuous efforts, MCI Alumni & Friends now has over 15,000 members and continues to grow.

We are committed to our students and alumni beyond graduation and would like to offer them an academic home and attractive services in accordance with our motto „Mentorint the motivated“. This includes quality events, the legendary MCI Summer Lounge, countless continuing education opportunities, symposia, scientific expertise, personal coaching, professional support for business start-ups, and much more.

We therefore cordially invite our alumni to actively network with each other and with the university and its stakeholders, to stand by each other in partnership and to play a powerful role in the dynamic development and international positioning of the MCI and the science, technology and business location.

Distinguished Guest Lecture Series

MCI | The Entrepreneurial School® is a regular platform for international encounters, intellectual exchange and future-oriented impulses, making this academic lecture series unique within the German-speaking area.

The lecture series is organized by the alumni club „MCI Alumni & Friends“ and provides a friendly exchange of knowledge and experience. In the course of the academic year, we are honored by numerous „Distinguished Guests“ on campus and digitally. (www.mci.edu/livetalk)

Participation is free of charge for members of „MCI Alumni & Friends“ and invited guests.



MCI®

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