

The Entrepreneurial School®

SCALING THE HEIGHTS OF EDUCATION

Bachelor programs
Master programs
PhD
Executive Education
Research

Study programs at a glance



www.mci.edu

Premium accredited



Member of





Partner universities worldwide



306 Partner universities
European University ULYSSEUS

17 Double Degree Partnerships
1 Joint Degree Program

Mentoring the motivated

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BACHELOR

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MASTER

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10 reasons for studying at MCI

1.

Studying where others spend their holidays

With the city's central location between Italy, Switzerland and Germany, the spectacular mountain scenery of the Tyrol, the MCI's proximity to Innsbruck's lively Old Town, its synergistic ties to Innsbruck University and the impressive architecture of the campus, the MCI mentors the motivated in a unique setting for study and leisure.

2.

A living university town

With its 35,000 students, the international conference and Olympic city of Innsbruck is one of the most popular university locations in the German-speaking area, with a rich tradition of learning, academic excellence and a vibrant student scene in terms of culture and living facilities, discourse and encounter.

3.

Outstanding conditions for study

Demanding admission procedures form the foundation for successful study of a high standard with team working in small groups, fast progress and low dropout rates. Curricula with a strong practical orientation, intensive support and the MCI's proverbial service orientation guarantee a quality learning experience, personal wellbeing and optimum prospects on the job market.

4.

Excellence in teaching

With a mixed faculty comprising the MCI's own professors and teachers, visiting lecturers from a wide variety of countries, and executives and recognized experts from the fields of business, research, consulting and the liberal professions, the MCI offers a synergistic combination of theory and practice that creates added value for students and encourages them to put their new-found knowledge to the test.

5.

Service for success

A professional Language Center for the major languages of the world, excellent library facilities and study corners, modern eLearning platforms, an effective Career Center with job offers, internships and intercultural training programs, an effective Startup Center, a wide-ranging sports program and a highly committed Alumni & Friends Club additionally enrich the MCI's study programs and enhance the career prospects of MCI students and graduates.

6.

Let's go international

Students and faculty from all over the world, a semester abroad and intensive modules at prestigious partner universities, double-degree options, internships with global players, and a variety of international activities open the door to international perspectives, intercultural competence and professional development.

7.

Vibrant network

At the MCI, ongoing collaboration between the university, public authorities and the two sides of industry is the key to a combination of stability and entrepreneurial flexibility. It also promotes contacts, provides access to networks and generates international acceptance to the benefit of students. Regular visits by leading members of the scientific and business communities, and the worlds of politics and the arts, and by numerous friends and patrons of the MCI are a reflection and driving force of this exemplary openness to the world.

8.

Successful graduates

In numerous studies and employee testimonials, MCI students score highly for practical know-how, international thinking, an achievement-oriented approach, and a sense of responsibility and motivation that go well beyond their immediate duties. That makes them the people to turn to in demanding situations and explains their standing in trade and industry, as illustrated by the successful careers of so many MCI graduates.

9.

Powerful brand

As the Entrepreneurial School®, the MCI has been deliberately positioned in contrast to the traditional universities, private universities and universities of applied sciences, offering a top-quality combination of practice-oriented study programs, continuous education at university level, competent research, targeted knowledge transfer and innovative startups, all under one strong, internationally protected brand.

10.

Ranked no. 1

Clear positioning, a credible brand and top places in the rankings help students in their difficult choice of university and study program. A string of outstanding results in accreditation procedures, polls and rankings are confirmation of the high quality and level of acceptance achieved by the MCI. They strengthen its reputation and build trust on an increasingly complex higher education market.

See page 68 for more details on the Entrepreneurial School®

Founded by the University of Innsbruck, the Tyrolean regional authority, the Innsbruck municipal authority, the Tyrolean Chamber of Commerce, Tyrolean Chamber of Labour and the Confederation of Tyrolean Industry, MCI now occupies a prominent position in the international university scene. In the meantime some 3,400 students, 1,000 members of faculty and 290 partner universities from all over the world appreciate the unique Innsbruck Open University concept and the outstanding quality of the offering. We think that you, too, will be impressed by the Entrepreneurial School®.

mentoring the motivated.



Dr. Andreas Altmann
Rector



Management & Society

BACHELOR

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MASTER

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Close ties between business-oriented study programs, specific problems confronting real companies, and practical research and development form an integral part of the MCI concept and offer students the attractive proposition of working on current questions and solutions in the fields of business and research.

The society-oriented study programs, on the other hand, address today's processes of fundamental social change, leading to increasingly complex social problems and the growing importance of the sustainable socio-economic developments needed to solve them. Whereas the study programs in social work are devoted more to problem-solving at the level of the individuals involved, the management-related programs, with their international orientation, have a stronger focus on the institutional, organizational, political and systemic level.

Through intensive interaction with the practical world of business as reflected in a variety of specific projects, students quickly understand the relevance of the knowledge they acquire in classes. To round off the experience of studying in the field of Business & Society, full-time students spend a semester and part-time students attend multi-week intensive modules at one of our well known partner universities.



Prof. PD Dr. habil. Belachew Gebrewold
Social Work
Social Work, Social Policy & Management



Prof. Dr. Ralf Geymayer
Management & Law
International Business & Law



Prof. Dipl.-Kfm. Bernd Kirschner
Business & Management
International Business & Management



Prof. Dr. Peter J. Mirski
Management, Communication & IT



Prof. Dr. Maria Rabl
Business Administration *online*
Corporate Governance & Finance *online*



Prof. Mag. Hubert J. Siller
Tourismus- & Freizeitwirtschaft
Entrepreneurship & Tourismus



Prof. PD Dr. Thomas Stöckl
Business & Management



Prof. Dr. Siegfried Walch
Nonprofit, Social & Health Care Management
International Health & Social Management
European Health Economics & Management



BACHELOR

Business Administration**ONLINE****STRUCTURE**

1st – 2nd semester: Fundamentals
 3rd – 4th semester: Advanced business administration
 5th semester: Electives & advanced business administration
 6th semester: Internship, Bachelor thesis & exam

DEGREE

Bachelor of Arts in Business | B.A. | BA*

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

TIME MODEL

Online & on-campus sessions / part-time

- Online sessions: twice a week in the evening (2 hours between 6 – 10 pm)
- On-campus sessions in Innsbruck: 2 consecutive days (Friday & Saturday), up to 8 days per semester

LANGUAGE

Choice between English or German

CONTENT

- Accounting & Controlling
- Operations Management
- Marketing
- Organization, Leadership & Personnel
- Entrepreneurship, Innovation & Transformation
- Strategic & International Management
- Electives: Digital Workplace Learning / Innovation & Entrepreneurship
- Economics & Law
- Ethical Decision Making
- Communication & Personal Development
- Research Methods & Academic Working

PROFESSIONAL OPPORTUNITIES

- Project & Process Management
- Innovation Management
- Marketing & Sales
- Accounting & Controlling
- HR Management & Personnel Development
- Entrepreneurship
- Consulting
- Public Administration

ADMISSION REQUIREMENTS

University entrance qualification

Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 per semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

CONSECUTIVE MCI MASTER

- Corporate Governance & Finance *Online*
- International Business & Management
- Entrepreneurship & Tourismus
- International Business & Law
- European Health Economics & Management
- International Health & Social Management
- Management, Communication & IT

BACHELOR

Business & Management**STRUCTURE**1st – 4th semester: Fundamentals and Practice lab5th semester: International semester abroad6th semester: Integrative internship, Bachelor thesis and final exam**DEGREE**

Bachelor of Arts in Business | B.A. | BA*

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

TIME MODEL

Full-time

LANGUAGE

English

CONTENT

- Business administration 51%
- Economics, law & society 10%
- Interdisciplinary competencies 17%
- Social & communicative skills 6%
- Scientific methodical competencies 16%

PROFESSIONAL OPPORTUNITIES

Graduates are well qualified for positions in:

- Industrial sector
- Trading companies
- Tax advisory & auditing
- Business consultancy
- Banks & insurance companies, investment counselling
- Advertising agencies
- Market research & opinion polls
- Public administration
- Recruitment consultancies & HR management

ADMISSION REQUIREMENTS

University entrance qualification

Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

CONSECUTIVE MCI MASTER

- International Business & Management
- Corporate Governance & Finance *Online*
- Entrepreneurship & Tourism
- International Business & Law
- European Health Economics & Management
- International Health & Social Management
- Management, Communication & IT

BACHELOR

Business & Management for Professionals**STRUCTURE**

1st – 3rd semester: General Management
 4th – 5th semester: Specialization
 5th – 6th semester: integrative internship
 6th semester: International studies, Bachelor thesis and final exam

DEGREE

Bachelor of Arts in Business | B.A. | BA*
**Use of the academic degree in combination with the brand MCI officially approved*

TIME MODEL

Part-time with online / blended learning modules

LANGUAGE

German, supplemented by English courses

CONTENT

- Fundamentals business & management 29%
- Choice of specializations 18%
 - Marketing · Organizational Development · Innovation
 - Controlling · Supply Chains · Strategy
- Economics & law 9%
- Social-communicative competencies 7%
- Scientific-methodical competencies 17%
- Interdisciplinary competencies (incl. international topics) 20%

PROFESSIONAL OPPORTUNITIES

Positions in particular in

- Banks, insurance companies & financial services
- Wholesale and retail
- Market and opinion research, marketing & sales
- Personnel consulting & HR management
- Tax consulting & auditing
- Management consultancy
- Manufacturing, industry & logistics

ADMISSION REQUIREMENTS

University entrance qualification
 Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)
 Admission test (20%)
 Admission interview (50%)

CONSECUTIVE MCI MASTER

- International Business & Management
- Corporate Governance & Finance *online*
- Entrepreneurship & Tourism
- International Business & Law
- European Health Economics & Management
- International Health & Social Management
- Management, Communication & IT

BACHELOR

Management, Communication & IT**STRUCTURE**1st – 2nd semester: Fundamentals3rd – 4th semester: Major Management | Major Media5th semester: International semester (at Partner University or MCI), Integrative Synopsis6th semester: Internship, Bachelor thesis and final exam**DEGREE**

Bachelor of Arts in Business | B.A. | BA*

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

TIME MODEL

Full-time

LANGUAGE

German and partially English

MAJORS

Management / Media

CONTENT

- Fundamentals: Business administration, communication and IT 40%
- Major in Management / Media 30%
- English & Social skills 10%
- Scientific working | R&D | Internship 20%

PROFESSIONAL OPPORTUNITIES

Management

- Marketing analysis
- Controlling
- Management consulting & ERP
- Information systems management
- Project management
- Business intelligence & analytics

Media

- Digital marketing
- Communication management & consulting
- Information management
- Project management
- Media & campaign management
- Human interface design

ADMISSION**REQUIREMENTS**

University entrance qualification

Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

CONSECUTIVE MCI MASTER

- Management, Communication & IT
- Corporate Governance & Finance *online*
- International Business & Management
- Entrepreneurship & Tourism
- International Business & Law
- European Health Economics & Management
- International Health & Social Management

BACHELOR

Management & Law**STRUCTURE**1st – 4th semester: Fundamentals5th semester: International semester (at Partner University or MCI), Choice of major6th semester: Integrative internship, Bachelor thesis and bachelor examination**DEGREE**

Bachelor of Arts in Business | B.A. | BA*

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

Full-time

LANGUAGE

German 70%, English 30%

CONTENT

- Management-oriented business administration
- Business law
- Foreign language & social skills
- Professional tools & scientific methods

**PROFESSIONAL
OPPORTUNITIES**

- Industrial sector
- Trading companies
- Tax advisory and auditing
- Business consultancy
- Banks and insurance companies, investment counselling
- Advertising agencies
- Market and opinion research
- Power and water suppliers
- Telecommunications
- Interest groups, public administration
- Recruitment consultancy

**ADMISSION
REQUIREMENTS**

University entrance qualification

Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

CONSECUTIVE MCI MASTER

- International Business & Law
- International Business & Management
- Corporate Governance & Finance *online*
- Entrepreneurship & Tourism
- Management, Communication & IT
- European Health Economics & Management
- International Health & Social Management

BACHELOR

Nonprofit, Social & Health Care Management

STRUCTURE

1st – 4th semester: Fundamentals and specialization subjects

4th or 5th semester: International semester (at Partner University or MCI)

6th semester: Integrative internship (15 weeks), Bachelor thesis and final exam

DEGREE

Bachelor of Arts in Business | B.A. | BA*

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

TIME MODEL

Full-time, job friendly time model (possibility to study online in the first year)

LANGUAGE

German 70%, English 30%

CONTENT

• General Management	17%
• Communication	17%
• Scientific Methods	11%
• Problem Solving	11%
• Nonprofit, Social & Health Care Management	44%

PROFESSIONAL
OPPORTUNITIES

- Health, nursing, public health, health promotion
- Social services, basic social security, provision of subsistence, welfare
- Culture, leisure, recreation, sports
- Education, studies, science, research
- Personal development, mediation, coaching, self-help
- Regional development, regional & location management, economic development
- National & international administrative bodies
- International organizations, development co-operation
- Politics, associations, interest groups, citizens' groups & lobbying
- (Social) insurance, financing, foundations, fundraising
- Consulting, liberal professions

ADMISSION

REQUIREMENTS

University entrance qualification

Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

CONSECUTIVE MCI MASTER

- International Health & Social Management
- European Health Economics & Management
- Social Work, Social Policy & Management
- International Business & Management
- International Business & Law
- Entrepreneurship & Tourism
- Corporate Governance & Finance *online*
- Management, Communication & IT

BACHELOR Social Work

STRUCTURE

1st – 3rd semester: Fundamentals
 4th semester: Integrative internship
 5th semester: International semester (at Partner University or MCI)
 6th semester: Bachelor thesis and final exam

DEGREE

Bachelor of Arts in Social Sciences | B.A. | BA*
**Use of the academic degree in combination with the brand MCI officially approved*

TIME MODEL

Full-time

LANGUAGE

German 80%, English 20%

CONTENT

• Fundamentals of social work	20%
• Basic skills of social work	10%
• Operational fields of social work	18%
• Methods of social work	21%
• Practice of social work	23%
• Bachelor thesis & Bachelor exam	8%

PROFESSIONAL OPPORTUNITIES

- Official social work
- Education, profession, company social work
- Dis / Ability
- Work specific to women or men
- Health
- Youth work
- Childhood, youth, family
- Competence-oriented professional counselling
- Basic welfare services
- Migration, inclusion, culturally sensitive work
- Psychosocial counselling & support
- School social work, crisis intervention, streetwork
- Social work with the elderly and people in need of care
- Offences and delinquency
- Addiction, psychosomatic and psychiatric disorders

ADMISSION REQUIREMENTS

University entrance qualification
 Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)
 Admission test (20%)
 Admission interview (50%)

CONSECUTIVE MCI MASTER

- Social Work, Social Policy & Management
- European Health Economics & Management
- International Health & Social Management



BACHELOR Tourism Business Studies

STRUCTURE

1st – 4th semester: Fundamentals

5th semester: Integrative internship
and Bachelor thesis

6th semester: International semester optionally abroad, Bachelor thesis and final exam



Accredited to meet THE-ICE Standards of Excellence

DEGREE

Bachelor of Arts in Business | B.A. | BA*

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

TIME MODEL

Full-time

LANGUAGE

German 65%, English 35%

CONTENT

• Business Management	15%
• Management in Tourism & Leisure including elective courses	23%
• Marketing & Digitalization	8%
• Financial Management	10%
• Economics	6%
• Academic Research & Methodological Competencies	19%
• Interpersonal Skills & Languages	19%

PROFESSIONAL

- Destination management organizations – DMOs
- Hospitality industry
- Event management
- Leisure, sports and recreational facilities
- Tourism consulting businesses
- Lift operation
- Tour operators & travel agencies

ADMISSION

REQUIREMENTS

University entrance qualification

Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

CONSECUTIVE MCI MASTER

- Entrepreneurship & Tourism
- European Health Economics & Management
- International Business & Management
- International Business & Law
- International Health & Social Management
- Corporate Governance & Finance *online*
- Management, Communication & IT



MASTER

Corporate Governance & Finance**ONLINE****STRUCTURE**

1st – 3rd semester: Core curriculum, courses in governance, finance, management and research methods

4th semester: Master thesis and final exam

DEGREE

Master of Arts in Business | M.A. | MA*

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

TIME MODEL

Online & on-campus sessions / part-time

- Online sessions: twice a week in the evening (6 – 8.30 pm)
- On-campus sessions in Innsbruck: 2 consecutive days (Friday & Saturday), up to 8 days per semester

LANGUAGE

English

CONTENT

- Finance Management
- Governance Systems
- Management Behavior
- Operational Competencies
- Strategic Decision Making
- Economic Environment
- Advanced Academic Research
- Master Thesis & Final Exam

PROFESSIONAL OPPORTUNITIES

Graduates are well qualified for leadership positions in:

- Accounting, finance, controlling, R&D, quality and risk management
- Business consultancy
- Politics, public administration, interest groups
- Corporate governance, organizational psychology, corporate social responsibility and business law
- Management functions in SME
- Credit and insurance institution

ADMISSION REQUIREMENTS

Bachelor or equivalent degree in

- (International) Business Administration
- Business & Management
- (International) Economics
- Studies with a min. of 70 relevant ECTS points

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 7,500 per semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (20%)

Written entrance exam (30%)

Interview (50%)

MASTER

Entrepreneurship & Tourism

Major Marketing Management

STRUCTURE

1st – 3rd semester: Core curriculum

3rd semester: International semester

(optionally abroad / international study program)

4th semester: Selected topics, Master thesis and final exams

DEGREE

Master of Arts in Business | M.A. | MA*

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

Double Degree option at

Edinburgh Napier University / UK (M.Sc.)



Accredited to meet THE-ICE Standards of Excellence



TIME MODEL

Full-time (block teaching), part-time work possible

LANGUAGE

English

CONTENT

• Entrepreneurship & Leadership	22%
• Tourism Marketing & Digitization	26%
• International Tourism & Markets	13%
• Destination & Innovation	13%
• Academic Research & Master Thesis	27%

PROFESSIONAL OPPORTUNITIES

- Destination management organizations – DMOs
- Hospitality industry
- Marketing, event management
- Leisure, sports and recreational facilities
- Tourism consulting businesses
- Lift operation
- Tour operators & travel agencies

ADMISSION REQUIREMENTS

Bachelor or equivalent degree in

- Business sciences with a focus on the tourism and leisure industries
- Studies with a min. of 45 ECTS credits in the area of business studies / economics

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 / semester plus membership fee to the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (30%)

Written entrance exam (30%)

Interview (40%)

MASTER

Entrepreneurship & Tourism

Major **Strategic Management**

STRUCTURE

1st – 3rd semester: Core curriculum

3rd semester: International semester

(optionally abroad / international study program)

4th semester: Selected topics, Master thesis and final exams

DEGREE

Master of Arts in Business | M.A. | MA*

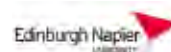
*Use of the academic degree in combination with the brand MCI officially approved

Double Degree option at

Edinburgh Napier University / UK (M.Sc.)



Accredited to meet THE-ICE Standards of Excellence



TIME MODEL

Full-time (block teaching), part-time work possible

LANGUAGE

English

CONTENT

- Entrepreneurship & Leadership 28%
- Family Business Management 8%
- Tourism Marketing & Digitization 11%
- International Tourism & Markets 13%
- Destination & Innovation 15%
- Academic Research & Master Thesis 27%

PROFESSIONAL OPPORTUNITIES

- Destination management organizations – DMOs
- Hospitality industry
- Event management
- Leisure, sports and recreational facilities
- Tourism consulting businesses
- Lift operation
- Tour operators & travel agencies

ADMISSION REQUIREMENTS

Bachelor or equivalent degree in

- Business sciences with a focus on the tourism and leisure industries
- Studies with a min. of 45 ECTS credits in the area of business studies / economics

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 / semester plus membership fee to the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (30%)

Written entrance exam (30%)

Interview (40%)

BACHELOR

European Health Economics & Management

STRUCTURE

1st semester: Fundamental courses2nd – 3rd semester: Specialization4th semester: Thesis

DEGREE

Joint degree in cooperation with Rotterdam, Bologna & Oslo

*In Austria: Master of Arts**In the Netherlands: Master of Science**In Italy: Laurea Magistrale**In Norway: Master of Philosophy*ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

UiO: University of Oslo



EU-HEM is granted with the prestigious Erasmus Mundus Joint Master Degree status (EMJMD)

TIME MODEL

Full-time

LANGUAGE

English

CONTENT

Eu-HEM offers six tracks for specialization:

- Management of Healthcare Institutions
- Economic Evaluation in Healthcare
- Health Economics & Policy
- Decision Making in Healthcare
- Global Health
- Healthcare Finance & Management

PROFESSIONAL
OPPORTUNITIES

Graduates of the program are able to work in various professional fields:

- managing relations with public authorities and international organizations
- fulfilling administrative duties that require economic reasoning, management skills and legal competencies
- addressing executive duties in pharmaceutical companies, large hospitals and third payer institutions
- providing consultancy and economic advising in health related policies
- evaluating health promotion programs and public interventions

ADMISSION
REQUIREMENTS

- Higher Education Entrance Qualification and a completed Bachelor degree comparable to a Norwegian Bachelor degree. Details: www.eu-hem.eu/admission-requirements
- A minimum grade average of C (in the Norwegian grading scale) or equivalent from your Bachelor degree
- An English language requirement documented by an internationally recognised English language proficiency test

PARTICIPATION COSTS

- All information: www.eu-hem.eu/participation-costs

APPLICATION

The application and admission process is organised at the University of Oslo

- Non-EU/EEA/Swiss applicants: from 1 October until 1 December
- All other students: from 1 February until 1 March
- www.eu-hem.eu

MASTER International Business & Law

STRUCTURE

1st – 3rd semester: Core curriculum & Electives

Strategy, Mergers & Acquisitions; International Accounting, Controlling & Finance;
International & European Business Law; Digital Business, Marketing & Branding;
International Human Resource Management & Labor Law; Innovation Management &
Intellectual Property Law

3rd semester: International semester (option to study abroad)

4th semester: Master thesis

DEGREE

Master of Arts in Business | M.A. | MA*

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

Double Degree options:

Università Carlo Cattaneo – LIUC, Castellanza / IT (Laurea Magistrale)

Edinburgh Napier University / UK (M.Sc.)

Kingston University / UK (LL.M.)



TIME MODEL

Full-time study program with job & family friendly time model
(Wednesday afternoon to Saturday afternoon)

LANGUAGE

English

CONTENT

- Applied economics 50%
- Applied legal studies 30%
- Transdisciplinary projects & social skills 20%

Electives: Digital Business | International Human Resource Management
Business Environment in Specific Markets | European Business Environment

PROFESSIONAL OPPORTUNITIES

- Tax Advisory and Auditing, Business Consultancy
- Banking & Finance
- Marketing & Account Management
- Strategy & Leadership
- Human Resources
- Business Law
- Research & Higher Education
- Supply Chain & Process Management
- Public Administration & Interest Groups

ADMISSION REQUIREMENTS

- Graduates of relevant Bachelor programs
- Graduates of other Bachelor or post-secondary programs comprising courses in Strategic Management / Business Administration, International Business, Marketing, Controlling / Accounting and Law (totaling a minimum of 120 ECTS)

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 7,500 / semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (30%)
Written entrance exam (30%)
Interview (40%)

Full-time | English

Part-time | English

Double Degree Options

BACHELOR

International Business & Management

STRUCTURE

Curriculum with highly attractive competence streams structured in four semesters
Semesters 1 & 2: Core curriculum offered in both time models: full-time & part-time
Semester 3: Common core modules | Choice of two out of four specializations
Semester 4: International Studies | Master Thesis | Final Exam

DEGREE

Master of Arts in Business | M.A. | MA*

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

Double Degree options at

University of Economics, Prague / CZ

Università Carlo Cattaneo, Castellanza / IT



TIME MODEL

Full-time and part-time

Blended learning format: combination of on-campus & online classes

LANGUAGE

English

CONTENTS

Digital Business & Marketing Management (core modules)	13%
+ Specialization 1: Digital Business**	+10%
+ Specialization 2: Marketing Management**	+10%
Innovation, Global Networks & Financial Management (core modules)	17%
+ Specialization 3: Innovation & Global Networks**	+10%
+ Specialization 4: Financial Management**	+10%
Leadership, Human Resources & Society	10%
Entrepreneurship & Interdisciplinary Research	17%
Business Research & Master Thesis	23%

**Choice of two out of four specializations

PROFESSIONAL OPPORTUNITIES

New ventures & startups | Business consultancy, tax advisory & auditing |
Digital business & online marketing | Market research & advertising agencies |
Innovation & transformation management | Finance & controlling | HR & recruiting

ADMISSION REQUIREMENTS

Bachelor or equivalent degree in

- (International) Business Administration
- Business & Management
- (International) Economics
- Studies with a min. of 80 relevant ECTS points

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee for the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (20%)
Written entrance exam (30%)
Interview (50%)

MASTER

International Health & Social Management

STRUCTURE

- 1st semester: Core curriculum
 2nd semester: Core curriculum, electives*
 3rd semester: Core curriculum, international semester (optionally abroad)
 4th semester: Master thesis and final exams



DEGREE

Master of Arts in Business | M.A. | MA**

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

Double Degree option at
 University of Economics, Prague / CZ



TIME MODEL

Full-time

LANGUAGE

English

CONTENT

- Law 12.5%
- Economics 12.5%
- Governance 12.5%
- Management 12.5%
- Multidisciplinary courses & study tours 21%
- Methods (including Master thesis) 29%

PROFESSIONAL OPPORTUNITIES

- International organizations, development aid
- Public health, health promotion
- Social services, social security
- Education, science, research, independent professions
- National & international administrative bodies
- Policy, politics, associations, interest groups, citizens' groups & lobbying
- (Social) Insurance, financing, foundations, fundraising consulting

ADMISSION REQUIREMENTS

- Bachelor or equivalent degree in
- Business Administration / Economics
 - Medicine / Public Health / Nursing
 - Social, Political and/or Natural Sciences
or other studies with a min. of 70 relevant ECTS points
 - High level of proficiency in English language

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee for the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

- Career background (30%)
 Written entrance exam (30%)
 Interview (40%)

* Partly in cooperation with MCI's Department of Social Work

Full-time | English

Double Degree Options

Job & family
friendly
time model

BACHELOR

Management, Communication & IT

STRUCTURE

1st – 3rd semester: Core curriculum

3rd semester: International semester (optionally abroad)

4th semester: Silicon Valley Entrepreneurship Course, Master thesis and final exam

DEGREE

Master of Arts in Business | M.A. | MA*

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

Double Degree option at University of Nebraska, Omaha / USA



Master of Business Administration (MBA) or

Master of Science in Management Information Systems (MSc)

TIME MODEL

Full-time (Wednesday noon – Saturday afternoon), part-time work possible

LANGUAGE

English

CONTENT

- Digital Marketing & Communication 15%
- Strategic Management & eBusiness 40%
- Management Information Systems 25%
- Applied Research & Innovation 20%

PROFESSIONAL OPPORTUNITIES

Executive position, expert role, line management or self-employed in

- Media & Creative Industries
- Innovative Start-ups
- Consulting and Leadership in Management, Communication & IT
- Smart Production, Automotive Industry & Digitalization
- Tourism, Health Care, Higher Education

ADMISSION REQUIREMENTS

Bachelor or equivalent degree with a min. of

- 15 ECTS points in IT & ICT
- 20 ECTS points in Business Management
- 10 ECTS points in Communication

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee to the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (30%)

Written entrance exam (30%)

Interview (40%)

MASTER

Social Work, Social Policy & Management**STRUCTURE**1st – 2nd semester: Core curriculum3rd semester: International semester (optionally abroad / international study program)4th semester: Master thesis and final exam**DEGREE**

Master of Arts in Social Sciences | M.A. | MA*

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

Full-time

LANGUAGE

German 80%, English 20%

CONTENT

Highly practice-oriented, international, strong co-operation with social organizations, social policy, social work science, and the economy

- Social work 15%
- Social work research 35%
- Social work & social policy 35%
- Social work & management 15%

PROFESSIONAL OPPORTUNITIES

- International development cooperation
- Management of social institutions
- Regional development, social space analysis and development, social planning
- Social care & health care
- Social work research & -teaching
- Social work diagnostics & microintervention
- Social management, project development and management

ADMISSION REQUIREMENTS

- Graduates of the Bachelor program Social Work
- Graduates from a subject-related, further education social science program which lasted at least 6 semesters
- Graduates who have otherwise at least 6 semesters of further education whose curriculum contains social work and social science components which have at least 90 ECTS credits

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 / semester plus membership fee to the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (30%)

Written entrance exam (20%)

Interview (50%)



Technology & Life Sciences

BACHELOR

Biotechnology & Food Engineering	32
Digital Business & Software Engineering	33
Environmental, Process & Energy Engineering	34
Industrial Engineering & Management	35
Mechatronics	
Medical Engineering	36
Electrical Engineering	37
Mechanical Engineering	38
Smart Building Technologies*	39

MASTER

Biotechnology	40
Food Technology & Nutrition	41
Environmental, Process & Energy Engineering	42
Industrial Engineering & Management	43
Mechatronics & Smart Technologies	44
Medical Technologies	45

* subject to accreditation

Internationally operating technicians are more in demand than ever. Whether in the fields of production, communication, environment, energy, nutrition or health, engineers are of fundamental importance in resolving core problems.

With its Technology & Life Science study programs, the MCI has developed an innovative focus: biotechnology, energy engineering, food engineering, mechanical engineering, mechatronics, software engineering, environmental engineering, process engineering and industrial engineering.

In addition to a sound grounding in natural sciences and engineering, the program has a strong focus on complementary economic, legal and social-communicative competences (social skills, soft skills, foreign languages, etc.). Motivated lecturers from the business community and the worlds of science and consulting, the international orientation of the program and the limited number of places available guarantee optimum conditions for study with attractive prospects for the future.



Prof. Dr. Katrin Bach
Food Technology & Nutrition



Prof. Dr. Christoph Griesbeck
Biotechnology & Food Engineering
Biotechnology



Prof. Dr.-Ing. Gerhard Hillmer, MSc
Industrial Engineering & Management



a.o. Univ.-Prof. MMag. Dr.
Alexander Hörbst, Bakk.techn.
Medical Technologies



DI Dr. Andreas Mehrle
Mechatronics
Mechatronics & Smart Technologies



Prof. Dr. Peter J. Mirski
Digital Business & Software Engineering



Prof. Dr. Werner Stadlmayr
Environmental, Process & Energy Engineering

BACHELOR

Biotechnology & Food Engineering**STRUCTURE**1st – 2nd semester: FundamentalsStarting 2nd semester: Specialization4th – 5th semester: Choice of electives in biotechnology or food technology5th or 6th semester: International semester (at Partner University or MCI), internship6th semester: Bachelor theses and final exam**DEGREE**

Bachelor of Science in Engineering | B.Sc. | BSc*

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

TIME MODEL

Full-time

LANGUAGE

German 75%, English 25%

CONTENT

• Fundamentals: mathematics, natural science	24%
• Fundamentals: Engineering	15.5%
• Special subjects: Biotechnology & food technology	27%
• Elective subjects: Biotechnology & food engineering	6.5%
• Academic research R & D internship	16.5%
• Business administration English & social skills	10.5%

PROFESSIONAL OPPORTUNITIES

- Biomedical research and development
- Pharmaceutical industry and diagnostics
- Agriculture, food and animal feed industry
- Chemical industry
- Apparatus and plant engineering for biotechnological purposes
- Measuring, testing and analysis
- Environmental engineering

ADMISSION REQUIREMENTS

University entrance qualification

Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

CONSECUTIVE MCI MASTER

- Biotechnology
- Environmental, Process & Energy Engineering
- Food Technology & Nutrition
- Industrial Engineering & Management

BACHELOR

Digital Business & Software Engineering

ONLINE

STRUCTURE

1st – 2nd semester: Fundamentals3rd – 4th semester: Software Engineering, Business Solutions5th semester: International Semester (at partner university or MCI),
Integrative Overall Project6th semester: Internship, Bachelor thesis and final exam

DEGREE

Bachelor of Science | B.Sc. | BSc*

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

TIME MODEL

Online | Blended Learning | Full-time (Job-friendly)

LANGUAGE

Courses in German as well as partly in English

CONTENT

• Informatics	53%
• Fundamentals in Mathematics & Technical Science	8%
• Fundamentals in Business & Interdisciplinary Competences	25%
• Scientific Work & Academic Writing	8%
• Internship / professional experience	6%

PROFESSIONAL
OPPORTUNITIES

Positions in

- Business Intelligence / Analytics
- Digital Business
- IT Consulting
- IT Operations Management
- IT Project Management
- Software Engineering
- Software Quality Management
- Web & Mobile Development

ADMISSION
REQUIREMENTS

University entrance qualification

Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

CONSECUTIVE MCI MASTER

- Management, Communication & IT
- Industrial Engineering & Management



BACHELOR

Environmental, Process & Energy Engineering

STRUCTURE

1st – 2nd semester: Fundamentals

Starting from 3rd semester: Environmental, Process & Energy Engineering

5th semester: International semester (at Partner University or MCI),

6th semester: Bachelor theses and final exam, internship (12 weeks)

DEGREE

Bachelor of Science in Engineering | B.Sc. | BSc*

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

Double Degree Option

Centria University of Applied Sciences, Kokkola / FI



TIME MODEL

Full-time, part-time

LANGUAGE

German 75%, English 25%

CONTENT

• Fundamentals of natural sciences & engineering	35%
• Environmental, process, & energy engineering	37%
• Business & management key competencies	11%
• Scientific methods R&D Internship	17%

PROFESSIONAL
OPPORTUNITIES

- Energy trading, energy generation & natural resources
- Chemical industry
- Paper and paper-processing industry
- Environmental engineering
- Glass industry
- Oil industry
- Waste & waste water management
- Consulting engineers, consulting, engineering

ADMISSION
REQUIREMENTS

University entrance qualification

Additional entrance exams in Mathematics, Physics, Chemistry, English and German for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

CONSECUTIVE MCI MASTER

- Environmental, Process & Energy Engineering
- Industrial Engineering & Management
- Mechatronics & Smart Technologies
- Food Technology & Nutrition
- Biotechnology

BACHELOR

Industrial Engineering & Management**STRUCTURE**

1st – 2nd semester: Fundamentals and core subjects

5th semester: International semester (at Partner University or MCI),

6th semester: Bachelor thesis and final exam, internship (12 weeks)

DEGREE

Bachelor of Science in Engineering | B.Sc. | BSc*

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

TIME MODEL

Full-time, part-time

LANGUAGE

German 75%, English 25%

CONTENT

• General Engineering	35%
• Production Engineering & Management	25%
• General Management	16%
• English & Key Competencies	8%
• Internship & Bachelor Thesis	16%

**PROFESSIONAL
OPPORTUNITIES**

- Process optimizations
- Technical plant maintenance
- Quality management
- Supply chain management
- Innovation management
- Project management
- Marketing & sales

**ADMISSION
REQUIREMENTS**

University entrance qualification

Additional entrance exams in Mathematics, Physics, English and German for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

CONSECUTIVE MCI MASTER

- Environmental, Process & Energy Engineering
- Industrial Engineering & Management
- Food Technology & Nutrition
- Management, Communication & IT
- Mechatronics & Smart Technologies

BACHELOR

MechatronicsMajor **Electrical Engineering****STRUCTURE**

1st – 4th semester: Fundamentals in mechatronics
 2nd – 5th semester: Major in Electrical Engineering
 5th + 6th semester: International semester (at Partner University or MCI),
 internship (12 weeks)
 6th semester: Bachelor thesis and final exam

DEGREE

Bachelor of Science in Engineering | B.Sc. | BSc*
**Use of the academic degree in combination with the brand MCI officially approved*

TIME MODEL

Full-time, part-time

LANGUAGE

German 85%, English 15%

CONTENT

• Mathematics & natural science	15%
• Mechatronics & engineering	45%
• Major Electrical Engineering	30%
• Economics, law & key competencies	10%

FOCUS

Embedded systems, control engineering, measuring systems, power electronics,
 medicine electronics

**PROFESSIONAL
OPPORTUNITIES**

- Metrology and control engineering
- Plant and building systems automation
- Automotive and alternative drive technologies
- Semiconductor and communications industries
- Circuit development and embedded systems programming
- Planning and design engineering for electrical plant
- Plant control and monitoring
- R & D and technology transfer
- Technical and commercial applications consulting & sales
- Power generation & supply

**ADMISSION
REQUIREMENTS**

University entrance qualification
 Additional entrance exams in Mathematics, Physics, English and German for applicants
 without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee
 to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee
 to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)
 Admission test (20%)
 Admission interview (50%)

CONSECUTIVE MCI MASTER

- Mechatronics & Smart Technologies
- Medical Technologies
- Industrial Engineering & Management

BACHELOR

MechatronicsMajor **Mechanical Engineering****STRUCTURE**

1st – 4th semester: Fundamentals in mechatronics
 2nd – 5th semester: Major in Mechanical Engineering
 5th + 6th semester: International semester (at Partner University or MCI),
 internship (12 weeks)
 6th semester: Bachelor thesis and final exam

DEGREE

Bachelor of Science in Engineering | B.Sc. | BSc*

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

TIME MODEL

Full-time, part-time

LANGUAGE

German 85%, English 15%

CONTENT

• Mathematics & natural science	15%
• Mechatronics & engineering	45%
• Major Mechanical Engineering	30%
• Economics, law & key competencies	10%

FOCUS

Robotics, control engineering, automation, production engineering, CAD/DAM

**PROFESSIONAL
OPPORTUNITIES**

- Machine & plant construction
- Electric powered machines & car industry
- Machine-, plant- and car supplies industry
- Public infrastructure & services
- Planning, project engineering, construction & execution
- Monitoring, controlling & optimization
- Quality control, maintenance, service & management
- External quality control & technical monitoring (e.g. technical control board)
- Research, development & technology transfer
- Technical & economical application consultancy as well as sales & marketing

ADMISSION**REQUIREMENTS**

University entrance qualification

Additional entrance exams in Mathematics, Physics, English and German for applicants without a university entrance qualification but with relevant professional experience

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

CONSECUTIVE MCI MASTER

- Mechatronics & Smart Technologies
- Medical Technologies
- Industrial Engineering & Management



BACHELOR

Medical, Health and Sports Engineering

SPECIALITY	High practical experience through project works, case studies and professional internship; Possibility of a stay abroad; Two branches of study to deepen your knowledge
AKADEMIC DEGREE	Bachelor of Science in Engineering B.Sc. BSc** **Use of the academic degree in conjunction with the brand "MCI" officially approved
TIME MODEL	Full-time
LANGUAGE	German, 5 th Semester in English
CONTENT	<ul style="list-style-type: none"> • Mathematics & natural scientific fundamentals 11% • Engineering sciences 20% • Basics of medicine & (medical) informatics 16% • Basics of medical & sports equipment technology 14% • Branch of study 11% • Business, management & key competencies 9% • Practical experience & Bachelor thesis 19%
STUDY BRANCHES	Medical Engineering Health and Sports Engineering
PROFESSIONAL OPPORTUNITIES	<ul style="list-style-type: none"> • Planning and development of medical technology products • Planning and development of sports technology products • Software engineering • Technical product and quality management • Project management • Production engineering • Research and development
ADMISSION REQUIREMENTS	Individuals with a university entrance qualification Individuals without a university entrance qualification, but with relevant professional qualification and additional exams in the subjects German, English, Mathematics and Physics
TUITION FEE	€ 363.36 / semester plus membership fee for the Austrian Students Union (ÖH) for EU and EEA citizens. Details and Information: www.mci.edu/admission
APPLICATION	Career background & motivation (30%) Admission test (20%) Admission interview (50%)
CONTINUE STUDYING AT MCI	<ul style="list-style-type: none"> • Medical Technologies • Mechatronics & Smart Technologies • Industrial Engineering and Management



BACHELOR

Smart Building Technologies

Combine
your studies &
professional
experience

SPECIAL FEATURES

Dual study program

- Study phase at MCI & practical phase in the company each semester
- Year-round paid employment with the partner company

DEGREE

Bachelor of Science in Engineering | B.Sc. | BSc**

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

LANGUAGE

German

CONTENT

- | | |
|---|-----|
| • Scientific-technical fundamentals | 11% |
| • Engineering sciences | 19% |
| • Heating, air conditioning, ventilation & sanitary engineering | 12% |
| • Automation & measurement, control and regulation technology | 6% |
| • Information technology | 6% |
| • Comfort in building services engineering | 7% |
| • Business & management / key competencies | 11% |
| • Practical phases | 17% |
| • Practice-oriented R&D / Bachelor thesis | 11% |

PROFESSIONAL
OPPORTUNITIES

- Building concept & planning
- Building automation
- Water supply and waste water management
- Heating, air conditioning, ventilation & sanitary engineering
- Sun and weather protection
- Lighting technology

ADMISSION
REQUIREMENTS

University entrance qualification

Additional entrance exams in Mathematics, Physics, English and German for applicants without a university entrance qualification but with relevant professional experience

TUITION

Statutory membership fee to the Austrian Student Union (ÖH)

APPLICATION

Career background & motivation (30%)

Admission test (20%)

Admission interview (50%)

Admission to the dual study program is linked to at least one application at one of our partner companies

CONSECUTIVE MCI MASTER

- Mechatronics & Smart Technologies
- Environmental, Process & Energy Engineering
- Industrial Engineering & Management

PARTNERS



MASTER Biotechnology

STRUCTURE

1st – 3rd semester: Core curriculum

3rd semester: International semester (at Partner University or MCI)

4th semester: Master thesis and final exam

DEGREE

Master of Science in Engineering | M.A. | MA**

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

Option: Connected Programs

Combination with the Master study program Molecular Medicine at the Medical University of Innsbruck

TIME MODEL

Full-time

LANGUAGE

German 75%, English 25%

CONTENT

- Biotechnology 47%
- Current industrial projects 12.5%
- Scientific methods & Master thesis 33%
- General management 7.5%

PROFESSIONAL OPPORTUNITIES

- Biomedical research and development
- Pharmaceuticals and diagnostics
- Chemical industry
- Agriculture, fertilizer & fodder industries
- Apparatus & plant engineering for biotechnological applications
- Measuring, testing and analysis
- Environmental engineering
- Public infrastructure, associations and interest groups
- International co-operation and organizations
- Consulting, freelancing

ADMISSION REQUIREMENTS

Bachelor or equivalent degree in

- Biotechnology / Food technology
- Biochemistry / Biology
- Pharmaceutical industry / Biomedical analytics
- Science & engineering courses with sufficient relevant content

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee for the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (30%)

Written entrance exam (20%)

Interview (50%)

MASTER Food Technology & Nutrition

STRUCTURE

1st – 3rd semester: Core curriculum
2nd – 3rd semester: Electives
3rd semester: Optional semester abroad
4th semester: Optional semester abroad, Master thesis and final exam

DEGREE

Master of Science in Engineering | M.A. | MA*
**Use of the academic degree in combination with the brand MCI officially approved*

TIME MODEL

Full-time and part-time

LANGUAGE

German 75%, English 25%

CONTENT

• Food technology & nutrition	37.5%
• Electives	6.7%
• Current industrial projects	12.5%
• Scientific methods & Master thesis	35.8%
• General management	7.5%

PROFESSIONAL OPPORTUNITIES

- Food economics
- Animal feed industry
- Food safety (e.g. at EFSA, AGES etc.)
- Quality assurance and analysis
- Chemical and pharmaceutical industry
- Clinical nutrition research
- Innovation management & Product development

ADMISSION REQUIREMENTS

Bachelor or equivalent degree in

- Food Technology / Biotechnology
- Nutrition / Oecotrophology
- Food Chemistry & Sciences / Biochemistry
- Science & engineering courses with sufficient relevant content

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee for the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (30%)
Written entrance exam (20%)
Interview (50%)

Full-time | English

Part-time | German

Double Degree Option

MASTER

Environmental, Process & Energy Engineering

STRUCTURE

1st – 3rd semester: Core curriculum and choice of two out of four electives

3rd semester: International semester (abroad or at MCI)

4th semester: Master thesis and final exam

DEGREE

Master of Science in Engineering | M.Sc. | MSc*

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

Double Degree option at

Università degli Studi di Genova



TIME MODEL

Full-time or part-time

LANGUAGE

English (Full-time) or German 75%, English 25% (Part-time)

ELECTIVES

Plant Engineering and Operations / Chemical Engineering / Environmental Engineering / Energy Engineering

CONTENT

- Process engineering 46%
- Beyond engineering 12%
- Electives 21%
- Master thesis 21%

PROFESSIONAL OPPORTUNITIES

- Energy Trading, Energy Industry and Natural Resources
- Renewable Energies
- Water Supply and Treatment
- Engineering Consulting
- Chemical Industry
- Plant Engineering

ADMISSION REQUIREMENTS

Graduates with a relevant Bachelor degree or diploma

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee to the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (30%)

Written entrance exam (20%)

Interview (50%)

MASTER

Industrial Engineering & Management

STRUCTURE

1st – 3rd semester: Key areas of Process or Production Technology

3rd semester: International semester (abroad or at MCI)

4th semester: Master thesis and final exam

DEGREE

Master of Science in Engineering | M.Sc. | MSc*

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

TIME MODEL

Part-time

LANGUAGE

German 75%, English 25%

CONTENT

• General Engineering	22%
• Production engineering & management	21%
• General Management	23%
• Master Thesis Research & Development	34%

PROFESSIONAL
OPPORTUNITIES

Mainly technically oriented

- Production engineer (optimization of operational processes / maintenance)
- Project engineer
- Development engineer
- Business-related services in engineering and planning offices
- Qualified engineering expert

Mainly economically oriented

- Technical manager
- Supply chain manager
- Sales engineer, product manager, key account manager
- Technical purchasing manager, distribution manager
- Business consulting / business planning / management

ADMISSION
REQUIREMENTS

- Graduates with a Bachelor degree or Diploma in engineering
- Graduates of relevant post-secondary institutions
(i.e. degrees in technical engineering or natural-scientific engineering programs)

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee to the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (30%)

Written entrance exam (20%)

Interview (50%)

Full-time | English

Part-time | German

Double Degree Options

MASTER

Mechatronics & Smart Technologies

STRUCTURE

1st – 3rd semester: Core curriculum

4th semester: Master thesis and final exam

DEGREE

Master of Science in Engineering | M.Sc. | MSc*

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

Double degree option at

Pôle Universitaire Léonard de Vinci, Paris / FR

Appalachian State University, Boone, NC / USA



TIME MODEL

Full-time or part-time

LANGUAGE

English (Full-time), German 85%, English 15% (Part-time)

MAJORS

Electrical Engineering / Mechanical Engineering

CONTENT

• Core area: Mechatronics	40%
• Major in Electrical Engineering / Mechanical Engineering	25%
• Projects	15%
• Management, business and key competences	10%
• Academic working / R & D	10%

PROFESSIONAL OPPORTUNITIES

- Research & development
- Simulation & computation
- Project & design engineering
- Production planning & monitoring
- Automation & computer vision
- Control engineering
- Sales & applications consulting

ADMISSION REQUIREMENTS

Graduates with a relevant Bachelor degree or Diploma and a minimum of 75 ECTS credits from relevant subjects

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee for the Austrian Students' Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (30%)
Written entrance exam (20%)
Interview (50%)

MASTER Medical Technologies

STRUCTURE

1st – 3rd semester: Core curriculum
4th semester: Master thesis and final exam

DEGREE

Master of Science | M.Sc. | MSc**

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

TIME MODEL

Full-time with job friendly time model

LANGUAGE

English

CONTENT

- Medical Imaging, IT & Hardware 29%
- Medical Engineering 25%
- Projects & Case Studies 13%
- Management & Entrepreneurship 8%
- Master Thesis & Scientific Writing 25%

PROFESSIONAL OPPORTUNITIES

- Research & Development
- Product Development & Design
- Quality Assurance
- Maintenance & Service
- Project Management
- Technology Management
- Sales & Application Consulting
- Start-ups & Innovation

ADMISSION REQUIREMENTS

Graduates with a relevant Bachelor's degree or Diploma and a minimum of 50 ECTS credits from relevant subjects

TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 7,000 per semester plus membership fee to the Austrian Student Union; Scholarships: www.mci.edu/scholarships

APPLICATION

Career background (30%)
Written entrance exam (20%)
Interview (50%)



The MedTech master's program is being organized in close collaboration with the Medical University of Innsbruck (MUI) and the Health & Life Science Cluster Tyrol (HLSCT) which includes the University of Innsbruck (LFUI), the Private University of Medical Informatics & Technology (UMIT) and other prestigious institutions.



Executive Education

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In Executive Education, the Entrepreneurial School® consolidates a broad portfolio of top-class continuing education programs for decision-makers at all management levels as well as tailor-made solutions for organizations and companies. A stagnation in further education would mean a step backwards for all. This applies above all to the digital business-and-working world. Both the willingness and the ability to continuously acquire and develop new knowledge are crucial for proactively meeting current and future challenges.

As the Entrepreneurial School®, the MCI has been a pivotal driving force in academic education and continuing education for almost 25 years and has thus achieved a leading position in the international university scene. The focus is on the goal of enabling occupational decision-makers to think in an entrepreneurial manner and act in a solution-oriented way by means of practical knowledge transfer. The latest scientific findings, a high degree of practical relevance, innovative didactics through blended learning concepts and the engagement of experienced, renowned lecturers essentially ensure that we live up to the motto "we mentor motivated people".

In this academic year, we have once again assembled an exciting and innovative range of continuing education courses – tailored to the specific needs of professionals.

IN KOOPERATION MIT



Mag. Susanne E. Herzog
MCI | The Entrepreneurial School®
Executive Education & Development



Prof. Dr. Claudia Brauer
MCI | The Entrepreneurial School®
Digital Marketing & Analytics MSc



Univ.-Prof. Dr. Kurt Matzler
Universität Innsbruck
Executive MBA online
Management & Leadership MSc



Prof. Dr. Maria Rabl
MCI | The Entrepreneurial School®
Digital Business MBA online
Digital Economy & Leadership MSc online



Prof. Dr. Markus Kittler
MCI | The Entrepreneurial School®
Executive PhD Program in Management



EXECUTIVE EDUCATION

Executive PhD Program in Management**PROGRAM & DEGREE**

Executive PhD Program in Management, jointly offered by the

- University of Antwerp (UAntwerpen)
- Antwerp Management School (AMS)
- Management Center Innsbruck (MCI)

PhD, Doctor of Philosophy, conferred by the UA*

TARGET GROUPS

Executives and senior business professionals who want to

- achieve a highly distinguished academic degree,
- combine their work experience with high-level academic research,
- learn from and collaborate with renowned universities,
- establish or strengthen links with the academic sector,
- pursue a career at the interface of academia and business
- further develop their research skills and methods,
- broaden and deepen their intellectual capabilities.

VENUES

Innsbruck / Antwerp, approx. 50%

ADMISSION CRITERIA

- MBA, Master's level or equivalent university degree in a relevant field
- Minimum 10 years of relevant managerial experience
- Demonstration of academic and professional progression
- Pre-selected field of research which should show high potential for business and management research.
- Two letters of recommendation (one academic and one business)
- Successful completion of the admission procedure

SUPPORT

- Supervisor and doctoral committee
- Peer support through the cohort of PhD students
- PhD circles and workshops, conferences, doctoral colloquia
- Integration into the research groups at the participating universities

DURATION

- 4 years
- Part-time
- 11 on-site three-day seminars (5 in Antwerp, 6 in Innsbruck)
- Intense supervision process by two scholars

LANGUAGE

English

PROGRAM

- Quality assurance through the UAntwerpen and the Antwerp Management School
- Didactical concept and definition of content and requirements through the UAntwerpen and Antwerp Management School

DOCTORAL THESIS

- Inspired by current business problems
- Based on critical literature review, contribution to management research and empirical research
- Public defense of the thesis before a committee of the UAntwerpen

* The Executive PhD Program was submitted to the Agency for Quality Assurance and Accreditation Austria (AQ) in accordance with § 27 para. 1 and registered by the AQ in accordance with § 27 para. 6 HSQSG. The registration of the program in accordance with § 27 para. 6 HS-QSG does not ascertain equivalence with Austrian study programs and similar Austrian academic degrees. Graduates awarded with an academic degree from Belgium are entitled to use it in accordance with § 88 para. 1 of the 2002 law governing universities. The academic degrees awarded by the University of Antwerp are therefore recognized foreign degrees in Austria and may be used in official documents in accordance with § 88 para. 1a of the 2002 law governing universities.



EXECUTIVE MASTER Digital Business MBA

TIME MODEL	4 semesters, part-time and blended learning
DEGREE	Master of Business Administration M.B.A. MBA* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
LANGUAGE	German 70 % / English 30 %
CONTENTS	<ul style="list-style-type: none"> • Fundamentals of business administration • Digitalization & fundamentals of IT • Digital business • Digital economy • Scientific work • Business plan
TARGET GROUP	Working entrepreneurs, (junior staff) managers and professionals, who are dealing with the effects and new business models of the Digital Economy and who want to become "leaders" of the digital transformation.
DIDACTICS	<p>The content and methodology of the Master's program aim to use the students' professional and personal experience as valuable potential through mutual exchange of experience, to provide students with ongoing critical feedback and thus to support the learning and implementation process in a sustainable manner. In the courses, situations are consciously created in which acquired knowledge can be applied and reflected in concrete practical situations.</p> <p>An intelligent mix of online courses, classroom modules and electronic media combines location-independent study with personal interaction between lecturers and students. Thus, the didactic concept differs fundamentally from a typical distance-learning course while meeting the highest demands.</p> <p>The MCI eCampus supports students with modern didactic formats such as webcasts, videos, blogs, moderated chats, livestreams and digital study material.</p>
ADMISSION REQUIREMENTS	<ul style="list-style-type: none"> • Academic degree; minimum of two years professional experience • Proof of English proficiency (TOEFL, IELTS)
APPLICATION	<ul style="list-style-type: none"> • Written application • Interview • Instance

In cooperation with





EXECUTIVE MASTER Executive MBA

TIME MODEL

4 semesters, part-time and blended learning

DEGREE

Master of Business Administration | M.B.A. | MBA*

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

LANGUAGE

English

CONTENTS

The Executive MBA program represents a generalist further education in business issues with a strong international focus that promotes and improves students' professional and social competencies. Participants learn how to systematically identify and analyze entrepreneurial problems, provide suitable solutions, and make, as well as implement, respective decisions. Guided by internationally acclaimed academics, participants acquire knowledge and skills to advance their careers in close integration with their professional and personal lives. Intense seminar modules at international partner universities abroad allow for immersion into different cultures and attitudes.

TARGET GROUP

- Entrepreneurs
- Managers
- Decision-makers who wish to qualify for higher management levels and for coping with international challenges
- Graduates with a degree in non-economic disciplines
- Graduates with a degree in economic disciplines aiming at deepening their knowledge and understanding, and broadening their international perspectives

DIDACTICS

The content and methodology of the Master's program aim to use the students' professional and personal experience as valuable potential through mutual exchange of experience, to provide students with ongoing critical feedback and thus to support the learning and implementation process in a sustainable manner. In the courses, situations are consciously created in which acquired knowledge can be applied and reflected in concrete practical situations.

An intelligent mix of online courses, classroom modules and electronic media combines location-independent study with personal interaction between lecturers and students. Thus, the didactic concept differs fundamentally from a typical distance-learning course while meeting the highest demands.

The MCI eCampus supports students with modern didactic formats such as webcasts, videos, blogs, moderated chats, livestreams and digital study material.

ADMISSION REQUIREMENTS

- Academic degree; minimum of three years professional experience
- Proof of English proficiency (TOEFL, IELTS)

APPLICATION

- Written application
- Interview
- Instance



EXECUTIVE MASTER

Digital Business & Tech Law LL.M.

ONLINE

TIME MODEL	2 semesters, part-time, online-based
DEGREE	Master of Laws LL.M.* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
LANGUAGE	German
CONTENT	<ul style="list-style-type: none">• New technologies of the digital economy• Digital transformation and corporate strategies• Business models of the digital economy• Data protection• Sharing Economy & Transfer• E-Commerce• Know-how Protection• New Work• Corporate Finance• Digital Marketing• Taxes for Startups• Corporate Crises
TARGET GROUP	The Masters program is geared towards graduates of legal and non-legal fields of study throughout the German-speaking world who want to expand their competencies with digital skills and abilities in a professional way and who are looking for a sound qualification in the field of digital business & tech law in their professional activities.
DIDACTICS	With the focus of the Executive Master degree program placed on different facets of the digital economy, this enables participants to specialize their own legal expertise in a technical and business-oriented manner and makes them sought-after experts for clients and companies alike when it comes to legal support for business in the digital age. An intelligent mix of online phases, attendance modules and electronic media links location-independent studies with personal interaction between lecturers and students. The didactic concept thus differs fundamentally from typical distance-learning while meeting the highest standards.
ADMISSION REQUIREMENT	<ul style="list-style-type: none">• completed university studies in law• completed university studies in another field (such as economics or technology), provided that the applicant can prove sufficient relevant previous legal knowledge or is working in a relevant professional field• at least one year of professional experience
APPLICATION	<ul style="list-style-type: none">• Online application• Personal interview• Instance

TIME MODEL	4 semesters, part-time and blended learning
DEGREE	<p>Master of Science M.Sc. MSc*</p> <p><i>*Use of the academic degree in combination with the brand MCI officially approved</i></p>
LANGUAGE	German
CONTENTS	<ul style="list-style-type: none"> • Fundamentals of business administration • Digitalization & fundamentals of IT • Digital economy • Scientific work • Business plan • Organizational behavior & leadership
TARGET GROUP	Working entrepreneurs, (junior staff) managers and professionals, who are dealing with the effects and new business models of the Digital Economy and who want to become "leaders" of the digital transformation.
DIDACTICS	<p>The content and methodology of the Master's program aim to use the students' professional and personal experience as valuable potential through mutual exchange of experience, to provide students with ongoing critical feedback and thus to support the learning and implementation process in a sustainable manner. In the courses, situations are consciously created in which acquired knowledge can be applied and reflected in concrete practical situations.</p> <p>An intelligent mix of online courses, classroom modules and electronic media combines location-independent study with personal interaction between lecturers and students. Thus, the didactic concept differs fundamentally from a typical distance-learning course while meeting the highest demands.</p> <p>The MCI eCampus supports students with modern didactic formats such as webcasts, videos, blogs, moderated chats, livestreams and digital study material.</p>
ADMISSION REQUIREMENTS	<ul style="list-style-type: none"> • Academic degree • minimum of two years professional experience
APPLICATION	<ul style="list-style-type: none"> • Written application • Interview • Instance

In cooperation with





EXECUTIVE EDUCATION

Digital Marketing & Analytics MSc

TIME MODEL	4 semesters, part-time and blended learning
DEGREE	Master of Science M.Sc. MSc* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
LANGUAGE	German
CONTENTS	<ul style="list-style-type: none"> • Digital skills • Technical foundations • Fundamentals & instruments of digital marketing • Digital sales & e-Commerce • Social media marketing • Digital analytics & strategies • Legal bases in digital marketing • Digital marketing strategies & leadership • Virtual Reality • Scientifically supervised Master thesis with accompanying courses
TARGET GROUP	Working entrepreneurs, (junior staff) managers and professionals, who want to become more digitally visible with their company, wish to enhance their competences with digital skills and abilities and who want to qualify for a position in digital marketing.
DIDACTICS	<p>The content and methodology of the Master's program aim to use the students' professional and personal experience as valuable potential through mutual exchange of experience, to provide students with ongoing critical feedback and thus to support the learning and implementation process in a sustainable manner. In the courses, situations are consciously created in which acquired knowledge can be applied and reflected in concrete practical situations.</p> <p>An intelligent mix of online courses, classroom modules and electronic media combines location-independent study with personal interaction between lecturers and students.</p>
ADMISSION REQUIREMENTS	<ul style="list-style-type: none"> • Academic degree • minimum of two years professional experience
APPLICATION	<ul style="list-style-type: none"> • Written application • Interview • Instance



EXECUTIVE MASTER

Management & Leadership MSc

TIME MODEL	4 semesters, part-time
DEGREE	<p>Master of Science M.Sc. MSc*</p> <p><i>*Use of the academic degree in combination with the brand MCI officially approved</i></p>
LANGUAGE	German
CONTENTS	<p>Stage I: General Management</p> <p>Stage II: Specialization in Management: Selection of one of the MCI functional courses</p> <p>Stage III: Management, Psychology & Leadership</p> <p>Stage IV: Master thesis with scientific tutoring and accompanying courses / Scientific work / Commission audit</p>
TARGET GROUP	Entrepreneurs, Managers of upper management levels and decision makers with first management experience, who wish to qualify for higher management positions.
DIDACTICS	The content and methodology of the Master's program aim to use the students' professional and personal experience as valuable potential through mutual exchange of experience, to provide students with ongoing critical feedback and thus to support the learning and implementation process in a sustainable manner. In the courses, situations are consciously created in which acquired knowledge can be applied and reflected in concrete practical situations.
ADMISSION REQUIREMENTS	<ul style="list-style-type: none"> • Academic degree • minimum of two years professional experience
APPLICATION	<ul style="list-style-type: none"> • Written application • Interview • Instance

EXECUTIVE EDUCATION

Modular Structure with Master option

The 16 and 25-day certificate courses can be interactively linked and credited to the Master program Management & Leadership MSc. The advantage for the participants is that because this Master's degree can be taken in stages, time and financial commitments are catered for here. This modular concept, unique to German-speaking countries, is an expression of the academic quality of each certificate. This course supports goal-oriented career development and opens up attractive opportunities for the future.

Please request the detailed Master's brochure at www.mci.edu/info or let us advise you personally.







EXECUTIVE EDUCATION & DEVELOPMENT

Certificate Courses

Our quality study programs provide state-of-the-art knowledge and ensure that theory and practice are merged to create a meaningful whole. Decision makers in management receive and experience comprehensive support in positioning themselves, in recognizing relevant interrelations, in acquiring and developing competencies, methods and skills, and in creating new scopes of action as well as in the designing and undertaking of complex tasks.

CERTIFICATE COURSE

Corporate Communications

Learn how to convince people, shape relationships, and build an image

Duration: 16 days / 20 ECTS

Digital Business Analytics

Learn how to use data as a resource and competitive advantage

Duration: 14 days on campus + 2 weeks online / 20 ECTS

Family Business

Master the management, dynamics, and security of your family business

Duration: 8 days / 10 ECTS

General Management

Business administration for non-business majors

Duration: 23 days on campus + 2 weeks online / 40 ECTS

Human Resource Management

Master human resource development in learning organizations

Duration: 16 days / 20 ECTS

CERTIFICATE COURSE

Innovation Management

Create a competitive advantage through market and technology orientation

Duration: 16 days / 20 ECTS

Management, Accounting & Control

Plan success, design processes, achieve results

Duration: 16 days / 20 ECTS

Management, Psychology & Leadership

Understand and design complex decision-making processes

Duration: 16 days / 20 ECTS

Marketing

Successful market development in a digital world

Duration: 16 days / 20 ECTS

Patent & License Management

Learn how to systematically acquire and exploit intellectual property rights

Duration: 16 days / 20 ECTS

Sales Management

Successful selling in the digitalized world

Duration: 16 days / 20 ECTS

Systemic Leadership Psychology

Master the synthesis of new thinking and practical action

BASIC: Duration: 8 days / 10 ECTS

PROFESSIONAL: Duration: 8 days / 10 ECTS



EXECUTIVE EDUCATION & DEVELOPMENT

Management Seminars

The comprehensive range of seminars on current issues of management, leadership, communication and personality development accompanies motivated people in coping with their complex professional challenges. With a duration of one to six days, built-in case studies, supplementary coaching units, practical examples and workshops, MCI seminars offer working decision-makers at all management levels compact opportunities to acquire tailor-made skills and to reflect on their own decisions and actions.

SEMINAR	TAGE	SEMINAR	TAGE
Mindful Leadership Mindfulness and serenity in the leadership	2	Customer Journey Management Impulses and sales process-oriented channels	1
Agile Leadership Successful leadership in complex situations and uncertain times	2	Data Storytelling Improving of information processes with effective data visualization	1
Agile Project Management Experience the Scrum Life Cycle with Lego simulation	2	Design Thinking & Innovation Lab Innovative solutions for the future	2
Agile Controlling Managing companies effectively without fixed budget	1	Digital Marketing & Sales Customer acquisition, business processing and customer loyalty with Internet	2
Better finish than finished „Brain-fair“ working and leading	1	Digitalization in Distribution The opportunities and chances of digital Selling	2
Block Chain for Business Competitive advantages through innovative technologies and business models	2	Implementing Employer Branding Die Macht der Arbeitgebermarke in der Praxis	1
Business Model Innovation Development of strategies and concepts	2	Employer branding as a success factor Attract and maintain the right employees	2
Change Management in Practice Successful implementation of change processes	2	Diversity as a success factor Cultural diversity: challenge or opportunity	1
Change Management in the VUCA world Use of agile methods in the design of change processes	2	Leading without Fighting Clarity, Courage, Balance & Humanity – Leadership & Life Principles	2

SEMINAR	TAGE
Conducting conversations in a relaxed and confident manner Only those who make a move get ahead	2
Conducting a conversation Being convincing in any situation	1
Ideas Management Tools from practice	1
Innovative Key Account Management Effective processing of key customers for sustainable corporate success	2
Communication Management Seminar series with 2 individual seminars: · Developing an integrated communication strategy and embedding it into the company · Recognizing and directing communication trends in the digital world	3
Communication Management Developing an integrated communication strategy and anchoring it in the company	2
Communication Management Recognizing and controlling communication trends in the digital world	1
Marketing Performance Measurement Making the profit contribution of marketing measurable and manageable	1
Market Communications A marketing tool in change	2
Meeting Management Efficient planning and performing of appointments	1
Business Data Analytics for success Get on board with the Insight-Driven Organization	2

SEMINAR	TAGE
New sustainability as a guarantee for success Opportunities for the further development of digital Business models in disruptive times	2
Be never again speechless Ready to succeed	1
Professional Presentations Make an impact, leave an impression	1
Project Management: Methodological Competence Define and implement projects successfully	2
Personal development for leadership New work needs inner work	2
Remote team work Successful cooperation despite distance	1
Rhetoric and Body Language Convince with authenticity and technology	1
Social competence in projects Influence teamwork positively and master leadership tasks with conflict competence	2
Sales Psychology Using psychological principles to make successful sales	1
Video Marketing How to present yourself in the second biggest search engine in the world	1
Virtual Reality Potentials by means of interaction techniques and application	2





CUSTOMIZED TRAINING PROGRAMS

Inhouse Programs & Organizational Development

More and more companies and nonprofit organizations recognize that the continuous development of strategies, structures and processes – embedded in an effective corporate culture that encourages top performance – is of central importance for their ability to compete. Sustainable results can be achieved when change programs are developed in-house and accompanied by professional organizational and human resource development measures in the form of customized training and coaching offerings, feedback loops and controlled transfer elements. Creative design and support for such activities in the regional and international context are an integral component of the competence of the MCI as the Entrepreneurial School®.



Results-based organizational and know-how development with the MCI Method®

Together with the MCI, we have developed a program for our top management comprising training sessions in subjects like “Leadership” and “Strategic Management”, a big annual event, the “Leaders’ Lounge”, and an IT communications platform. For a company like ours with its international orientation, the MCI is an outstanding partner. We appreciate the cooperative spirit of the partnership, the competence and flexibility of the MCI, and the attention we receive as a partner.

Andrea Maag, Vossloh Aktiengesellschaft, Head of Human Resources, Werdohl / G

The Tiroler Gebietskrankenkasse and Management Center Innsbruck entered into an innovative partnership with the planning, design and implementation of the TGKK Academy, which has proved a highly professional and effective platform. We are convinced and grateful that we have found the right partner with the right expertise and experience to help us establish a modern human resource development culture.

Irmgard Steinlechner, Deputy Head of the Management Office, Tiroler Gebietskrankenkasse, Innsbruck / A



Research at MCI

At the MCI, research is seen as part of the social mission of universities to promote social and economic growth. Against this background, the MCI strives for continuous quality improvement in teaching, involvement in and exchange with the academic community (publications in scientific journals, participation in and organization of conferences, etc.), and above all research relevance in practice.

Research at MCI is solution-oriented and positions itself at the intersection between theory and practice. It enables innovation to secure competitive advantages in the region. The entrepreneurial approach of the MCI has paved the way for research to obtain a key role within the transfer of technology and know-how.

The international research orientation of faculty and students fosters the development of an international network of partners in science, economy and society. This strengthens the quality of research and provides access to the latest developments for corporate partners to meet technological and societal challenges prospectively.





RESEARCH Scientific Competence

Cooperation opportunities

Solution and result orientation is the central research approach, which is developed in cooperation with research and corporate partners in order to facilitate an economic and social impact. The knowledge transfer goal in this context is lived out in more than 150 projects carried out each year in close cooperation with clients and research partners, in order to ultimately enable employees to further develop in the area of applied R&D.

Start-ups & entrepreneurship

As the Entrepreneurial School®, the MCI supports faculty, students, and graduates in their entrepreneurial activities.

These activities include:

- Events to increase awareness
- Business plan competitions
- Coaching & counselling
- Support with financing
- IP Support & counselling hours
- Embedding entrepreneurship education

**START
UP.
TIROL**

The MCI works closely with the Start.Up Tirol association in the area of supporting start-ups.

Research cooperation

Research cooperation with other higher education institutions, firms and organizations foster the production of new knowledge, products, services or processes. We share our knowhow with our research partners. The benefit to our research partners and the creation of a win-win-situation for all parties involved is of particular importance to us. Research cooperations are often supported by national and

international funding bodies such as FFG, TTFP, InterReg, Euregio, European Commission, etc.

Contract research

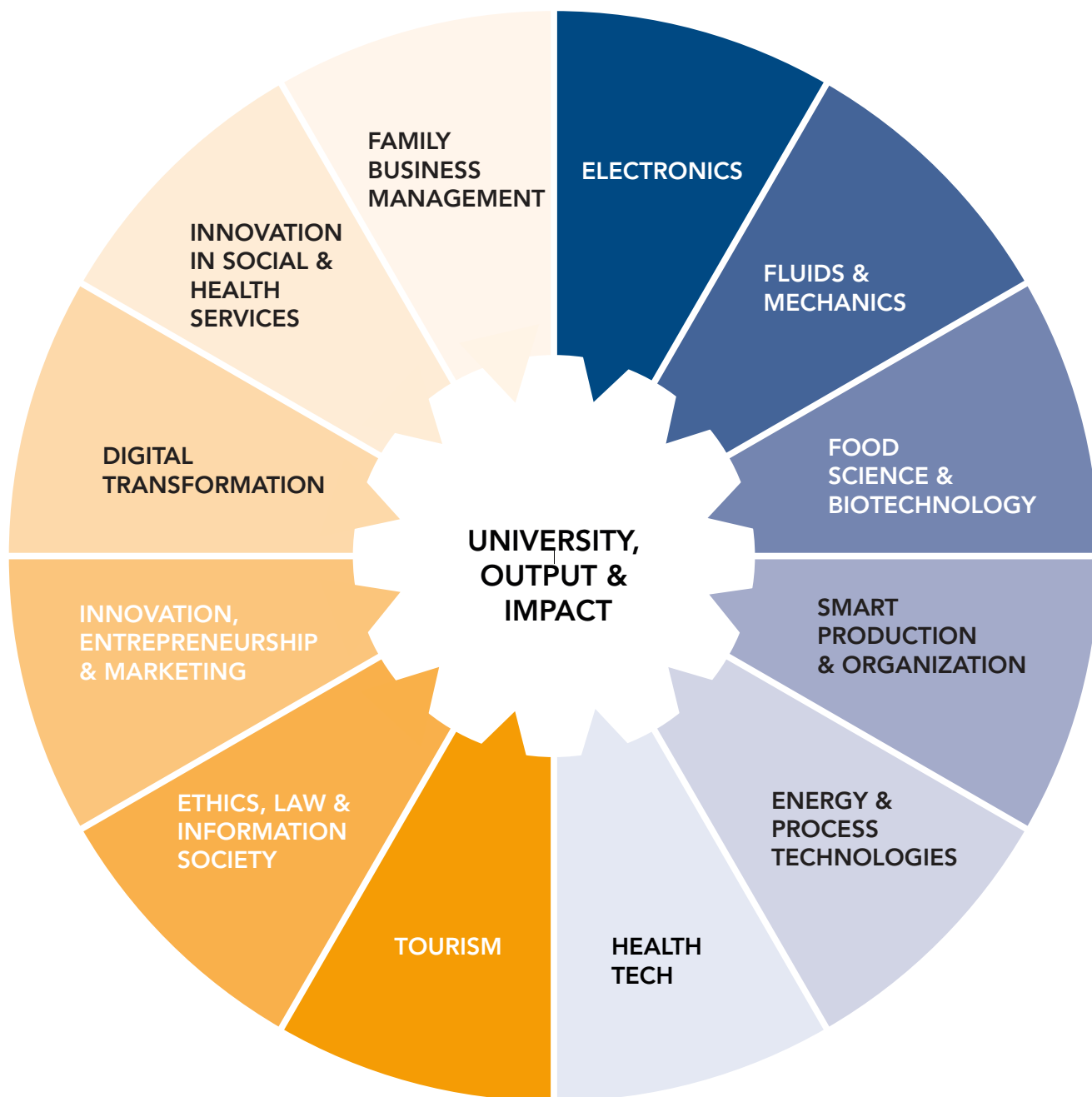
The MCI carries out solution-oriented projects for national and international clients. We use our knowledge to contribute to society and to support the competitiveness of organizations, regions and the economy. Within predefined research fields, our researchers work on numerous projects, also with the support of our motivated students at times. Our clients profit from our first-class infrastructure, academic expertise and know-how in the field of management and technology (process optimization, innovation development, efficiency enhancement, prototyping, etc.).

Research areas

The research competencies at MCI are based on the latest social, technological and economic challenges and are organized in powerful research areas. The research areas shown here are based on the current state of knowledge and are primarily concerned with interdisciplinary entanglement so that holistic solutions can be found.

For more information and cooperation, go to:

www.mci.edu/research



Our mission

MCI follows the concept of an Entrepreneurial School®. MCI empowers motivated people to achieve outstanding performance, provides profound academic competence and creates innovative know-how transfer within a strong international network.

OUR SUCCESS FACTORS

Quality teaching

High quality teaching secures our position among the leading academic institutions in the German speaking world.

Intellectual contribution

Our intellectual contribution is applied, business-relevant and solution-oriented.

International orientation

Our strong international orientation generates know-how, prestige and added value for our customers.

Customer and service orientation

Our customer and service orientation is exemplary.

Brand

MCI's brand is internationally renowned and stands for performance, professionalism, knowledge and competence.

People and culture

Our corporate culture thrives on mutual trust, commitment of our employees, entrepreneurial spirit and responsibility towards society.

Network

Our international network creates a competitive edge and added value for our stakeholders.

Innovation

Ongoing innovation forms the basis of our market position and ensures our competitiveness.

Infrastructure

Our excellent infrastructure creates an attractive and stimulating environment.



Network

Leading public figures as visiting lecturers from all over the world are an additional benefit of studying at the Entrepreneurial School®, one that opens up new perspectives, promotes global networking and is an advantage for career development.

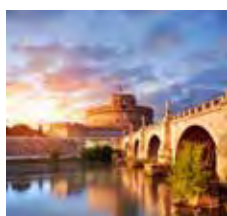


From top left to bottom right (listed functions at the time of the presentation):

Bettina Würth, Würth-Group; | Burkhard Balz, Deutsche Bundesbank | Sindi Maboso-Koyana, Entrepreneur, © AWCInvest | Michael Losch, Head of division, BMNT | François Biltgen, Judge at the European Court of Justice; | Dick Costolo, CEO 2010-2015 of Twitter & Trevor D. Traina, U.S. Ambassador to Austria | Margarete Schramböck, Federal Minister | Herbert Prock, VW Argentina | Susanne Steidl, Wirecard AG | Mario Riesner, Sandoz Austria GmbH | Stefan Pichler, CEO, Royal Jordanian Airlines | Andreas Matthä, ÖBB Holding | Thomas Lemke, Sana Kliniken AG | Violeta Bulc, European Commissioner for Transport 2014–2019 | Jan Kunath, REWE Group | Fabian Kienbaum, Kienbaum Consultants | Laura Leyser, Doctors without Borders (MSF) Austria | Edward Snowden, Whistleblower | Mahender S. Khari, Indo-Global Academia Alliance, Khari & Co | Richard Fontaine, Center for a New American Security | Hans-Joachim Eckert, Sports Governance Unit & FIFA Ethics Committee, Zurich | Elisabetta Castiglioni, CEO, A1 Digital International GmbH, | Heinz Fischer, Former Federal President of the Republic of Austria | Gerhard Drexler, SPAR AG | Hiltrud D. Werner, Volkswagen AG | Viviane Reding, European Commission & European Parliament | Christoph Boschan, Vienna Stock Exchange | H.E. Hermann Glettler, Bishop | Markus Bretenecker, CEO, ProSiebenSat.1 PULS 4 | Daniel Krauss, FlixBus / FlixBus GmbH | Peter Schöffel, CEO, Schöffel Sportbekleidung GmbH | Norbert Barthle, Federal Ministry of Transport and Digital Infrastructure, Germany | Josef Aschbacher, European Space Agency | Josef Penninger, Life Science Institute | Monika Ribar, SBB AG

International

With the help of the MCI's prestigious partner universities, students at the Entrepreneurial School® benefit from opportunities for semesters, modules and projects located abroad, and from the international character of both faculty and the student body.



From top left to bottom right: Università Ca' Foscari, Venezia, Italy | The Hong Kong University of Science & Technology, Hong Kong | University of Oslo, Norway | EDHEC Business School, Nice, France | University of Technology, Sydney, Australia | Lomonosov Moscow State University Business School, Russia | Università di Bologna, Italy | Politecnico di Milano, Italy | Charles University, Prague, Czech R. | National Taipei University of Technology, Taiwan | The University of Utah, Salt Lake City, USA | Alma Almaty Management University, Kazakhstan | Auburn University, Alabama, USA | Indian Institute of Technology, Chennai, India | Stellenbosch University, South Africa | Goodman School of Business – Brock University, Ontario, Canada | Université de Québec à Montréal, Canada | Cety's Universidad, Mexicali, Mexico | University of Ljubljana, Slovenia | Tampere University, Finland | Nagoya University of Commerce & Business, Nisshin, Japan | Universiti Teknologi Petronas, Malaysia | University of Limerick, Ireland | Katholieke Universiteit Leuven, Belgium | Aalborg University, Denmark | Luiss-Università Guido Carli, Rome, Italy | Appalachian State University, Boone, USA | National University of Singapore | Université de Grenoble, France | Tohoku University, Sendai, Japan | UNSW Sydney, Australia | Norwegian University of Science & Technology, Trondheim | Pôle Universitaire Léonard de Vinci, Paris, France | Erasmus Universiteit Rotterdam, Netherlands | University of Liverpool, Great Britain

Campus & Services

The MCI offers students an excellent infrastructure with attractive lecture rooms, computer labs, space for group working, and modern research facilities as well as conveniently situated student accommodation and car parking, and excellent access by public transport. Students also enjoy a unique university setting, with mountains on the doorstep, unbeatable opportunities for sports and leisure activities, and three other countries – Germany, Switzerland and Italy – just a short distance away.

LIBRARY

Thanks to an exemplary cooperation agreement signed with the University of Innsbruck, students have full access to the international scientific literature and professional library services with generous opening hours. In addition, the MCI has its own smaller reference libraries with a selection of newspapers, magazines and journals. www.mci.edu/en/library

ACCOMMODATION

As an old university town, Innsbruck offers a wide choice of accommodation in halls of residence, bedsits, flat shares, etc.

www.mci.edu/en/accommodation

SPORTS & LEISURE

Innsbruck – at the heart of the Alps – is an outstanding tourism destination that has twice hosted the Winter Olympics and as such is the perfect place for year-round sports and leisure activities. The Innsbruck University Sports Institute (USI) is also open to MCI students and offers modern facilities for a wide choice of sports and healthy exercise. www.mci.edu/en/sports

ALUMNI & FRIENDS

The MCI's alumni association is a dynamic platform for debate and personal contacts for all MCI graduates, students, faculty and partners. Panel discussions with first-rate international speakers are a stimulating source of motivation and ideas and an enjoyable way to share knowledge and experience. www.mci.edu/en/alumni

CAREER

In keeping with the MCI's motto "mentoring the motivated", a Career Center with its own international network supports MCI graduates during their first steps and subsequent development in the business world and enables companies to meet their recruitment needs from a pool of excellence. The Career Center has a full service offering, including internship placements and job opportunities, interview training, career coaching and industry recruitment events. www.mci.edu/en/career

LANGUAGE SKILLS

The MCI's international orientation is underscored by the wide range of foreign languages offered, with a focus on intercultural competence and communication skills in addition to language competence. Extra-curricular language courses are available in Arabic, Chinese, Japanese and Russian among many others. Experienced language trainers with first-class didactic skills provide a varied learning experience with the fun factor included. www.mci.edu/en/languages

STUDENT LIFE

As a university town, Innsbruck is a young-at-heart city that offers MCI students creative interaction in a wide range of fields, and a variety of entertainment and social activities (art and the arts, music, societies, churches, health, shopping, nightlife, etc).

www.mci.edu/en/studentlife

STARTUPS

Entrepreneurial thinking and working are taken seriously at the MCI. The MCI's faculty, students and graduates with the entrepreneurial spirit wishing to set up their own businesses or make commercial use of the results of their research benefit from the in-depth expertise and modern infrastructure. www.mci.edu/startup

Rankings, Memberships & Awards

Numerous international awards and accreditations received over the last few years and memberships in prestigious academic organizations are confirmation of the outstanding quality and high level of acceptance of the Entrepreneurial School® and a source of orientation for prospective students on an increasingly complex higher education market. A selection:



AACSB International

As one of only a few universities in the German-speaking area, MCI has earned initial accreditation by the prestigious AACSB Association to Advance Collegiate Schools of Business. Founded in 1916, the AACSB accreditation is a sign of excellent quality on all levels of business education.



FIBAA Foundation for International Business Administration Accreditation

FIBAA is the leading accreditation agency in the German-speaking world for Master programs in the field of economics. The MCI underwent the mandatory institutional audit and additional, voluntary institutional accreditation. In both cases the MCI was awarded the Premium Seal. The results show that the MCI by far exceeds the requisite quality requirements and are impressive confirmation of the MCI's standard of excellence.



Erasmus+

The European Commission has awarded MCI the Erasmus Charter for Higher Education. The Erasmus Charter for Higher Education (ECHE) provides the general quality framework for all European and international cooperation activities that MCI may carry out within the Erasmus+ program.



Nr. 1 in rankings

For years the Entrepreneurial School® has been consistently up among the winners in polls, studies and rankings. That includes the rankings published by the CHE (Center for Higher Education) and the Universum Student Survey (based on student evaluations). In 2020, MCI was also ranked for the second time among the „Global Top 25 Performers“ in U-Multirank, which was launched on the initiative of the EU Commission. These impressive results are confirmed by polls conducted by various business-oriented magazines on individual study programs (e.g. „Format“, „Gewinn“, „Industriemagazin“, etc.) as well as assessments by employers, executives and HR managers.



EFMD European Foundation for Management Development

The MCI is one of the few Austrian members of the EFMD, Europe's most important quality platform for research, development, innovation and networking in the field of management.



CEEMAN

The Central and East European Management Development Association (CEEMAN) was established in 1993 with the aim of fostering management development and management education development in the CEE region. By now, its membership has grown far beyond the CEE region, including over 200 members from more than 51 countries, including from Western Europe, both Americas, Africa and Asia.



EUA European University Association

The European University Association EUA is the representative organisation of universities and national rectors' conferences in 47 European countries. EUA plays a crucial role in the Bologna Process and in influencing EU policies on higher education, research and innovation.



International Association of University Presidents

The MCI is a member of this association, whose objective is to promote international cooperation between universities in the fields of research, teaching and knowledge transfer.



Eurasia-Pacific UniNet

The MCI is a member of this network of universities and other research institutions in East, Central and South Asia, and the Pacific.



Fulbright Austria

Austrian-American Educational Commission: The MCI is one of the academic pillars of the Fulbright Program, which works to promote international understanding through bilateral exchange programs with the United States.



VPH Verband Privater Hochschulen

The MCI is affiliated to this association of private universities in the German-speaking countries.



MBA Roundtable

To date, the MCI is the only member in the German-speaking world of this club of leading business schools and MBA program providers.



THE-ICE

The International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) is an independent international accreditation body which provides certification worldwide for tourism education facilities offering high standards of excellence. The MCI has received accreditation for its tourism-related study programs.



EHMA European Health Management Association

EHMA is an international association of universities and other organizations involved in the field of healthcare. In collaboration with FIBAA, EHMA also offers accreditation for relevant study programs. The MCI is the first European university to receive accreditation for all its health-related study programs.



Principles of Responsible Management Education

The MCI was the first Austrian university to be affiliated to the UN's global Principles for Responsible Management Education initiative (PRME).



IAU International Association of Universities

The MCI is a member of the UNESCO-based association of universities in 130 countries worldwide. IAU provides a global forum to discuss and take action on issues of shared interest and promotes international cooperation and academic solidarity between higher education institutions.



Science and Responsibility

Science and Responsibility (WuV) – a joint project run by the University of Innsbruck, Innsbruck Medical University, MCI and the Innsbruck Students' Union (ÖH) – is an open forum for an interdisciplinary dialogue between academia and society on scientific, ethical and social issues.

For further details: www.mci.edu/en/university/the-mci/accreditations

Admission requirements

ADMISSION REQUIREMENTS FOR A BACHELOR PROGRAM

1. Individuals with a university entrance qualification (e.g. school leaving exam, appropriate university entrance exam).
2. Persons without a university entrance qualification but with relevant vocational qualifications who satisfy one of the following conditions:
 - school-leaving certificate from a relevant vocational secondary school
 - completion of a dual education course with a relevant apprenticeship

Persons without a university entrance qualification but with relevant vocational qualifications must additionally sit entrance exams in English, Mathematics, and if applicable German / Physics / Chemistry. The level of the exams corresponds to that of a non-school university entrance qualification for the relevant study program.

ADMISSION REQUIREMENTS FOR A MASTER PROGRAM

Admission to MCI Master study programs is available to students who have a relevant Bachelor degree or equivalent qualification from Austria or other countries. Students with work or project experience and/or experience abroad are particularly welcome. Decisions relating to the relevance of such programs and recognition of previous qualifications are taken by the Program Director.

ADMISSION REQUIREMENTS FOR AN EXECUTIVE MASTER PROGRAM

The Executive Master programs are open to persons who hold a degree and have several years of high-level professional experience. Executives with an outstanding professional record but no academic degree may be admitted in the individual case on the basis of the criteria laid down in the admission regulations.

Admission to all MCI study programs is generally based on a three-stage selection process (curriculum vitae / documentation submitted, written entrance exam, interview). The dates for the selection process are to be found on the webpage for the study program concerned and are also listed on the admissions deadlines page: www.mci.edu/deadlines

Further information

The MCI team is always happy to assist with regard to applications. Advice on all aspects of study at the MCI, including applications and our attractive student services, is available to personal callers or by phone. For an appointment, please mail to info@mci.edu, call +43 512 2070-0 or contact us via WhatsApp +43 664 88723671.

With a program of sample lectures, study program presentations, project presentations and laboratory visits, the MCI Open House is an ideal source of guidance in selecting the right study program. For the dates, please go to www.mci.edu/openhouse.

MCI's online info sessions provide the perfect opportunity to get to know more about the Entrepreneurial School® and its study programs from the comfort of your home: www.mci.edu/online-infosession

To see what other (potential) students and alumni have to say, follow us on





www.mci.edu

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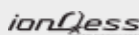
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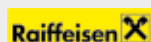
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START-UPS & SUBSIDIARIES



SPONSORS



Congratulations to your entrepreneurial spirit and your goal to make MCI the best place to work, to learn and grow in a diverse and open world.

Catherine Ladousse, Executive Communications Director EMEA, Lenovo, Paris / F

The Entrepreneurial School® is an exciting brand and a rewarding mission. I am delighted to contribute to the MCI's success.

Hap Klopp, Founder and longtime CEO of The North Face®, San Francisco

The truth can never be wrong. It takes values, courage and passion to succeed!

Edward Snowden, former US Intelligence Community and NSA subcontractor; Whistleblower, Moscow

I am impressed. Keep up the good work with your blithe obsession!

Dr. Sabine Herlitschka, CEO, Infineon Technologies, Villach

Faculty is impressive in terms of personal competence and knowledge. I can only recommend studying at the MCI.

Dr. Oliver Glockner, New Business & Technology, Hilti AG, Schaan / LI

The MCI mentors the motivated and helps to keep our companies on the path to growth.

Dr. Reinhard Schretter, former President of the Confederation of Tyrolean Industry, Innsbruck

Innovative environment, motivated students and a great atmosphere. I wish the MCI continued success!

Dr. Stefan Sommer, CEO, ZF Friedrichshafen AG, Friedrichshafen / DE