

curriculum.

THEMATIC BLOCK / COURSES	SEMESTER CREDIT UNITS* ECTS-Credits**					
	1	2	3	4	5	6
BUSINESS ADMINISTRATION						
Principles of Management						
Fundamentals of Management	2 2.5					
Introductory Accounting	2 2.5					
Fundamentals of Organizational Design	1 1.5					
Management Accounting						
Financial Statement & Analysis		2 2.5				
Management Control I		2 2.5				
Management Control II			2 2.5			
Corporate Finance			2 2.5			
Corporate Strategy						
Innovation Management			2 2.5			
Strategic Management I			2 2.5			
Strategic Management II				2 2		
Financial & Risk Management						
Financial Engineering					1 2	
Risk Management					1 2	
Principles of HRM						
Human Resource Management I		2 2.5				
Human Resource Management II			2 2.5			
Innovation, Organization & Change						
Organizational Development & Change Management				2 3		
Current Topics in HRM				1 1.5		
Strategic Management of Innovation					2 4	
Organizational Development					2 3.5	
Marketing I						
Introduction to Marketing		1 1.5				
Buyer & Consumer Behaviour		1 1.5				
Management of Goods & Services		2 2.5				
Marketing Strategy			1 1.5			
Brand Management			1 1.5			
Marketing II						
Management of Distribution & Sales				2 2.5		
Price Management				1 1.5		
Marketing Communication					2 3.5	
Project, Process & Quality Management						
Project Management	1 1.5					
Process Management	2 2.5					
Process Design	1 1.5					
Quality Management		2 2.5				
Knowledge Management & Logistics						
Knowledge Management				1 1.5		
Logistics Management					2 3	
Exercise, Case & Practice						
Fundamentals of Management – Exercise I		2 2.5				
Fundamentals of Management – Exercise II			2 3			
Practice Lab			3 4.5			
ECONOMICS, LAW & SOCIETY						
Fundamentals of Economics & Law						
Microeconomics	2 2.5					
Principles of Business Law I	2 2.5					
Macroeconomics		2 2.5				

THEMATIC BLOCK / COURSES	SEMESTER CREDIT UNITS* ECTS-Credits**					
	1	2	3	4	5	6
Economics & Law						
Principles of Business Law II				1 1.5		
Current Topics of Economics				1 1.5		
EU Law & International Legal Systems				1 1.5		
Contexts I						
Societal & Historical Contexts I	1 1					
Societal & Historical Contexts II		1 1.5				
Contexts II						
Societal & Cultural Contexts I			1 1			
Societal & Cultural Contexts II				2 2.5		
SOCIAL & COMMUNICATIVE SKILLS						
Team & Communication						
Presentation	1 1.5					
Team Training	1 1					
Business Communication I	1 1.5					
Business Communication II		1 1.5				
Social Skills		1 1.5				
Leadership & Communication						
Facilitation			1 1			
Leadership			1 1			
Negotiation & Conflict			1 1.5			
SCIENTIFIC METHODOLOGICAL COMPETENCIES						
Scientific Methods & Problem Solving I						
Principles of Academic Work	1 1.5					
Project Assignment I (with Principles of Academic Work)	1 2					
Academic Writing	1 1.5					
Quantitative Methods of Empirical Research		1 1.5				
Project Assignment II (with Statistics & Quantitative Methods)		1 2				
Scientific Methods & Problem Solving II						
Qualitative Methods of Empirical Research			1 1.5			
Research Coaching I				1 2		
Bachelor Thesis I				1 2		
Scientific Methods & Problem Solving III						
Research Coaching II						3 6
Bachelor Thesis II						2 13
Fundamentals of Mathematical & Statistical Methods						
Introduction to Mathematical & Statistical Methods	1 1.5					
Probability Theory & Descriptive Statistics	1 1.5					
Inductive Statistics		1 1.5				
Statistical Methods						
Multivariate Statistical Methods I			1 1			
Multivariate Statistical Methods II				1 1.5		
INTERDISCIPLINARY COMPETENCIES						
Integrative Synopsis I						
Forum I				1 2		
Integrative Revision				2 2		
History of Management Thought				1 1.5		
Current Topics in Management					3 6	
Integrative Synopsis II						
Venture Creation / Business Plan					3 6	
Forum II						1 4
Integrative Internship						1 7
NUMBER OF SEMESTER CREDIT UNITS* ECTS-CREDITS**	22 30	22 30	23 30	21 30	16 30	6 30

* One Semester Credit Unit (SWS) is equivalent to 16 teaching units (UE), this is equal to a teaching stint of 2 days per 8 UE; ** ECTS - European Credit Transfer System



BACHELOR'S PROGRAM
business & management.

DURATION	6 semesters incl. Bachelor's thesis and final exams
MAIN FOCUS	Highly practice-oriented, international focus, close co-operations with the local and international economy
START	Fall 2011*
TIME MODEL	Full-time
ANNUAL INTAKE	20 – 30
LANGUAGE	English 100%, broad range of optional language courses
STRUCTURE	1st – 4th semester: Fundamentals 4th semester: 1st Bachelor's thesis 5th semester: International semester, optionally abroad 6th semester: Integrative internship, 2nd Bachelor's thesis and final exam
ACADEMIC DEGREE	Bachelor of Arts in Business / B.A.
TUITION FEES	EUR 363 plus membership fee to the Austrian Student Union / semester
PREREQUISITES	University entrance qualification Applicants without university entrance qualification may be admitted upon relevant professional experience and additional entry exams
APPLICATION	An early application is recommended Please refer to www.mci.edu/business-management
APPLICATION CRITERIA	Career background (20%) Written exam (30%) Interview (50%)
CONTACT	MCI MANAGEMENT CENTER INNSBRUCK THE ENTREPRENEURIAL SCHOOL® 6020 Innsbruck / Austria, Universitaetsstrasse 15 +43 512 2070-3100, office-wm@mci.edu

* in process of planning