INTERNATIONAL BUSINESS MBA
Global Management, Strategy & Leadership for Professionals
MCI MANAGEMENT CENTER INNSBRUCK
THE ENTREPRENEURIAL SCHOOL®
ELEARNING AND BLENDED LEARNING

• eLearning is an umbrella term for technology enhanced learning and teaching that takes place online, i.e. specifically uses learning platforms and the Internet.

• Blended learning denotes a teaching and learning model that combines traditional classroom lectures with synchronous and asynchronous online teaching.
WHAT DOES A GOOD E-LEARNING PROGRAM LOOK LIKE?

- Interactive & collaborative
- Dynamic
- On-demand resources
- Global
- 24/7
- Facilitator-led
- Problem-based
- Student-centred
BLENDED LEARNING FORMATS

Face-to-face Teaching
Lectures / Input
Socialisation /
Networking
Group work
Discussions

Synchronous Learning
Online
Webinars
Chats
Input / Lectures
Brainstorming

Asynchronous
Collaborative Learning
Online
Discussion boards
Social Networking
Group work
Wikis and Blogs

Asynchronous
Self-paced Learning
Online
Websites/ Readings
Webcast / Screencast
Videos & Podcasts Online
Tests & Quizzes
SYNCHRONOUS ONLINE LEARNING

The most beautiful auditorium – your home
ASYNCHRONOUS INTERACTIVE LEARNING

Video intros, announcements, eMail, etc.

Online discussions, group work, etc.

Self-paced Learning
ADVANTAGES OF BLENDED LEARNING

• Flexibility in time and place
  • Learn where you want (also on the go – mobile Learning)
  • Learn when you want

• Potential cost savings (e.g. travel, time)

• Individualized learning – at your own pace
  • Tailor your learning according to prior knowledge, interests, learning pace, etc.

• Inter/active Learning
  • Online communication and team work
  • Interactive learning materials and feedback
  • Intensive interactions with peers and faculty

• Develop important digital skills and competencies
HOW CAN THIS BE ACHIEVED?

Guided Learning
By Professors

Online Courseware

Textbooks

Online Library

Discussion Boards

Email and IM
(How) can you form relationships online?
(How) can you learn online?
(How) can you collaborate online?

People are doing it every day!
Further Questions:

How do you facilitate online classes successfully? What is the role of the professors? (How) can you assure quality in an online environment? How is assessment done in an online environment?
THE ROLE OF THE PROFESSOR

“I never teach my pupils; I only attempt to provide the conditions in which they can learn”

– Albert Einstein
mentoring the motivated.
WHAT DOES IT TAKE TO BE SUCCESSFUL IN SUCH A PROGRAM?

• Be there
• Be present
• Make yourself seen
• Little but often is better than a lot all at once 😊
• Interact with your fellow participants, there will be tremendous peer learning!
• If you have any questions, please do not hesitate to contact me!
# INTERNATIONAL BUSINESS MBA – OVERVIEW

<table>
<thead>
<tr>
<th><strong>INTERNATIONAL BUSINESS MBA</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>ACADEMIC DEGREE</strong></td>
</tr>
<tr>
<td>Master of Business Administration / MBA</td>
</tr>
<tr>
<td><strong>DURATION</strong></td>
</tr>
<tr>
<td>4 semesters including Master Thesis / Major Research Project</td>
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<tr>
<td><strong>MAIN FOCUS</strong></td>
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<tr>
<td>Practice-oriented study program with focus on international business, leadership and entrepreneurship, and interactive online learning in small cohorts</td>
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<tr>
<td><strong>TIME MODEL</strong></td>
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<tr>
<td>Blended learning study program with eLearning phases and attendance modules (three 5-day residencies)</td>
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<tr>
<td><strong>LANGUAGE</strong></td>
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<tr>
<td>English</td>
</tr>
<tr>
<td><strong>ADMISSION REQUIREMENTS</strong></td>
</tr>
<tr>
<td>- Bachelor degree and minimum of 3 years of professional experience, or</td>
</tr>
<tr>
<td>- GMAT score of 610</td>
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<tr>
<td><strong>TUITION</strong></td>
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<td>2015/16: EUR 14,900</td>
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MANAGE GLOBALLY – LEARN DIFFERENTLY

This Executive Master supports the compatibility of job, family and study and is part of the consistent innovation, internationalization and online strategy pursued at MCI.

Key features:

- 2-year part-time program in English
- Blended format: face2face / online
- Highly interactive online environment
- World class faculty
- 3 five-day residencies start 10/2015
- Double degree option with Royal Roads University, BC, Canada
BLENDED LEARNING FOR PROFESSIONALS

- Asynchronous online attendance (individually phased)
- On campus attendance
- Synchronous online attendance
## STRUCTURE & MODULES

<table>
<thead>
<tr>
<th>Type</th>
<th>Moduls</th>
<th>On-Campus</th>
<th>Online</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>Student Orientation</td>
<td>1 day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residency 1 + online</td>
<td>Managing International Business</td>
<td>2 days</td>
<td>6 weeks</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Organizational Behavior</td>
<td>2 days</td>
<td>6 weeks</td>
<td>8</td>
</tr>
<tr>
<td>Online</td>
<td>Research Methods</td>
<td>4 weeks</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Entrepreneurship and New Venture Creation</td>
<td>10 weeks</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Residency 2 + online</td>
<td>Managerial Accounting</td>
<td>3 days</td>
<td>4 weeks</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Financial Management</td>
<td>2 days</td>
<td>5 weeks</td>
<td>8</td>
</tr>
<tr>
<td>Online</td>
<td>Marketing Management</td>
<td>10 weeks</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Operations Management</td>
<td>10 weeks</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Human Resource Management</td>
<td>10 weeks</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Residency 3 + online</td>
<td>Global Strategic Management</td>
<td>4 days</td>
<td>4 weeks</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Major Research Project Session</td>
<td>1 day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thesis</td>
<td>Major Research Project (MRP)</td>
<td>12 weeks</td>
<td></td>
<td>15</td>
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24 MONTHS – 10 MODULS – 67 ONLINE WEEKS – 15 SEMINAR DAYS – 3 MONTHS MRP – 90 ECTS
### TIMETABLE

<table>
<thead>
<tr>
<th>Type</th>
<th>Course</th>
<th>On-Campus MCI</th>
<th>Online</th>
<th>Webinars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residency 1</td>
<td>Introduction Student Orientation Program</td>
<td>27 Oct 2015</td>
<td>remains open throughout MBA</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 Organizational Behavior</td>
<td>30-31 Oct 2015</td>
<td>14 Dec - 24 Jan 2016</td>
<td>6 weeks online</td>
</tr>
<tr>
<td>Online 1</td>
<td>3 Research Methods</td>
<td></td>
<td>01 Feb - 28 Feb 2016</td>
<td>4 weeks online</td>
</tr>
<tr>
<td></td>
<td>4 Entrepreneurship and New Venture Creation</td>
<td></td>
<td>07 Mar - 15 May 2016</td>
<td>10 weeks online</td>
</tr>
<tr>
<td>Residency 2</td>
<td>5 Managerial Accounting</td>
<td>21-23 June 2016</td>
<td>23 May - 19 Jun 2016</td>
<td>4 weeks online</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>August 2016 off</td>
<td></td>
</tr>
<tr>
<td>Online 2</td>
<td>7 Marketing Management</td>
<td>29 Aug - 06 Nov 2016</td>
<td>10 weeks online</td>
<td>week 2/4/6/8/10</td>
</tr>
<tr>
<td></td>
<td>8 Operations Management</td>
<td>07 Nov - 29 Jan 2017</td>
<td>10 weeks online</td>
<td>week 2/4/6/8/10</td>
</tr>
<tr>
<td></td>
<td>9 Human Resource Management</td>
<td>30 Jan - 09 Apr 2017</td>
<td>10 weeks online</td>
<td>week 2/4/6/8/10</td>
</tr>
<tr>
<td>Residency 3</td>
<td>MRP Preparation Time</td>
<td></td>
<td>10 Apr - 14 May 2017</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MRP Session - Presentations</td>
<td>15 May 2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 Global Strategic Management</td>
<td>16-19 May 2017</td>
<td>22 May - 23 Jul 2017</td>
<td>4 weeks online</td>
</tr>
<tr>
<td>Thesis</td>
<td>Major Research Project (MRP)</td>
<td></td>
<td></td>
<td>12 weeks</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Graduation Nov 2017</td>
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ASSESSMENT

Each course in the MBA in International Business Program uses continuous assessment instruments. Students are assessed on their contributions throughout the entire course, as opposed to assessment being limited to e.g. an exam at the end of the course. Assessment strategies include:

- Participation in Discussions / Webinars / f2f sessions
- Individual / Team Assignments
- Project work
- Final Exam if assigned in a course
- Major Research Project / Master Thesis
TARGET GROUP

• Early- and mid-career professionals who want to
  • accelerate their career as a global business leader;
  • explore international businesses and cultures to gain new insights that can be applied immediately;
  • advance their professional standing with an academic program conducted in a blended learning mode flexible enough to accommodate busy people.

• Prospective students with diverse backgrounds in engineering, healthcare, law and humanities will find this program enriching; those with a background in business will be able to deepen their knowledge and understanding.
ADMISSION

• Admission requirements:
  • Undergraduate degree from a recognized university and minimum of 3 years of professional experience in a qualified position prior to commencement of the program (ideally, qualified professional activity also during the MBA program).
  • Applicants who do not have a first degree but extensive work experience will be considered for admission, provided they submit the required GMAT score of 610. Each application is reviewed on a case-by-case basis.
  • The admission process includes the following elements:
    • Application form
    • Essay
    • Proof of adequate command of English
    • Interview
Meet, discuss, learn with and from your peers and professors wherever you are and at your own pace.

www.mci.edu/mba-international-business