



# **INTERNATIONAL BUSINESS MBA**

Global Management, Strategy & Leadership for Professionals



# MCI MANAGEMENT CENTER INNSBRUCK THE ENTREPRENEURIAL SCHOOL<sup>®</sup>





## 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

Operationalisierung & Indikatorenbildung  
Fallbeispiel: UV-IV-AV-Schema

UV Unabhängige Variablen

IV Intervenierende Variablen

AV Abhängige Variable

DE UNIVERSITÄTSSCHULEN  
MCI MANAGEMENT CENTER INNSBRUCK

Gliederung

1. Einleitung (inkl. Beschreibung des Themas und Nennung der Untersuchungsfrage)
2. Literatur/Begriffe/Definitionen
3. Methodik (ausgehend von der Untersuchungsfrage, Beschreibung des zugrunde liegenden Forschungsparadigmas, Beschreibung der daraus abgeleiteten quantitativen oder qualitativen Untersuchung)
4. Planung (Ressourcen, z.B. Zeitplan, Finanzen, weiterer notwendiger Input)

Chat (inkl.)

Teilnehmer (1)

Matthias Seifner

Veranstalter (1)

Matthias Seifner

Teilnehmer (2)

Teilnehmer (2)

The most beautiful auditorium – your home

Webinar: Case Study Week 3.pptx

Case Study Work

- In your groups, hold a meeting using the following agenda:
- Background- why are staff resisting change?
- What mistakes is the management making (if any)?
- What practical actions can be taken to improve the situation?
- What can be learned from this experience?

Teilnehmer (40)

Veranstalter (1)

Matthias Seifner

Alexander Lehmann

Alexandra Grotzer

Andreas Mader

Andreas Grotzer

Andreas Grotzer

Chat (inkl.)

Florian Seifner: i share your opinion, Florian!

Clemens Sutter: nice either

Daniel Mauer: relocate to Bangladesh would be bad :P

Florian Seifner: not only

Florian Seifner: every centralisation costs jobs

Daniel Mauer: as long as you stay in France i don't think the pr would be to bad

Mirjam Peter: if you help them by finding a new job, they will also support you with their extensive know how

Florian Seifner: gibt an...

Datensatz

Name	Größe
Business Letters.pdf	1 MB
Speaking Classes_conference rules.doc	44 KB

Chat (inkl.)

Florian Seifner: beginne i schwanzen?

Florian Seifner: hallo zusammen, wenn du die wissensarbeit einleitest, dann kannst du dich in den erstellungen der folien "wie habe andere" wählen

Florian Seifner: du kannst dann die folie der ersten werte analysieren ohne dass die anderen werten betroffen sind

Susanne Just: ich verstehe nicht, danke

Susanne Just: das habe ich bereits versucht aber es beginnt dann mit 2 zu öffnen...

Florian Seifner: wenn du auf die wissensarbeit klickst musstest du ebenfalls können mit was er zu öffnen beginnt...

Susanne Just: hat funktioniert, habe geguckt er muss es zu öffnen beginnen dann hat es gepasst :)

Andreas Mader: ich für mich muss kurz nachfragen

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Entwicklung der Untersuchungsfrage ist direkt verbunden mit der Festlegung Ihres Themas der wissenschaftlichen Arbeit

- Die Untersuchungsfrage versucht, das Ziel Ihrer Arbeit in einem Fragesatz zu verdichten
- Die Untersuchungsfrage leitet alle weiteren Schritte Ihrer Arbeit

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Chat (inkl.)

wer ist evtl sicher nicht

Matthias Seifner: Es benötigt einfach noch Zeit um in eine komplexe neue Arbeitsweise hineinzukommen

Evangelin Günter: ich verstehe nicht :(

Stephanie Senoner: überklar miteinander machen legen bis im moment nicht sehr anpassig aber ich werde auch was machen

Susanne Just: ich verstehe nicht, danke

Evangelin Günter: Es gibt keine klaren frage, es gibt nur blöde fragen :)

Susanne Just: aber wenn man sich an das topend hält dann macht man grundsätzlich nichts falsch :)

Florian Seifner: ich habe versucht aber es beginnt dann mit 2 zu öffnen...

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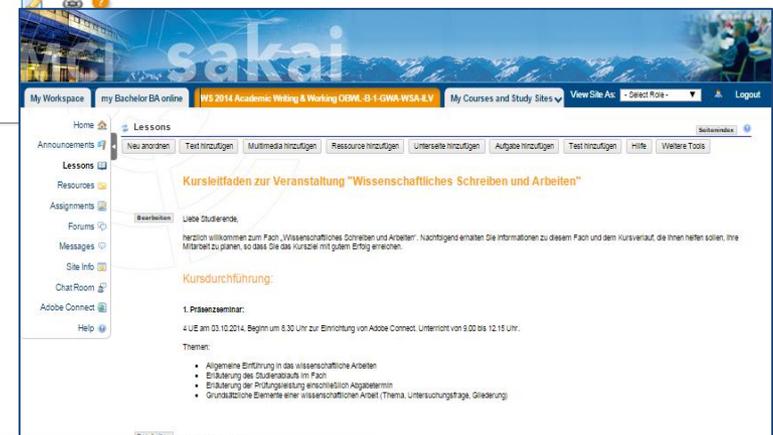
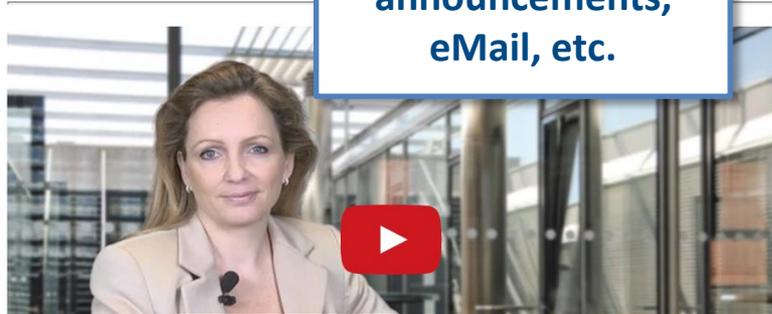
# ASYNCHRONOUS INTERACTIVE LEARNING

- Home
- Announcements
- Lessons
- Resources
- Drop Box
- Assignments
- Messages
- Forums
- Participants
- Site Info
- Adobe Connect
- Lerninhalte
- 1
- Help

SS 2015 General Business Administration II OBWL-B-2-BWL-BWL-ILV: Site Information Display

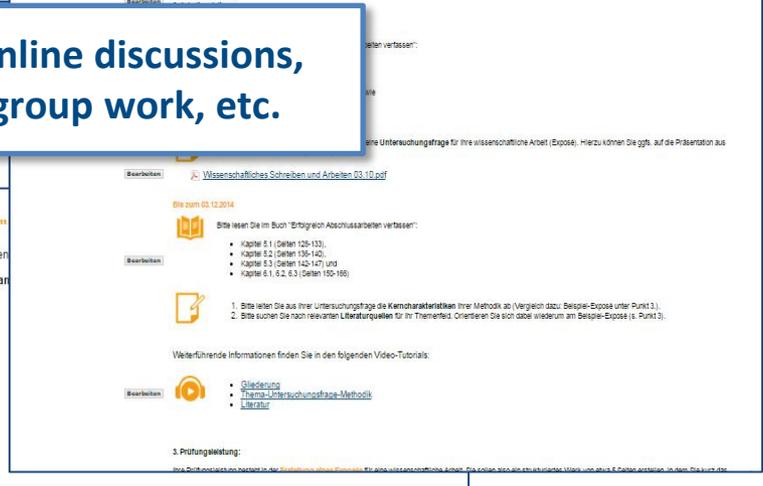
Course Teaser /

**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?



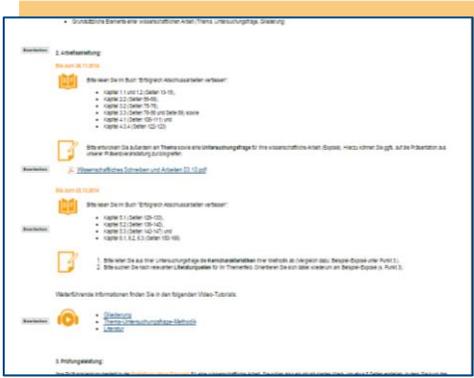
**Guided Learning  
By Professors**



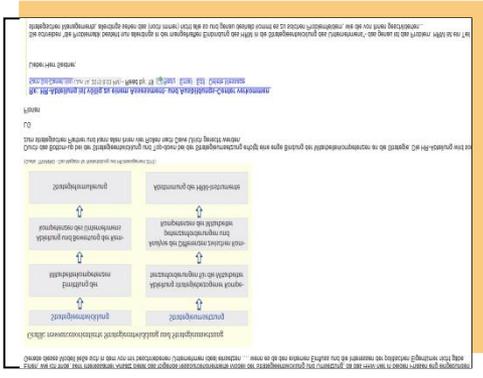
**Online Courseware**



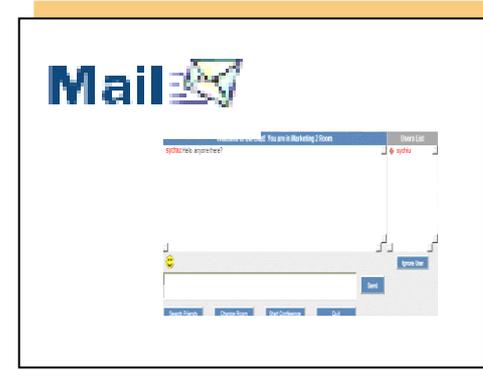
**Textbooks**



**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 !



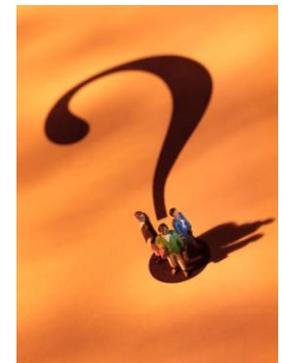
## *Further Questions:*

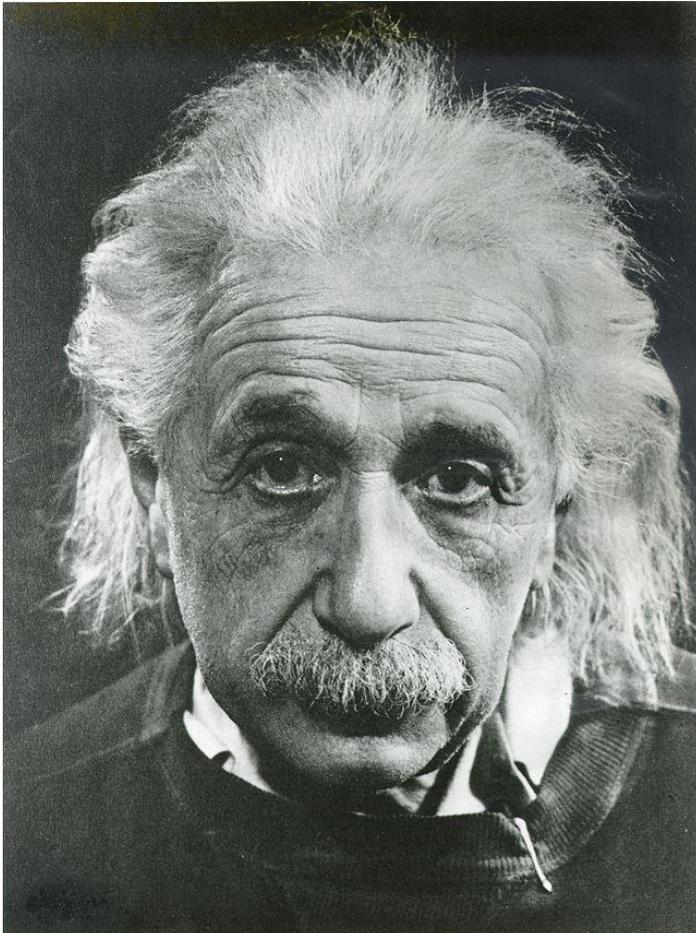
How do you facilitate online classes successfully?

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





## 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

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



## 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.

**2**-year  
part-time program  
in English



Blended format:  
face2face / online



Highly interactive  
online environment



World class  
faculty

**3**

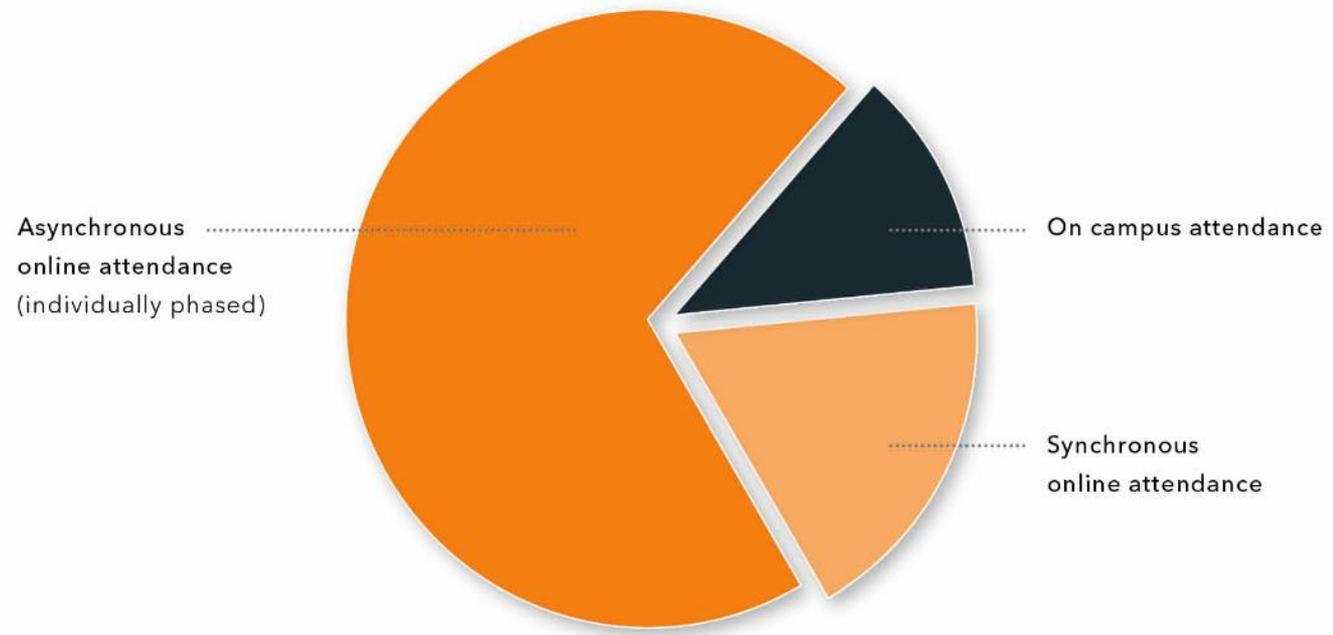
five-day  
residencies  
start 10/2015



Double degree  
option with Royal Roads  
University, BC, Canada



# BLENDED LEARNING FOR PROFESSIONALS





# STRUCTURE & MODULES

Type	Moduls	On-Campus	Online	ECTS
Introduction	Student Orientation	1 day		
Residency 1 + online	Managing International Business	2 days	6 weeks	8
	Organizational Behavior	2 days	6 weeks	8
Online	Research Methods		4 weeks	3
	Entrepreneurship and New Venture Creation		10 weeks	8
Residency 2 + online	Managerial Accounting	3 days	4 weeks	8
	Financial Management	2 days	5 weeks	8
Online	Marketing Management		10 weeks	8
	Operations Management		10 weeks	8
	Human Resource Management		10 weeks	8
Residency 3 +online	Global Strategic Management	4 days	4 weeks	8
	Major Research Project Session	1 day		
Thesis	Major Research Project (MRP)		12 weeks	15

**24 MONTHS – 10 MODULS – 67 ONLINE WEEKS – 15 SEMINAR DAYS – 3 MONTHS MRP – 90 ECTS**



# TIMETABLE

Type		Course	On-Campus MCI	Online		Webinars
Residency 1		<b>Introduction</b> Student Orientation Program	27 Oct 2015	<i>remains open throughout MBA</i>		
	1	Managing International Business	28-29 Oct 2015	02 Nov – 13 Dec 2015	6 weeks online	week 3/6
	2	Organizational Behavior	30-31 Oct 2015	14 Dec - 24 Jan 2016	6 weeks online	week 3/6
Online 1	3	Research Methods		01 Feb - 28 Feb 2016	4 weeks online	week 1/2/3/4
	4	Entrepreneurship and New Venture Creation		07 Mar - 15 May 2016	10 weeks online	week 2/4/6/8/10
Residency 2	5	Managerial Accounting	21-23 June 2016	23 May -19 Jun 2016	4 weeks online	week 1/3
	6	Financial Management	24-25 June 2016	27 Jun - 30 Jul 2016	5 weeks online	week 1/3/5
August 2016 off						
Online 2	7	Marketing Management		29 Aug - 06 Nov 2016	10 weeks online	week 2/4/6/8/10
	8	Operations Management		07 Nov - 29 Jan 2017	10 weeks online	week 2/4/6/8/10
	9	Human Resource Management		30 Jan - 09 Apr 2017	10 weeks online	week 2/4/6/8/10
		MRP Preparation Time		10 Apr - 14 May 2017		
Residency 3		MRP Session - <i>Presentations</i>	15 May 2017			
	10	Global Strategic Management	16-19 May 2017	22 May - 23 Jul 2017	4 weeks online	week 1/3
Thesis		Major Research Project (MRP)		Jun - Aug 2017	12 weeks	
Graduation Nov 2017						



# 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



[www.mci.edu/mba-international-business](http://www.mci.edu/mba-international-business)

Meet, discuss, learn with and from your peers and professors wherever you are and at your own pace.