

ACCREDITED MEMBER



International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**



Accredited to meet THE-ICE Standards of Excellence



MCI Management Center Innsbruck, The Entrepreneurial School®

[MCI Management Center Innsbruck, The Entrepreneurial School®](#) is an integral part of the unique "Open University Innsbruck" concept in Austria. With a strong focus on quality and customer orientation, MCI has moved up to join the leaders committed to offer its students high-grade study programs and attractive university services.



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. Only some 740 institutions in 50 countries worldwide have been accredited by AACSB.

The range of programs at MCI addresses students, junior managers and decisionmakers from business, administration, culture and politics. They take an interdisciplinary approach, meet the needs of the labor market and are internationally renowned for their quality. Courses strongly emphasize practical application involving project assignments, case studies, and lecturers from trade and industry.

On our [centrally located campus](#) partners and customers, find an excellent infrastructure including fully equipped seminar rooms, computer labs and smaller rooms for group work as well as state-of-the-art working and research facilities, student dormitories in the immediate vicinity, a wide range of restaurants offering gastronomic delights, convenient car parks and excellent public transport facilities. The Tyrolean mountains within grasp, the region's unbeatable sports and leisure facilities, the proximity to Germany, Switzerland and Italy and Innsbruck's longstanding academic tradition all guarantee a unique ambience for students.



Austria's rich historical and cultural heritage, its art treasures, the beauty of the Austrian countryside and the relaxed joie de vivre of its people are almost proverbial. The Tyrolean mountains within grasp, the region's unbeatable sports and leisure facilities, the proximity to Germany, Switzerland and Italy and Innsbruck's long-standing academic tradition all guarantee a unique ambience for students.

Tourism Business School

MCI Tourism is the leading higher education institution in the field of tourism in the [Alps](#), which combines theory and practice. As part of an internationally oriented university and information and communication centre, we are open to new perspectives, methods and projects. Constructive dialogue and co-operative development of interdisciplinary competencies belong to the pillars of teaching and learning at MCI. The core competencies of the academic study programs as well as the applied research focus on entrepreneurship in tourism, destination management, tourism marketing, service design and sustainability in tourism. The institution functions as a research and knowledge center and a network of excellence for the local tourism industry and acts as a translator for tourism professionals.



Academic Excellence

The special focus of MCI undergraduate and postgraduate programs lies in a distinct orientation to entrepreneurial approaches in tourism and leisure. The programs are based upon comprehensive business administration curricula (such as marketing, finance, entrepreneurial studies and leadership, corporate governance etc) and strong project-orientation, which opens new perspectives, promotes careers and makes a significant contribution to further qualify people in the tourism and leisure sector.



Our students learn about practically relevant theories through business simulation, case road to academic qualifications in the process. Students could also participate in a range of international study programmes, which open opportunities for them to gain practical knowledge in e.g. Canada (Toronto, Vancouver/Whistler), USA (Las Vegas, Florida, Hawaii), United Arab Emirates (Dubai, Abu Dhabi), India (Kerala), China, or Switzerland (Laax).

Research & Industry Programmes

MCI Management Center Innsbruck is a modern university, which targets excellence not only in teaching but also in [R&D](#) for regional, national and international clients as an integral part of a holistic concept of competence supply.

MCI's research competence is delivered by study program leaders and faculty members on the one hand and through close collaboration with external lecturers – including a large number of experts and decision makers from the scientific and business communities – on the other. Our activities have a particular focus on practical relevance and interdisciplinary working.

For MCI, the success of research and development work is to be measured in terms of its practical applicability and usefulness for the client, its scientific basis, its social relevance and the added-value it brings to teaching at the MCI. In this context the focus is on the SME-based regional economy of the [Tyrol](#) and companies' needs in terms of process optimization and product development.



Study Programmes Accredited by THE-ICE

Degree-seeking students may apply online for the:

- [Bachelor of Arts in Business, Tourism Business Studies](#)
- [Master of Arts in Business, Entrepreneurship & Tourism](#), with specialization in either:
 - ~ Strategic Management & Tourism
 - ~ Marketing Management & Tourism

Students who are interested in a one or two semester study exchange at MCI are requested to contact the International Relations Office.

For details on how to apply, see the [MCI Application Procedure](#) information



For more information



For more information email mciinfo@the-ice.org

or visit the [MCI Management Center Innsbruck](#) website



www.the-ice.org

Australia

ABN 86 131 628 370

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