

mci summer session 2012.

MAY 21 – JUNE 16, 2012





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why study at management center innsbruck?

Established in 1995, MCI is among Austria's leading institutions of higher education. MCI is committed to helping motivated students reach their full potential and actively build their future. In doing so, MCI highly values intercultural exchange and seeks to provide both national and international students with the best possible education & services.

why come to innsbruck?

Innsbruck's history dates back to the Middle Ages. Located in the heart of the Alps, the city boasts one of Austria's most beautiful and best preserved medieval city centers. Innsbruck offers extensive sports and leisure opportunities: students can go hiking, mountain biking, or swimming in one of the nearby lakes. There are several shopping centers (two of which are located in the city center), museums, bars, cafés, and cinemas that show films in English. Innsbruck's public transportation system makes it easy for students to get around town twenty-four hours a day. A lively modern city, Innsbruck is the ideal place for studying as it combines the charm of a small city with a cosmopolitan attitude. Based in Innsbruck, students can easily travel to other European cities such as Salzburg, Munich, Zurich, Berlin, Florence, Rome, Budapest, or Prague – all it takes is a few-hours' train ride.





The MCI Summer Program was exceptional. I was able to meet numerous people from various backgrounds who each had their distinct cultural personalities.

Robert Runkle, USA

who can apply?

The Summer Session 2012 is open to students from across the globe.

APPLICATION DEADLINE: JANUARY 20, 2012

As placement in the Summer Session is limited, MCI may not be able to accommodate all applicants. In that case, MCI will reimburse your fees.

If you would like to apply for MCI's Summer Session, please fill out the electronic pre-registration form at www.mci.edu/mci-summer-session. Upon receipt of your data, MCI will send you the link to the online application.

Your application is only effective after completing your learning agreement and paying the first installment of the Summer Session fee (see „fee“).

courses.

The Summer Session comprises four courses all of which will be taught by distinguished lecturers.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT (3 ECTS CREDITS)

This course explores the importance of human resource management in the context of international business, including topics of culture, globalization, strategic HR, customer focus, social responsibility and the changing characteristics of the workforce.

INTERNATIONAL MARKETING (3 ECTS CREDITS)

In this course, students will learn the fundamental principles and theories of international marketing. Topics covered include: scope and challenge of international marketing, the international marketing environment, international marketing management and developing global and international strategies.

THE RISE OF ASIA AND IMPLICATIONS FOR THE WEST (3 ECTS CREDITS)

Asia's emergence as the driver of the global economy is the most important development of the twenty-first century, one that will have a profound impact on all our lives. This course explores the significance of Asia's rise, what is behind it, and its implications. The class examines regional trends and developments within particular countries.

EUROPEAN ART – WHAT EVERYONE SHOULD KNOW ABOUT IT (1 ECTS CREDIT)

Get to know the highlights of European art with a special focus on Austrian art. Explore fascinating questions about works of art, their function in society, and the different meanings that they had for people in the past and in the present.

activities for students.

AUSTRIAN WELCOME DINNER*

Get a taste of authentic Austrian food.

OUTDOOR ACTIVITY IN THE TYROLEAN MOUNTAINS*

Surprise activity (hiking, summer sledding, ...)

TWO-DAY TRIP TO VIENNA*

Learn more about Austria's imperial past visiting Schönbrunn Palace and the Vienna State Opera.

MCI SUMMER CLUBBING 2012*

Party with MCI students, faculty and alumni.

* activities subject to change



I would highly recommend MCI Management Center Innsbruck to anyone looking for quality education and a life changing experience.

Mihaela Pal, Canada

housing.

Housing is not included in the Summer Session fee. A list of hotels and B & Bs will be provided upon request (approx. EUR 30 – 80 per night subject to hotel category).

fee.

The Summer Session fee is EUR 950.

THIS FEE INCLUDES:

- tuition (4 courses) / administrative fee
- activities for students (subject to change):
 - Austrian welcome dinner
 - Outdoor activity in the Tyrolean mountains
 - two-day trip to Vienna
 - MCI summer clubbing
- Four-week bus pass for Innsbruck

The Summer Session fee does not include plane tickets, visa processing fees, housing or any personal expenses such as meals.

The Summer Session fee of EUR 950 is payable online in two installments

1st installment: EUR 500 due with application

2nd installment: EUR 450 due April 15, 2012

Cancellation policy: 100% refund by January 20, 2012; 80% refund by April 15, 2012; no refund after April 15, 2012

visa.

Students from certain countries require a visa for entering Austria. MCI will give students information on visa requirements and where they can apply for a visa. Students are personally responsible for all visa-related issues.

contact.

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