

## Study plan with practical focus relevant for today and tomorrow

### Turning business generalists into expert leaders

The highly focused curriculum allows you to go deep into your chosen field of specialisation while still ensuring core skills such as consultancy and social and professional skills are covered. A key component of the programme is the completion of a Master Thesis. This academic paper requires in-depth research, aiming to develop your scientific research skills and foster creativity and independent thinking abilities. In the fourth semester you can choose to spend an exchange semester abroad, or stay and take part in our international study trip, as well as the Capstone project where you will work as a consultant for a client company.

## Curriculum

### 1<sup>st</sup> semester ECTS 30

Applied Economics 1	3
Consultancy Skills	4
<b>+ chosen specialisation</b>	<b>23</b>

### 2<sup>nd</sup> semester ECTS 30

Applied Economics 2	3
Business Consultancy 1 (Simulation)	4
Master's Thesis Seminar 1	2
<b>+ chosen specialisation</b>	<b>21</b>

### 3<sup>rd</sup> semester ECTS 30

Strategy & Competitiveness (Harvard MOC)	2
Master's Thesis Research Proposal	7
<b>+ chosen specialisation</b>	<b>21</b>

### 4<sup>th</sup> semester ECTS 30

Business Consultancy 2 (Capstone)	4
Business Ethics & Compliance	2
Strategic Management & Business Policy	3
Study Trip	2
Master's Thesis Seminar 2	2
Master's Thesis	13
<b>+ chosen specialisation</b>	<b>4</b>

### GOOD 2 KNOW

Most classes are held from Wednesday-Saturday, allowing you to work part-time.

## SPECIALISATIONS

### Treasury & Investment

Acquire a comprehensive set of skills and applied knowledge necessary in international treasury management, investment analysis and financial consultancy. Learn how to be responsible for keeping track of an organization's funds and managing its investments.

### 1<sup>st</sup> semester ECTS 23

Equity Analysis	4
Cash and Liquidity Management	6
Money and Foreign Exchange Markets	4
Advanced Data Analysis and Spreadsheet Modelling	3
Quantitative Methods	6

### 2<sup>nd</sup> semester ECTS 21

International Financial Reporting Standards	3
Fixed Income Analysis	4
Financial Derivatives	4
Advanced Corporate Finance	4
Financial Econometrics	6

### 3<sup>rd</sup> semester ECTS 21

Risk Management	6
Special Accounting and Tax Issues for Treasury	3
Financial Planning and Modelling	3
Regulation of Financial Markets and Institutions	5
Investment and Portfolio Management	4

### 4<sup>th</sup> semester ECTS 4

Alternative Investments	4
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### Marketing Analytics

Learn how to design and deliver statistical analysis, convert data into insights, and ultimately make strategic marketing decisions. Gain a firm grounding in the essentials of strategic marketing, while developing the analytical skills needed to thrive in today's information-driven business environment.

### 1<sup>st</sup> semester ECTS 23

Quantitative Marketing Research	5
Quantitative Analysis 1	5
Business Analysis	4
International Marketing Management	4
Media Planning & Communication	5

### 2<sup>nd</sup> semester ECTS 21

Qualitative Marketing Research	5
Quantitative Analysis 2	5
Special Topics in Marketing Analytics 1	7
Advanced Marketing Metrics	4

### 3<sup>rd</sup> semester ECTS 21

Special Topics in Marketing Analytics 2	7
Consumer Insights	5
Pricing Analytics & Strategies	3
Marketing Channels & Logistics	3
Relationship Marketing	3

### 4<sup>th</sup> semester ECTS 4

Marketing Decision Analysis	4
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## Top for international orientation

BCi has been ranked in the top tier in the CHE (Center for Higher Education) university ranking based on the international orientation of the programme (CHE May 2019). With students and lecturers from around the world, as well as courses taught by global business professionals, the international aspect of the programme is unmatched.

Our graduates are in high demand and find themselves in leading positions, making a difference in the global business world.

"As an international career was always on my radar, I can confidently say that the MBCi programme has helped prepare me for my current position in Silicon Valley." **Johannes Earl Schaffer**, Deputy Director, Open Austria & Project Manager, Advantage Austria

**Exchange semester**  
The optional semester abroad allows you to study and share experiences around the world.

**GOOD 2 KNOW**  
Tuition Fees: 363.63€ / semester. On-campus accommodation available



Academic degree:  
Master of Arts in Business

MA



Study start:  
Last week of August



Optional semester abroad:  
Yes

ECTS:

120



Language:  
English



Duration:  
4 Semesters



Location:  
City Campus  
Wiener Neustadt

## Admission

1. Apply here: [onlinebewerbung.fhwn.ac.at](https://onlinebewerbung.fhwn.ac.at)
2. You will be invited to an online interview, and will be asked to take our on-campus English test (if necessary).
3. A decision concerning acceptance will be provided to you within three weeks of the assessment.

## Requirements

- Info at [fhwn.ac.at/mbci](https://fhwn.ac.at/mbci)
- Undergraduate degree in business or a business-related field
- Proficiency in English (C1 level)

## Happy 2 help!

**Ms. Martina Warnung**  
Study Services

[martina.warnung@fhwn.ac.at](mailto:martina.warnung@fhwn.ac.at)  
+43 26 22 89 084-405

News about the campus & your study programme: [fhwn.ac.at/mbci](https://fhwn.ac.at/mbci)



Check us out!

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Issue: 001 (02/2021). Photo-Credits: FH Wiener Neustadt, istockphoto.com (About the programme, Course in depth)



Druckt nach der Richtlinie „Druckerzeugnisse“ des Österreichischen Umweltzeichens, Print Alliance HAV Produktions GmbH, UW-Nr. 715



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[fhwn.ac.at/mbci](https://fhwn.ac.at/mbci)

# Business Consultancy International

Your gateway to leadership in international business

start now!

**Marketing Analytics**  
**Treasury & Investment**



Spot on!

## About the programme

### Turning business generalists into expert leaders

Building upon your first degree in business, the two-year programme prepares you for future leadership positions with global companies.

The Master's Degree Programme „Business Consultancy International“ (MBCi) is an internationally focused programme taught entirely in English. It provides a particularly stimulating environment in which you and your fellow students from many different countries and cultural backgrounds learn and work together with our international faculty.

hands-on tools and skills through case studies, projects and seminars. The contributions from you and your peers, combined with team work and social networking events, create additional added value on top of what is already a cutting-edge degree programme.

#### HIGHLIGHTS:

- International students and faculty
- International study trip
- Social and professional skills development
- Exchange semester abroad (optional)
- Capstone Consultancy Project

Throughout the programme, you will acquire a range of management and consultancy skills; in addition to specialisation in the areas of either financial management and investment analysis, or in marketing and data analytics. It is envisaged that these courses will build on your previous knowledge. Through close collaboration with agencies, banks and other important companies, the curriculum combines theory and methodology with



Capstone Project  
Providing consulting for real clients



## About your career

### Career options

The range of management and consultancy skills combined with specialisation focus, contributes to the high employability of our graduates. Many of our alumni hold leading positions in global companies and return to BCI to teach.

The MBCi programme fosters industry cooperation with companies and business leaders, as well as access to our alumni network, which provides invaluable contacts for future employment opportunities. To enrich the learning experience, we regularly bring experts into the classroom to focus on real-life examples and ensure your education is closely aligned to professional practice.

“We prepare you for a career in international business – as an expert and leader.”

FH-Prof. Dr. Robert Pichler, MBA – Head of Programme

## Course in depth

### Course content & focus

Highlights include:

**Multicultural Microcosm** – experience immersion into a real melting pot of cultures, from both students and faculty (many of which are employed in international companies), fostering diversity, tolerance, and academic excellence.

**Study Trip** – as a group, we will visit an international business hub such as Shanghai, New York, London or Hong Kong.

**Exchange Semester** – spend an optional final semester abroad at one of our partner universities around the world.

**Social and Professional Skills** – development of key social skills such as leadership, consultancy and intercultural competencies.

**Capstone Project** – work as part of a consultancy team for a client, presenting your solutions to the management team, and having an opportunity to build important business relationships for your future.

#### GOOD 2 KNOW:

The Study Trip provides you with insights into business practices in another country and builds up your own international network.



#### MARKETING ANALYTICS TREASURY & INVESTMENT

The Marketing Analytics specialisation prepares you to be a forward-thinking marketing specialist who is comfortable with numbers and able to lead and make marketing decisions based on sound data analysis.

- Application of analytical tools such as Google Analytics, Eye-Tracking and Mobile Ethnography
- Problem-based teaching methods such as simulation games

The Treasury & Investment specialisation delivers an in-depth understanding of various aspects of financial markets and instruments, risk/cash management, and corporate finance, preparing you for a successful international career.

- Financial data analysis (using Bloomberg, Excel and R language)
- Accredited by the CFA Institute and the Association of Corporate Treasurers



The Strategy Module  
Developed at Harvard Business School

## Hands on – your turn!

### Perspectives through applied learning

Our university is one of few universities in Austria that are certified to teach the strategy module “Microeconomics of Competitiveness”, which was developed by Professor Michael Porter at Harvard Business School.

This module looks at the competitiveness of a business, an industry, or a region by applying different strategy models. This course is particularly suited for future leaders who wish to work in an international setting. We have integrated this module in our curriculum so that you as an MBCi student benefit from a cutting-edge course, developed by one of the most distinguished scholars in the field of strategy and competitiveness.

#### GOOD 2 KNOW

Certified Quality:  
The MBCi programme is accredited by FIBAA.

## Study insights

“The MBCi programme is a true challenge that will enhance your career opportunities through a global educational experience.”

Adrián Bálint, MA  
Graduate

Videos & podcasts!



Scan QR code & start video!



Achieving your goals  
MBCi Graduation Ceremony



FH-Prof. Dr. Robert Pichler, MBA  
Head of Programme

#### NEXT STEP: DREAM JOB!

Marketing Analytics:

- Account executive
- Customer insight manager
- Marketing consultant/analyst
- Market researcher
- Media manager
- Product and brand manager

Treasury & Investment:

- Chief financial officer (CFO)
- Financial consultant
- Investment banker/analyst
- Portfolio/fund manager
- Securities trader
- Treasury/risk manager

Practice-relevant & future-oriented