

# Business Consultancy International

**MA**  
BUSINESS

Marketing Analytics

Treasury & Investment




**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

**University of Applied Sciences**



[fhwn.ac.at](http://fhwn.ac.at)

A young man with light brown hair and a blue shirt and tie is smiling broadly. He is holding a dark blue graduation cap with a yellow tassel. The background is a blurred indoor setting with blue and white vertical elements.

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

Adrián Bálint, MA  
Business Consultancy International Graduate



# Your gateway to leadership in international business

## PREREQUISITES

- Degree certificate from a business degree (business major) or business-related degree programme. If you have not taken any previous business-related coursework you are not eligible to apply.
- If Business was the minor area of your previous degree programme you may be asked to submit scores of one of the following standardised tests: GMAT or GRE scores (GMAT: min. 500; GRE: min. 310).
- Proficiency in English.

## MODE OF STUDY

- Full-time (most courses run Wednesday to Saturday)

## APPLICATION PROCESS

Applications are accepted on a rolling basis:

- Apply at [onlinebewerbung.fhwn.ac.at](https://onlinebewerbung.fhwn.ac.at).
- You will be invited to a personal assessment and an
- English language test (if necessary).
- For long distance applicants a Skype interview can be arranged.

## UNIQUE PROGRAMME FEATURES

- Capstone Consultancy Project
- International study trip
- Exchange semester abroad
- Strategy module (developed at Harvard Business School)

## SPECIALISATIONS

At the time of application, you can select one of two specialisations:

- Marketing Analytics
- Treasury & Investment



### ACADEMIC DEGREE

Master of Arts in Business, MA



### ECTS CREDITS

120



### DURATION

4 semesters (full-time)



### LANGUAGE

English



### STUDY START

Last week in August



### LOCATION

Wiener Neustadt City Campus





## HIGHLIGHTS

- International student body and faculty
- Strategy module (developed at Harvard Business School)
- International study trip
- Research focus
- Social & professional development
- Capstone Consultancy Project
- Optional exchange semester abroad



## DETAILS

Further detailed information, all dates and deadlines of the study programme can be found at [fhwn.ac.at/mbci](https://fhwn.ac.at/mbci).

# Turning business generalists into expert leaders

The Business Consultancy International Master's Degree Programme (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 nations and cultural backgrounds work together with an international faculty.

Building upon a first degree in business, the two-year programme prepares you for future leadership positions with global companies. In the MBCi programme you can choose to specialise in one of the two specialisations:

- Marketing Analytics
- Treasury & Investment

Throughout the programme, you will acquire a range of management and consultancy skills in addition to specialisation in the areas of financial management and investment analysis, or in marketing and data analytics. It is envisaged that these courses will build on previous knowledge.

Through close collaboration with agencies, banks and other important companies, the curriculum combines traditional theory and methodology with 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.

## RANKING

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).



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

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

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

### MULTICULTURAL MICROCOSM

There is no amount of theory that can fully prepare you for the challenges and rewards of actually working in and managing diverse teams. As worldwide markets and corporations become increasingly integrated and connected, you as a student are expected now, more than ever, to have a global approach and experience working in a multicultural environment.

The MBCi degree programme is your key to gaining that knowledge, by offering an immersion into a real melting pot of cultures and attitudes. Our students not only come from a variety of national and ethnic backgrounds, but along with that comes a diversity of academic and working experiences. Many of our lecturers, who provide their expertise to you, are employed in international companies, and in addition, a number of professors come from foreign universities to teach courses as part of the programme.

### GOING INTERNATIONAL

A key aspect of the MBCi degree programme is the international study trip in the final semester. In the past, our students travelled to a variety of international business hubs such as Shanghai, New York, London and Hong Kong for an intense week of company visits, presentations and business tours.

During the trip you gain an invaluable perspective of doing business in these centres, learn about the local challenges and opportunities and participate in interactive seminars with industry leaders from different business fields. The programme is designed to complement your theoretical studies, ensuring valuable synergies between theory and practice. Additionally, it provides networking opportunities as you engage with high-level business executives in their business environments.

### EXCHANGE SEMESTER

The exchange semester at a partner university is an opportunity available to all successful students in the fourth semester of their studies. The university currently has over 95 partner universities scattered around the globe; many of them offer an exchange opportunity at Master's level. The exchange semester is optional.

### SOCIAL & PROFESSIONAL SKILLS

The importance of professional skills should not be underestimated. Most functions in business, and in particular consultancy, involve interpersonal communication, team projects, presentations and other cooperative activities.

The MBCi programme provides you with instruction in a number of key social and professional areas including leadership, consultancy and intercultural skills. These ensure that, upon graduation, you are able to perform business activities with a large degree of professional competence.





# Accelerate your career on the fast track

In the MBCi programme, the majority of courses are led by highly qualified practitioners in their respective fields. The specialisation courses are designed by the university faculty in collaboration with expert lecturers to offer you an education that combines traditional theory with the skills and tools that are required from day one in the workplace. Small class sizes facilitate an intense and interactive learning environment whereby you will work with both the lecturers and your fellow students.

## CAPSTONE PROJECT

The Capstone Project is a compulsory course in the fourth semester of the programme, where the entire Master's class is divided into different consultancy teams. For one semester you take on the role of junior consultants to work on exciting real-life business projects for a real company.

The Capstone client companies come from a broad range of industries and may include innovative start-ups as well as established, global companies. Your findings and recommendations are presented in detail to the client company management, which provides a great opportunity for you to build and nurture important business relationships.

## FROM THE FIELD

"Starting with the first meeting, the students of the BCI Master's programme were highly interested and ambitious. The conditions for their cooperation with us were on a high level. A complete new product on market and a very short time range! Nevertheless, the students, perfectly coached by their mentor, sharply analyzed the topic and identified very quickly the main tasks.

At the end, we got practically useable inputs and a perfect presentation of the key findings. We would be glad if there is an opportunity to work with students of the BCI Master's programme again."

**Ing. Matthias Katt,**  
Managing Director eFriends Energy GmbH

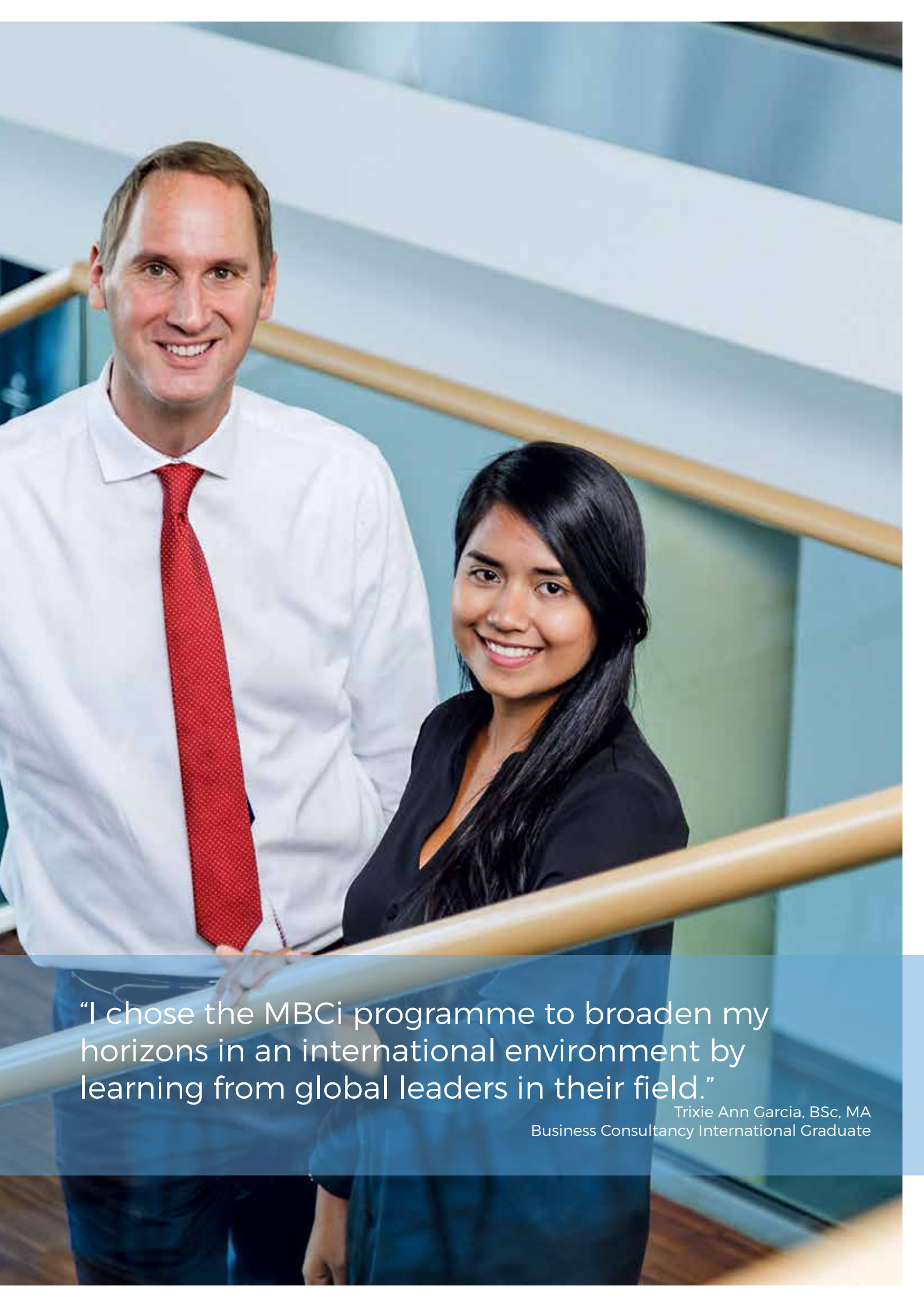


## INTERNATIONAL CAREER OPPORTUNITIES

- Marketing consultant
- Marketing analyst
- Market researcher
- Product and brand manager
- Account executive
- Customer insight manager
- Media manager
- Treasury / risk manager
- Investment banker
- Chief financial officer (CFO)
- Investment analyst
- Financial consultant
- Portfolio / fund manager
- Trader







“I chose the MBCi programme to broaden my horizons in an international environment by learning from global leaders in their field.”

Trixie Ann Garcia, BSc, MA  
Business Consultancy International Graduate

# Curriculum

## SPECIALISATIONS: TREASURY & INVESTMENT

1st Semester	ECTS	30
Applied Economics 1	3	
Consultancy Skills	4	
+ chosen specialisation	23	

2nd semester	ECTS	30
Applied Economics 2	3	
Business Consultancy 1 (Simulation)	4	
Master's Thesis Seminar 1	2	
+ chosen specialisation	21	

3rd semester	ECTS	30
Strategy & Competitiveness (Harvard MOC)	2	
Master's Thesis Research Proposal	7	
+ chosen specialisation	21	

4th 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	
+ chosen specialisation	4	

1st 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	

2nd semester	ECTS	21
International Financial Reporting Standards	3	
Fixed Income Analysis	4	
Financial Derivatives	4	
Advanced Corporate Finance	4	
Financial Econometrics	6	

3rd 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	

4th semester	ECTS	4
Alternative Investments	4	

## MARKETING ANALYTICS

1st semester	ECTS	23
Quantitative Marketing Research	5	
Quantitative Analysis 1	5	
Business Analysis	4	
International Marketing Management	4	
Media Planning & Communication	5	

2nd semester	ECTS	21
Qualitative Marketing Research	5	
Quantitative Analysis 2	5	
Special Topics in Marketing Analytics 1	7	
Advanced Marketing Metrics	4	

3rd semester	ECTS	21
Special Topics in Marketing Analytics 2	7	
Consumer Insights	5	
Pricing Analytics & Strategies	3	
Marketing Channels & Logistics	3	
Relationship Marketing	3	

4th semester	ECTS	4
Marketing Decision Analysis	4	



## Strategy module (developed at Harvard Business School)

Our university is one of only four 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, 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.

## Stringent quality standards – accreditation by FIBAA

Both the Business Consultancy International Bachelor's and Master's degree programmes voluntarily underwent the rigorous accreditation process of FIBAA (Foundation for International Business Administration Accreditation).

FIBAA is a European, internationally oriented agency for quality assurance and quality development in higher education. Its international quality seal certifies not only the outstanding quality of the MBCi programme, but also facilitates the international recognition of both the programme and the degree.



### HAPPY TO HELP!

#### Student Advisory Service

Martina Warnung

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### VISIT US!

**Open Day**  
**Master's Info Days**  
**International & National Study Fairs**

More events on [fhwn.ac.at/events](https://www.fhwn.ac.at/events)





HIGHLIGHTS

- Courses led by marketing professionals from leading international companies
- Application of analytical tools such as Google Analytics, Eye-Tracking and Mobile Ethnography in real-life projects
- Problem based teaching methods such as simulation games
- Industry contacts with business leaders and alumni for future employment

# Marketing Analytics

In today's increasingly connected society and rapidly changing business world, the proliferation of data is paramount. As data and technology are transforming the marketing field at lightning speed, there is a need for data-savvy marketing leaders who combine an in-depth understanding of strategic marketing with strong analytical skills and a passion for discovering insights.

The Marketing Analytics specialisation prepares students to be forward-thinking marketing specialists who are comfortable with numbers and able to make marketing decisions based on sound data analysis. It teaches students how to design and deliver robust statistical analysis, convert data into insights, transform information into communication, and ultimately make strategic marketing decisions. Students gain a firm grounding in the essentials of strategic marketing, while developing the analytical skills needed to thrive in today's rapidly evolving, information-driven business environment.

## TESTIMONIAL

"Thanks to the BCI Master's degree, I gained a practical understanding about marketing and analytics and came to grasp the meaning of "everything is data and data is everything". I learned how to make sense of data to evaluate marketing decisions, and how to defend these decisions based on data.

My goal was always to develop an international career, so the global background of colleagues and professors at the FHWN helped me to catalyse my learnings and develop a valuable cross-cultural network.

My Master's degree has led to many career opportunities in Marketing starting with working at Samsung as a Data Marketing Analyst while still at university. My studies undoubtedly helped me secure this position, and my subsequent degree led to even more advancement within Samsung."

**Antonio Marques Perez, MA, MBA**  
**Product Manager Mobile, Samsung Electronics Austria GmbH**

## FOCUS AREAS

Discovering insights to drive marketing actions.

MARKETING	ANALYTICS	CONSULTANCY
Strategic marketing management	Quantitative and qualitative data analysis	Social and interpersonal skills
Supply chain performance	Media metrics and digital media	Strategic management and business policy
Customer insights	Forecasting and trend analysis	Company consulting project
Marketing research	Pricing analytics	Consultancy skills
Campaign management	Database management	Consultancy models



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# Treasury & Investment

At the heart of every well-functioning organisation is a team responsible for keeping track of its funds and managing investments. This role requires an in-depth understanding of various aspects of financial markets and instruments, corporate finance, risk management, cash management and general business strategy. Treasury & Investment combines these fields of finance to manage the overall well-being of an organisation.

Since the global financial crisis, an increasingly volatile economic environment combined with large overhauls of regulations and procedures has led to the treasury function becoming increasingly important. The Treasury & Investment specialisation addresses the need for highly skilled professionals in these fields by delivering a comprehensive set of skills and applied knowledge required for a successful career in international treasury management, investment analysis and financial consultancy.

## TESTIMONIAL

“When joining a large international company, I had the relevant skillset for this kind of working environment. The right combination of technical, analytical and practical know-how helped me to quickly adjust to this environment and supported me in progressing my career.”

**Lenka Lauren, MA**  
Senior M&A Expert, Zumtobel Group

## CFA INSTITUTE AFFILIATED UNIVERSITY

Our specialisation is recognised as an affiliated university by the Chartered Financial Analyst (CFA) Institute University Affiliation Program. This confirms that our programme is closely linked to professional practice. In addition, the CFA annually offers scholarships to selected students.



## ASSOCIATION OF CORPORATE TREASURERS ACCREDITED

The specialisation is accredited for the professional qualifications awarded by the Association of Corporate Treasurers, the world's leading professional body for treasurers. The accreditation confirms the quality of our programme, and it is highly valued by employers.



## FOCUS AREAS

Unique combination of finance, investment and consultancy.

TREASURY	INVESTMENT	CONSULTANCY
Cash and liquidity management	Analysing financial statements	Social and interpersonal skills
Evaluating investment opportunities	Issuing investment recommendations	Strategic management and business policy
Financial planning and forecasting	Managing portfolios and asset allocation	Company consulting project
Evaluating funding alternatives	Valuing securities	Consultancy skills
Risk management	Underwriting services	Consultancy models



## HIGHLIGHTS

- Bloomberg terminals used in courses and for assignments
- CFA affiliated programme
- Courses by finance and investment professionals from top-notch international companies
- Practical, ready-to-use skillset based on sound theoretical knowledge
- Financial programming and modelling with the use of Excel and the R language

## HAPPY TO HELP!

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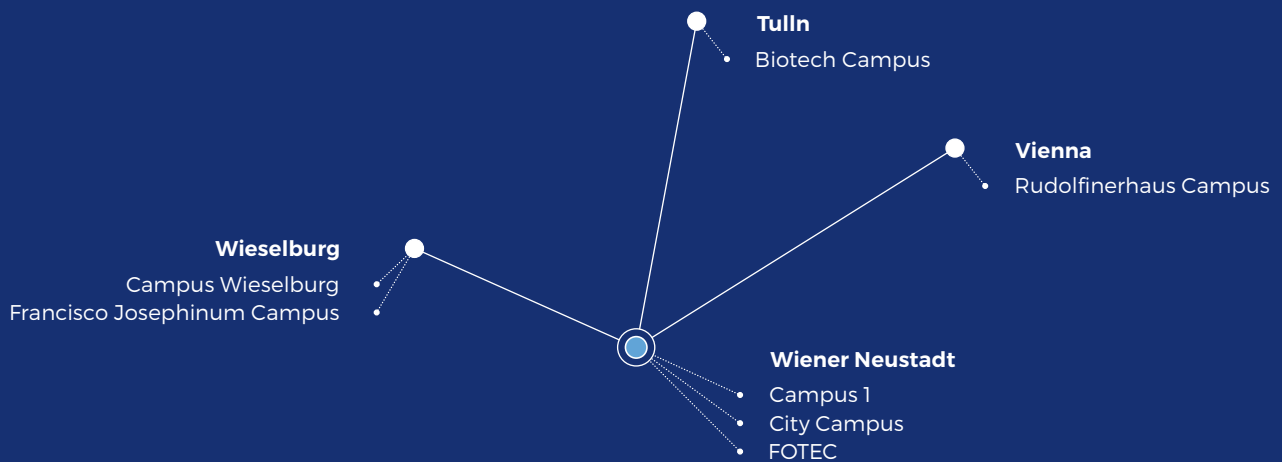






# FACHHOCHSCHULE WIENER NEUSTADT

Austrian Network for Higher Education



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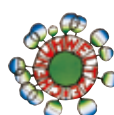
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