

# MCI SUMMER PROGRAM 2024

JUNE 03 - JULY 05

YOUR SUMMER MATTERS

## COURSES

### BUSINESS

The Digital Flow: *How to sustainably design digital processes and future proof supply chains* - 3 ECTS

Introduction to International Business - 3 ECTS

International Marketing - 3 ECTS

Data Science – An Overview - 3,5 ECTS (online)

### ENTREPRENEURSHIP

Entrepreneurship - 3 ECTS

Financing Entrepreneurial Ventures - 3 ECTS

Innovation & Entrepreneurship in the Service Sector - 3 ECTS

### INNOVATION

Innovation Strategy - 3 ECTS

Organizational Development in Change - 3 ECTS

Next Generation Leaders - Challenges in Family Firms - 3 ECTS



# STUDY & EXPLORE

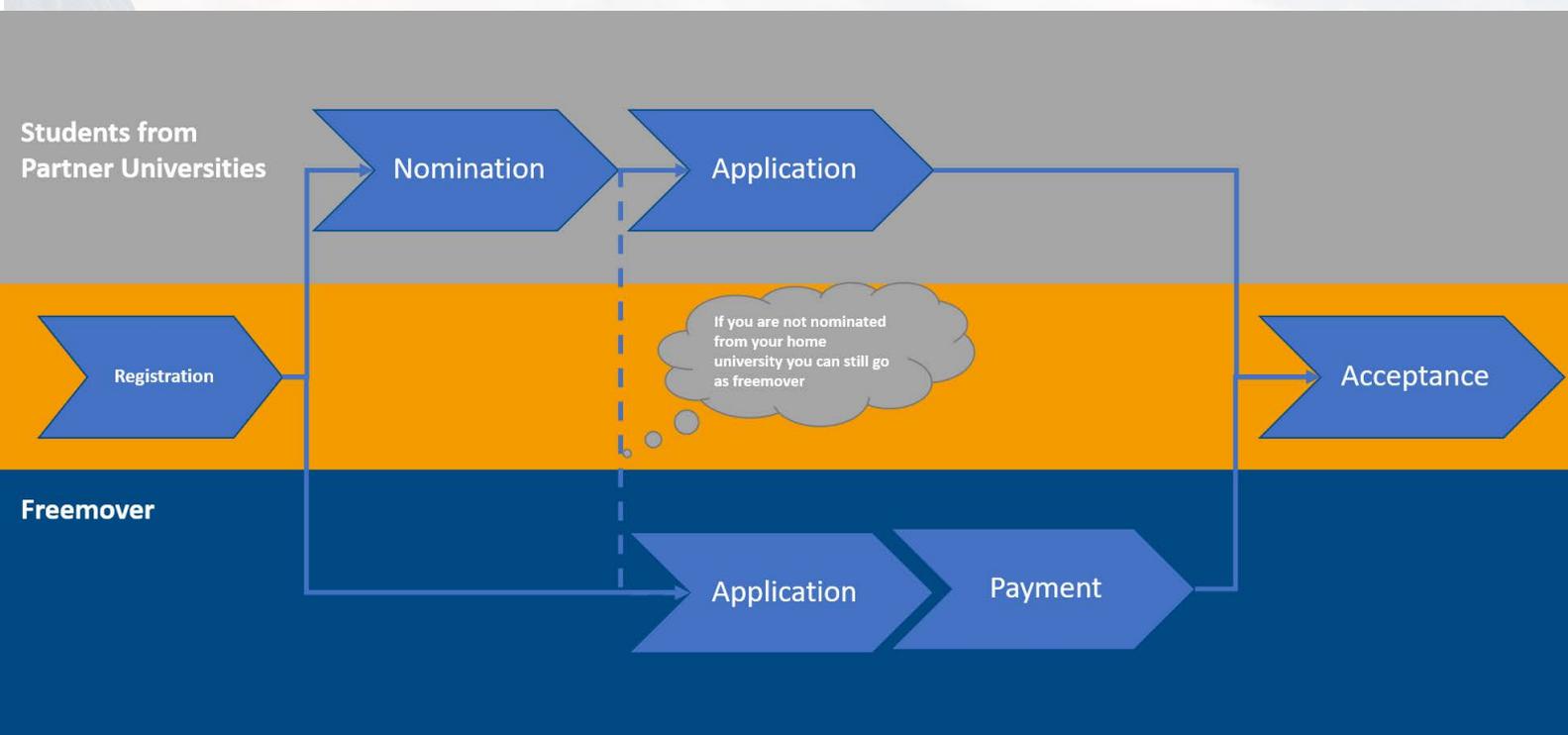
THE HUB OF THE ALPS

JOIN OUR SUMMER PROGRAM

MIX & MATCH COURSES

EARN CREDITS AND CONNECT WITH PEOPLE FROM ALL OVER THE WORLD

## Application Process



## Fees

Courses ON-CAMPUS 350 EUR per course

Courses ONLINE 250 EUR per course

*Tuition fee is waived to all **students nominated** by the Partner universities.  
Except the course fees for Next Generation Leaders - Challenges in Family Firms*

NEW

# Next Generation Leaders

## Challenges in Family Firms

01. - 05. JULY

### Module Highlights

***Kick-off and Get-together at MCI:*** Start the journey with a lively gathering at MCI, setting the tone for an exciting exploration.

***Company Visits in Three Different Countries:*** Immerse yourself in the day-to-day operations of more than 5 companies, each representing a unique industry and cultural perspective.

***Diverse Events:*** From lectures and workshops to networking sessions, our itinerary is packed with events to provide you with a holistic understanding of the challenges and solutions faced by modern firms.

***Wrap-up and Findings:*** Conclude the journey with a comprehensive wrap-up session, sharing the collective findings and insights gained from the expedition.

### Fees

The module price is 1 300 €.

The course completion fee covers all expenses, including tuition, excursions, lecture material, etc., and also includes one daily meal.

Not included are e.g. accommodation, insurance, travel expenses, visa, and other personal expenses. Please note that the partner university fee waiver does not apply for this module.