Management Modules - Topics

The aim of the five Management Modules (MM) is to provide profound knowledge and understanding of the fundamental concepts which are essential for every successful manager.

**International Project Management**

International Project Management is a key to the world of business. Participants will get familiar with objectives of project management and scheduling, analysing planned projects and controlling project execution. Particular attention is paid to the construction of project networks and Gantt charts, heuristic solution procedures and rescheduling. Modelling, planning and scheduling, which arise in a great variety of practical situations, are also emphasized.

**Finance for Executives**

Finance for Executives provides participants with an understanding of the key financial statements and its underlying accounting principles. The course gives an overview of investment rules and financial decisions.

**Business Strategy, Marketing & Controlling**

This module comprises three important challenges in companies: Business Strategy, Marketing & Controlling. Particular emphasis is placed upon the process of strategic management containing strategic analysis, formulation and evaluation based on competitive advantage, and portfolio strategy. In addition to these concepts approaches of modern marketing that show a strong reference to business strategy are presented.

**Corporate Innovation & Entrepreneurship**

The module provides knowledge on strategies how to manage innovation within the company and how to apply tools, models and processes that are necessary to bring innovative ideas. It focuses on issues like corporate innovation, corporate entrepreneurship, measuring innovation and innovation in practice. Participants shall acquire competences as understanding the organizational context, managing change, decision making and innovation. It takes place at the ESADE Business School in Barcelona/Spain.

**Law & Contracts**

This module comprises both economics and legal sections. In the economics section, a groundwork is laid through introducing decision theory, expected utility, risk and ambiguity, bargaining and basic incentive theory. In addition, fundamental problems regarding world economics are discussed, e.g. stagnation and economic growth, unemployment and international division of labor, and harmonization of the international monetary system. The legal section is divided into lectures about the law of business organizations about international patent, trademark and copyright law.