Management Modules (MM)
Fundamental economic know-how for successful managers

MM 1: 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.

MM 2: 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.

MM 3: Business Strategy, Marketing & Controlling
This module comprises three important challenges in companies. Business Strategy, Marketing and Controlling. Particular emphasis is placed upon the process of strategic management containing strategic analysis, formulation and portfolio analysis. In addition to these concepts approaches of modern marketing that show a strong reference to business strategy are presented.

MM 4: Human Resource Management
Human Resource Management addresses challenges head-on, exploring the key elements of innovation, creativity, 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.

MM 5: Law & Contracts
This module comprises both economics and legal sections. In the economics section, a groundwork is laid to ensure the company’s continuing success. Leadership as well as the steps necessary to implement and manage it successfully. This multidisciplinary module provides common principles of trademark and copyright law.

The academic calendar for each program starting annually in March 2010 consists of 10 intensive modules, each with a duration of 10 days. At the end, all programs conclude with a Master Thesis.