

Management Modules (MM)

Fundamental Economic Know-How for Successful Managers



Management Modules

MM 1: International Project Management

Courses: Project Management & Scheduling | Multi-Project Management in an International Setting | Development Management | Intercultural Management

MM 2: Finance for Executives

Courses: Introduction | Financial Accounting | Fundamentals of Finance | Case Studies

MM 3: Management Accounting, Marketing and Strategy

Courses: Business Strategy | Introduction to Management accounting | Marketing

MM 4: Corporate Innovation & Entrepreneurship

Courses: Corporate Entrepreneurship | Entrepreneurial Leadership | Strategic Innovation Management | Opportunity Development | Design Thinking | Exploring the Opportunity: Technology & Markets | Pitching Business Ideas & Models | Creating Value through Business Models | New Product Development & Service Innovation | Measuring Innovation: Innovation BSC

MM 5: Law & Contracts

Courses: Decisions, contracts, markets & trade | International Law – The Law of Business Organizations | International Intellectual Property Law

MM 1: International Project Management

International Project Management is a key to the world of business. Participants will become familiar with the 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 the underlying accounting principles. The course gives an overview of investment rules and financial decisions.

MM 3: Management Accounting, Marketing and Strategy

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 evaluation based on competitive advantage, and portfolio strategy. In addition to these concepts, approaches to modern marketing that show a strong reference to business strategy are presented.

MM 4: Corporate Innovation & Entrepreneurship

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

MM 5: 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, i.e. 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 regarding international patent, trademark and copyright law.

