

# 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

#### MM 3: Management Accounting, Marketing and Strategy

Courses: Business Strategy | Introduction to Management Accounting | Marketing

#### MM 4: Stochastic & Games

Courses: Decisions Under Risk & Uncertainty | Optimization under Uncertainty | Applied Game Theory | Simulation & Case Study

#### 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 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. Modeling, 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 their 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, modern marketing approaches that are strongly based on business strategy are presented.

#### MM 4: Stochastic & Games

This module enables participants to gain a better understanding of stochastic phenomena and, in particular, to use this knowledge in helping them to make decisions when in a state of uncertainty. Uncertainty can arise from either »nature« or from playing against conscious opponents (»strategic uncertainty«).

#### MM 5: Law & Contracts

This module comprises both economic and legal sections. In the economic section, groundwork is laid by 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 the international division of labor, and the harmonization of the international monetary system. The legal section is divided into lectures about the business organizations law as well as about international patent, trademark and copyright law.