

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: Human Resource Management

Courses: Human Resource Management | Leadership & Conflict Management | Management Training

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 get to know the objectives of project management and scheduling, analyzing 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 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, including strategic analysis, formulation and evaluation based on competitive advantage and portfolio strategy. In addition to these concepts, modern marketing approaches with 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 and leadership as well as the necessary steps to implement and manage it successfully. This multi-disciplinary module provides valuable experience in implementing the techniques needed to ensure a company's continuing success.

MM 5: Law & Contracts

This module comprises both economics and legal sections. In the economics section, the 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, including 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 organization law as well as international patent, trademark and copyright law.