

1. SEMESTER	2. SEMESTER	3. SEMESTER	4. SEMESTER
<b>Crashkurs BWL</b>	<b>Strategic Management</b>	<b>Management Decision Making</b>	»Best-Practice« Veranstaltungen
<b>Crashkurs Methodology</b>	Strategic Analysis, Theoretic Approaches, Strategy Formulation, Choices and Implementation, Different Strategic Contexts	Decision Making Techniques, Rational & Intuitive Decision Models, Information Requirements & Information Management, Managing Risk & Uncertainty, Problem Solving, Influence of Values & Roles, Building Coalitions	<b>Anfertigen der Abschlussarbeit (Master Thesis) und Kolloquium</b>
<b>Economics</b>	<b>Soft Skills and Leadership Qualities</b>	<b>Investment and Controlling</b>	
Supply and Demand, Costs and Revenues, Theory of the Firm, Factor Markets, Market Failure, Unemployment and Inflation, Money and Monetary Policy, Policy Approaches, International Trade	Role of Managers, Rhetoric & Negotiation Skills, Presentation & Moderation Skills, Leadership & Motivation Theories, Leading Skills	<b>Controlling-Methods, Require- ments in HGB/IFRS, SWOT-Soft- ware-Tool: Analysis, Finance- Planning, Reports in Cash Flow &amp; Balance Sheet, Portfolio Theory, Asset Management, International Capital Markets, Case Studies</b>	<b>Weitere Vertiefungsrichtungen**</b>  <b>Finance Marketing &amp; Sales Process &amp; Change Project &amp; Contract Medical Management Energy Economics</b>
<b>Marketing</b>	<b>Research Methods</b>	<b>Vertiefungsrichtung International Management</b>	
The Role of Marketing, Market Analysis, Marketing Objectives & Strategies, Unique Selling Proposition, Marketing Mix, Target Groups, Customer Care Concepts	Organisation and Management Research, Research Strategy and Design, Questionnaire and Survey Design and Sampling Techniques, Analysis of Quantitative Data, Dilemmas of Research Choice, Ethno- graphic Research Designs and Techniques	<b>International Strategy and Sales Management</b>	Nähere Informationen zu den Inhalten unter <a href="http://www.fom.de/mba-master_of_business_administration.html">http://www.fom.de/mba-master_of_business_administration.html</a>
<b>Human Resource Management</b>	<b>Business Law</b>	Sales Goals, Structure, Organisa- tion; Personal and Team Selling (Negotiation Skills), Selection and Management of Distribution Channels; Managing, Leading and Motivating, Strategic Market Segmentation	
General Framework of Human Resource Management, Corporate Culture, Organisation Theory, Motivation Theory and Instruments, Main Tasks in Human Resource Management, International HRM	Civil Law, Commercial Law, General Terms and Conditions, Trade Law, Labour Law, International Legal Systems	<b>International Entrepreneurship</b>	<b>Hochschulabschluss: MASTER OF BUSINESS ADMINISTRATION</b>
<b>Financial Management</b>		Business Plan, International Business Activities, Financial Planning, International Con- trolling and Implementation of Management Systems, Commer- cial and Legal Framework Issues, Corporate Culture, International Network, Ethical challenges	
Objectives in Financial Manage- ment, Stakeholder vs. Share- holder Management, Ethical Aspects in Financial Manage- ment & Corporate Governance, Financial Planning, Investment, Cash Management, Financial Controlling & Performance Indicators			

\* Standortabhängig kann es zu leichten Abweichungen im Vorlesungsplan kommen.

\* Depending on the location, there may be slight differences in the course schedules.

\*\* Statt »International Management« können Sie eine der hier aufgeführten Vertiefungsrichtungen belegen, wenn sich mindestens 6 weitere Teilnehmer für diese Vertiefungsrichtung entscheiden.

\*\* Instead of »International Management« you can decide on one of the other here listed in-depth study electives, if at least 6 further participants decide on taking the same in-depth study elective.