

Degree: Master of Business Administration (MBA)

Business Administration



The degree for top managers of tomorrow: As a general course of study, the MBA conveys in-depth specialist knowledge from all areas of management, such as economics, marketing, financial management, business law and digitisation.

You will build on your professional and personal leadership skills by working in groups and examining case studies.

After completing your MBA, you will be able to take on a management role in an international company, develop and implement global strategies and optimise cross-company procedures.

The Master's programme "Business Administration" is taught entirely in English and will be completed with the academic degree Master of Business Administration (MBA).

Support for all issues relating to your study

Phone: +49 201 81004 864 WhatsApp: +49 171 3338539

Monday to Friday from 9:00 a.m. to 4:00 p.m. German time

E-Mail: Send us an email to: incomings@fom.de

More information
on the degree programme



Locations

Essen, Berlin

Duration

3 semester including thesis

Credit Points

90 ECTS

Accreditation

The FOM University of Applied Sciences is accredited by the German Council of Science and Humanities and was the first private university in Germany to be system-accredited by FIBAA in 2012. This means that all FOM degree programmes are state and internationally recognised.

Total costs

17,500 euro including registration fee, tuition fee and examination fee.

Your career prospects

You can take on the following jobs:

General Manager
Senior Consultant
Head of Human Resources
Head of Marketing
Entrepreneur
Start-up founder

1st semester**Economics (5 CP)**

- 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

Marketing & Communication (6 CP)

- The role of marketing
- Market analysis
- Company Analysis
- SWOT-Analysis
- Marketing objectives
- Marketing mix
- Communication: Internal, External, Digital, International

HR & Leadership Competencies (5 CP)

- General Framework of Human Resource Management
- Corporate Culture
- Leadership in teams
- Motivation Theory

Financial Management (6 CP)

- Objectives in financial management
- Stakeholder vs. Shareholder Management
- Ethical aspects in financial management and corporate governance
- Financial planning
- Investment
- Cash management

Management Decision-Making (5 CP)

- Decision-Making techniques
- Rational and intuitive decision models
- Information requirements and information management
- Managing risk and uncertainty

Research Methods (5 CP)

- Organisation and management research
- Research strategy and design
- Questionnaire and survey design and sampling techniques
- Analysis of quantitative data
- Dilemmas of research choice

2nd semester**Strategic Corporate Management (6 CP)**

- Strategic analysis
- Theoretic approaches
- Strategy formulation
- Choices and implementation
- Different strategic context

Value-Based Controlling & International Accounting (5 CP)

- Classification of accounting methods according to IFRS in the national and international normative context
- Goals, objectives and principles of IFRS accounting methods
- Components of IFRS annual financial statements
- General reporting and valuation rules of the IFRS
- Value-orientated controlling and indicator systems
- Possible applications and limitations of value-orientated indicators/systems for performance measurement and management through controlling

International Investment (5 CP)

- Theoretical foundation of asset management
- Information content of derivatives and instruments
- Corporate diversification and hedging
- Net present value vs real options
- Planning of earnings, investments and finance
- Analysis of earnings, cash flows and assets/liabilities
- Finance and investment decisions (e.g. Private Equity, M&A)
- Shareholder value management

International Strategy & Sales Management (6 CP)

- Sales Goals
- Structure
- Organisation, Personal and Team Selling (negotiation skills)
- Selection and Management of Distribution

International Entrepreneurship & Innovation (6CP)

- Business Plan
- International Business Activities
- Structuring and developing a Innovation Management Process
- Structuring and developing a (Digital) Business Model and (Digital) Value Chain

3rd semester**International Business Law (5 CP)**

- Main features of the German legal system and embedment in European and international law
- Basics of contract law (including European and international references)
- Basics and current developments of commercial and corporate law
- Industrial property rights - Introduction to the national, European and international competition, trademark and patent law
- Basics of international arbitration procedures

Master's Thesis and Colloquium/Defence (25 CP)

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