

# Business Administration

FOM Hochschule für Oekonomie & Management gemeinnützige GmbH  
Master of Business Administration



## Programm

**Graduates of the extra occupational Master course of studies “Master of Business Administration” are distinguished by their entrepreneurial 360°-view: by conveying comprehensive business knowledge and management competencies, MBA students develop into business-minded, assertive personalities, who are able to safely navigate the international business world.**

The general management degree for the top managers of tomorrow: During the MBA degree course from FOM University you will acquire all-round expertise in all of the most important corporate functions – in a way that is hands-on, forward-looking and with reference to international correlations.

This degree course, which is held primarily in English, provides both business expertise as well as extensive intercultural and management skills. For example, you will acquire in-depth knowledge in disciplines such as marketing and communication, human resources and leadership management as well as international business law. In all modules there is a focus on digitisation and the influence it has on the respective functional areas. From the third semester you will select your preferred area of specialisation – a wide range of specialised subjects provides you with a degree course that perfectly matches the requirements of your daily professional activities.

### Holistic teaching concept, which is close to the real world

The core goal of the MBA degree is the development of integrative, practise-oriented thinking and action. Real case studies from the world of business and a lively mix of teaching methods help to sharpen your overall, interdisciplinary perspective. Thus, you will gain important knowledge that will allow you to maintain an overview of all operational processes when making decisions.

You will also benefit from the continual exchange of information and experiences with other students from a wide range of sectors and specialist areas. You will learn to assert yourself in interdisciplinary teams, take responsibility, manage negotiations and ultimately implement well-founded and constructive measures. A voluntary coaching programme, which runs alongside the degree course, can also support you with your own personal development.

### What are the characteristics of a strong manager nowadays?

As an MBA graduate, you will be able to answer this important question thanks to the innovative teaching concept. After completing the degree course you will be able to take over management activities in international companies, develop global strategies and optimise group-wide processes. The MBA from FOM University can also prepare you optimally for the takeover or founding of a company.

**You will complete your master studies in Business Administration with the academic degree of Master of Business Administration (MBA).**

At a glance

[Zur Webseite >](#)

Die Hochschule.  
Für Berufstätige.



Sie haben Fragen?

Sie erreichen die Studienberatung von Mo-Fr 8-19 Uhr und Sa 7:30-14 Uhr gebührenfrei unter:

0800 1 95 95 95 (aus Deutschland)

0800 29 12 03 (aus Österreich)

[studienberatung@fom.de](mailto:studienberatung@fom.de)

[Zur Webseite >](#)

## Perspektiven

### Zielgruppe und Berufsfelder

For experts and managers wishing to acquire strategic managerial expertise in order to pursue new career opportunities.

#### This course prepares you to:

- perform managerial tasks in international organisations
- make confident, well-informed decisions
- handle complex negotiations and make convincing presentations
- develop and implement global strategies
- optimise company-wide processes

## Zulassung & Gebühren

### Prerequisites for admission

- **University degree**<sup>1</sup> (Diplom, Magister, Bachelor, Staatsexamen) worth 210 Credit Points<sup>2</sup> (applicants with a university degree worth 180 Credit Points<sup>2</sup> may be admitted to a course after appropriate professional experience or other university achievements are recognised)
- at least **one year's professional experience** after the first degree
- **an adequate knowledge of English** (corresponding to an intermediate language level B2 according GER, e.g. at least 860 points TOEIC or at least 83 points TOEFL)
- **must currently be employed**<sup>3</sup>

### Tuition fees

» Further information on [financing possibilities](#) and on questions of [tax deductibility](#).

» Why does FOM charge tuition fees and [other questions about costs and financing](#).

## Zeitmodelle

### Time models & Lecture times

## Studienmodule

### 1st semester

#### Crash Courses<sup>1</sup>

- Crash Course in Business Administration
- Crash Course Methodology

#### Economics

- 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

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

## HR & Leadership Competencies

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

## Financial Management

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

## 2nd semester

### Strategic Corporate Management

- Strategic analysis
- Theoretic approaches
- Strategy Formulation
- Choices and implementation
- Different strategic contexts

### International Business Law

- 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 proceedings

### Value-based Controlling & International Accounting

- The classification of accounting methods according to IFRS in the national and international normative context
- The goals, objectives and principles of IFRS accounting methods
- The 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

### Management Decision-Making

- Decision-Making Techniques
- Rational and intuitive decision Models
- Information requirements and information management
- Managing risk and uncertainty

## 3rd semester

- Organisation and management research
- Research strategy and design
- Questionnaire and survey design and sampling techniques
- Analysis of quantitative data
- Dilemmas of research Choice
- 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
- Sales Goals
- Structure
- Organisation, Personal and Team Selling (negotiation skills)

- Selection and Management of Distribution

### **International Entrepreneurship & Innovation**

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

### **4th semester**

### **Master Thesis and colloquium**

Wirtschaftswissenschaften