Business Administration (berufsbegleitend)

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



Überblick

Think internationally about leadership and management

Develop global strategies, conduct negotiations, make corporate decisions – the English-language MBA programme at FOM University prepares you to take on responsibility as a manager. You will expand your specialist knowledge in areas such as marketing, finance and business law and develop personal skills for top international management.

You will also have the opportunity to set individual priorities and deepen your knowledge in specific areas. Exchanging ideas with students from different industries will broaden your horizons, while accompanying career coaching will support your personal development.

You will complete your part-time “Master of Business Administration (MBA)” programme with a state-recognised and internationally accredited masters degree from FOM University.

Facts at a glance

Study model
Campus-Studium+ In the lecture hall plus live digital lectures:
Cologne | Du sseldorf | Essen | Frankfurt a. M. | Hamburg | Mannheim | Munich | Stuttgart

Scope of performance
90 credit points according to ECTS

Duration
3 semesters plus thesis

Language
English

Tuition fee
13,800 euro, payable in 24 monthly payments of 575 euro each, plus a one-off payment of matriculation fee 1,580 euro and examination fee 500 euro. **Good to know:** FOM is a non-profit organization—not commercial. Tuition fees are reinvested entirely in teaching, research, and modern learning formats. Your studies are tax-deductible. Previous studies can be credited toward your degree, saving you time and money. FOM University will support you in emergencies. More information below.

University degree
Master of Business Administration (MBA) – nationally and internationally recognised

Die Hochschule.
Für Berufstätige.

Campus

Steubenstrasse 44
68163 Mannheim

Kontakt

Sie erreichen die Studienberatung von Mo-Fr 8:00-19:00 Uhr und Sa 7:30-14:00 Uhr gebührenfrei unter:

Tel. 0800 1 95 95 95
studienberatung@fom.de

Zur Webseite >

Studieninhalte

What you will learn in the Business Administration (MBA) programme

Preparation (Course offerings)

Refresh your knowledge and get off to a confident start
At the beginning of your studies, you will refresh your relevant technical knowledge in free preparation courses – for an optimal start to your master's programme. **General preparatory courses:**
Business AdministrationMethodology (e-learning) (e-learning) 1. Semester (21 ECTS) **Understand economics, marketing and finance**
You will learn economic fundamentals, analyse markets and develop an understanding of marketing, research and financial management. **Economics (5 ECTS)**
Economic decision analysis Supply, demand, elasticities Cost, revenues, profitMarkets and their functionMarket failureInternational trade and globalisation
Marketing & Communication (5 ECTS)
CRM as an overarching concept against the background of current customer requirements in relation to social developmentsMarketing ConceptMarketing goalsCommunication policy instruments
These modules are taught in virtual presence.
Consulting & Research Methods (5 ECTS)
Formulation of the research questionMethodologyTheoretical frameworkContribution to the research
Financial Management (6 ECTS)
Objectives in financial managementCapital marketsFinancial planningInvestment and corporate valuationCash management 2. Semester (21 ECTS) **Shaping strategy, law and decisions**
You will develop strategic skills, deepen your knowledge of international law and learn how to make well-informed decisions. **Strategic and digital Management (6 ECTS)**
Strategic Management Process and AnalysisVision, mission conceptsMacro and micro environmental analysisStrategic management instruments and toolsTheoretical approaches
Value-based Controlling & International Accounting (5 ECTS)
Objectives, purposes and principles of IFRS accountingComponents of a complete set of an IFRS financial statementGeneral recognition and measurement under IFRSRecognition and measurement of selected balance sheet items
International Business Law (5 ECTS)
Main features of the German legal system and embedment in European and international lawBasics of contract lawBasics and current developments of commercial and corporate lawIndustrial property rights - Introduction to the national, European and international competition, trademark and patent law
These modules are taught in virtual presence.
Management Decision Making (5 ECTS)
Decision-Making techniquesRational and intuitive decision modelsInformation requirements and information managementManaging risk and uncertainty
Kick-off Master
Introduction to the process of the Master's thesis phase and support servicesOverview of Requirements for Academic Theses
These modules are taught in virtual presence. 3. Semester (23 ECTS) **Strengthen leadership skills, sustainability and innovation**
You combine leadership, HR management and international perspectives – with a focus on sustainable investments and innovation strategies. **HR & Leadership Competencies (5 ECTS)**
Challenges and Objectives of HR ManagementGeneral Framework of HR ManagementLeadership in TeamsCharismatic and Transformational LeadershipStrategic Leadershipincl. Career Coaching
International Investment & Sustainability (6 ECTS)
Theoretical foundation of asset managementInformation content of derivatives and instrumentsCorporate diversification and hedgingNet present value vs real optionsPlanning of earnings, investments and finance

Sales GoalsStructureOrganisation, Personal and Team Selling (negotiation skills)Selection and Management of DistributionInternational entrepreneurship & innovationBusiness PlanInternational Business ActivitiesStructuring and developing a Innovation Management ProcessStructuring and developing a (Digital) Business Model and (Digital) Value Chain
More info about MBA specialisation here. Alternatively, coursework can be completed abroad through FOM study abroad programmes. For further information, please contact the International Office.
Master mentoring
Phase for the development of a project idea for the Master's thesisExchange with academic mentors
These modules are taught in virtual presence.
Research forum (optional)
Insights into practical research from the FOM research institutesWorkshops on specific topics, methods and research designs
These modules are taught in virtual presence. 4. Semester (25 ECTS) **Master-Thesis & Kolloquium**
You write your master's thesis and present the results in a colloquium. This concludes your master's degree in a practical and research-oriented manner.

Fakten

Registration

Your career prospects are diverse

With your Master's degree in **Business Administration (MBA)**, a wide range of career opportunities will open up to you – in various industries and areas of business. Depending on your interests and specialisations, you could work in the following **positions (m/f/d)** and **areas**, among others:

Strategic management

Developing concepts and managing strategies

You analyse market and company data, develop long-term strategies and manage their implementation – with in-depth expertise in controlling, digitalisation and leadership.

Financial

Improving processes and achieving financial goals

You plan investments, evaluate companies and manage liquidity – based on current capital market data and business management methods.

International management

Secure growth and promote innovation

You will coordinate international business processes, develop new markets and design sustainable strategies – also from an intercultural perspective.

Human resources and management

Take on leadership and develop potential

You will lead teams, develop employees and establish strategic HR work – with a focus on transformation processes and leadership skills.

Marketing & sales management

Strengthening customer focus and brand

You plan marketing campaigns, manage communication processes and optimise customer relationships – based on current market analyses and CRM concepts.

