

# 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 | Düsseldorf | 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

Franklinstraße 52  
60486 Frankfurt a. M.

### 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](mailto: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 Administration Methodology (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, profit Markets and their function Market failure International trade and globalisation

**Marketing & Communication (5 ECTS)**

CRM as an overarching concept against the background of current customer requirements in relation to social developments Marketing Concept Marketing goals Communication policy instruments

These modules are taught in virtual presence.

**Consulting & Research Methods (5 ECTS)**

Formulation of the research question Methodology Theoretical framework Contribution to the research

**Financial Management (6 ECTS)**

Objectives in financial management Capital markets Financial planning Investment and corporate valuation Cash 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 Analysis Vision, mission concepts Macro and micro environmental analysis Strategic management instruments and tools Theoretical approaches

**Value-based Controlling & International Accounting (5 ECTS)**

Objectives, purposes and principles of IFRS accounting Components of a complete set of an IFRS financial statement General recognition and measurement under IFRS Recognition 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 law Basics of contract law Basics and current developments of commercial and corporate law Industrial 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 techniques Rational and intuitive decision models Information requirements and information management Managing risk and uncertainty

**Kick-off Master**

Introduction to the process of the Master's thesis phase and support services Overview 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 Management General Framework of HR Management Leadership in Teams Charismatic and Transformational Leadership Strategic Leadership incl. Career Coaching

**International Investment & Sustainability (6 ECTS)**

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

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

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 thesis Exchange with academic mentors

These modules are taught in virtual presence.

**Research forum (optional)**

Insights into practical research from the FOM research institutes Workshops 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

## Perspektiven

### 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.

## Wirtschaftswissenschaften