



# MODULE OVERVIEW FOR FULL-TIME AND PART-TIME MBA



Frankfurt School

## Module 1

### Understanding Global Markets | Global Economy & Competitive Strategy

Embark on your MBA journey with the foundational Module 1 which provides a big-picture view on the global economy and competitive strategies. Specifically, in the module, you will gain valuable insights into today's international economic landscape (growth, inflation dynamics, globalisation, ...). In addition, you will learn how to identify and seize business opportunities through a comprehensive analysis of the competitive environment. In summary, the module will allow you to understand the role of firms and managers within the broader business and societal context.

## Module 2

### Digital Strategy and Execution | Managerial Data Science & Business Models for a Digital World

Navigate the digital era with Module 2 which will equip you with the skills to lead the digital transformation. The module will first provide you with a basic understanding of statistics and data-science tools. Next, it will explore new technology creation and will discuss how to adopt business models for the digital world. Overall, the module will provide you with the quantitative knowledge to craft, implement, and assess business strategies in our increasingly digital world.

## Module 3

### Financial and Sustainability Reporting | Accounting & Performance Management

Delve into (external) financial reporting and (internal) performance measurement with Module 3. Specifically, during the module, you will gain a deep understanding of corporate financial reporting and the main financial statements. Furthermore, you will explore the multidimensional aspects of performance management, acknowledging – among others – the growing significance of stakeholder value and corporate social responsibility. In brief, you will learn the “art” of reporting and measuring performance.

## Module 4

### Corporate Financial Policies | Valuation & Funding Growth

Explore the financial aspects of managing and funding growth in Module 4. You will first explore the challenges associated with growing a company through organic growth and M&As and learn how to value assets or firms. Then, you will study how firms finance their growth; that is, you will assess financing needs, determine optimal capital structures, and discuss the nuances of cash distribution. At the end of the module, you will be ready to formulate sound financial strategies that align with a firm's strategic goals and support it on its growth path.

## Module 5

### Managing Organisations and Impact | CSR & Organisational Behaviour

Understand how to manage people and organisations in Module 5. In the module, you will gain insights into the business ecosystem concerning sustainability, purpose, and impact and understand the importance of values in the business world. In addition, you will learn how to build resilient organizational structures and responsibly lead teams. In brief, the module will equip you with the knowledge to navigate the complex organizational landscape.

## Module 6

### Managing Customers and Operations | Marketing & Operations Management

Uncover the ingredients of corporate excellence in Module 6 which focuses on managing customers and operations. Specifically, the module will provide you with the skills to define a well-chosen marketing strategy based on customer needs and up-to-date marketing frameworks. In addition, you will learn how to efficiently manage a firm's operations – from its production processes to its supply chain. Overall, the module will demonstrate how operational functions can help firms gain a competitive advantage.

## Module 7

### Leading People and Transformation | Ethical Leadership & Innovation and Change Management

#### Ethical Leadership & Innovation and Change Management

In your final core module, Module 7, learn how to lead and innovate. In particular, the module presents various approaches to leadership, thereby focusing on ethical decision-making and leadership in times of change. Furthermore, the module will discuss how firms can create an environment of continuous innovation and make innovation an integral part of their business model. In summary, the module will prepare you to lead teams and organizations in uncertain environments and foster innovation. Part of this module is taught abroad.

## Module 8

### Elective Track

#### Advanced Management

Choose the Advanced Management track to dive deeper into the future of management. This will allow you to explore and advance your knowledge in a broad range of topics, including social and environmental trends, global geopolitics, economic perspectives, emerging technologies, or digital marketing. Overall, the track will allow you to develop critical insights for organizational leadership.

## Module 9

### Elective Track

#### Finance & Technology Track

Specialize in Finance or Technology with this elective track. The courses will allow you to gain a robust understanding of the global financial environment and financial management. In addition, it allows you to gain insights into how technology is reshaping businesses and society. In brief, this track will allow you to understand and explore trends in financial markets and technology.

## Module 10

### Thesis

Cap off your MBA experience with a thesis project which will offer you the chance to showcase your newly-acquired skills and leverage your past experience. You can choose to work on a Group Consultancy Project, develop an Entrepreneurial Business Plan, or perform an Individual Research Project. All three options will allow you to demonstrate your ability to address significant management issues, take your learnings to practice and gain valuable insights into the German economy / job market.

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