



Frankfurt School of Finance and Management



Wiley Custom Select



Courses – Mini MBA Programme
– Online Master of Leadership in Development and Finance



Number of Students – Approx. 500

Approach / Background

Frankfurt School of Finance and Management is a research-led business school, covering every aspect of business, management, banking and finance. An impressive portfolio of services – ranging from graduate courses to Executive Education programmes – enabling the School to act as adviser, catalyst and educational partner to companies, organisations, individuals, and experienced executives worldwide.

International Advisory Services (IAS) is the Frankfurt School unit committed to providing high-quality training and technical assistance to different stakeholders in the financial sector as well as improving access to finance for disadvantaged population worldwide. The Mini MBA and the Online Master of Leadership in Developing Finance are two blended learning programmes. The Mini MBA is built on the Wiley Custom textbook that covers the core essentials of management education. The Online Master of Leadership in Development Finance provides 9 online modules, 2 of those are supplemented by Wiley Custom Textbooks. Due to the innovative learning approach, Frankfurt School worked closely with Wiley to design and publish high-quality, relevant, and tailored textbooks for the Mini MBA and two online masters courses.

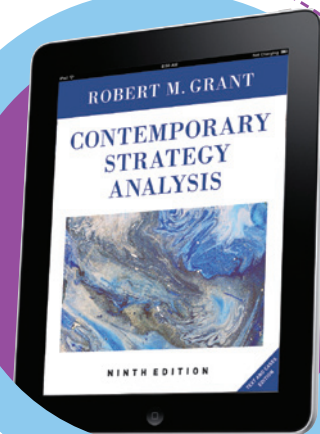
Using original titles, Wiley created and printed the following textbooks with enough stock for two years:

- **The Frankfurt Mini MBA:** A complete collection of the best chapters of Wiley publications on the fields of Economics, Strategy, Operations, Accounting, Leadership, and Marketing.
- **Online Master of Leadership in Development Finance:** A comprehensive review of the areas of “Strategy and Innovation” and “Leadership and Change Management”, including selected content from the latest Wiley titles in the topic of Leadership and Management.



Faculty used a number of chapters from a wide range of Wiley titles, including:

- COLLIER: Accounting for Managers: Interpreting Accounting Information for Decision Making, 5e.
- GRANT: Contemporary Strategy Analysis Text and Cases, 9e.
- BESANKO et.al.: Economics of Strategy, International Student Version, 6e.
- STONE: Human Resource Management, 8e.
- PADILLA: Leadership: Leaders, Followers, and Environments.
- JIMABALVO: Managerial Accounting, 5e.
- SANDERS: Supply Chain Management: A global Perspective.
- HIAM & RASTELLI: Wiley Pathways Marketing.



Evaluation – Instructors

“Wiley is a formidable partner. The design and publishing of the material were very flexible and efficient. Textbooks not only match faculty expectations but also meet students’ learning goals and outcomes. Without doubt, textbooks are the best complement to our innovative and digitalized academic programmes”

Dr. Barbara Drexler, Associate Dean, Frankfurt School of Finance and Management

Evaluation – Students

Key highlights for students:

- Use of relevant chapters that will help students to acquire cutting-edge knowledge and to attain expected learning goals and outcomes
- Restructured chapters that have been approved by lecturers
- Content presented in an accessible format which is closely aligned to learning objectives
- Easy access to a ready-made definitive textbook which saves time and money
- Access to most recent academic developments by leading scholars

SUMMARY

Frankfurt School is currently considering new ways to collaborate with Wiley.

**Haben Sie Interesse an einem maßgeschneiderten Lehrbuch?
Kontaktieren Sie uns: education@wiley.com**

**Your vision, our solutions. Start creating your course
content today! Contact us: education@wiley.com**

