SUSTAINABLE MOBILITY MANAGEMENT

MBA



Program Winter Semester 2023/24 Intake 2023-2025

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THIS PUBLICATION REFLECTS THE STATE OF PLANNING AT THE TIME OF PRINTING.

Changes may occur.



TUBS GmbH TU Berlin ScienceMarketing Hardenbergstraße 19 10623 Berlin, Germany

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The Sustainable Mobility Management Team	6
MBA Semesters Structure	7
Outline	8
Location and Times	8
Lectures	8
German Classes	9
E-Learning Platform 'Moodle' and WirelessLAN	9
Exams	9
Social and Academic Events	11
Module 01 Technology (9 ECTS)	12
Module 02 Economics (6 ECTS)	15
Module 03 Business (9 ECTS)	18
Module 04 Law (6 ECTS)	22
Other information	24
Master Thesis	25
Alumni Program	26

Dear Students,

The MBA in Sustainable Mobility Management is thought for transport engineers, transport and mobility experts, planners, architects, and sustainability project managers who want to gain in-depth, special knowledge in the field of sustainable mobility management. Authorities, businesses and other agencies engaged in transport and mobility must rethink their current strategies.

Each urban area faces its own specific set of challenges: congestion, emissions, safety, accessibility and economic implications are only some factors that account for the mobility situation that inhabitants experience.

This implies an increased need for broadly educated, skilled managers, capable to frame those issues with social shifts, new technologies and innovative business models.

TU Berlin's master program in "Sustainable Mobility Management" closes the educational gap in this field and prepares students for leadership positions by training people who can deliver cutting-edge and sustainable mobility solutions. The master program is intended for an international and diverse audience: Learning and studying in small groups of up to 30 students means excellent and tailored learning conditions.

We are looking forward to meeting you!

Prof. Dr.-Ing. Hans-Liudger Dienel Academic Director

Dr. Massimo Moraglio Academic Coordinator Nora Bonatz Academic Coordinator

Alina Pfeifer Administrative Coordinator

Overview



The Sustainable Mobility Management Team

Prof. Dr.-Ing. Hans-Liudger Dienel

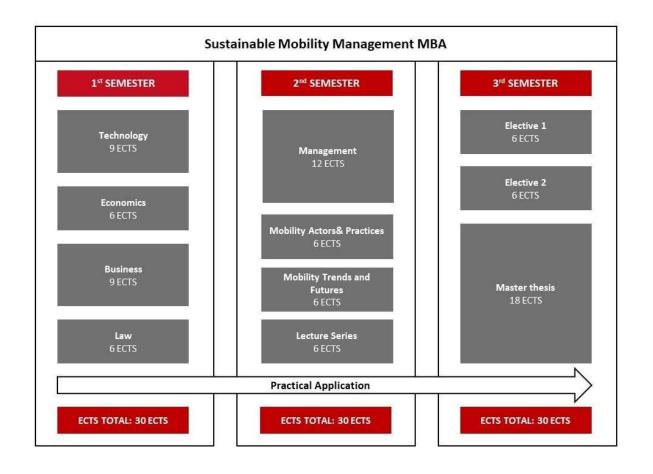
Academic Director

Institute of Vocational Education and Work Studies, Head of Chair Work, Technology and Participation T.U. Berlin



Dr. Massimo Moraglio Academic Coordinator massimo.moraglio@campus.tu-berlin.de
Nora Bonatz Academic Coordinator nora.bonatz@campus.tu-berlin.de
Alina Pfeifer Administrative Coordinator alina.pfeifer@campus.tu-berlin.de
Tom Wanyama Student Assistant tom.kj.wanyama@campus.tu-berlin.de
Saran Amartuvshin Student Assistant a.saran@campus.tu-berlin.de

MBA Semesters Structure



The master program is taught over a period of three semesters.

- The first semester covers the technical, economic, entrepreneurial and legal foundations for management decisions in the mobility sector.
- The second semester deepens this view and looks at management, trends and actors.
- The third semester broadens the view while simultaneously focusing on practice according to student's individual interests.

All semesters include lectures, tutorials, seminars as well as (when possible) company visits, online materials related to practice and extracurricular activities. The master thesis, due in the third semester, concludes the program.

Outline

Location and Times

Most classes will take place on EUREF Campus, and some classes will take place on the main TU Berlin campus. Lesson schedules are still subject to changes. The time of the lessons is always CET.

Semesters

- First semester (Winter semester WiSe 2023/24) First lesson Mid-October 2023 Last lesson Mid-February 2024
- Second semester (Summer semester SoSe 2024) First lesson on Mid-April 2024 Last lesson on Mid-July 2024
- **Third semester** (Winter semester WiSe 2024-25) First lesson: Mid-October 2024 Last lesson: Mid-February 2025

Lectures

Lectures are held by professors and academic staff of TU Berlin and other universities, and by professionals of the mobility industry. Lectures are divided into core and specialized lectures. Core lectures teach the basics and are relevant for students of all MBA programs; specialized lectures are designed for students of the Sustainable Mobility Management program to dive deeper into mobility.

Group work is frequent. Homework may be assigned. Lectures start *sine tempore*, i.e. sharp.

Company Visits

Company visits give the opportunity to go and see the company on-site and see course-content livelier presented.

Registration before attendance may be required.



German Classes

Language classes are offered on campus and incur a small additional fee. Advanced language classes are available, for which taking a test is mandatory. For more information, visit the website of Sprach- und Kulturbörse <u>here.</u>

E-Learning Platform 'Moodle' and WirelessLAN

Information System for Instructors and Students (ISIS) (also referred to as 'Moodle') is a software for onlinelearning platforms for announcements, distribution of material, registration to events, etc. An introduction will be given in the first week. Please log on frequently, even in lecture-free times. The TU Berlin offers <u>WirelessLAN</u> (WLAN) with full coverage acros its campus. Students have the possibility to access the internet from any point on the campus.

Exams

A written (e-) exam, paper, presentation, or portfolio concludes each module. Everything that was taught in the lectures, tutorials, and compulsory company visits within the module may be subject to examination. Exams start on time! In case a student wishes to withdraw from an exam, they must inform the competent body at least one day before the exam date; in case of a valid reason (e.g. sickness) a student can withdraw from an exam anytime, but have to inform the competent body and submit a proof latest 5 days after the exam date. Otherwise, the exam will be marked as failed. For further details, please refer to the official Study and Examination Regulation (AllgStuPO §50). A failed examination may be repeated twice. **Attendanceis mandatory.**

Grading Scale

Grade	Assessment	Definition
1.0 / 1.3	Very good	Outstanding performance
1.7 / 2.0 / 2.3	Good	Performance above average requirements
2.7 / 3.0 / 3.3	Satisfactory	Complies with the average overall requirements
3.7 / 4.0	Adequate	Performance which, despite some flaws, still complies with performance requirements
5.0	Inadequate	Performance with significant flaws which does not comply with requirements



First Semester WiSe 2023/24

Social and Academic Events

Orientation Week 2023

October 9 - 13

In-person visit of the TUB Main Campus Charlottenburg and EUREF Campus





Official Opening

October 13, 2023, 4pm

H 10135, Main Building on TU Main Campus, Straße des 17. Juni 135

Welcome Addresses by the Dean and Academic Directors Snacks and drinks reception

Christmas Dinner

December 15, 2023



MBA Sustainable Mobility Management - Program Winter Semester 2023/24

Module 01 Technology (9 ECTS)

Prof. Dr.-Ing. Joachim MÜLLER-KIRCHENBAUER

Institute Technology und Management (ITM)Faculty Wirtschaft und Management **TU Berlin**

Prof. Dr.-Ing. Dietmar Göhlich

Faculty Mechanical Engineering and Transport Systems **TU Berlin**

Dr.-Ing. Tu-Anh FAY

Chair Methods of Product Design and Mechatronics **TU Berlin**

Anne SYRE

Chair Methods of Product Design and Mechatronics **TU Berlin**

Benjamin GROSSE

Research Associate Chair Energy and Resource Management **TU Berlin**









Aims and Scope

This module revisits and broadens students' knowledge of energy technologies and systems in the context of today's changing world, preparing the ground for the coming modules. The aim of this module is firstly to give students a basic insight into different components relevant to electric mobility, including their basic function and relevant designparameters. Secondly, a system based holistic approach is taught, considering drive trainconcepts, storage systems and charging technologies. The module will also provide a learning platform to enhance students understanding of relevant components. At the endof this module, the students will have an overview to several elements relevant to transport engineering and operations, including but not limited to analysis of energy source, storage system and propulsion.

Keywords

Energy physics and energy technologies; thermodynamics; mechanics; chemical processes; Carnot engines and cycles; fossil fuels and renewable energy sources; conversion technologies; recent global and local developments; storage and transport technologies; electrical engineering; grids; transitions and trends.

Drivetrain concepts, storage systems, charging, smart grid, total cost of ownership, life cycle assessment.

Examination (9 ECTS, graded)

Core Part: Written exam, 40 minutes, graded (30%) Specialized Part: Written exam, 60 minutes, graded (60%) Specialized Part: Presentation, 15 minutes, graded (10%)

Schedule Core Part

Tue 18 Oct 2023 09:30 - 17:00	Technology Core – L1 Prof. DrIng. Joachim MÜLLER-KIRCHENBAUER
Sat 21 Oct 2023 09:30 - 17:00	Technology Core – L2 Prof. DrIng. Joachim MÜLLER-KIRCHENBAUER Prof. Dr. Gioia FALCONE

Schedule Core-Specialized Part

Tue 17 Oct 2023Technology Core - SpecializedAll day

Tue 24 Oct 2023Technology Core - Specialized - T113:45 - 17:00Benjamin GROSSE

Schedule Specialized Part

Thu 19 Oct 2023	Technology Spec. – Introduction
10:30 - 12:45	Prof. DrIng. Dietmar GÖHLICH, DrIng. Tu-Anh FAY
13:45 – 17:00	Technology Spec. – Drivetrain
	Prof. DrIng. Dietmar GÖHLICH

Mon 23 Oct 2023	Technology Spec. – Drivetrain
11:00 – 17:00	Prof. DrIng. Dietmar GÖHLICH, DrIng. Tu-Anh FAY
Thu 26 Oct 2023	Technology Spec. – Batteries & Storage
09:30 – 12:45	DrIng. Tu-Anh FAY
Thu 02 Nov 2023	Technology Spec. – Storage
09:30 – 12:45	Prof. DrIng. Dietmar GÖHLICH
Mon 06 Nov 2023	Technology Spec. – Experiments
09:30 - 17:00	DrIng. Tu-Anh FAY
Tue 07 Nov 2023	Technology Spec. – Experiments
09:30 – 17:00	Anne SYRÈ
Thu 23 Nov 2023	Technology Spec. – Charging & Zeemo-base & M2G
09:30 – 17:00	Prof. DrIng. Dietmar GÖHLICH, Anne SYRÈ
Fri 24 Nov 2023	Technology Spec. – LCA
09:30 – 12:45	Anne SYRÈ
Thu 30 Nov 2023	Technology Spec. – TCO & Smart Grid & research insight
13:30 – 17:00	Prof. DrIng. Dietmar GÖHLICH
Thu 07 Dec 2023	Technology Spec. – Q&A
09:30 – 12:00	Prof. DrIng. Dietmar GÖHLICH/DrIng. Tu-Anh FAY/Anne SYRÉ
Sat 11 Nov 2023 10:00 – 10:40	EXAM: Core part - Written, 40 minutes, graded (30%)
Mon 04 Dec 2023	Technology Spec Presentation, 15 minutes (10%)
13:30 – 15:00	Prof. DrIng. Dietmar GÖHLICH, DrIng. Tu-Anh FAY
Mon 18 Dec 2023 10:00 – 11:15	EXAM: Specialized part - Written, 60 minutes, graded (60%)

Literature

Core part:

[1] GEA. Global Energy Assessment - Toward a Sustainable Future. Cambridge, UK andNew York, NY, USA and the International Institute for Applied System Analysis, Laxenburg, Austria, http://www.globalenergyassessment.org/, 2012.

[2] Robert L. Jaffe and Washington Taylor. The Physics of Energy. Cambridge UniversityPress, 2018.

[3] T.J. Överbye J.D. Glover, M.S. Sarna. Power System Analysis and Design. CengageLearning, 2011.

[4] Volker Quaschning. Understanding Renewable Energy Systems. Earthscan, 2005.

[5] W Shepherd and D W Shepherd. Energy Studies. Imperial College Press, 2008.

Module 02 Economics (6 ECTS)

Prof. Dr Roland MENGES

TU Clausthal

Hamid MOSTOFI

Institute of Vocational Education and Work Studies TU Berlin

Sarah ELSHEIKH

Field Protection Assistant Danish Refugee Council / Dansk Flygtningehjælp

Aims and Scope

This module provides students with core knowledge of economics and provides a grounding in the economics behind the coming modules. The lectures deliver an introduction to transport economics and system dynamics modeling for the analysis of customer behaviors, business policies and strategies in the mobility sector. Special emphasis will be placed on how to realize the inter-relation between different components ftransport economics.

Keywords

Welfare analysis; prices and markets; markets forms; production and pricing decisions; natural resource economics; merit order effects; external effects; trading in allowances; fundamentals of investment decisions; market failures and regulation; sustainability; global commons; security of supply.

Consumer theory in transport sectors; Mode choice analysis; Game theory; Jevonsparadox; System dynamics modeling.

Examination (6 ECTS, graded)

Core Part: Written exam, 45 minutes, graded (50%) **Specialized Part**: Written exam, 30 minutes, graded (30%) **Specialized Part**: Written paper, 5 pages, graded (20%)





Schedule Core Part

Mon 16 Oct 2023	Econ Core – Tutorial
Pre-recorded	Sarah ELSHEIKH
Wed 03 Jan 2024	Econ Core – Tutorial Scientific Writing
09:30 - 17:00	Benjamin GROSSE
Fri 05 Jan 2024	Econ Core – Lecture 1
09:30 – 17:00	Prof. Dr. Roland MENGES
Sat 06 Jan 2024	Econ Core – Lecture 2
09:30 – 17:00	Prof. Dr. Roland MENGES

Schedule Core-Specialized Part

Mon 08 Jan 2024	Econ Core Spec.
09:30 - 12:45	Sarah ELSHEIKH
Tue 09 Jan 2024	Econ Core Spec.
09:30 - 12:45	Sarah ELSHEIKH
Thu 11 Jan 2024	Econ Core Spec.
13:45 - 17:00	Sarah ELSHEIKH
Mon 15 Jan 2024	Foon Coro Spoo
09:30 - 12:45	Econ Core Spec. Sarah ELSHEIKH
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Schedule Specialized Part

Mon 08 Jan 2024	Econ Spec.
13:45 – 17:00	Hamid MOSTOFI
Tue 09 Jan 2024	Econ Spec.
13:45 – 17:00	Hamid MOSTOFI
Wed 10 Jan 2024	Econ Spec.
09:30 - 12:45	Hamid MOSTOFI
Thu 11 Jan 2024	Econ Spec.
09:30 – 12:45	Hamid MOSTOFI
Mon 15 Jan 2024	Econ Spec.
13:45 – 17:00	Hamid MOSTOFI

Tue 16 Jan 2024	Econ Spec.
13:45 – 17:00	Hamid MOSTOFI
Thu 25 Jan 2024	Econ Spec.
TBD	Hamid MOSTOFI
Tue 02 Jan 2024	Paper announcement
Sun 21 Jan 2024	Submission deadline of paper
Fri 26 Jan 2024	Paper feedback 1
Thu 15 Feb 2024	Paper feedback 2
Mon 29 Jan 2024 10:00 - 10:45 Wed 07 Feb 2024 10:00 - 10:45	Economics Core Exam, 45 min Economics Specialized Exam, 30 min

Literature

Core Part:

[1] Subhes C Bhattacharyya. Energy Economics: Concepts, Issues, Markets and Governance. Springer, 2011.

[2] H L Varian. Intermediate Microeconomics: A Modern Approach. Norton, 2014.
[3] N. Gregory Mankiw. Principles of economics: 6. ed., internat. ed. Australia [u.a.] :South-Western, Cengage Learning, 2012

Specialized Part:

 Graham Mallard; Stephen Glaister, 2008, Transport Economics "Theory, Applicationand Policy," ISBN-13: 978-0230516885
 Hal R. Varian, Microeconomic Analysis, 3rd Version, 1992, ISBN: 9780393957358Chapter 7: Utility Maximization - Chapter 8: Choice Chapter 9: Demand

Module 03 Business (9 ECTS)

Prof. Dr. Dodo zu Knyphausen-Aufseß

Strategic Leadership and Global Management TU Berlin

Dr. Gabriele Grea

Università Bocconi (Italy)





Aims and Scope

The students will understand the fundamentals of management and business administration/ business functions: accounting, marketing and sales, organization, industry analysis, business units and strategy. The students will get acquainted to the concepts of supply chain management, distribution and logistics, production and quality,HR/Personnel, public relations as well as R&D.

Keywords

Fundamentals of management and business administration; management and leadership; shareholder and stakeholder value approach; the concept of strategy; Porter's Five Forces; SWOT-Analysis; etc.; strategic business units; industry analysis; generic strategies; vertical integration; portfolio analysis; diversification; strategy process; case studies; business models and trends in mobility.

Examination (9 ECTS, pass/fail)

Core Part: online quiz, 60 minutes, pass/fail (20%) **Specialized Part:** group presentation, 30 minutes, pass/fail (60%) **Specialized Part:** counselling, pass/fail (20%)

Schedule Core Part

Fri 20 Oct 2023	Business Core – Lecture
09:30 - 17:00	Prof. Dr. Dodo ZU KNYPHAUSEN-AUFSESS
Thu 26 Oct 2023 09:30 - 17:00	Business Core – Lecture Prof. Dr. Dodo ZU KNYPHAUSEN-AUFSESS
Sat 28 Oct 2023	Business Core – Lecture
09:30 - 17:00	Prof. Dr. Dodo ZU KNYPHAUSEN-AUFSESS
Schedule Core-Specialized Part	

Mon 09 Nov 2023 Business Core Spec. TBD **Bettina BROCKMANN** Mon 13 Nov 2023 Business Core Spec. 09:30 - 12:45 Jun-Prof. Dr. Karola BASTINI Tue 14 Nov 2023 Business Core Spec. 09:30 - 12:45 Jun-Prof. Dr. Karola BASTINI 13:45 – 17:00 Sarah DROLL Mon 20 Nov 2023 Business Core Spec. 09:30 - 12:45 Byron STUNTZ Tue 21 Nov 2023 Business Core Spec. 09:30 - 12:45 Dr. Maximilan WACHTER

Tue 28 Nov 2023Business Core Spec.09:30 - 17:00Prof. Dr. Justin Becker

Schedule Specialized Part

Mon 16 Oct 2023	Business Spec. – Conflict mitigation
09:30 - 12:45	Katharina Yombi
Thu 16 Nov 2023	Business Spec.
09:00 – 17:00	Gabriele GREA
Fri 17 Nov 2023	Business Spec.
09:00 – 17:00	Gabriele GREA
Tue 21 Nov 2023	Business Spec. – Counselling ONLINE
13:45 - 17:00	Gabriele GREA
Fri 01 Dec 2023	Business Spec.
09:00 - 17:00	Gabriele GREA
Sat 02 Dec 2023	Business Spec.
09:00 - 17:00	Gabriele GREA

MBA Sustainable Mobility Management - Program Winter Semester 2023/24

Tue 05 Dec 2023	Business Spec. – Counselling ONLINE
13:45 - 17:00	Gabriele GREA
Thu 08 Feb 2023	Business Spec Workshop on recruiting 1
Morning (tbc)	Charmilla Kasper
Tue 13 Feb 2023	Business Spec Workshop on recruiting 2
Afternoon (tbc)	Charmilla Kasper
Thu 30 Nov 2023	Quiz, 60 minutes, open 24 hours
Wed 13 Dec 2023 09:30 - 17:00	Final Presentations, 30 minutes

Literature

Core Part:

[1] Matt Carter. Designing Science Presentations: A Visual Guide to Figures, Papers, Slides, Posters, and More. Academic Press, 2013.

[2] Robert Grant. Contemporary Strategy Analysis. Wiley, 2016.

[3] Susan McHugh William G. Nickels, James McHugh. Understanding Business. McGraw-Hill, 2013.

Specialized Part:

[1] Arthur D Little (2018) The Future of Mobility 3.0, Reinventing mobility in the era of disruption and creativity

[2] Centre of Regulation in Europe (2019), Shared mobility and MaaS : The regulatorychallenges of urban mobility.

[3] Cohen, B., Kietzman, J. (2014). Ride On! Mobility Business Models for the SharingEconomy. Organization & Environment, 27(3): 279–296.

[4] DeMaio, P. (2009). Bike-sharing: History, impacts, models of provision and future.Journal of Transportation, 12(4), 41-56.

[5] ITF (2019), Regulating App-based Mobility Services: Summary and Conclusions, ITFRoundtable Reports, No. 175, OECD Publishing, Paris

[6] Janasz, T. (2017) Paradigm Shift in Urban Mobility: Towards Factor 10 of Automobility.

Springer

[7] EIB (2018). Financing innovation in clean and sustainable mobility. Study on access to finance for the innovative road transport sector

[8] European Platform on Sustainable Urban Mobility Plans (2019). Overview of the updated SUMP concept

[9] Lerch, Christian; Kley, Fabian; Dallinger, David (2010): New business models for electric cars: A holistic approach, Working Paper Sustainability and Innovation, No. S5/2010, Fraunhofer ISI, Karlsruhe, <u>http://nbn-resolving.de/urn:nbn:de:0011-n-1392705</u>

[10] Litman T. (2018), Autonomous Vehicle Implementation Predictions, Implications for Transport Planning

[11] Osterwalder, A., Pigneur, Y. (2010). Business Model Generation: A handbook for visionaries game changers and challengers. Hoboken, New Jersey: John Wiley & Sons

[12] Remane, Gerrit; Hildebrandt, Björn; Hanelt, Andre; and Kolbe, Lutz M., (2016). "DISCOVERING NEW DIGITAL BUSINESS MODEL TYPES – A STUDY OF

TECHNOLOGY STARTUPS FROM THE MOBILITY SECTOR". PACIS 2016 Proceedings. 289

[13] Rupprecht Consult - Forschung & Beratung GmbH (editor), Guidelines for Developing and Implementing a Sustainable Urban Mobility Plan, Second Edition (Final Draft for Feedback, 12 June 2019)

[14] Shared-Use Mobility Center (2016). Reference Guide. Los Angeles, CA: Shared-UseMobility Center

[15] Tukker, A. (2004): Eight types of Product-Service System: Eight ways to sustainability? Experiences from SusProNet. In: Business Strategy and the Environment, Vol. 13, Nr. 4, pp. 246–260

Module 04 Law (6 ECTS)

Prof. Dr. Lydia SCHOLZ

Economic and Business Law Hochschule Bremen



Aims and Scope

The students will learn about the fundamentals of Civil, Private and Commercial Law and will recognize the fundamentals of Public Law and its role in regulate the transportrelated industry. Finally, the students will get acquainted to the governance and regulatory framework of today's transport systems, on the i) global, ii) EU and iii) German levels.

Keywords

Legal framework; governance; regulations; public law; business law; German and EU law; e-mobility; autonomous vehicles; public transport systems.

Examination (6 ECTS, graded)

Law paper, 10 pages, 10 days, graded (100%)

Schedule Core and Spec. Part [To be Confirmed]

Sat 20 Jan 2024	Law Core – Lecture
09:30 – 17:00	Lydia SCHOLZ
	Law Spec. – Lecture Dr. Matthias LANG
Wed 07 Feb 2024	Law Core Spec.
TBD	Li Lou
Thu 08 Feb 2024	Law Spec. – Lecture
13:45 – 17:00	Prof. Dr. Benjamin VON BODUNGEN
Fri 09 Feb 2024	Law Spec. – Lecture
09:30 – 12:45	Prof. Dr. Benjamin VON BODUNGEN

Mon 12 Feb 2024 Law Spec. 09:30 – 12:45 Matthias HARTWIG, Dr. Alexandra APPEL 13:45 – 15:00 IKEM (alumni)

MBA Sustainable Mobility Management - Program Winter Semester 2023/24

Tue 13 Feb 2024Law Spec.09:30 – 12:45Matthias HARTWIG, Dr. Alexandra APPELThu 15 Feb 2024Law Spec. – ExcursionMorningMon 19 Feb 2024Mon 19 Feb 2024Law Spec.09:30 – 12:45Neven JosipovicTue 20 Feb 2024Law Spec.09:30 – 12:45Law Spec.09:30 – 12:45Law Spec.Sat 17 Feb 2024Law Paper AnnouncementTue 27 Feb 2024Submission of Law Paper - 10 pages, graded

Literature

Core Part:

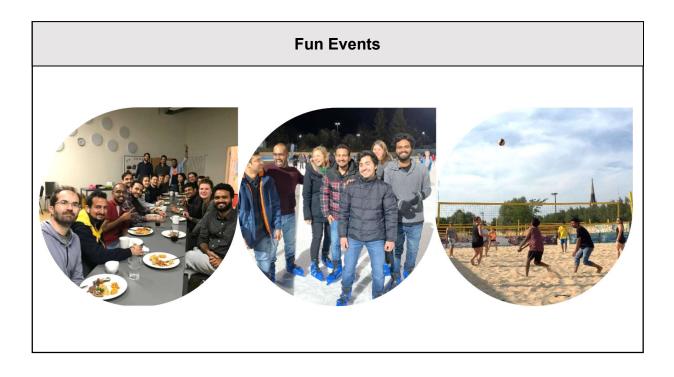
 Angus Johnston and Guy Block. EU Energy Law. Oxford University Press, 2012.
 Kim Talus. EU Energy Law and Policy. A Critical Account. Oxford University Press, 2013.

[3] Kate L. Turabian. A Manual for Writers of Research Papers, Theses, and Dissertations. The University of Chicago Press, 2013.

Other information

Exam Retakes

April 2024



Master Thesis

Supervisors	Individual.

- **Aims and Scope** Students demonstrate with the Master Thesis to be capable to address a problem from their study program independently, based on scientific methods, within a specific deadline. Once registered forthe thesis, students have four months to conclude.
- Schedule To start the master thesis, 60 CP must have been gathered; this equals successful completion of all mandatory modules. Technically,the earliest starting date is hence six weeks after the last exam. Thethesis can be postponed but should be completed in the third term.
- Contents Individual.
- **Form** Fifty pages, plus introduction and annex (es). In English. Scientificstandards prerequisite. More detailed formal requirements to be announced.
- **Date tba** Tutorial. Preparation for Master Thesis in Summer Semester.

Alumni Program

With your degree, you become part of the alumni network. Alumni receive invitations to participate in the further extension of the academic program, and to events held on campus and within the network.

As the program rolls over, you are cordially invited to participate in the curricular and extracurricular events of the following academic year(s)

