SUSTAINABLE MOBILITY MANAGEMENT MBA



Program
Winter Semester 2020/21
Intake 2020-2022

Last update on: 12 October 2020

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

Changes may occur.

TUBS GmbH TU Berlin ScienceMarketing Hardenbergstraße 19 10623 Berlin Deutschland

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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



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

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Nora Bonatz

Academic Coordinator

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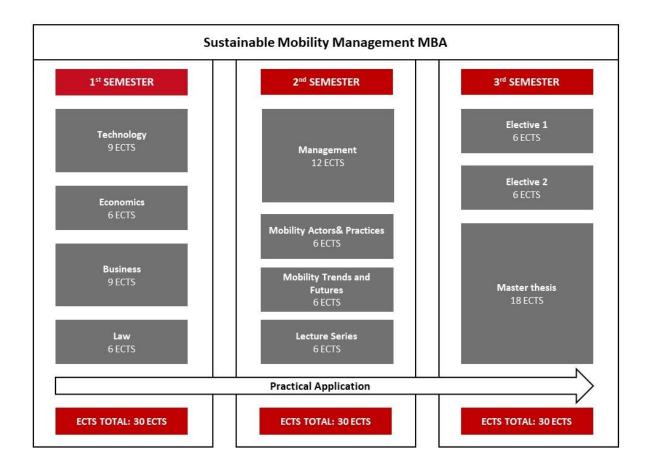


Alina Pfeifer

Administrative Coordinator

alina.pfeifer@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

Unless otherwise announced, lectures, tutorials, consultancy and peer group meetings take place online. The time of the lessons is always CET.

Semesters

- First semester (Winter semester WiSe 2020/21)
 First lesson on Monday, 2 November 2020
 Last lesson on Wednesday, 24 February 2021
- Second semester (Summer semester SoSe 2021)
 First lesson on Mid-April 2020 TBC
 Last lesson on Mid-July 2020 TBC
- Third semester (Winter semester WiSe 2021-22)

First lesson: Mid-October 2020 Last lesson: Mid-February 2021

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 (when possible due to Covid-19 restrictions)

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 here.

E-Learning Platform 'Moodle' and WirelessLAN

Information System for Instructors and Students (ISIS)/Moodle is a software for online learning 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 WirelessLAN (WLAN) with full coverage across 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. **Attendance is obligatory.**

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 2020/21



Social and Academic Events

Orientation Week 2020

26 - 30 October

Virtual visit of the TUB Main Campus Charlottenburg and EUREF Campus

Library Insights, Meet Up, Administrative Duties



Official Opening

30 October 2020 - 2:00 pm

Venue: virtual

Welcome Addresses Academic Directors Individual presentation of each MBA course

Christmas Dinner

TBC



Module 01 Technology (9 ECTS)

Prof. Dr.-Ing. Joachim MÜLLER-KIRCHENBAUER

Institute Technologie und Management (ITM) Faculty Wirtschaft und Management T.U. Berlin



Prof. Dr.-Ing. Dietmar GÖHLICH

Head of MPM Chair Methods of Product Design and Mechatronics

T.U. Berlin



Dr.-Ing. Tu-Anh FAY

Chair Methods of Product Design and Mechatronics

T.U. Berlin



Anne Syré Chair Methods of Product Design and Mechatronics

T.U. 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 design parameters. Secondly, a system based holistic approach is taught, considering drive train concepts, storage systems and charging technologies. The module will also provide a learning platform to enhance students understanding of relevant components. At the end of 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 & Specialized Part: Written exam, 120 minutes, graded (100%)

Schedule Core Part

Mon 02 Nov 2020 Lecture

09:00 - 17:00 Prof. Dr.-Ing. Joachim MÜLLER-KIRCHENBAUER

Tue 03 Nov 2020 Tutorial

09:00 - 17:00 M.Sc. Benjamin GROSSE

Sat 07 Nov 2020 Lecture

09:00 - 17:00 Prof. Dr.-Ing. Kai STRUNZ

Tue 10 Nov 2020 Tutorial

TBA

Wed 11 Nov 2020 Company visit

TBC

Schedule Specialized Part

Fri 23 Nov 2020 Kick-off Meeting: Introduction

14:30 – 16:00 Prof.Dr.-Ing.Dietmar GÖHLICH, Dr.-Ing.Tu-Anh FAY, Anne SYRÉ

Fri 23 Nov 2020 Drivetrain

(E-Learning at own pace until 14 Dec)

Mon 14 Dec 2020 Q&A Drivetrain

14:00-16:30 Prof.Dr.-Ing.Dietmar GÖHLICH

Mon 14 Dec 2020 Storage

14:00-16:30 (E-Learning at own pace until 8 Jan)

Fri 08 Jan 2021 Q&A Storage

09:00 – 11:30 Prof. Dr.-Ing. Dietmar GÖHLICH

Fri 08 Jan 2021 Charging and Smart Grid

(E-Learning at own pace until 25 Jan)

Thu 14 Jan 2021 Tutorial: Electric vehicle trainer and consultation

09:00-12:15	(Group I): DrIng. Tu-Anh FAY, Anne SYRÉ
13:15-16:30	(Group II): DrIng. Tu-Anh FAY, Anne SYRÉ

Fri 15 Jan 2021 Excursion TBA TBA

Mon 18 Jan 2021 Tutorial: Electric vehicle trainer and consultation 09:00-12:15 (Group I): Dr.-Ing. Tu-Anh FAY, Anne SYRÉ (Group II): Dr.-Ing. Tu-Anh FAY, Anne SYRÉ

Mon 25 Jan 2021 Q&A Charging and Smart Grid 14:00 – 16:30 Prof. Dr.-Ing. Dietmar GÖHLICH

Mon 25 Jan 2021 Life Cycle Assessment and Total Cost of Ownership

(E-Learning at own pace until 8 Feb)

Tue 26 Jan 2021 Excursion

14:00 – 17:00 Dr.-Ing. Tu-Anh FAY, Anne SYRÉ

Thu 28 Jan 2021 Tutorial: Electric vehicle trainer and consultation 09:00-12:15 (Group I): Dr.-Ing. Tu-Anh FAY, Anne SYRÉ (Group II): Dr.-Ing. Tu-Anh FAY, Anne SYRÉ

Tutorial: Electric vehicle trainer and consultation 09:00-12:15 (Group I): Dr.-Ing. Tu-Anh FAY, Anne SYRÉ (Group II): Dr.-Ing. Tu-Anh FAY, Anne SYRÉ

Mon 8 Feb 2021 Q&A Life Cycle Assessment 09:00 – 11:30 Prof. Dr.-Ing. Dietmar GÖHLICH

Fri 12 Feb 2021 Student presentations and Q&A Exam

09:00-17:00 Prof. Dr.-Ing. Dietmar GÖHLICH, Dr.-Ing. Tu-Anh FAY, Anne SYRÉ

Sat 20 Feb 2021 EXAM: Core & specialized part, written, 120 minutes, graded

Literature

Core part:

[1] GEA. Global Energy Assessment - Toward a Sustainable Future. Cambridge, UK and New 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 University Press, 2018.

[3] T.J. Overbye J.D. Glover, M.S. Sarna. Power System Analysis and Design. Cengage Learning, 2011.

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

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

Specialized Part:

TBA

Module 02 Economics (6 ECTS)

Prof. Dr. rer. pol. Georg ERDMANN

Department of Energy Systems T.U. Berlin



Hamid MOSTOFI

Institute of Vocational Education and Work Studies T.U. Berlin



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 of transport 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; Jevons paradox; System dynamics modeling.

Examination (6 ECTS, graded)

Core Part: Written exam, 90 minutes, graded (50%) Specialized Part: Written paper, 5 pages, graded (50%)

Schedule Core Part

On-line material Tutorial Microeconomics, Macroeconomics

Sarah ELSHEIKH, M.Sc.

Fri. 06 Nov 2020 Tutorial (FAQ session) Microeconomics, Macroeconomics

09:30 – 17:00 Sarah ELSHEIKH, M.Sc.

Fri. 06 Nov 2020 Lecture: Microeconomics, Macroeconomics

History of Economic Thought

09:30 - 17:00 Prof. Dr. Roland MENGES

Sat. 14 Nov 2020 Lecture: Financial Economics

09:30 – 17:00 Prof. Dr. rer. pol. Georg ERDMANN

Lecture (FAQ): Prof. Dr. Roland MENGES

Wed. 17 Nov 2020 Tutorial: Microeconomics, Macroeconomics

09:30 – 17:30 Sarah ELSHEIKH, M.Sc.

Tue 01 Dec 2020 Tutorial: Financial Economics 09.30 – 17.00 Sarah ELSHEIKH, M.Sc.

Company Visit: Siemens/Windnode

Fri 18 Dec 2020 Exam Core Part - Written, 90 minutes, graded

9:30 – 10.15 Prof. Dr. rer. pol. Georg ERDMANN

Schedule Specialized Part

Mon 23 Nov 2020 Introduction of Transport Economics

09:00-13:00 Hamid MOSTOFI

Thu 26 Nov 2020 Consumer Theory in Transportation sectors

09:00-13:00 Hamid MOSTOFI

Mon 30 Nov 2020 Game Theory - Mode Choice Analysis

09:00-13:00 Hamid MOSTOFI

14-00–18:00 Excursion

TBA

Wed 02 Dec 2020 Jevons Paradox - Sustainability Assessment

09:00-13:00 Hamid MOSTOFI 14:00-17:00 Recruiting session

Charmilla KASPER (BCG)

Mon 07 Dec 2020 System Dynamics Modeling

09:00-13:00 Hamid MOSTOFI

Thu. 10 Dec 200 Exam Specialized Part - Announcement topic

for the written Paper 5 pages, graded.

Mon 04 Jan 2021 Submission deadline of paper

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:

- [1] Graham Mallard; Stephen Glaister, 2008, Transport Economics "Theory, Application and Policy," ISBN-13: 978-0230516885
- [2] Hal R. Varian, Microeconomic Analysis, 3rd Version, 1992, ISBN: 9780393957358 Chapter 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 T.U. Berlin



Dr. Gabriele Grea

Department of Social and Political Sciences 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, pass/fail (40% oral presentation; 40% presentation material)

Schedule Core Part

Tue 10 Nov 2020 Tutorial: Business Ethics

09:00-17:00 Sarah DROLL

Tutorial: Business Frameworks and Planning Techniques

Dr. Nadja BERSECK

Fri. 13/11/20 Lecture: Basics of Business Administration & Corporate

Governance

09:00-17:00 Prof. Dr. Dodo ZU KNYPHAUSEN-AUFSESS

Fri 20 Nov 2020 Lecture: Corporate and Business Management 09:00-17:00 Prof. Dr. Dodo ZU KNYPHAUSEN-AUFSESS

Sat 21 Nov 2020 Lecture: Corporate and Business Management 09:00-17:00 Prof. Dr. Dodo ZU KNYPHAUSEN-AUFSESS

Topic Assignment for Presentations

Tue 24 Nov 2020 Tutorial: Presentation Techniques

09-00-13:00 Bettina BROCKMANN

Fri 04 Dec 2020 Lecture: Accounting & Finance 09:00-17:00 Jun.-Prof. Dr. Karola BASTINI

(Additional material for e-learning)

Tue 08 Dec 2020 Tutorial: Accounting & Finance 09:00-17:00 Dr. Maximilian WACHTER

Fri 11 Dec 2020 Lecture: Marketing 09:00-17:00 Dr. Justin BECKER

Wed 16 Dec 2020 Quiz - online, 60 minutes, pass/fail.

8:00 - 09:00

Schedule Specialized Part

Mon 4 Jan 2021 Lecture Principles and components of business models for

13:30-18:30 sustainable mobility

Dr. Gabriele GREA

Thu 07 Jan 2021 Recruiting and CV style

9:30-12:30 Alina PFEIFER

Thu 07 Jan 2021 Lecture - Principles and components of business models for

14:00-18:00 sustainable mobility

Dr. Gabriele GREA

Mon 11 Jan 2021 Lecture - Business model patterns and trends in mobility

09.30 - 17.00 Dr. Gabriele GREA

Tue 12 Jan 2021 Lecture - The Evolution of the Market

09.30 - 17.00 Dr. Gabriele GREA

Thu 21 Jan 2021 - Final Presentations, pass/fail.

Wed 25 Jan 2021 Recruitment Training

09:00-13:00 TBA

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 regulatory challenges of urban mobility.
- [3] Cohen, B., Kietzman, J. (2014). Ride On! Mobility Business Models for the Sharing Economy. 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, ITF Roundtable 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, http://nbn-resolving.de/urn:nbn:de:0011-n-1392705
- [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-Use Mobility 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. iur. Dr. rer. pol. Dres. h.c.

Franz Jürgen Säcker Hon.Ph.D.(PCCC)

Technische Universität Berlin

Academic Director
MBL European and International Energy Law



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 transport-related 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, graded (100%)

Schedule Core Part

Tue 02 Feb 2021 Various slots Tutorial: Academic Writing Law Paper **Wed 03 Feb 2021** Various slots Tutorial: Academic Writing Law Paper

Dr. Susanne Wende, Eadbhard Pernot

Fri 05 Feb 2021 Lecture: Introduction to Business Law

Prof. Dr. Lydia SCHOLZ

Schedule Specialized Part

Tue 09 Feb 2021 Lecture: Construction and Planning Law

09:30-17:00 Dr. Matthias Lang TBC

Wed 10 Feb 2021 Tutorial: Construction and Planning Law

09:30-12:45 Dr. Matthias Lang TBC

Mon 15 Feb 2021 Lecture: Governance of Public Transport System

09:30-12:45 Prof. Dr. Michael Rodi TBC

Mon 22 Feb 2021 Tutorial: Governance of Public Transport System

09:30-12:45 Prof. Dr. Michael Rodi TBC

Mon 22 Feb 2021 Excursion to

13:45-17:00 IKEM – Institute for Climate Protection, Energy and Mobility

Tue 23 Feb 2021 Lecture and Tutorial: Legal framework for autonomous vehicles

09:30-17:00 Prof. Dr. Benjamin von Bodungen

Wed 24 Feb 2021 Tutorial Academic writing 09:30-12:45 Dr. Susanne Wende

Fri 26 Feb 2021 Announcement of Law Paper Topic

Tue 09 Mar 2021 Submission of Law Paper - 10 pages, graded

Prof. Franz Jürgen SÄCKER

Literature

Core Part:

[1] Angus Johnston and Guy Block. EU Energy Law. Oxford University Press, 2012.

[2] 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.

Specialized Part:

TBA

Other information

Exam Retakes

April 2021

Fair Visit: E-world energy & water



Feb. 11th 2021 (TBC Please see Moodle for more information) Read more

Fun Events



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 for

the 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. The thesis can be postponed but should be completed in the third term.

Contents Individual.

Form Fifty pages, plus introduction and annex (es). In English. Scientific

standards 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 the 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)

