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

Changes may occur.
Dear students,

As stated in the MBAs regulation, in the third semester, each student needs to take two elective courses. You have selected two courses, of your choice, among the nine courses listed below.

The electives will conclude, with the Master Thesis, your activities for the MBA. In this brochure you find the contents, dates, exam procedures and lecturers engaged in each of the electives.

Our best wishes for a fruitful final semester!

The MBAs team
Overview
Outline

Location and Times
Unless otherwise announced, lectures, tutorials, consultancy and peer group meetings take place online. The time is CET.

Attendance to the lessons is obligatory.

Third semester
- Third semester (Winter semester - WiSe 2020/21)
  First lesson on Monday, 2 November 2020
  Last lesson on Thursday, 25 February 2021

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.

Exams
An exam 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. A failed examination may be repeated twice. For further details, please refer to the official Study and Examination Regulation.

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Assessment</th>
<th>Definition</th>
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</thead>
<tbody>
<tr>
<td>1.0 / 1.3</td>
<td>Very good</td>
<td>Outstanding performance</td>
</tr>
<tr>
<td>1.7 / 2.0 / 2.3</td>
<td>Good</td>
<td>Performance above average requirements</td>
</tr>
<tr>
<td>2.7 / 3.0 / 3.3</td>
<td>Satisfactory</td>
<td>Complies with the average overall requirements</td>
</tr>
<tr>
<td>3.7 / 4.0</td>
<td>Adequate</td>
<td>Performance which, despite some flaws, still complies with performance requirements</td>
</tr>
<tr>
<td>5.0</td>
<td>Inadequate</td>
<td>Performance with significant flaws which does not comply with requirements</td>
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</table>
Third Semester
WiSe 2020/21
### Social and Academic Events

#### Christmas Dinner

Date and venue to be announced

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#### Fun Events

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E7 Data Analysis and ICT in Mobility
6 ECTS – hosted by Sustainable Mobility

Prof. Dr. Christian Hoffmann
Department of Psychology
Hochschule für Medien, Kommunikation und Wirtschaft
e-fect dialog evaluation consulting e.G

Dr. Lisa Ruhrort
Wissenschaftszentrum Berlin für Sozialforschung gGmbH
(Berlin Social Science Center)

Dr. Robert Schönduwe
Product Developer - MOTIONTAG GmbH

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

Prof. Dr. Andreas Vogelsang
Department of Telecommunication Systems
T.U. Berlin
Daimler Center for Automotive Information Technology Innovations
Aims and Scope

After taking this module, students will:

- evaluate current and future practices in the digitalization of the transport industry and transport services;
- be familiar with the principles of i) data collection ii) data analysis and iii) modeling to support decision-making processes; iv) data mining;
- be able to understand the use of data in mobility systems.

Course Content

- The role and growth of ICT;
- The complex relationship between ICT and mobility;
- Quantitative and qualitative data; Data collection; Designing and analyzing surveys;
- Data collection, modeling, analysis;
- Data mining;
- Interpretation of ICT and qualitative data;
- Project work.

Examination (6 ECTS)

Assessment: The course will be graded, but the grade does not count toward your overall GPA.
Type of assessment: Portfolio
Students who do not pass may repeat at the end of the current semester.
Task and point allocation
- Contribution to the discussion: 25%
- Oral presentation: 50%
- Presentation materials / written composition (term paper): 25%

Schedule (content & dates preliminary)

**Tue 10 Nov 2020**
09:00 – 17:00 Overview on the role of ICT in mobility
Andreas Vogelsang

**Tue 24 Nov 2020**
09:00 – 17:00 Introduction to research question and group work
Quantitative data generation and analysis (expert interview)
Lisa Ruhrort, Christian Hoffmann, (Robert Schönduwe)

**Tue 8 Dec 2020**
09:00 – 17:00 Combining qualitative and standardized methods
(focus group and survey)
Lisa Ruhrort and Christian Hoffmann

**Tue 5 Jan 2021**
09:00 – 12:00 Data interpretation
Lisa Ruhrort and Christian Hoffmann
13:00 – 17:00 Regression models for the analysis and simulation of transport systems
Hamid Mostofi
Tue 19 Jan 2021  Data collection: GPS tracking
09:00 – 17:00  Data interpretation and analysis: Introduction to R
Robert Schönduwe

Tue 02 Feb 2021  How to analyse data and build a mobility data business
09:00 – 17:00  Robert Schönduwe

Tue 16 Feb 2021  Final Group Presentations
09:00 – 17:00  Robert Schönduwe, Lisa Ruhrort, Christian Hoffmann

Mon 15 Mar 2021  Submission final group report (15 pages)

Literature

TBA
E8 Urban and Transport Planning in Emerging Economies: Concepts and Experiences
6 ECTS – hosted by Sustainable Mobility

Katy Huaylla and Henning Günter
Rupprecht Consult GmbH

Dr. Jürgen Perschon
Vice President
European Institute for Sustainable Transport

Matthias Nüßgen
Vice Executive Director
European Institute for Sustainable Transport

Himanshu Raj
Officer Sustainable Mobility/ EcoMobility
ICLEI Local Governments for Sustainability
Aims and Scope

After taking this module, students will:

- be familiar with the urban and transport planning experiences in Emerging Economies;
- know smart city concepts, theories, and criticisms;
- Use this knowledge to apply analytical methods in various institutional and economic contexts;
- Develop effective instruments based on these.

Course content

- Designing Sustainable Urban Mobility Plans;
- Stakeholder strategies-tools and methods, social, gender and cultural aspects;
- Regulatory frameworks, financing, and institutional challenges;
- The role of transport options for a sustainable economy: indicators for monitoring and assessing;
- Knowledge and technology exchange - transfer and barriers;
- Mobility challenges in the developing world on a rural and urban scale;
- Megacities, Smart city concepts, theories, and criticism.
Examination (6 ECTS)

Assessment: The course will be graded, but the grade does not count toward your overall GPA.
Type of assessment: Portfolio
Students who do not pass may repeat at the end of the current semester.
Task and point allocation
- Contribution to the discussion: 25%
- Oral presentation: 50%
- Presentation materials / written composition (term paper): 25%

Schedule (content & dates preliminary)

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>Sep/Oct TBA</td>
<td>Kick-Off meeting &amp; topic assignment for presentations</td>
<td>Nora Bonatz</td>
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<tr>
<td>45min</td>
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<td><strong>Wed 4 Nov 2020</strong></td>
<td>Introduction to Sustainable Urban Mobility Plans</td>
<td>Katy Huaylla and Henning Günter</td>
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<td>09:00 – 17:00</td>
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<tr>
<td><strong>Sat 21 Nov 2020</strong></td>
<td>Sustainable mobility in megacities – challenges &amp; solutions</td>
<td>Dr. Jürgen Perschon</td>
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<td>09:00 – 17:00</td>
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<td><strong>Wed 2 Dec 2020</strong></td>
<td>Urban development and transport planning</td>
<td>Matthias Nüßgen</td>
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<td>09:00 – 17:00</td>
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<td><strong>Wed 16 Dec 2020</strong></td>
<td>EcoLogistics: Low carbon freight for sustainable cities</td>
<td>Himanshu Raj</td>
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<td>09:00 – 17:00</td>
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<td><strong>Wed 06 Jan 2021</strong></td>
<td>Towards equitable urban mobility – perspectives from India and South Africa</td>
<td>Tobias Kuttler</td>
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<td>09:00 – 17:00</td>
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<td><strong>Wed 27 Jan 2021</strong></td>
<td>Creating a mission-oriented agenda to address global challenges in sustainable mobility</td>
<td>Daniel Moser</td>
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<td>09:00 – 17:00</td>
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<td><strong>Wed 10. Feb 2021</strong></td>
<td>Last mile sustainable logistic in Africa</td>
<td>Christoph Henseler (TBC)</td>
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<td>09:00 – 17:00</td>
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Literature

TBA
E9 Business Models and Investments in Sustainable Mobility
6 ECTS – hosted by Sustainable Mobility

Prof. Dr. Oliviero Baccelli
Department of Social and Political Sciences
Università Bocconi (Italy)

Dr. Ulrike Engel-Ziegler
DB Station & Service AG

Dr. Gabriele Grea
Department of Social and Political Sciences
Università Bocconi (Italy)

Dr. Daniel Kurth
Private consultant
Aims and Scope

After taking this module, students will:

- understand the basic principles of financial instruments;
- be able to apply these in order to implement sustainable mobility;
- be able to evaluate traditional and innovative business models in sustainable mobility.
- be able to develop innovative economic and financial models;

Course content

- Business Model, Business Plan Overview and structure
- Strategic Plan, Profit formula and Business Case Frame
- New mobility services and business models: shared and resource-efficient mobility
- Freight and logistics
- global market, the path towards sustainability
- Mobility as a Service ecosystems: examples and perspectives
- Organization and human resources
- Innovations in sustainable mobility, barriers and drivers: regulation and governance
- Innovations in sustainable mobility, barriers and drivers: economic, political and social
- Planning and funding investments in
- infrastructure for sustainable mobility

Examination (6 ECTS)

Assessment: The course will be graded, but the grade does not count toward your overall GPA.
Type of assessment: Portfolio
Students who do not pass may repeat at the end of the current semester.
Task and point allocation

- Contribution to the discussion: 25%
- Oral presentation: 50%
- Presentation materials / written composition (term paper): 25%

Schedule (content & dates preliminary)

**Wed 11 Nov 2020** Module overview; Business Model and Business Case Introduction; Business Plan Overview; 4Ps Introduction; Target Group Introduction; Business Model Strategy Introduction.
12:45 – 17:30 (live) Daniel Kurth

**Thu 12 Nov 2020** 4 Ps: product & service, revenue / pricing model, promotion, place/distribution; Industry analyses (Porter); Profit formula and Business Case Frame.
12:45 – 17:30 (live) Daniel Kurth
**Wed 25 Nov 2020**  The urban and regional mobility ecosystem (I); New mobility services and business models: shared and resource-efficient mobility; Freight and logistics global market, the path towards sustainability; Business plan structure I; Strategic Plan
12:30 – 17:30 (live) Gabriele Grea and Oliviero Baccelli

**Wed 9 Dec 2020**  Implementing sustainable railway stations and its financial issues
09:00 – 17:00 Ulrike Engel-Ziegler
Presentation of DB case-studies

**Thu 10 Dec 2020**  Case studies presentations.
TBA

**Wed 13 Jan 2021**  The urban and regional mobility ecosystem (II); New mobility services and business models: digitalization and integration; Mobility as a Service ecosystems: examples and perspectives; Business plan structure II (marketing, operations); Operational Plan; Production (technologies, Investments, program, assets).
12:30 – 17:30 (live) Gabriele Grea and Oliviero Baccelli

**Wed 20 Jan 2021**  The urban and regional mobility ecosystem (III); New mobility services and business models: connected, cooperative and automated; Innovations in freight transport, building sustainable logistic chains; Business plan structure III.
12:30 – 17:30 (live) Gabriele Grea and Oliviero Baccelli

**Wed 03 Feb 2021**  Innovations in sustainable mobility, barriers and drivers: regulation and governance; Innovations in sustainable mobility, barriers and drivers: economic, political and social; Planning and funding investments in infrastructure for sustainable mobility; Q&A for finalization of the project; Innovations in sustainable mobility, barriers and drivers.
12:30 – 17:30 (live) Gabriele Grea and Oliviero Baccelli

**Wed 17 Feb 2021**  Submission voice over ppt

**Wed 24 Feb 2021**  **FINAL Exam: Presentation**
09:00-17:00
Literature

- ROBERT M. GRANT, CONTEMPORARY STRATEGY ANALYSIS. TEXT AND CASES. NINTH EDITION
- EIB (2018). Financing innovation in clean and sustainable mobility. Study on access to finance for the innovative road transport sector
- Interreg Central Europe Shareplace Project - D.T2.6.1 Study on innovative business models (June 2019)
- Horizon 2020 Gecko Project - D1.1 Review of new mobility services and technologies and set-up of knowledge bank (October 2019)
- Horizon 2020 Gecko Project - D.1.2 Review of business models for new mobility services (December 2019)