SUSTAINABLE MOBILITY MANAGEMENT

MBA

Summer Semester 2019

Last update on: 3 May 2019
Dear students,

Management decisions in the mobility sector require a profound understanding of the sector’s technical, economic, legal, and entrepreneurial peculiarities. Climate and economic changes, controversial opinions, technological progress as well as regulation shape and limit the entrepreneurial room, but also offer chances and opportunities. The industry, therefore, requires broadly skilled individuals who are experts in the field.

We are delighted to welcome you to this exciting TU program, where faculty and industry experts convey the latest scientific and practical insights of the field, discuss today’s challenges, and prepare students for leading roles in shaping the industry, and society, for the future ahead.

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

Prof. Dr. Andreas Knie 
Academic Director

Dr. Massimo Moraglio 
Academic Coordinator

Charlotte Hegel 
Academic Coordinator

Laura Lehmann 
Administrative Coordinator
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Overview
The Sustainable Mobility Management Team

Prof. Dr.-Ing. Hans-Liudger Dienel
Academic Director MBA Sustainable Mobility Management

Institute of Vocational Education and Work Studies, Head of Chair Work, Technology and Participation
Technical University Berlin
https://www.technik.tu-berlin.de/menue/arbeitslehretechnik_und_partizipation/

Prof. Dr. Andreas Knie
Academic Director MBA Sustainable Mobility Management

Professor for Sociology at TU Berlin,
Head of the research group Science Policy at WZB,
Social Science Research Center Berlin WZB
https://www.wzb.eu/

Prof. Dr. Massimo Moraglio
Academic Coordinator

Unit research leader of EU H2020 projects HiReach & INTEND
massimo.moraglio@tu-berlin.de

Charlotte Hegel
Academic Coordinator

M.Sc. Urban and Regional Planning
hegel.1@campius.tu-berlin.de

Laura Lehmann
Administrative Coordinator
laura.lehmann.1@campius.tu-berlin.de
Modular Structure

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Second Semester</th>
<th>Third Semester</th>
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<tbody>
<tr>
<td>M01 - Project Management (in Mobility) 9 ECTS</td>
<td>M05 - Mobility Trends and Futures 9 ECTS</td>
<td>M08 - Managing Smart and Green Mobility 6 ECTS</td>
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<td>M02 - Mobility Actors and Practices 6 ECTS</td>
<td>M06 - Managing Transition: Governance and Skills 9 ECTS</td>
<td>Thesis 18 ECTS</td>
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<td>M03 - Technological Foundations in transport 9 ECTS</td>
<td>M07 - Lecture Series 6 ECTS</td>
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<tr>
<td>M04 - Macro-Economics and Business Models of Sustainable Mobility 6 ECTS</td>
<td><strong>Compulsory electives</strong></td>
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<td></td>
<td>M09A - Innovation and Technology Management I - 6 ECTS</td>
<td>M09B - Innovation and Technology Management II - 6 ECTS</td>
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<td></td>
<td>M010 - Managing ICT and Mobility 6 ECTS</td>
<td>M011 - Mobility and Development 6 ECTS</td>
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<td>30 ECTS</td>
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The master program is taught over a period of three semesters. The first semester is dedicated to the fundamentals of mobility and sustainability, considering these issues from different perspectives such as economic factors, social and managerial elements, and naturally including technological drivers; the second semester, trends, the future of transport as well as the transition toward sustainable mobility will be the main focus. This will also encompass the issue of governance and management of complex structures. A lecture series will provide world-based case studies and additional broad based information; the third semester is mainly devoted to specialization and the master thesis. All semesters include lectures, tutorials, seminars as well as 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 at House 9, EUREF-Campus, 10829 Berlin.

Lectures
Lectures are held by professors and academic staff of TU Berlin and other universities, and by professionals of the mobility industry. They convey the core teachings. Group work is frequent. Homework may be assigned. Lectures start on time! Lectures will regularly be held on Wednesdays, Thursdays and Fridays.

Company Visits
Company Visits give the opportunity to go and see the company on-site and see course-content more lively presented. Registration before attendance may be required.

German for Beginners Class
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! A failed examination may be repeated twice. For further details, please refer to the official Study and Examination Regulation.
Second Semester

Summer Semester 2019
Module 05 Mobility Trends and Futures

Dr. Ulrike Engel-Ziegler
Innovation Centre for Mobility and Social Change (InnoZ)
Project Manager
https://www.innoz.de/

Dr. Irene Feige
Institute for Mobility Research (BMW Group)
Institute Director
www.ifmo.de

Dr. Roland Nolte
IZT - Institute for Futures Studies and Technology
Assessment
Institute Director
www.izt.de

Aims and Scope
After completion of this module, students will understand mobility trends with the aim to manage the complexity of the open and networked transport of the future. The social and technical shifts are taken into consideration as well as the fundamentals for forecasting. In this regard, different scenarios will be proposed in order to plan long term developments of a mobility change.

Keywords
Futures research, megatrends, foresight processes, futures of mobility, sustainable mobility, transformation of mobility systems, energy and new mobility, MaaS – Mobility as a Service.
Schedule

Thu. 18/04/19  Lecture: Introductory lecture & catalogue of sustainability tools, small scale scenarios
Dr. Ulrike Engel-Ziegler

Thu. 16/05/19  Future Research and Trends in Mobility
Futures Research Methods
Trends in Mobility & Scenarios
Dr. Roland Nolte

Fri. 17/05/19  Lecture: The Futures of Mobility
Smart, Green, Sustainable Mobility
E-Mobility and Greening of Transportation
Dr. Roland Nolte

Fri. 31/05/19  Lecture: Progressive Mobility Strategies and Concepts
Assessment of Mobility Systems
Best Practices
Dr. Roland Nolte

Sat. 01/06/19  Lecture: Renewable energies for mobility
Dr. Ulrike Engel-Ziegler

Sat. 08/06/19  Lecture: Case study presentations
Dr. Ulrike Engel-Ziegler

Thu. 13/06/19  Lecture: Disruptive Technologies & Future Mobility Systems
Autonomous Driving beyond cars
MaaS – Mobility as a Service
Dr. Roland Nolte

Fri. 14/06/19  Lecture: Mobility – the global Picture
New Mobility in China
Adaptation of transport infrastructures to Climate Change
Dr. Roland Nolte

Thu. 27/06/19  Exam
Dr. Roland Nolte

Fri. 28/06/19  Lecture: Urban mobility and big scale scenarios I
Dr. Irene Feige

Thu. 11/07/19  Lecture: Urban mobility and big scale scenarios II
Dr. Irene Feige

Fri. 12/07/19  Lecture: Urban mobility and big scale scenarios III
Dr. Irene Feige

Fri. 19/07/19  Exam, 9:30 am (Dr. Ulrike Engel-Ziegler, Irene Feige)
Literature
[1] TBC
Module 06 Managing Transition: Governance and Skills

Prof. Dr. Christian Hoffmann
e-fect dialog evaluation consulting eG
Head of Department Environmental Psychology
www.e-fect.de

Dr. Lisa Ruhrort
Social Science Research Centre Berlin (WZB)
Researcher at WZB
www.wzb.eu

Dr. Robert Schönduwe
Motion Tag
Head of Product
motion-tag.com

Aims and Scope
Students can compile different paths and strategic options to form a sustainable mobility concept, including the needed management tools. On this way, different paths for sustainable change are evaluated and implemented. Finally, the application and development from existing control methods is done, as well as the integration and evaluation from non-political actors.

Keywords
Governance, soft skills, mobility culture, transport policy tools, agile project management, mobility data, big data, theory of change
Schedule

Thu. 11/04/19  Lecture 1: Introduction into the field of Governance and skills
Dr. Christian Hoffman

Fri. 12/04/19  Lecture 2: Project work and definitions
Dr. Christian Hoffman

Fri. 26/04/19  Lecture 3: Theory of change: Theoretical concepts of sustainability transitions
Dr. Robert Schönduwe

Tue. 07/05/19  Lecture 4: Basic laws of the (mobility) game and epic fails
Dr. Robert Schönduwe

Thu. 09/05/19  Lecture 5: Stakeholder, lead user and target groups
Dr. Christian Hoffman

Fri. 10/05/19  Lecture 6: Personal skills for governance of the process
Dr. Christian Hoffman

Thu. 23/05/19  Lecture 7: Evaluation criteria and behavior change
Dr. Christian Hoffman

Fri. 24/05/19  Lecture 8: Key transport policy tools
Dr. Lisa Ruhrort

Thu. 06/06/19  Lecture 9: Mobility culture and mobility politics
Dr. Lisa Ruhrort

Fri. 07/06/19  Lecture 10: Policy frameworks and mechanisms
Dr. Lisa Ruhrort

Thu. 20/06/19  Lecture 11: Mobility data and agile project management
Dr. Robert Schönduwe

Fri. 21/06/19  Excursion: Startups in the new mobility sector
Dr. Robert Schönduwe

Thu. 04/07/19  Lecture 13: Project work
Dr. Lisa Ruhrort

Fri. 05/07/19  Lecture 14: Exam
40% Oral, 40% Presentation, 20% Written project report
Dr. Lisa Ruhrort, Dr. Robert Schönduwe
Literature


Goulden, Murray, Tim Ryley & Robert Dingwall (2014): Beyond 'predict and provide': UK transport, the growth paradigm and climate change. In: Transport Policy 32 (0), S. 139-147.


Handy, Susan (2018): Enough with the Ds - Lets get back to A. In: Transfers


SLoCaT (2018). Transport and Climate Change Global Status Report 2018


Module 07 Lecture Series

Dr. Massimo Moraglio
Academic Coordinator MBA Sustainable Mobility Management
Institute of Vocational Education and Work Studies, Work, Technology and Participation
Technical University Berlin
massimo.moraglio@tu-berlin.de

Aims and Scope
At the end of this module, students will have an overview of state-of-the-art sustainable mobility trends. National and international experts from industry, academia and research centres involved in the transition toward sustainable mobility will present different opinions, case-studies and perspectives.

Keywords
Sustainable Mobility Trends

Schedule

Thu. 11/04/19  Lecture: Whose Mobility, Whose Sustainability? Concepts and Reflections on Sustainable Urban Mobility, 1880-present
Prof. Dr. Ruth Oldenziel

Thu. 18/04/19  Lecture: From sustainable mobility to mobility justice: a political turn
Dhan Zunino Singh

Wed. 24/04/19  Lecture: Seeking Sustainable Mobility: The German Perspective
Prof. Dr. Heiner Monheim

Thu. 25/04/19  Lecture: Sustainable mobility in the European Union: Smart, Green and Integrated Transport
Frank Smit

Thu. 02/05/19  Lecture: E-vehicles and their role in the transition towards sustainability
Dr. Kerstin Meyer (tbc)

Thu. 16/05/19  Lecture: The development of e-mobility in Europe from the perspective of an international Charge Point Operator
Gunnar Landfester
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<td>Fri. 24/05/19</td>
<td>Lecture: Re-Interpreting Motility Constructs within a Mobility as a Service framing, the case of hedonic and eudaimonic well-being</td>
<td>Arthur De Waal</td>
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<tr>
<td>Wed. 29/05/19</td>
<td>Lecture: Transforming Urban Mobility - How to be a Change Leader</td>
<td>Daniel Moser</td>
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<td>Thu. 06/06/19</td>
<td>Lecture: Share Economy: A Pricing for the Generation Maybe</td>
<td>Dr. Daniel Kurth</td>
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<td>Wed. 12/06/19</td>
<td>Lecture: Integration of E-Mobility in Smart Grids</td>
<td>Dr. Andreas Raab</td>
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<td>Wed. 19/06/19</td>
<td>Lecture: the influence of autonomous and shared driving on public transport</td>
<td>Dr. Tom Reinhold</td>
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<td>Thu. 20/06/19</td>
<td>Lecture: Sustainable Urban Mobility: Facts, Strategies and Measures of Integrated Transport Planning</td>
<td>Prof. Dr.-Ing. Gerd-Axel Ahrens</td>
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<td>Thu. 27/06/19</td>
<td>Lecture: Urban mobility – how cities shape our daily travel behavior</td>
<td>Dr. Julia Jarass</td>
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<td>Fri. 05/07/19</td>
<td>Lecture: Understanding Technology Adoption: Comparing Different Theoretical Perspectives</td>
<td>Prof. Dr. Tim Schwanen</td>
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<td>Wed. 10/07/19</td>
<td>Lecture: Transport infrastructure assessment – modelling meets policy and economics</td>
<td>Prof. Dr. Christoph Walther</td>
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**Elective Courses**

*Students can choose between:*

- Module 09A and Module 09B (Managing Sustainable Innovations (MIS))
  OR
- Module 10 (Managing ICT and Mobility) and Module 11 (Mobility and Development)

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**Module 09B Managing Sustainable Innovations (MIS)**

**Prof. Dr. Jan Kratzer**  
Entrepreneurship and Innovation Management  
CfE Center for Entrepreneurship at TU Berlin  
Berlin University of Technology  
[https://www.entrepreneurship.tu-berlin.de/](https://www.entrepreneurship.tu-berlin.de/)

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**Dr. Maren Borkert**  
Chair of Entrepreneurship and Innovation Management  
Assistant Professor  
Technical University Berlin  
[https://www.entrepreneurship.tu-berlin.de](https://www.entrepreneurship.tu-berlin.de)

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**Julian Alexandrakis**  
Chair for Entrepreneurship and Innovation Management  
Research associate, Entrepreneurship Educator  
Technical University Berlin  
[https://www.entrepreneurship.tu-berlin.de](https://www.entrepreneurship.tu-berlin.de)
Aims and Scope
The module Managing Sustainable Innovations (MSI) is an interdisciplinary project, which awards 12 ECTS for two semesters. First, the course provides theoretical input sessions about Innovation Management, Project Management, Team Building, and Business Research Methods. Second, the students will apply this knowledge to a project, following a user-centred design approach. Together with different stakeholders (Industry, Government and Start-Ups) the teams will develop a business model and prototype based on a given problem. Finally, the teams hand in a written project report and give an oral presentation on their prototype.

Keywords
Innovation Management; Project Management; Team building

Schedule

Tue. 09/04/19  Lecture I: Introduction
Dr. Maren Borkert, Julian Alexandrakis
Introduction, Teaming, Innovation Management Basics, Innovation Indicators and Measurements

Wed. 10/04/19  Lecture II
Dr. Maren Borkert, Julian Alexandrakis
Open & User Innovation, User-centered Project Planning, Regional and Local Innovation Systems Introduction & Challenges

Wed. 17/04/19  Excursion

Wed. 08/05/19  Lecture III
Dr. Maren Borkert, Julian Alexandrakis
Introduction Business Research Methods, Interview Guide Development, Conducting User-centred Interviews,

Wed. 15/05/19  Lecture IV
Dr. Maren Borkert, Julian Alexandrakis
Quali Research Methods: Analysis, Ideation, Rapid Prototyping

Wed. 05/06/19  Assessment Preparation & Interim Presentation
Dr. Maren Borkert, Julian Alexandrakis
50 % group work and written project report
50 % final presentation (incl. Prototype)
Literature


Module 10 Managing ICT and Mobility

Prof. Dr. Barbara Lenz
Head of Institute
German Aerospace Centre
Institute of Transport Research
http://www.dlr.de/vf

Thomas Meissner
Berlin Partner for Business and Technology
Head of Division Energy and Mobility
http://www.berlin-partner.de

Aims and Scope
Students are able to assess current and future practices in the digitization of the transport industry and transport services. The identification of disturbing factors as the consequences of digitization in the mobility sector is carried out and the develop of appropriate solutions and future scenarios is expected. Lastly, the positioning from options and effects coming along with the digitization of the transport industry and transport services are handled in different contexts.

Keywords
Digitalization of Transport Industry; Big Data; Transport Services

Schedule

Wed. 10/04/19  Lecture: ICT and Mobility Management - an overview
Thomas Meissner
  • Application of ICT for Mobility Management: Definition, motivation, history
  • Today’s and future challenges for mobility management and ICT. How to achieve sustainability?
  • Driver and bottlenecks
  • Overview about the content of the semester

Wed. 17/04/19  Lecture: Mobility Management
Prof. Dr. Barbara Lenz
  • Mobility Management (passenger services) – the objectives
• Organization and optimization of intermodal and multimodal transport
• ICT – enabler to optimize mobility management

Wed. 24/04/19 Lecture: Digitalisation – game changer for the transport business and unconventional modes of transport?
Thomas Meissner
• Digitization: Definition, classification
• Potential for disruption – not only in transport
• Big Data, data privacy and data protection
• Trends and future technologies, with regard to
  - Automated and autonomous transport systems
  - Connected transport
• Phase-in approaches – stepwise
• Perspectives and (potential) show stopper

Wed. 08/05/19 Lecture: ICT - the enabler for new transport concepts and schemes (and excursion)
Prof. Dr. Barbara Lenz, Thomas Meißner
• Sharing economy
• Automation
• Connection and intermodality
• Flexible public transport

Wed. 15/05/19 Lecture: International dimension – International examples and unconventional modes of transports
Thomas Meissner
• International pilot projects
• International cooperation
• Initiatives for international standardisation and harmonisation

Wed. 29/05/19 Lecture: ICT and electro mobility
Thomas Meissner
• ICT aspects for
  - Electric vehicles
  - Charging Infrastructure
• Interoperability – interfaces and standards

Wed. 05/06/19 Lecture: New business models in transport
Prof. Dr. Barbara Lenz
• increasing relevance of software Interaction operators – customers
• New jobs vs. obsolete jobs
• Interaction operators – customers

Wed. 12/06/19 Lecture: Environmental impacts and climate protection
Prof. Dr. Barbara Lenz, Stefan Seum
• Relevance of ICT based mobility management to reduce environmental loads
• Pollutant emissions
• Noise
• Greenhouse gas emissions

Wed. 19/06/19  Lecture: ICT in Rail systems  
Thomas Meissner
• ICT – the driver for
  - new schemes for rail operation and safety
  - new business models and customer interfaces for rail operators

Wed. 26/06/19  Lecture: ICT for freight transport and logistics  
Thomas Meissner
• Trends and challenges – in particular for urban logistics
• Online platforms
• Competition vs. collaboration
• Impact on transport business, retail business, the cities
• The role of consumers

Wed. 03/07/19  Exam preparation  
Thomas Meissner

Wed. 10/07/19  Exam  
Prof. Dr. Barbara Lenz, Thomas Meissner

Portfolio exam
50 % Written test
50 % Oral exam

Prof. Dr. Barbara Lenz, Thomas Meissner

Literature


Start of WinterTerm

First Compulsory Lecture:
14.10.2019
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 M1-M7. 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

Appr. 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 and Term III N.N.
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).
Faculty
## Lecturers & Tutors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position and Affiliation</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Julian ALEXANDRAKIS</td>
<td>Research Associate, Entrepreneurship Educator, Chair for Entrepreneurship and Innovation Management, TU Berlin</td>
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<td>Dr. Wulf-Holger ARNDT</td>
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<tr>
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<td>Assistant Professor, Technical University Berlin, Chair of Entrepreneurship and Innovation Management</td>
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<td>Dr. Ulrike ENGEL-ZIEGLER</td>
<td>Innovationszentrum für Mobilität und gesellschaftlichen Wandel (InnoZ), Projekt manager, Technical University Berlin</td>
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<tr>
<td>Dr. Irene FEIGE</td>
<td>Institute Director, Institute for Mobility Research (BMW Group)</td>
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<tr>
<td>Dr. Christian HOFFMANN</td>
<td>Project Leader at InnoZ GmbH, HMKW Hochschule für Medien, Kommunikation und Wirtschaft</td>
<td><a href="http://www.e-fect.de">http://www.e-fect.de</a></td>
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<tr>
<td>Prof. Dr. Barbara LENZ</td>
<td>German Aerospace Center, Institute of Transport Research Head of Institute Stuttgart University</td>
<td><a href="http://www.dlr.de/vf">http://www.dlr.de/vf</a></td>
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<td>Dr. Massimo MORAGLIO</td>
<td>Academic Coordinator MBA Sustainable Mobility Management Berlin University of Technology</td>
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<td>Institute director Institute for Futures Studies and Technology Assessment Humboldt University of Berlin</td>
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<td>Dr. Lisa RUHRORT</td>
<td>Social Science Research Centre Berlin (WZB) Researcher at WZB Technical University Berlin</td>
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<td>Dr. Robert SCHÖNDUWE</td>
<td>Motion Tag Business Development Manager</td>
<td><a href="http://www.motion-tag.com">http://www.motion-tag.com</a></td>
</tr>
</tbody>
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