

EXECUTIVE MBA TRANSPORT STRATEGY AND MANAGEMENT



ROBERT GORDON
UNIVERSITY • ABERDEEN

Association
of MBAs



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FRESENIUS UNIVERSITY – OUR TRADITION, YOUR FUTURE

The **Fresenius University of Applied Sciences** is one of the largest and most renowned private educational institutions in Germany. Some of the many advantages which the Fresenius University offers are its orientation to applied research, its innovative and market-orientated educational programmes, and small group sizes.

With its parent house in Idstein, near Frankfurt, the University can proudly

look back on over 160 years of scientific and academic expertise.

Carl Remigius Fresenius established the »Chemisches Laboratorium Fresenius« in 1848, which from the very first concentrated on both laboratory practice and educational training. The University of Applied Sciences Fresenius is accredited as a state recognized, private university and offers training programmes, university and further education

courses at seven sites throughout Germany in the departments of Chemistry & Biology, Health Sciences and Economics & Media. The Economics & Media departments are based at the campuses in Idstein, Frankfurt, Cologne, Hamburg and Munich. Both Bachelor and Master degree courses are offered as full-time and part-time options.

BUILDING LEADERSHIP COMPETENCE FOR TRANSPORT PROFESSIONALS

The Executive MBA Transport Strategy and Management provides transport professionals in both the public and private sectors with the advanced business, management and leadership skills needed to function at a strategic level. The MBA Transport Strategy and Management stands out from other transport and logistics masters for the following reasons:



- It is unique in being an MBA that equips students with a broad grounding in important transport disciplines such as transport policy, planning and appraisal, economics, logistics and operations management and sustainable transport and climate change mitigation. This equips students with the key management knowledge and skills required to assist strategic decision making in both the public and private sectors.
- The course satisfies the quality assurance standards set out by the Association of MBAs in addition to those of the Quality Assurance Agency subject benchmark, setting the MBA Transport Strategy and Management well ahead of other transport courses that contain a management element.
- It provides a unique learning environment for middle to senior management within local, national and international transport and/or logistic organisations. Students belong to a cohort of managers from different transport backgrounds, with a minimum of three years management experience. This ensures that the student's work experience is directly relevant to the learning ethos of an MBA. This means they can share their real world work experience, participate in exchange, debate and collaborative learning exercises which will benefit them as decision makers.
- Students will be exposed to current thinking – in terms of transport policy and practice, transport strategy and management and more generic management-related disciplines – from a range of academics and practitioners. The course will continue to develop and adapt, with input from students and associated transport organisations that support the course.
- The final transport project module gives the student the opportunity to apply the learning from the taught modules of the course by providing a piece of applied, real world consultancy on a transport problem for a client (typically the organization that they work for).



MORE INFORMATION

Who should apply for this MBA?

This course is targeted at both young and experienced professionals who already have at least three years work experience in transport, logistics, and/or managerial positions. This MBA will enable them to apply for top level, strategic managerial positions as well as upgrading their academic and business qualifications. This MBA, accredited by AMBA will help graduates to achieve their international career goals, and is well recognized by all employers.

One Branch – Many Opportunities

Nowadays, almost every business needs specialists with managerial skills in transport and logistics. Not only the classical flight, freight and shipping companies, but every company with a supply chain process, from chemicals, to pharmaceuticals, to industrial producers and retailers needs these managerial skills. Therefore the Executive MBA in Transport Strategy and Management provides you with a valuable specialization, essential for virtually every industry or organisation.

The problem-solving approach dealing with issues such as climate change and sustainability, strategic decision making and leadership skills, as well as the applied real world consultancy project means graduates are well-equipped to take on leadership responsibilities in a wide range of areas.

EXECUTIVE MBA TRANSPORT STRATEGY AND MANAGEMENT

Course Information for this AMBA accredited degree

An international course for international professionals

This course is taught entirely in English – the language of international business, international transport and international management. Participants of the course are experienced professionals working in international environments. The course is taught by a mixed team of expert academics and professionals in their fields, chosen and approved of by the academic quality control teams of the Robert Gordon University and its accreditation bodies. These professionals fly into Germany to teach the cohorts near to their workplaces – to save time and money!

Entry requirements – what qualifications do I need in order to apply for this course?

This is a challenging Masters level programme demanding a combination of academic abilities and business experience. More specifically, entrance is subject to career profile, career progression, academic achievement, personal motivation and the distinctiveness which individuals bring to the course.

All applicants must have a good Bachelor's degree or equivalent. You must prove your English language proficiency with at least an IELTS result of 6.5 or equivalent. Furthermore, all applicants must have at least three years' professional experience in the transport, logistics or a related sector. This should include some management responsibility of people, resources, projects or finance. Candidates who do not have a first degree but have five years or more senior management experience (in the transport, logistics or a related sector) may be considered. Applicants without a BA honours degree may be allowed access to the MBA degree through the Graduate Certificate in Management course (which can be taken online).

In your application you should demonstrate that you have

- an ambition to succeed with the MBA, with your personal development and that you are committed to reflect and engage in self-improvement activities.
- that you have clear and achievable career goals, and understand how the MBA will help you achieve these.
- that you have the necessary communication and interpersonal skills that will allow you to positively contribute to a small peer group learning environment, and respect the international dynamism of this MBA programme.





DETAILED COURSE STRUCTURE

Module Title

Business Economics	Year 1
Transport Policy, Planning and Appraisal	Year 1
Financial & Management Accounting	Year 1
Strategic Management Environment	Year 1
Corporate Financial Management	Year 1
Logistics and Transport Operations	2 Year
People Management and Organisational Development	2 Year
Strategic Management	2 Year
(Transport) Leadership, Communication & Change	2 Year
Marketing Concepts	3 Year
Transport & the Environment	3 Year
Consultancy Project (Team based or individual)	3 Year

What the course involves

The course consists of five core business modules, two strategic management modules, four specialist transport modules and a transport consultancy project. All the core modules are rooted firmly in professional practice and are designed to provide students with the ability to apply strategic thinking and leadership practice in a variety of different sectors. The transport project is undertaken in conjunction with an appropriate transport organisation.

An induction programme will take place for students prior to the start of classes.

Students will be provided with a Student Handbook with details about the Course Leaders, Module Coordinators, Module Contacts, Personal Tutors, technical support for the e-learning programmes and the University Library Services. Students will receive email addresses and direct dial phone numbers for all main contact persons. In year one students will study 6 modules. Study patterns in years two and three will depend on the electives and workshop dates, but will continue in a similar pattern to year one, with each module consisting of a blend

of face-to-face, two-day workshops delivered by Robert Gordon University faculty at the Hochschule Fresenius campuses, and Distance Learning using online resources and the Virtual Campus. Modules are delivered using a range of web based learning resources. Learners must participate in workshops and/or web based discussion forums, which foster peer interaction and feedback.

Mode of delivery

This Executive MBA Transport Strategy and Management is delivered as a part-time, blended learning course. Each taught module will require approximately 100-200 hours of study in total. Teaching methods include face-to-face workshops; directed study of textbooks; study of on-line lectures, podcasts, videos and other resources, syndicate exercises, group work and case study materials, business simulation exercises and guest lectures from practitioners. The purpose of the face-to-face workshops is to act as an introduction to the online material, introduce the key the-

mes of the module and build coherence within the cohort, while creating a strong coherence with the corporate client. Students will be advised of the dates and location of the workshops well in advance to allow them to book travel and accommodation (if necessary). Towards the end of each module there will be a further 1-day seminar to round up the module, with guest speakers, student presentations, discussions etc.

Size of cohorts

To meet the AMBA criteria, cohorts must consist of a minimum of 20 and maximum of 30 students per year. During the Leadership Week in Aberdeen, as part of the Strategic Management and Transport Leadership, Communication and Change modules, students will have the chance to meet all the other RGU MBA cohorts, extend their international contacts and network with leading CEOs of major multinational companies and organisations.

Cooperation with the RGU

The Aberdeen Business School is part of The Robert Gordon University (RGU), which has regularly been acclaimed as the top university in Scotland for graduate employment and is currently ranked 10th across all UK universities. Aberdeen Business School (ABS) is one of the leading providers of management and professional business education. The Good University Guide 2012, published by The Times, ranks the university as the best modern university in the United Kingdom. Aberdeen Business School has had accreditation from the Association of MBAs (AMBA) since 1999 and is one of the largest providers of management education in the UK. The Financial Times and Business Week list our AMBA accredited online MBA as one of the Top 40 online MBAs available globally. The Executive MBA Transport Strategy and Management follows the same philosophy and has been developed and accredited with other Aberdeen Business School MBA programmes. However, this specific programme is offered exclusively by the Hochschule Fresenius in Germany.

Degree Awarded

On successful completion of the course, students will be awarded the MBA Transport Strategy and Management by the Robert Gordon University, Aberdeen.

Alumni Network

On completion of the MBA there is an expectation that the student will commit to lifelong learning, exchange of business and administrative practice and commitment to the MBA community through the MBA alumni associations of the Aberdeen Business School and the Hochschule Fresenius, informal student networks and attendance at Master classes.