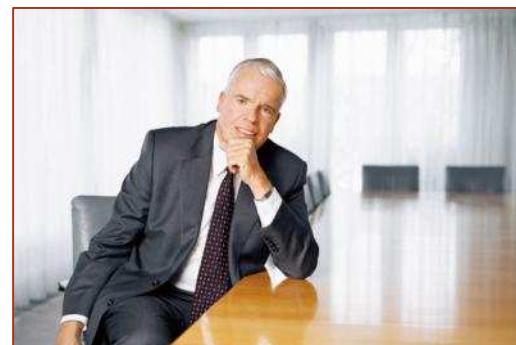


# KÜHNE LOGISTICS UNIVERSITY

WISSENSCHAFTLICHE HOCHSCHULE  
FÜR LOGISTIK UND UNTERNEHMENSFÜHRUNG



## KÜHNE LOGISTICS UNIVERSITY

- THE KLU
- Faculty & Research
- Program Portfolio
  - Master programs
    - M.Sc. Global Logistics
    - M.Sc. Management
  - Bachelor Program
  - Executive Education



# THE KLU

## KÜHNE LOGISTICS UNIVERSITY

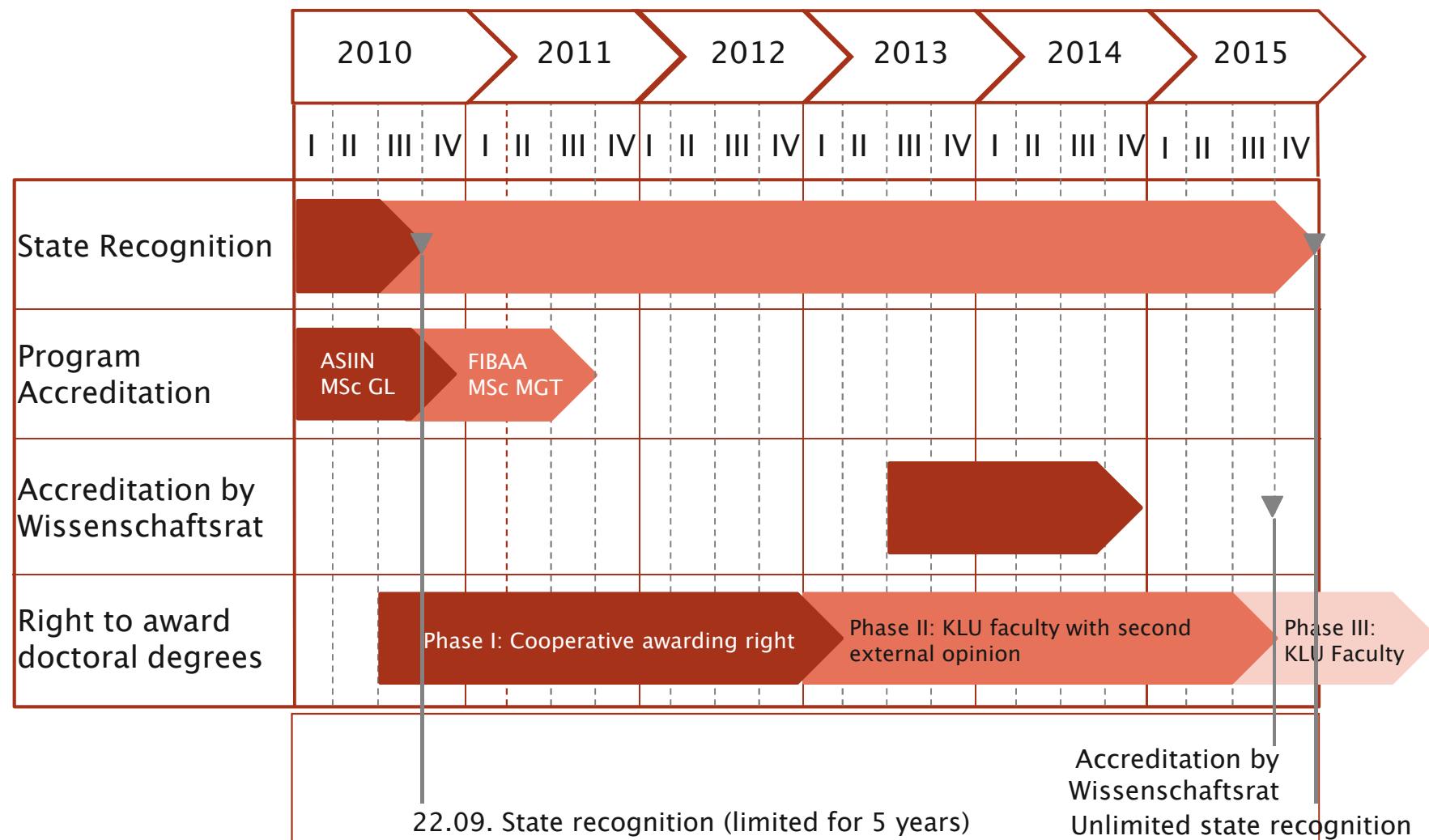
- Founded in 2010 as a private, independent, **state-recognized** university with English as the chosen research and teaching language
- THE KLU is a Business University focusing on **logistics and management**
- The university is dedicated to **excellence in teaching and research**; the Portfolio will cover the whole spectrum of university and executive education
- **International university standards** and practices from course content, teaching methods and exchange programs
- Founded and supported by the Kuehne Foundation of the Kühne family; the Foundation and its founder have a strong attachment to the university and guarantee the **long-term financial stability**

## THE KLU – SPIRIT

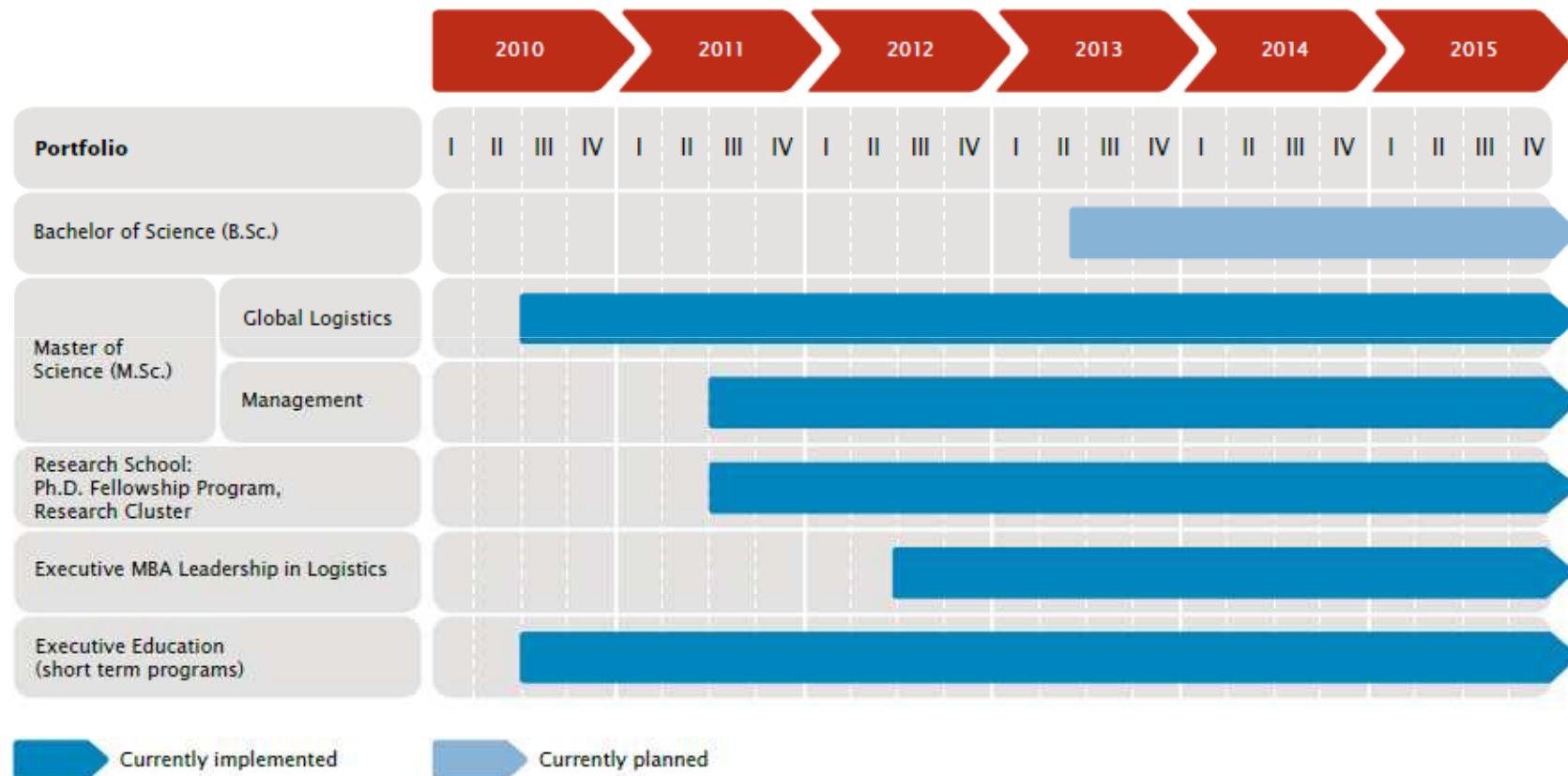


- International students and professors
- Small classes, Intimate learning environment
- Outstanding faculty
- Excellent career support and extensive corporate ties
- Student-centered learning
- Personal development
- Located in Hamburg, one of the most busy metropolis in Europe

## THE KLU – STATE RECOGNITION AND ACCREDITATION



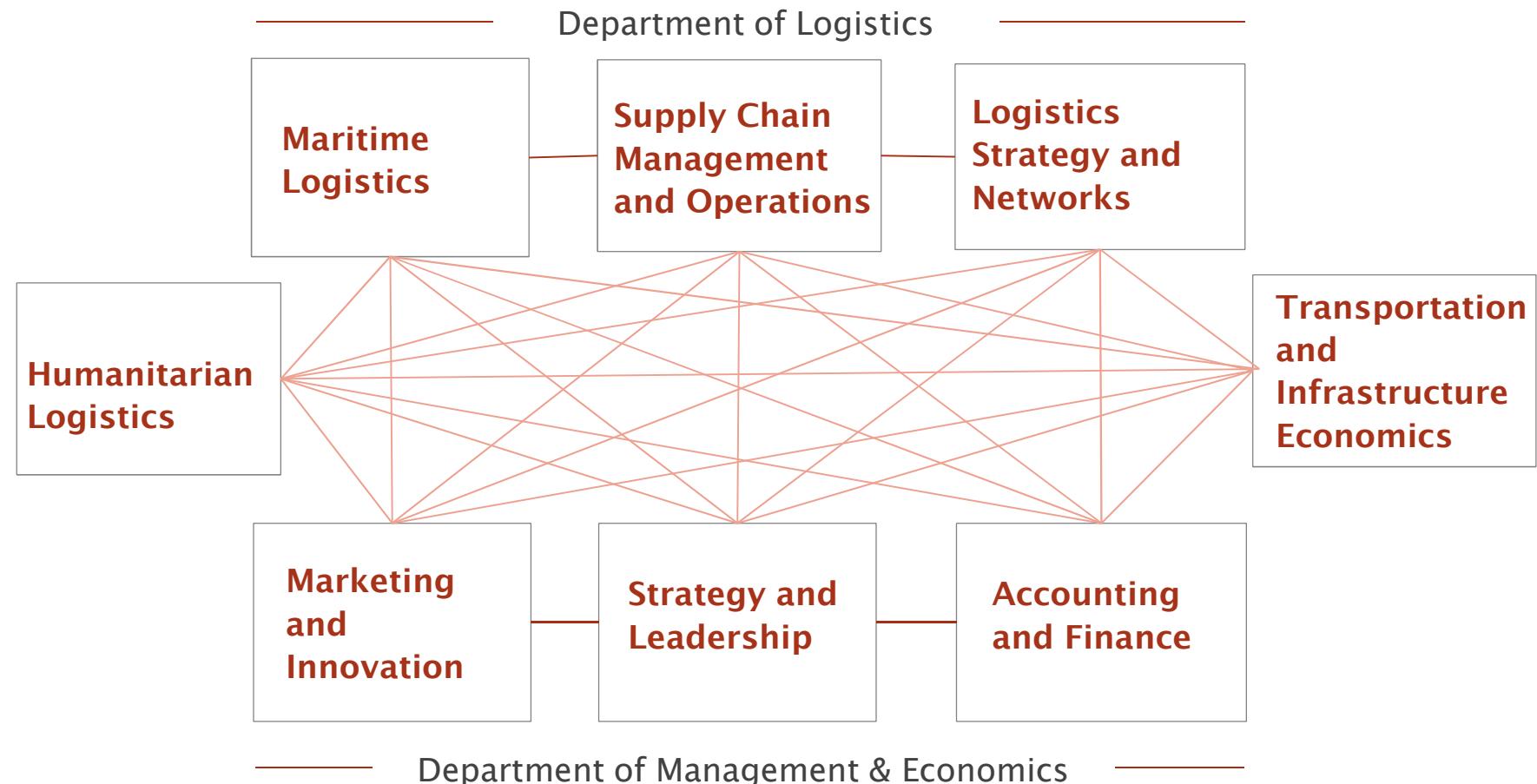
## THE KLU – TIMELINE OF PROGRAMS





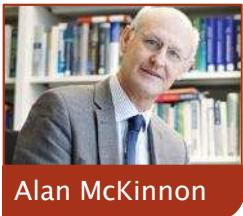
# FACULTY & RESEARCH

## THE KLU – RESEARCH CLUSTER



## THE KLU – RESIDENT FACULTY (1)

### Department of Logistics



Alan McKinnon

Prof. Dr. Alan McKinnon  
*Head of Logistics and Dean of Programs.*



Sandra Transchel

Prof. Dr. Sandra Transchel  
*Associate Professor of Supply Chain Management*



Çerağ Pinçe

Prof. Dr. Çerağ Pinçe, PhD  
*Assistant Professor of Operations Management*



Kai Hoberg

Prof. Dr. Kai Hoberg  
*Associate Professor of Supply Chain and Operations Strategy*



Rod Franklin

Prof. Dr. Rod Franklin  
*Academic Director, Executive Education Operations Management & Strategy*



Maria Besiou

Prof. Dr. Maria Besiou  
*Assistant Professor of Logistics*



Jörn Meissner

Prof. Dr. Jörn Meissner  
*Professor of Supply Chain Management and Pricing Strategy*

## THE KLU – RESIDENT FACULTY (2)



Sönke Albers

Professor Dr. Dr. h.c. Sönke Albers  
*Dean of Research, Professor of Marketing and Innovation*



Jan Becker

Prof. Dr. Jan Becker  
*Assistant Professor of Marketing and Innovation*



Matthias Hühn

Prof. Dr. Matthias Hühn  
*Associate Dean of Programs and Adjunct Professor of Management*



Niels v. Quaquebeke

Prof. Dr. Niels van Quaquebeke  
*Associate Professor of Leadership and Organizational Behavior*



Christian Barrot

Prof. Dr. Christian Barrot  
*Assistant Professor of Marketing and Service Management*



Christian Tröster

Prof. Dr. Christian Tröster  
*Assistant Professor of Management*

## THE KLU – PROGRAM FACULTY



Professor Martin Christopher, Ph.D.

- Program faculty is made up of high-caliber **international professors**
- Members set up a recruitment **network** and support the establishment of excellent resident faculty
- Helped to define the **curriculums** and will teach in the programs

## THE KLU – PROGRAM FACULTY

### **Professor Martin Christopher, Ph.D.**

Emeritus Professor of Marketing and Logistics  
at Cranfield School of Management, Cranfield  
University, Great Britain

### **Professor Dr. Per Jenster**

Professor of Economic Policy and Industrial  
Economics, CEIBS (China Europe International  
Business School), Shanghai, China

### **Professor Dr. René de Koster**

Professor of Logistics and Operations Management,  
Rotterdam School of Management, Erasmus  
University, Netherlands

### **Professor Douglas M. Lambert, Ph.D.**

Professor of Marketing & Logistics, Raymond  
E. Mason Chair in Transportation and Logistics and  
Director of The Global Supply Chain Forum, Fisher  
College of Business, U.S.A.

### **Prof. Matthew Petering, PhD**

Assistant Professor of Industrial & Manufacturing  
Engineering, University of Wisconsin, Milwaukee,  
U.S.A.

### **Professor C. John Langley Jr., Ph.D.**

Clinical Professor of Supply Chain Management, Penn  
State University, U.S.A

### **Professor Dr. Wilhelm Pfähler**

Professor of Economic Policy and Industrial  
Economics, University of Hamburg, Germany

### **Professor Dr. Hartmut Stadtler**

Professor of Business Studies with key areas  
Logistics, Transport and Production, University  
of Hamburg, Germany

### **Professor Dr. Thomas Straubhaar**

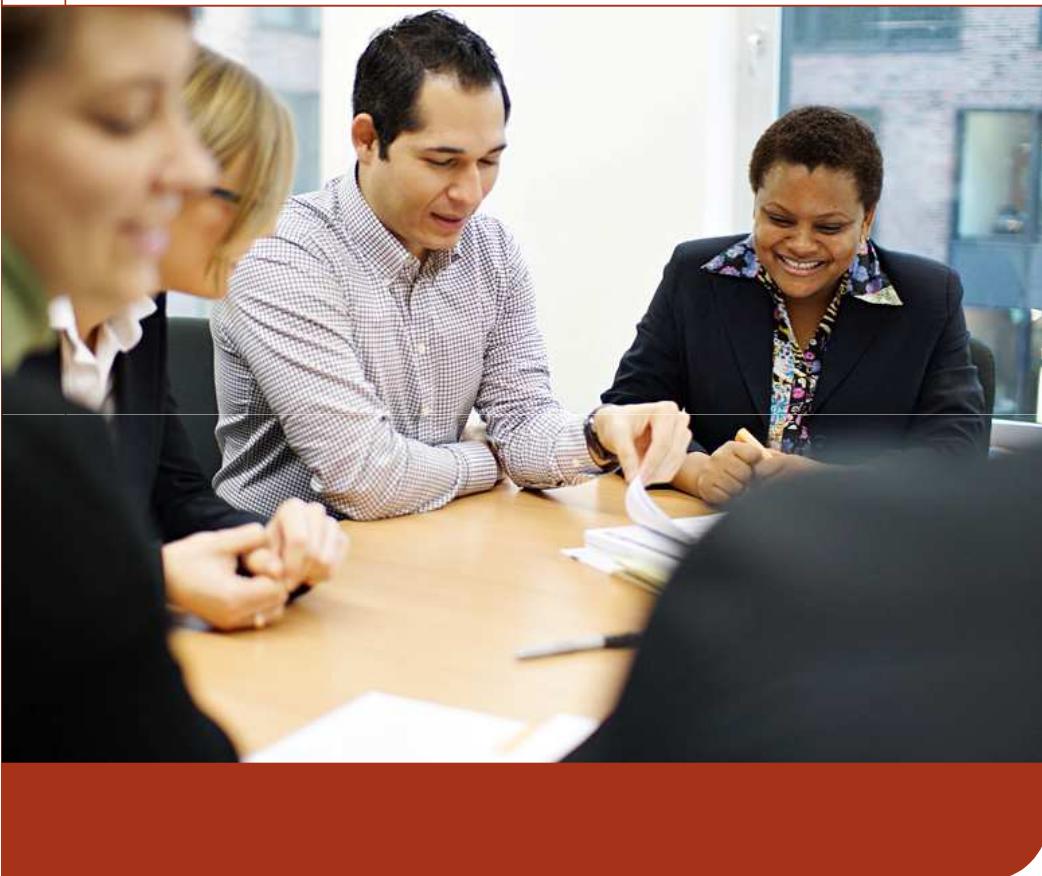
Head of the Hamburg Institute of International  
Economics and Professor of Economics at the  
University of Hamburg, Germany

### **Professor Dr. Stephan M. Wagner**

Professor of Logistics Management, Swiss Federal  
Institute of Technology Zurich, Switzerland

# PROGRAM PORTFOLIO – MASTER PROGRAMS

## M.S.C. GLOBAL LOGISTICS



Business & Economics

35 %

Global Logistics

45 %

Leadership Skills

20 %

## M.S.C. GLOBAL LOGISTICS



- Combines logistics, management and leadership in a unique way
- Imparts specialist knowledge of supply chain management
- Courses are interdisciplinary in nature
- High practical relevance through case studies, excursions and presentations
- Students are given the choice between two logistics specializations

## MSC IN GLOBAL LOGISTICS | A GLOBAL CURRICULUM

	LOGISTICS	TRIMESTER I		TRIMESTER II		TRIMESTER III		Internship Jul.-Aug.	TRIMESTER IV		TRIMESTER V		TRIMESTER VI		ECTS		
		Courses End Sept.- Mid Dec.	Courses Jan.- Mid Mar.	Courses End Mar.- Mid June	Transportation & Distribution Systems	Information Systems & Decision Support	Courses Abroad Mid Sept.- Mid Dec.		Courses Jan.- Mid Mar.	Master's Thesis End Mar.-End Jul.	Proportion without Master's Thesis	Total					
Elective <sup>1</sup> (Specialization)	Supply Chain Management	Operations Research	Operations Management	Logistics Business Games	Technical Logistics	Strategic Supply Chain Management	45%										
Elective <sup>1</sup> (Specialization)	Global Logistics Networks	Logistics Systems	IT Laboratory	Complexity & Risk Management	Mobility & Infrastructure												
Elective <sup>1</sup> (Specialization)	Global Economy: Int. Trade & Finance				Advanced Planning Systems	Economics of Bus. Strategy & Competition	15%										
Elective <sup>1</sup> (Specialization)	Managerial Economics					Applied Research Methods	35%										
Elective <sup>1</sup> (Specialization)	Business Statistics & Econometrics					Quality & Process Management	20%										
Elective <sup>1</sup> (Specialization)	Strategy & Organization					Managerial Finance											
Elective <sup>1</sup> (out of 4*)	Intercultural Management					Innovation & Entrepreneurship											
Elective <sup>1</sup> (out of 4*)						Leadership Skills											
ECTS	20	20	20	20	5	15	20	20	20	20	120						

\* Each course comprises 5 ECTS

■ Joint courses for both specializations

■ Specialization Logistics Processes

■ Specialization Logistics Systems



## M.S.C. MANAGEMENT



\*with optional Specialization in Logistics

## M.S.C. MANAGEMENT



- Holistic and strategic approach
- Provides functional and cross-disciplinary analysis of business processes
- Problem-based learning with real world issues (integration projects)
- Possibility to specialize in logistics
- Strong focus on the positive progress of our students

MSC IN MANAGEMENT | A GLOBAL CURRICULUM

	Trimester I		Trimester II		Trimester III		Internship Jul.-Aug.	Trimester IV		Trimester V		Trimester VI		ECTS				
	Courses End Sept.-Mid Dec.		Courses Jan.-Mid Mar.		Courses End Mar.-Mid Jun.			Courses Abroad Mid Sept.-Mid Dec.		Courses Jan.-Mid Mar.		Master's Thesis End Mar.-End Jul.		Proportion without Master's Thesis		Total		
Management	Strategy & Organization		Accounting		Supply Chain Management			Integration Project 1 Focus on Logistics		Marketing & Sales		Integration Project 2 Focus on Entrepreneurship (10 ECTS)		Leadership in Organizations		70 %		
	Electives KLU and Electives Abroad		Electives (2 out of 3)		Electives (1 out of 2)			Innovation & Entrepreneurship		Pricing Strategy & Revenue Management		Innovation Management		Leadership in Organizations		70 %		
Economics	Electives KLU and Electives Abroad		Electives (2 out of 3)		Electives (1 out of 2)			Finance & Risk		Operations Management		Customer Relationship Management		Quality & Process Management		15%		
	Business Statistics & Econometrics		Economics of Business Strategy		Macro-Economic Environment of the Firm			Operations Research		Logistics Specialization		Logistics Specialization		Logistics Specialization		15%		
Leadership Skills	Electives KLU		Electives (1 out of 4)		Electives (1 out of 4)			Business Communications		Global Values & Ethics		Business Communications		Global Values & Ethics		30%		
	Electives Abroad		Electives (1 out of 4)		Electives (1 out of 4)			Time & Project Management		Analysis & Decision Science		Time & Project Management		Analysis & Decision Science		15%		
ECTS <sup>+</sup>	20		20		20			5		15		20		20		120		

<sup>1</sup> 1 ECTS = 30 hours workload

## ■ General Management Courses

#### ■ Courses with Logistics Focus (Compulsory)

### ■ Logistics Specialization (Electives)

Each course comprises 5 ECTS except "Integration Project 2".

## PARTNER UNIVERSITIES

**ALBA Graduate Business School at the American College of Greece**  
Athens, Greece

**Delhi Business School**  
New Delhi, India

**Ecole de Management Strasbourg**  
Strasbourg, France

**Erasmus University**  
Rotterdam, Netherlands

**IGR-IAE de Rennes–Université de Rennes 1**  
Rennes, France

**Kochi International Business School**  
Kochi, India

**Ohio State University**  
Columbus, Ohio, USA

**Özyegin University**  
Istanbul, Turkey

**Pyeongtaek University**  
Pyeongtaek, South Korea

**Tec de Monterrey**  
Monterrey, Mexico

**Tongji University**  
Shanghai, China

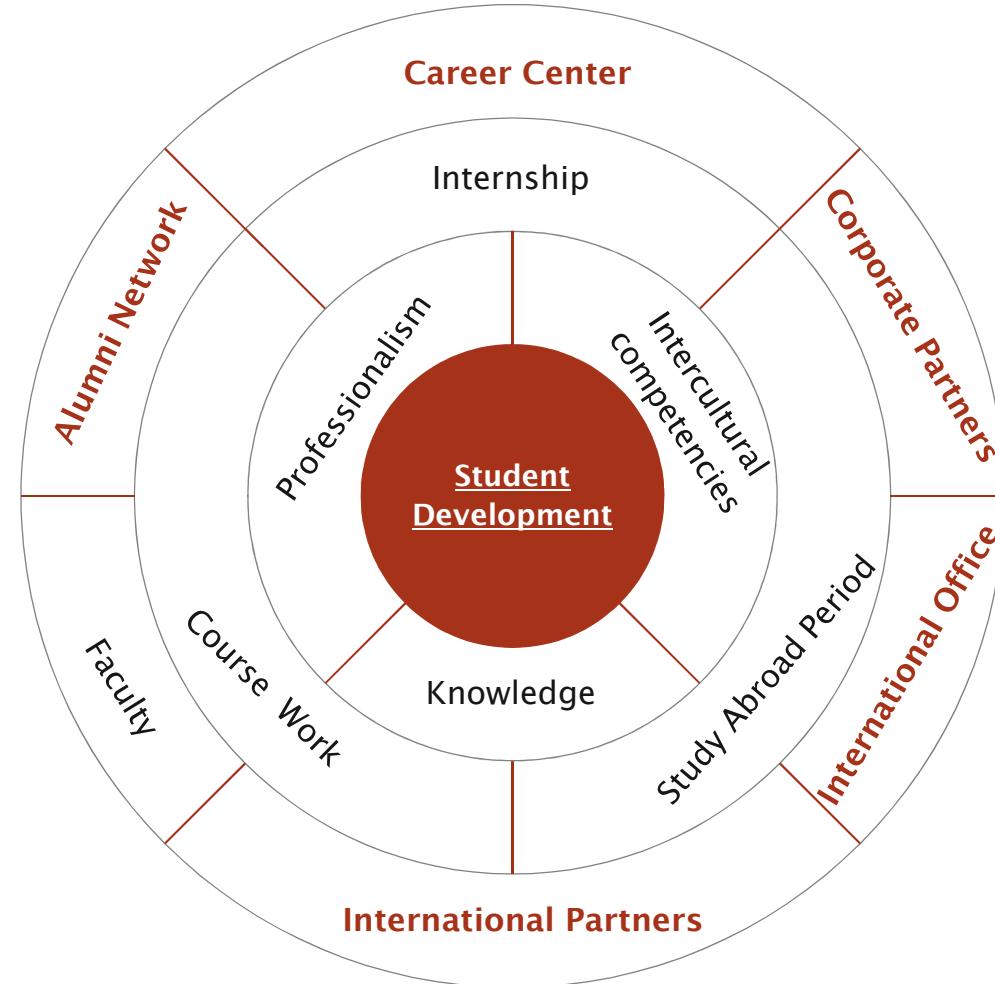
**Universidad de los Andes**  
Bogota, Columbia

**Wirtschaftsuniversität Wien**  
Vienna, Austria

## COMPANY CONTACTS



## CAREER SERVICES



## M.S.C. PROGRAMS FACTS & FIGURES

Degree	▪ Master of Science (M.Sc.)
Target group	▪ Holders of Bachelor degree (B.Sc.) in business, economics, industrial engineering, business informatics, mathematics
Duration	▪ 2 years (6 trimesters), full time
Participants	▪ max. 30
Language	▪ English
Structure	▪ On campus lectures in trimester 1 – 3 and 5 ▪ Integrated internship / study course abroad in trimester 4 ▪ 4-months Master Thesis in trimester 6
Start	▪ Annually, September 1
Admission requirements	▪ Recognized university degree (min. Bachelor) ▪ Proficiency in English language (TOEFL, etc.) ▪ GMAT, if applying for a scholarship
Credit points	▪ 120 ECTS credits
Tuition fee	▪ 7.500 Euro per year (total 15.000 Euro)



# PROGRAM PORTFOLIO

## – BACHELOR PROGRAM

## B.S.C. MANAGEMENT



Fundamentals in Management	53 %
Languages	10 %
Specialization Track (incl. Bachelor's Thesis)	27 %
Pers. Development Electives + Internship)	10 %

## B.SC. MANAGEMENT



- Students are given a fundamental management education
- Students can choose between a general management and a logistics management specializations
- Students study in a highly international environment and are prepared for future tasks in a global context
- Students obtain skills and competences essential for young future leaders.

## B.S.C. MANAGEMENT

	Semester	Content	ECTS (standard)	ECTS (intensive)
Year 1	Semester 1 (Sept.-Dec.)	Fundamental, Language, Skills Modules	30*	30
	Winter Break			
	Semester 2 (Jan.-May)	Fundamental and Language Modules	30	30
Year 2	Summer Break	Internship (3 months)	10**	10
	Semester 3 (Sept.-Dec.)	Fundamental and Language Modules	30	30
	Winter Break			
Year 3	Semester 4 (Jan.-May)	Study Abroad (Fundamental and Specialization Modules)	18	24
	Summer Break	Internship (3 months)	10**	10
	Semester 5 (Sept.-Dec.)	Fundamental and Specializat. Modules	24	30
Year 1-3	Winter Break			
	Semester 6 (Jan.-May)	Fundamental and Specializat. Modules	18	24
	Summer Break	Bachelor's Thesis (3 months)	12	12
		Electives (throughout 3-year program)	8	10
			<b>Total: 180</b>	<b>Total: 210</b>

\* 6 ECTS per module

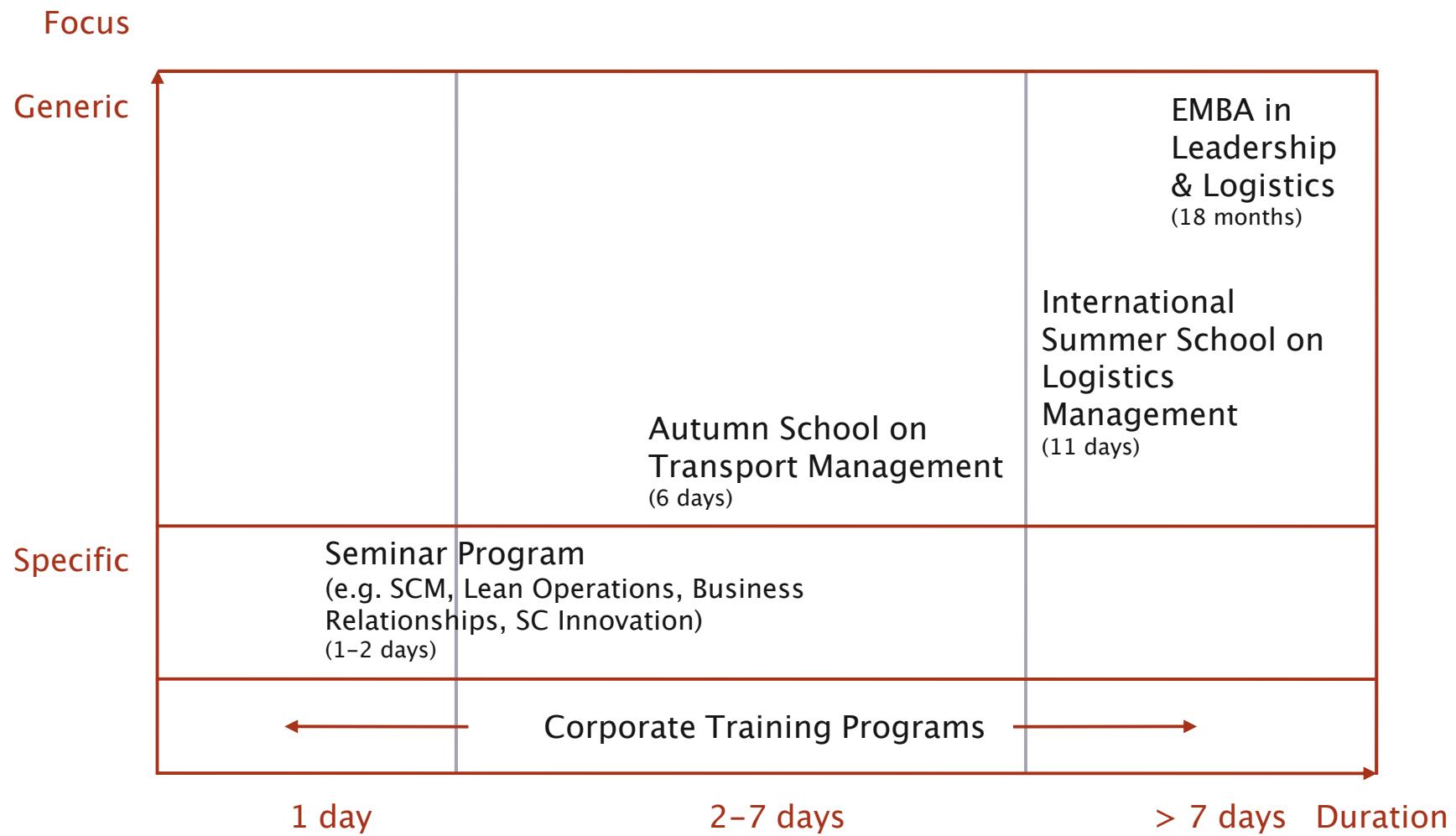
\*\* Students are required to do one mandatory 3-months internship during their study.  
They are free to decide whether to do it after the second or the fourth semester.

## B.SC. PROGRAMS FACTS & FIGURES

Degree	▪ Bachelor of Science (B.Sc.)
Target group	▪ High school graduates
Duration	▪ 3 years (6 semesters), full time
Participants	▪ 40–50
Language	▪ English
Structure	▪ On campus lectures in semesters 1 – 3 and 5 – 6 ▪ Integrated internship(s) / study course abroad in semester 4 ▪ 3-months Bachelor's Thesis starting in semester 6
Start	▪ Annually, September 1
Admission requirements	▪ General qualification for university entry (school leaving certificate) ▪ Proficiency in English (TOEFL, IELTS) ▪ Interview with members of program management and faculty
Credit points	▪ 180 ECTS for standard program, 210 ECTS for intensive program
Tuition fee	▪ 4.500 Euro per semester (standard) ▪ 5.200 Euro per semester (intensive)

# PROGRAM PORTFOLIO – EXECUTIVE EDUCATION

## THE PROGRAMS OFFERED BY THE KLU – EXECUTIVE EDUCATION



## EXECUTIVE MBA LOGISTICS & LEADERSHIP



- Preparation of professionals for leadership positions in global logistics operations
- Development of practical international leadership and logistics domain skills
- Development of organizational, financial, and decision making skills to prepare individuals for higher managerial positions
- Two sessions held at international partner universities

## EMBA LEADERSHIP & LOGISTICS CURRICULUM

MODULE	STRATEGY AND STRUCTURE	RESOURCES AND PROCESSES	PEOPLE AND LEADERSHIP	ECTS
1. BUSINESS IN A GLOBAL CONTEXT	GLOBALIZATION AND BUSINESS MANAGEMENT	GLOBAL ECONOMIES AND ECONOMICS	LEADERSHIP ACROSS CULTURES	7
2. GLOBAL COMPETITIVE STRATEGY	COMPETITIVE STRATEGY IN A WORLD OF CONSTRAINTS	FINANCIAL MANAGEMENT FOR SUSTAINABLE VALUE	ETHICAL ORGANIZATIONAL LEADERSHIP	7
3. ORGANIZING FOR SUSTAINABLE VALUE CREATION	GLOBAL ORGANIZATION DESIGN	ACCOUNTING AND BUDGETING ACROSS BORDERS	HIRING AND MOTIVATING CULTURALLY DIVERSE TALENT	7
4. DEVELOPING VALUABLE PRODUCTS FOR CUSTOMERS AND SOCIETY	SUSTAINABLE PRODUCT DEVELOPMENT	VOICE OF THE CUSTOMER DRIVEN MARKETING AND SALES	LEADING COMPLEX PROJECTS	7
5. MANAGING SUPPLY CHAINS FOR VALUE*	LOW RISK, LOW FOOTPRINT, HIGH IMPACT SUPPLY CHAIN DESIGN	COOPERATIVE PROCUREMENT AND SUPPLIER MANAGEMENT	WIN/WIN NEGOTIATIONS	9
6. SUSTAINABLE OPERATIONS MANAGEMENT	MANAGING OPERATIONS IN A WORLD OF CONSTRAINTS	CONTROLS AND MEASUREMENTS FOR OPERATIONAL EXCELLENCE	ENGAGED OPERATIONAL LEADERSHIP	7
7. REINVENTING THE ORGANIZATION	SYSTEMS THINKING – USING THE "BIG PICTURE" TO RETHINK THE BUSINESS	DESIGN THINKING – ENGAGING THE CUSTOMER IN DESIGN	LEADING ORGANIZATIONAL CHANGE – CREATING THE LEARNING ORGANIZATION	7
8. SUSTAINABLE LOGISTICS OPERATIONS**	IMPLEMENTING LEAN AND GREEN LOGISTICS OPERATIONS	DESIGNING LOW FOOTPRINT DISTRIBUTION NETWORKS	MANAGING MULTIPLE, COMPLEX EXPECTATIONS EFFECTIVELY	9
9. MAKING HARD DECISIONS	CRITICAL THINKING – THINKING CLEARLY ABOUT THE WORLD	DECISION ANALYSIS – FACT BASED DECISION MAKING	DEALING WITH DIFFICULT HUMAN RELATIONS ISSUES	7
10. PREPARING FOR THE REAL WORLD	GOVERNMENT, BUSINESS AND SOCIETY – VALUE AND SUSTAINABILITY AT RISK	CONDUCTING REAL WORLD RESEARCH	LEADERSHIP AND YOU	7
ECTS				74
MASTER THESIS	CAPSTONE PROJECT/MASTER THESIS (16 ECTS)			90

\* INTERNATIONAL STUDY TRIP TO FISHER COLLEGE OF BUSINESS, THE OHIO STATE UNIVERSITY, U.S.A. \*\* INTERNATIONAL STUDY TRIP TO TONGJI UNIVERSITY SHANGHAI, CHINA

## EMBA PROGRAM FACTS & FIGURES

Degree	▪ Master of Business Administration (MBA)
Target group	▪ Mid career managers with at least five years of professional experience in the field of logistics
Duration	▪ 18 months, part-time
Participants	▪ max. 25
Language	▪ English
Structure	▪ 10 on campus sessions (classes over the weekend) including two 10-days international study trips to the US (Ohio State University) and to China (Tongji University) ▪ In-between distance learning phases ▪ 5-months Master Thesis as company project work
Start	▪ Annually, September 1
Admission requirements	▪ Recognized university degree (min. Bachelor) ▪ Proficiency in English language (TOEFL, etc.) ▪ Five years of professional experience, managerial experience is advisable
Credit points	▪ 90 ECTS credits
Tuition fee	▪ 30.000 Euro

## INTERNATIONAL SUMMER SCHOOL „SUPPLY CHAIN & LOGISTICS MANAGEMENT“



Professor Douglas M. Lambert, Ph.D, FISHER College

2012 Summer School: July 30 - August 10

IN COOPERATION WITH



- Twelve professionally organized days of executive education
- outstanding international lecturers and a balanced mix of theory and practice.
- Exciting excursions in the logistics metropolis Hamburg
- Highly motivated participants from all corporate sectors
- in collaboration with Fisher College of Business, The Ohio State University

## INTERNATIONAL AUTUMN SCHOOL "TRANSPORT MANAGEMENT"

- Preparation for new assignments related to transport management or consolidation of logistics know-how
- Development of a comprehensive understanding and application of transport management tools
- Deepening the knowledge about European Union's transport policy and legal issues
- Framework for transport systems and networks
- Courses on transport management



Academic Director: Prof. Sebastian Kummer,  
WU Wien

2012 Autumn School: Nov. 5 – Nov. 10

## SEMINAR PROGRAM

### SEMINAR PRICING STRATEGY AND REVENUE MANAGEMENT

HAMBURG, GERMANY – AUGUST 29–31, 2012

#### TARGET GROUP

- Mid- and Senior-Level Executives
- Vice-Presidents and Directors of Marketing
- Product Managers
- Entrepreneurs and Executives in Product Development
- Managers Facing Significant Price Competition

#### CONTENTS

- Financial Impact of Pricing Decisions
- Price Discrimination and Performance-Based Pricing
- Pricing for New Products
- Bundling of Services
- Using Conjoint Analysis to Measure Price Sensitivity
- Product Line Pricing

#### TUITION FEE

2,000 Euros (inclusive teaching materials, beverages, lunch)

### SEMINAR SUPPLY CHAIN INNOVATION: GAINING A COMPETITIVE ADVANTAGE FROM SUPPLY CHAIN & LOGISTICS MANAGEMENT

HAMBURG, GERMANY – NOVEMBER 14–16, 2012

#### TARGET GROUP

- Mid- and Senior-Level Executives
- Vice-Presidents and Directors of Operations
- Finance, Sales, and Planning Executives
- Entrepreneurs and Executives in Product Development

#### CONTENTS

- Aligning Supply Chain with Corporate Strategy
- Performance Drivers and Measures
- Managing Supply Chain Uncertainty
- Accurate Response in a Global Supply Chain
- Supply Chain Coordination/Best Practices in Leading Companies
- Strategies to incorporate E-Commerce in the Supply Chain
- Strategies for Collaboration and Partnerships in Supply Chains

#### TUITION FEE

2,000 Euros (inclusive materials, beverages, lunch)

## CONTACT



THE KLU

**Kühne Logistics University**  
Wissenschaftliche Hochschule für  
Logistik und Unternehmensführung  
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