

SPACE



The EuroBusiness Diploma Handbook 2010

EBD Committee

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Templates for EBD Certificate and EBD Diploma are not included in this handbook for safety reasons.

SPACE

EuroBusiness Diploma

THE EUROBUSINESS DIPLOMA

- **Good proof of international competences**
- **Validated by 81 European institutions active in internationalisation**
- **Valuable alone -or as extra diploma**
- **Supports international career plans**
- **Ideal preparation for other exams as well**

Candidates can register for the SPACE EUROBUSINESS DIPLOMA in their member institution. Candidates can be full time or part time (with jobs) students.

The EBD Committee and members decide on the exam procedure and on the exam dates.

The candidates have a maximum study period of three years and **have to pass all the mandatory** subjects of the SPACE EUROBUSINESS DIPLOMA within the same year.

The written part and the business dialogue are connected and have to be taken in the same exam period. Students who fail these exams can resit once. Extra electives may be added at a later point and a new diploma will be issued.

Validation Procedure

The EuroBusiness diploma has been validated by SPACE on the issues of:

- Clearly stated goals for the programme
- Academic level
- Overall quality
- Attractiveness to business
- Relevant learning outcomes
- Examinations and security
- Exam paper quality
- Evaluation consistency

1. The EuroBusiness Diploma Schedule 2010

The EuroBusiness Diploma offered by SPACE was developed by SPACE after input from its students and accepted at the Annual General Meeting 2001 and the EBD has now completed five rounds – with diploma takers and participants from several countries.

The EuroBusiness Diploma examinations fall in two rounds in 2010- starting with the exam case material being made available to candidates on

Handout Round I : 18th May 2010 at 8.30
Handout Round II: 16th June 2010 at 8.30
Handout Round III: 15th December 2010 at 8.30

Participants 2010 have 48 hours to study the complex case, to get acquainted with the line of business, search the Internet for material (which they may save on disk or CD and prepare for the exam) and prepare for the written exam called “a day at the office” (DATO).

Students may communicate with each other but may not be coached or helped by lecturers or professors during the 48 hours.

The Question Sheet may **NOT** be made available until the Day at the Office Exam.

Exam Date Round I: 20th May 2010 at 8.30
Exam Date Round II: 18th June 2010 at 8.30
Exam Date Round III: 17th December 2010 at 8.30

Candidates will receive a question sheet containing the assignments for the day at the office. A wide spectrum of compulsory subject competencies will be tried in a realistic business situation and students are themselves responsible for demonstrating their flexibility and ability to use several subjects simultaneously.

Candidates may bring all the written material they wish, **but email contact, bluetooth contact or personal Internet contact and mobile phones are not allowed.**

Candidates sign an exam contract before starting on the exam where they accept these conditions.

In case of violation of the exam regulations the candidate will lose the right to have his/her paper assessed.

Diploma or Certificate?

The SPACE EBD exam consists of the following events:

- 1: A “**Day at the Office**”
- 2: A “**Business Dialogue**”
- 3: A written project and an oral exam in at least one **elective**

A **certificate** may be issued by the home institution for the completion of 1 and 2.

A **EuroBusiness Diploma** may be issued by SPACE for the completion of 1, 2 and 3.

Additional electives and work placement periods if any will be added to the SPACE **EuroBusiness diploma**.

Drafting certificates or diplomas will be the responsibility of the organising institution. They are signed by the local Programme Director and Dean. Diplomas must be signed by the President of SPACE, by the Secretary General and by the local Programme Director.

Diplomas are to be sent by surface mail to the Secretary General:
Regitze Kristensen, Tietgen Business College, Odense (DK)

in order to obtain the official signatures on the diploma.

Templates for certificates or diplomas will be emailed direct to the institutions which send Final Report Forms to the Level Evaluation Committee.

2. Organisation of the SPACE EuroBusiness Diploma Exams 2010:

There are two powerpoint presentations on Dokeos for newcomers:

- 1. EuroBusiness for Candidates**
- 2. EuroBusiness Exams for Organisers.**

Compulsory Subjects

The exams will be arranged according to the interdisciplinary ”a day at the office” pattern, followed by a business interview in English based on the student’s written performance. The examiners from the written work are also the oral examiners/interviewers.

The oral interview is to be arranged by the individual institutions and with 2 examiners paid by the local institution. An English lecturer trained in marketing and business and an outside businessman could be a useful combination.

There are no common course materials for the compulsory subjects. Organising institutions adapt their existing modules to fit the EuroBusiness Diploma requirements or

may use SPACE online courses where they exist (European Studies and Intercultural Competence).

Elective Subject(s)

One oral examination in the chosen elective will enable the examinee to obtain a SPACE Business Diploma.

2 examiners appointed by and paid by the local institution will participate in the oral examination.

The examination in the elective subjects is always an oral examination – in English or if necessary in the local business language. The examiners will prepare a set of questions for the elective examination based on the report handed in by the candidate.

Evaluation of the Examinations

All examiners taking part in the process will report to the Level Evaluation Committee. Optional subject projects: the titles are to be sent to the LEC for registration.

LEC Chair 2010 is Ingrid Vos

Registration of Candidates

Each participating institution should send names and details to the EBD Committee by 20th April 2010 on a special form provided in the Handbook – you may email ingrid.vos@khm.be for instructions.

3. Distribution of material

The EBD Committee will distribute material by e-mail to institutions which sent registration forms.

The case exam material will be available only to organising institutions.
The exam case material will NOT be available on Dokeos.

Older versions of exam material are available on Dokeos or from the committee for training purposes.

Watch Out:

Do not hand out question sheets to candidates on the wrong day!

4. Level of the EuroBusiness Diploma

The SPACE EuroBusiness Diploma has to be a flexible programme since levels of academic achievement vary in the different parts of Europe. However, candidates should have followed academic studies in an institution of higher education between 4 and 6 semesters. In view of the differences between countries, flexibility is important. Students are expected to solve complex problems in a foreign language on the basis of a case covering the subjects described in the SPACE EuroBusiness Diploma Course and Diploma Document contained in this handbook.

EU's ECTS system is to be used throughout.

Workloads are to be identical with the ECTS values of the organising institution's modules.

If programmes are combined or parallel, candidates may **not** receive ECTS for identical workloads twice. Extra ECTS points are awarded for extra work performed by the student.

5. LEC Assessment of the EuroBusiness Diploma Examinations

The SPACE EBD Committee has established a special LEC Group with representatives from the participating institutions or from businesses to be responsible for controlling the level of proficiency and professionalism- called the LEC or Level Evaluation Group.

All exam papers are to go through the LEC and the LEC will advise the institutions on the levels and the marks of their candidates. This is part of the SPACE validation process.

Organising institutions are required to send exam **papers in PDF format** immediately to ingrid.vos@khm.be

At the end of exams participating institutions must remember to send the FINAL REPORT FORM.

6. Deadlines EuroBusiness Diploma 2010:

<i>Action</i>	<i>Deadlines</i>
EBD Committee Handbook and Schedule published	20 th October 2009
Registration of number of candidates for the Business Diploma examinations	By 19 th April 2010
Exam EBD common paper files checked and ready	22 nd February 2010
Transfer by e-mail of BD examination material to participating institutions. Material to be kept secret and in limited circulation.	Early May, early June and early December 2010
Handout Dates 2010	18th May, 16th June and 15th December
Examination dates EBD	20th May from 08.30 till 14.30 18th June from 08.30 till 14.30 17th December from 08.30 till 14.30
Candidates' papers to be mailed to Level Evaluation Committee	Immediately
Business Interviews on the basis of the papers handed in	One or two weeks after DATO - the organising institutions make own schedule

Oral examinations, elective subjects	Planned by the local SPACE institute - no deadline
LEC delivery dates: one week after receipt of material	3 rd June Or 30 th June Or 27 th December
Reporting all results and statistics of the May and June exams to the chairperson of EBD Committee Ingrid.vos@khm.be using the FINAL REPORT FORM	1 st September
Signing of BD diplomas	As soon as possible
Selecting the best EBD student by the LEC	January 2011

7. Assessment of EuroBusiness Diploma Examinations 2010

The EBD Committee will evaluate the results before the autumn meeting, in collaboration with the LEC, and report on the achievements.

8. Examinees from Britain or Ireland

To be discussed.

9. Contacts and Information

Ole Faaborg is available for questions on dof@noea.dk or fax +45 99364699.

Regitze Kristensen is available for questions on rekr@tietgen.dk

Mercedes Aznar is available for questions on maznar@florida-uni.es

Ase Morkeset is available for questions on am@hials.no

Ingrid Vos is available for questions on ingrid.vos@khm.be

LEC also includes:

Elke Kitzelmann and Dr. Savvas Savvides

List of Participants 2010 The EuroBusiness Diploma

No.	Full Name of Candidate	Birth Date	Type of Programme in home institution
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1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

List to be emailed Ingrid Vos, KHM

ingrid.vos@khm.be

Changes are acceptable but should be brought to the notice of the EuroBusiness committee.

Institutional EBD Ccoordinator

Date

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SPACE

EuroBusiness Diploma:

FINAL REPORT FORM

To be sent to ingrid.vos@khm.be

Institution:	
Institutional EBD Coordinator:	

Please indicate all marks according to the ECTS system

	Name of candidate	Written Exam	Interview	Elective	Extra	Extra	Extra

This report form is for statistics and will be stored in the SPACE archives.

Examiner's Checklist

GENERAL

check

1. Did the candidate answer all the assignments? At least some response is required. Remember that books and documents are allowed, as well as material and files from the 48 hour preparation period.		
2. Is the candidate able to apply the full scale of subjects (business language, marketing, business economics, international economics and organisation and logistics) to the assignments given?		
3. Is the candidate operating at a suitably academic level?		
4. Is the language correct, idiomatic and professional?		
5. Is the candidate using relevant marketing concepts correctly?		
6. Is the candidate able to analyse the problems contained in the case material correctly?		
7. Are the business consequences of the assignments dealt with sufficiently and correctly?		
8. Is the international perspective clearly apparent from the candidate's work?		
9. Does the candidate master the concepts of business economics and international economics in a satisfactory manner?		
10. Would the work be acceptable to a manager in a company?		
Notes:		

ADVICE for students and lecturers

Topic	Preparation
<ul style="list-style-type: none"> • All questions must be answered. At least some response is required. Remember that books and documents are allowed, as well as material and files from the 48 hour preparation period. The language must be correct, idiomatic and professional. • Internet to be used only during preparation. 	48 hours. Students may communicate, but no tutoring or coaching
<ul style="list-style-type: none"> • Business English is the basis for efficient demonstration of marketing, economics, logistics, organisation and other and management skills! 	Good preparation is project work where students analyse existing companies
<ul style="list-style-type: none"> • The reply must be written at a suitably academic level. • And the structure must display the examinee’s ability to analyse the • Facts and the problems of the case. 	Literature used for the course must be safely within higher education levels
<ul style="list-style-type: none"> • The candidate must be using relevant marketing concepts correctly – and make sure that there are marketing theories displayed in the paper. 	Kotler’s Marketing Principles is a good benchmark for the knowledge needed.
<ul style="list-style-type: none"> • Economic outlook has to be demonstrated. • Decisions made in the text have to take economic trends into account. 	Literature must comprise economics books at HE level
<ul style="list-style-type: none"> • The candidate must be able to analyse the problems contained in the case material correctly 	Care should be taken to let the candidates try out at least two old EBD exams.
<ul style="list-style-type: none"> • The business consequences of the assignments and the choices made should be described and explained 	Plagiarism is not allowed – simply to take lines from the text and design a smart powerpoint presentation does not satisfy the examiners
<ul style="list-style-type: none"> • The candidate must demonstrate an international attitude and a knowledge of intercultural theory. 	Literature like Lewis’ “When Cultures Collide” or Gesteland’s books are necessary
Notes:	



COURSE & DIPLOMA DOCUMENT

THE EUROBUSINESS DIPLOMA

2010

7.1. DESCRIPTION OF THE MODULES

The SPACE EUROBUSINESS Diploma offers an additional qualification to students who have reached a higher educational level resulting from either

- ⇒ a formal education leading to a specific qualification
- ⇒ dual training
- ⇒ work experience

The EBD is designed to equip students with an understanding of European business and of general economic concepts, together with a solid basis in marketing. The EBD is also designed to enhance international competence and cross-cultural awareness. Students will have to gain information technology skills.

ECTS: Please note that institutions may not award ECTS points twice for identical modules. If you do double degrees or joint degrees the ECTS will have to be adjusted.

Overview of Subjects: **(5 mandatory and 1 optional needed for diploma)**

Business English	10 ECTS	mandatory
International Marketing	10 ECTS	mandatory
Business Economics	10 ECTS	mandatory
International Economics	10 ECTS	mandatory
Organisation and Planning	10 ECTS	mandatory
Business German	10 ECTS	optional
Business French	10 ECTS	optional
Business Spanish	10 ECTS	optional
Strategic Management	10 ECTS	optional
Customer Relationships	10 ECTS	optional
EU Studies	10 ECTS	optional
Service Management	10 ECTS	optional
International Law	10 ECTS	optional
Transport & Logistics	10 ECTS	optional
Market communication	10 ECTS	optional
SPACE ICC	10 ECTS	optional

ECTS means European Credit Transfer System points. (cf the Bologna Treaty)

One full year of studies is = 60 ECTS. Student workload is the essential factor.

All mandatory subjects + one optional subject = 60 ECTS.

All subjects taken = 120 ECTS

7.2. EXAMINATION FORM AND STRUCTURE

"Day at the Office" Interdisciplinary written exam	<i>In English (UK different)</i> 6 hours	5 mandatory subjects	May every year June every year
Business Dialogue	<i>in English (oral part of Business English)</i> 30 minutes	5 mandatory subjects	Some 2 weeks after the DATO = Day at the Office
Optional subject 1	In English or in the corresponding business language	Necessary for SPACE Diploma	Local planning
Extra Optionals	In English or in the corresponding business language	Supplementary	Local planning

“**A day at the office**” is a special examination structure designed to measure a combination of competencies rather than individualised skills and tools. Written business English is an integrated part of the examination. The candidate may bring written and electronic materials, but no internet access or connection to the outside is allowed during the "day at the office".

The Examination materials for the **case examination** are available to the examinees 48 hours before the 6-hour written examination. All written and electronic materials are allowed in the preparation period.

A Business Dialogue is the oral part of the examination in the mandatory subjects. During the 30-minute dialogue the students will discuss the elements of the “day at the office” paper and prove his/her interdisciplinary skills.

The business dialogue must be passed in the same exam period as the written “Day at the Office”. English oral is an integrated part of the examination.

Optional subjects have a synopsis examination, where the student is required to hand in a written report of min. 12 pages covering the findings and results of the student’s work. A business dialogue examination of 20 minutes completes each optional. The dialogue here can be in the mother tongue if desired.

Candidates may take the mandatory examinations and the required one optional over two academic years. Extra optionals may be added later.

Examinees from Britain or Ireland

Students from England, Scotland or Ireland will receive a special examination paper. A special version of the diploma will be available to British or Irish institutions.

7.3. THE ECTS GRADING SCALE SYSTEM

The ECTS's Grading Scale is a European-wide "Facilitating Scale" which provides a way of measuring and comparing the student's earning achievements, and transferring them from one institution to another.

ECTS Grade	Reconversion for institutes who do not yet work with ECTS	Description
A+	18	Outstanding
A-	17	Excellent
B+	16	Very good
B-	15	Very good
C+	14	Good
C-	13	Good
D+	12	Satisfactory
D-	11	Satisfactory
E+	10	Fair
E-	9	Fair
F	8	Unsatisfactory
F-	-8	Very unsatisfactory

Candidates:

- Must obtain a minimum "D" in the examinations.
- A candidate who does *not score a "D" as an overall total result*, cannot resit any of the individual examinations as this degree of failure indicates she/he is not qualified to be awarded the SPACE EUROBUSINESS DIPLOMA.

Special conditions apply in case of illness, etc. Institutes should contact the Chairperson of the Eurobusiness Committee.

Important notes:

A student cannot resit an exam she/he has passed in order to achieve a higher mark.

Students are entitled to receive a certificate for participation in mandatory subjects.

Examinees are entitled to receive a certificate for each examination.

Part time students: the same rules as for full time students apply.

No student can sit for optional subjects until the mandatory exams have been passed, except for language modules.

7.4. MANDATORY SUBJECTS

ECTS points indicate the real student workload

BUSINESS ENGLISH

ECTS points: 10

Overall aim

The student must acquire such a high degree of communicative and inter-cultural competence that (s)he may participate actively in co-ordinating and performing language/communicative functions in a company with international relations.

The student must acquire in-depth knowledge of global business and societal conditions including politics, economics, the environment and culture based on studies of key English-speaking areas.

The student must acquire knowledge, perspective and awareness of the interplay between culture, society and language.

The student must acquire an ability to express him/herself orally and in written English with a high degree of idiomatic, terminological and stylistic correctness in business situations.

The student must develop his/her skills in working independently, critically and methodically.

The student must be able to understand his/her own role as a participant in different cultures in a continuous interplay with other cultures, and thereby develop his/her awareness of the importance of cultural differences for his/her own and other people's conduct.

Furthermore, the student must build a general cultural competence to be used in negotiations and work situations in the international market.

INTERNATIONAL MARKETING

ECTS points: 10

Overall Aim

The student must have a holistic view of the marketing effort of the company and must be able to cooperate with the other functions of the company in solving marketing problems. The student must be able to work as a competent member of the staff of the company through his/her ability to solve problems relating to international marketing, and in this connection to be able to overcome international barriers.

To do this the student must be able to use the analytical techniques of the subject to assess the business opportunities in EU and foreign markets. By employing the marketing tools, the

student must be able to plan and carry out the company's activities in markets offering business opportunities.

BUSINESS ECONOMICS

ECTS points: 10

Overall aim

The overall aim of the subject is for the student to acquire a holistic view of the decision-making processes within European business economics. The student must acquire a holistic view of the connection between the activity, capacity and financing of the company.

Furthermore, (s)he must acquire a holistic view of the connection between control at the strategic, tactical and operational levels. EU economics, differences and similarities, are to be the focus of the academic process.

The student must acquire a holistic view of business economics theories, models and methods in connection with production, sales, costs, income, optimisation, investment and finance.

INTERNATIONAL ECONOMICS

ECTS points: 10

Overall aim

The overall aim of the subject is for the student to be able to apply economic theory and methodology combined with knowledge of international relations.

On the basis of his/her general economic insight, the student must be able to evaluate the economic development nationally and internationally, so that (s)he can plan and perform international functions in companies.

As part of such work, the student must be able to analyse the economic effect of topical economic events. Furthermore, the student must be able to select, monitor and process relevant information with a view to assessing predictions of economic trends and politico-economic reports.

ORGANISATION AND PLANNING

ECTS points: 10

Overall aim

The overall aim of the subject is for the student to acquire a holistic view of the European company and its transformation processes, including the structure of the company, functions and culture, and the connection between purchasing, production and distribution from a financial and organisational viewpoint.

The student must acquire basic knowledge about the construction and the use of models in connection with European purchasing, production and distribution.

Students must acquire skills in the use of planning tools at various organisational levels.

7.5. OPTIONAL SUBJECTS (ELECTIVES)

NB: Care should be taken to award ECTS points only if the optional subject reflects extra workload for the candidate.

E1 Business Languages

Business German

Business French

Business Spanish

ECTS points: 10

Overall Aim

The student must acquire communicative and intercultural competence in order that (s)he may participate in solving foreign language functions in an internationally oriented company with due regard to the norms and ways of addressing each other in the various language areas.

The student must acquire in-depth knowledge of general business practice and knowledge of the business and social conditions including politics, economy, environment and culture in the various language areas.

The student must acquire the ability to express him/herself orally and in writing in business situations at an appropriate language level.

The individual student must be able to collect, structure, use and comment on topical material.

E2 Strategic Management

ECTS points: 10

Overall Aims:

The aims of the subject are to enable the student to participate in the development of visions, missions and general strategic planning.

The student must acquire skills in the practical use of Total Quality Management and Business Excellence Management and the ethics and values connected to these tools.

Also, the students have to master the skills and the theory of project planning.

E3 Customer Relationship Management

ECTS Points: 10

Overall aims:

The aims of the subject are to enable the student to participate in international sales and customer service activities in all parts of Europe.

For that purpose the student is to study CRM or customer relationship management including

- international consumer cultures
- consumer psychology
- international negotiation
- presentation technique
- cultural theory
- sales techniques
- building relations across cultures.
-

E4 European Studies

(please check the online course for details)

ECTS points: 10

Overall aims:

The aim of the course is to allow the learner to develop his/her knowledge and understanding of Europe and the European Union.

For that purpose the student is to study following items:

- ◆ Unity and Diversity
 - ◆ The European Union, its origin, development and prospects
 - ◆ The European Union, its institutions and decision-making process
 - ◆ The Implications of the Maastricht and Amsterdam Treaties
 - ◆ The 'Frontiers' of Europe
 - ◆ EMS, ECU, EMU and EURO
 - ◆ The Common Agricultural Policy
 - ◆ The Regional Policy
 - ◆ The Common Foreign and Security Policy
 - ◆ The future of Europe. "Quo vadis, Europe?"

E5 Service Management

10 ECTS

Overall aims:

The purpose of the elective is to give the student a working knowledge of the theoretical aspects of service management, including

- service psychology
- service marketing
- hospitality
- accommodation
- catering
- conferences
- service economics
- service logistics
- customer relationships

The student is supposed to acquire international skills as well as analytical and planning abilities in all aspects of service management.

E6 International Business Law

ECTS points: 10

Overall aims:

The student must acquire a general knowledge of the functions of European business law and its use in a company in a rapidly changing society in order to allow constant optimal management of legal issues. Through knowledge of the legal systems and the ability to understand rules of law, the students must be able to identify legal problems when conducting business.

Especially, the student must be able to offer international solutions to prevent conflicts. The student must understand national and international sources of law as a means to find out which law applies. The search for sources of law can e.g. be done using electronic media. Moreover, the student must acquire understanding of laws of legal procedure as the legal discipline.

The student must be able to apply the laws of contract as the most important connector between businesses and between the company and its environment. The student must understand the principles on the freedom to contract and be able to apply national and international rules in the closing of deals, including formation of contracts via agents and invalidity of contract.

The student must be able to apply national and international rules on buying and selling of goods, services and property in a practical context. Moreover, the student must be able to apply central rules relevant to the internationalisation of the business world including the UN Convention on Contracts for the International Sale of Goods (CISG).

Moreover, the student must also be able to apply rules on product liability for damages which are part of the production and sales chain. The student must also be able to apply rules on insurance including rules on insurance agreements and the rules on the parties' obligations and the insurance damages in connection with insurance.

The purpose is for the student to be able to apply rules on intellectual property, rules on marketing and competition and acquire an understanding of the rules on company types, liability and business failure.

The student must be able to use the competition law in order to identify legal problems where the market structure consists of monopolies and limitations in competition. Especially, the student must know the most common EU rules in competition.

E7 Market Communication

ECTS Points: 10

Overall aims:

The student must ascertain the process of integrated market communication, its advantages and the importance of company's marketing activities.

The student must make the acquaintance of the stages of the effective market communication process, establishing the total promotion budget and the factors affecting the promotional mix (advertising, sales promotion, personal selling, public relations).

The student must understand and be able to choose types of advertising and media.

The student must be able

- to socialize with participants of communication process in constantly changing environment;
- to analyze the client's advertising objectives target and contribute to the development of it;
- to research the customer market and develop an advertising service;
- to choose the specific mean of media;
- to understand the nature of interference and reasons of its appearance;
- to maintain mutual contacts between customer and advertising agency.

E8 Human Resource Management

ECTS points: 10

Overall aims:

Students and explore the impact of selected behavioural issues found in the organizational setting. An in-depth focus of past and current theories concerning the cause and effects of Work Motivation, Attitude Formation, and Perceptions in different social settings, including those that are culturally diverse. Furthermore selection, training and placement, learning and organization behaviour modification, group processes covering politics and conflict and individual and social bases for decision making.

Important elements are the key factors of human resource management within the organization including recruiting, selecting, training, developing employees, wage administration and union relations.

Students must study recruiting, selection, induction, and follow-up methods in light of current legislation as well as how to develop successful training programs which reinforce the company's mission and goals.

E9 Transport and Logistics

ECTS Points: 10

Overall aims:

Students are to develop skills which can be applied to solve business and management problems in general, but with particular emphasis on transport and logistics related situations.

Transportation is probably the most important activity of logistics and one of the economic factors in the production of goods and services. The basic function of transportation is to provide the market with access to the resultant products. Transportation plays a major role in the time and space relationship between geographic points, be it either the movement of people or the movement of goods or services (e.g. data/information).

Logistics (and Supply Chain Management) involve purchasing, materials management, inventory control, warehousing transport and distribution. Logistics supports effective and efficient supply chain management by the integrated management of the flow of materials and goods from the initial purchase of raw materials through to delivery of a product to final customers.

Students must develop competences to work in all aspects of logistics and supply chain management operations. Emphasis is on the effective and efficient integration of all logistics activities including transport, distribution, warehousing, purchasing, inventory and customer service, supported by the application of relevant IT and e-business applications. For the project students should work closely with company managers i.e. marketing, manufacturing and engineering.

REQUESTS for electives:

CSR Corporate Social Responsibility

EXCON Experience Economy

