



MASTER OF BUSINESS ADMINISTRATION

FOCUS ON RENEWABLE ENERGY AND
ENVIRONMENTAL MANAGEMENT

CATALOGUE OF MODULES

MODULE OVERVIEW

Study Field "Responsibility" 15 ECTS

- Team-building and Communication
- Leadership and Ethics
- Behaviour and Consumption of Natural Resources

Study Field "Decision Making & Rationality" 15 ECTS

- Complexity and Decision Making
- Information and Communication Technologies
- Knowledge Management in Environmental Management

Study Field "Global Thinking" 15 ECTS

- Global Economics, Business and Society
- Intercultural Management
- International Perspective on Ecological Economics

Study Field "Communication and Collaboration" 15 ECTS

- Trust and Collaboration
- Corporate Communication and Collaboration
- Smart Technologies in Environmental Management

Study Field "Practice" 15 ECTS

- Company Project Environmental Management
- Project Management

Study Field „Final Thesis" 15 ECTS

- Master Colloquium and Master Thesis

DESCRIPTION OF MODULES

Study Field "Responsibility"

The study field "Responsibility" focuses on internal reflection of management, business, management ethics, sustainability, and leadership. Modern leadership means being able to ethically manage a team, or an organisation, in order to accomplish the overall goal in your own individual way.

Module 1: Team Building and Communication

This module provides an introduction to the concept and the philosophy of the MBA programme: its objectives, methods, group members, and group standards with regards to behaviour, learning, communication, self-perception and awareness of others.

- Building a team and working in teams
- Stakeholder management
- Presentation techniques

Module 2: Leadership and Ethics

According to the main objectives of the study programme, participants will be challenged to learn modern leadership approaches and prepare for future leadership tasks. The module aims to develop knowledge and understanding of the core activities of leadership and human resource management in a globalised world. Students cover why and how managers operating in the international business environment must manage human resources and lead the organisation in ways that take into account ethical aspects. At the same time, against the background of the rise of stakeholder capitalism, the course covers how managers and leaders can come to terms with developments like corporate social responsibility and workplace health promotion, and become ethical managers and leaders.

- Leadership
- Management ethics
- Workplace health promotion

Module 3: International Human Resource Management

In this module, the participants will become familiar with natural resources. Limited reserves of fossils are discussed versus renewable resources. Personal living attitudes are reflected in the context of resource consumption.

- Overview of natural resources (fossils, water, minerals) and their formation

- Consumption and Reserves of Natural Resources
- Energy production from renewable vs. non-renewable resources
- The problem of global warming and pollution of the environment
- Overview Renewable Energy and worldwide potential
- Recycling and recycling economy
- Personal Living Attitudes and Environment, Personal Energy Consumption

Study Field "Decision Making and Rationality"

Management, business, and strategy follow the results of data analysis. Data collection, data analysis, and interpretation of results happen everywhere in companies whether it is in human resources, production or sales departments. The different degrees of complexity of business tasks require different decision-making approaches. The involvement of modern information systems and technologies are necessary. Furthermore, our human rationality is limited by, for example, our abilities and time constraints.

Module 4: Complexity and Decision Making

The subject of this module is to learn the appropriate behaviour in regards to complex phenomena and decision-making processes, especially for decisions based on quantitative and qualitative indicators and partially unclear targets.

- Decision Making
- Bounded rationality
- Decision analysis and Game Theory
- Decision Making and Managerial accounting

Module 5: Information and Communication Technologies

E-business is based on the use of innovative digital communication- and information-technologies. Economic and technological knowledge for the integrated configuration for operational applications and systems solutions are necessary. The content includes basic concepts, business models, fundamental technologies, and application scenarios.

- Content Management Systems
- Business models in the internet economy
- Data security and protection, privacy and confidentiality
- Applications such as online marketing, CRM, cloud computing, and social media solutions

Module 6: Knowledge Management in Environmental Management

In this module, participants will be given an overview of the aspects of knowledge management and its importance in the field of Environmental Management. The availability, the organization and the change of knowledge and data are important factors for the success of a company in the environmental business. Those also make it necessary for a company to capture the "value" of knowledge as opposed to the cost-benefit of knowledge. The search for creative solutions and ideas can be systematically promoted in companies. This applies as well to the development of strategies and the improvement of internal processes for the development and optimization of business service offerings (products and services).

- Principles of Knowledge Management
- Knowledge of companies in order to define, identify and structure them
- Overview of field-proven tools and methods: from communities to knowledge databases, goal-oriented selection tools and methods
- Talent and Creativity Management
- Innovation Management
- Patent Management

Study Field "Global Thinking"

Most companies consider themselves to be "global players" and managers are expected to think globally. A manager should be aware of global trends. Global social and environmental responsibility is essential for sustainable success because global business coverage does not automatically ensure that different cultures are respected and intercultural intelligence is developed.

Module 7: Global Economics, Business and Society

This module intends to show that almost all areas (economics, politics, culture, environment, and communication) are increasingly intertwined worldwide due to globalization. This agglomeration of global relations takes place on the individual level, institutional level and state level. Companies and economies have to find specific responses to globalization in order to be successful in the future. An understanding of global developments is essential for the strategic positioning of companies.

- Global trends and economics
- Global finance
- Corporate Social Responsibility

Module 8: Intercultural Management

In this module, the willingness and the ability of companies to exploit cultural diversity as a competitive factor is selected as a central theme. This is referred to as "the cultural intelligence" of the company. The management uses specific knowledge about different types of thinking-processes and perception-processes from other cultural circles (culture codes) and transfers this knowledge into their own action strategies (intercultural competence). From cultural diversity of the employees, the innovation potential for solving problems and for developing new products and services is created (cultural diversity).

- Intercultural business communication
- Corporate cultural intelligence
- Diversity management
- Global marketing

Module 9: International Perspective on Ecological Economics

Global warming and pollution of the environment do not know borders. Therefore the international community of states has to decide and to adopt a body of regulations and laws for environmental protection. This module gives an introduction and overview of the principles and guidelines.

- Sustainability Management and Ecological Economics
- Protection of the environment and global aspects of natural resource consumption
- Social aspects of pollution of the environment and extensive usage of natural resources
- Strategic Environmental Assessment
- Environmental Impact Assessment
- Environmental Management
- International legislation
- International organizations and institutions

Study Field "Communication and Collaboration"

Management is interaction, communication, and cooperation. Trust and confidence are the basis of cooperation, collaboration and business negotiation. Furthermore, a profound knowledge of the business environment is key for the success of communication strategies and company performance.

Module 10: Trust and Collaboration

This module explains the basics of (voluntary) cooperative actions in economic processes. "Social trust" is considered to be a feeling of cultural conformity with other people. Trust means the expectations of people, business partners or

organisations will be aligned with common values or moral perceptions. Trust is established by credibility, reliability, and authenticity. The mutual expectations can be negotiated and fixed as rights and obligations.

- Confidence in social transformation processes
- Principal-agent theory
- Cross-cultural challenges of trustful communication

Module 11: Corporate Communication and Cooperation

Increasing network structures, communication and cooperation are integral parts of any business. In this module, the main focus is on the efficient and effective communication - both internally and externally - and evolving strategies for successful strategic management decisions.

In-house communication and cooperation

- Measures to promote cooperation within and between groups
- Control systems for targeted cooperation between organisational groups, such as Balanced Scorecard, KPI-systems, internal cost allocation

External communication and cooperation

- Strategic alliances, joint ventures, private-public-partnerships
- Mergers and acquisitions

Module 12: Smart Technologies in Environmental Management

Smart technologies, e.g. in energy economics, are becoming increasingly important for the sustainable development of economies. In this module, the participants learn the basics about smart technologies, the state of the art of their development, and their implementation in selected areas, especially in the field of the energy business.

- Smart Technologies and their application in Environmental Business
- Importance of Smart Technologies for social and economic development
- Contribution and potential of Smart Technologies for ecology, in particular, for the protection of natural resources

Study Field "Practice"

Module 13: Project Management

This module conveys the standards of project management. Different approaches to project management will be discussed and illustrated in case studies.

Module 14: Company Project Environmental Management

It is possible to choose between different topics or to come up with an individual project idea. The projects are realized over a time period of three months in small groups of not more than five students or individually in close cooperation and supervision of the university staff. Company projects include final presentation and report.

In particular in the fields of:

- Renewable Energy
- Water management
- Waste management

Study Field "Final Thesis"

Module 15: Master's Thesis

The topic of the final thesis can be selected according to individual preferences. Institutional cooperation is possible.

- Independent conceptualization and writing of a Master's thesis
- Duration: 16 weeks
- Minimum number of pages: 40 pages
- Oral defence with presentation slides and a handout

SEMESTER DURATION OVERVIEW

September	WS1	Orientation Week	1
	WS 1/3		2
	WS 1/3		3
	WS 1/3		4
October	WS 1/3		5
	WS 1/3		6
	WS 1/3		7
	WS 1/3		8
November	WS 1/3		9
	WS 1/3		10
	WS 1/3		11
	WS 1/3		12
December	WS 1/3		13
	WS 1/3		14
	No Lectures	EXAMS	15
	No Lectures		16
January	No Lectures		17
	No Lectures		18
	No Lectures		19
	No Lectures	RE-EXAMS	20
February	No Lectures	REPORT /THESIS	21
	No Lectures	SUBMISSIONS	22
	Semester Break		
	Semester Break		
March	SoSe 2		1
	SoSe 2		2
	SoSe 2		3
	SoSe 2		4
April	SoSe 2		5
	SoSe 2		6
	SoSe 2		7
	SoSe 2		8
May	SoSe 2		9
	SoSe 2		10
	SoSe 2		11
	SoSe 2		12
June	SoSe 2		13
	SoSe 2		14
	SoSe 2		15
	No Lectures	EXAMS	16
July	No Lectures		17
	No Lectures		18
	No Lectures		19
	No Lectures	RE-EXAMS	20
August	No Lectures	REPORT	21
	No Lectures	SUBMISSIONS	22
	Semester Break		
	Semester Break		

Contacts

Prof. Dr. Michael Hartmann (Programme Director)
phone +49 (0) 30 374 374 320
e-mail michael.hartmann@srh-hochschule-berlin.de

Nadine Schindler (Administration Office)
phone +49 (0) 30 374 374 321
Fax +49 (0) 30 374 374 375
e-mail nadine.schindler@srh-hochschule-berlin.de

For further general information and application: www.srh-hochschule-berlin.de