



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

PHILOSOPHISCHE FAKULTÄT
UND FACHBEREICH THEOLOGIE

Institute of Economics and Business

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Master Program Development Economics and International Studies

Sustainable Business Development @ Siemens

Summer Term 2023

CONTACT

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COURSE DESCRIPTION

The seminar course deals with the subject of sustainable business development from a managerial perspective. Thus, the question will be pursued how a business can design its operations more sustainably and by doing so create a value for business and a value for society.

The seminar promotes sustainable thinking by analyzing contemporary green logistic topics that Siemens Smart Infrastructure (SI) is currently tackling. Siemens SI is aiming to transform its Nuremberg warehouse into a more sustainable, green warehouse by implementing and applying green solutions within its logistics processes.

Working in groups, students are asked to develop sustainable solutions for associated problems and by doing so contribute to the goal of Siemens to become a leading sustainable actor within the area of logistics globally.

A key learning objective of this seminar is to develop and confidently present sustainable business solutions to Siemens SI, located directly in Erlangen. The students will have the possibility to collaborate and work with the Siemens SI staff throughout the course in order to develop and finalize their sustainable business solutions.

In addition, students will not only learn how to work within teams but also have the possibility to interact and closely work with a global German corporation. This allows students to apply theory to practice and to get to know a leading employer in the region.

Within this framework, competency goals also arise in the areas of sustainable business developmental thinking, research and presentation, teamwork skills, feedback exchange and reflection.

VENUE AND TIME

- Kick-off Meeting @ FAU: **Tuesday, April 25th, 2023**, 09:00 – 10:30,
in room 1.055 (Kochstr. 4).
In exceptional cases, virtual attendance may be possible. This meeting serves to outline the aim and the requirements of the seminar.
- Kick-off Meeting @ Siemens: **Tuesday, May 2nd, 2023**, 09:00 – 11:00,
at the Siemens Campus in Erlangen.
Introduction round with the Siemens staff and the topics will be distributed among the groups.
- Q & A @ FAU: **Calendar Week 20:** between May 15th – May 19th
Scheduled group meetings to discuss progress and to answer any questions with us. Meetings will be determined individually per group.
- Q & A @ Siemens: **Calendar week 23:** between June 5th – June 9th,
Siemens representative meeting whereby groups can ask specific questions and hurdles they've come across.
- Q & A @ FAU: **Calendar Week 24:** between June 12th – June 16th
Scheduled group meetings to discuss progress with us and to ask any questions. Meetings will be determined individually per group.
- Trial Presentations @ FAU: **Tuesday, June 20th**, 09:00 – 12:00,
in room 1.055 (Kochstr. 4)
- Final presentation @ Siemens: **Friday, July 7th**, 09:00 – 13:00,
at the Siemens Campus in Erlangen.

REGISTRATION AND ACCESS TO MATERIAL

Registration for the StudOn course will be available from Monday, **March 1st, 2023** until Friday, **March 31st, 2023** via the following link:

https://www.studon.fau.de/crs4943311_join.html

Password: SBD@siemens

COURSE DESIGN AND ASSIGNMENTS

The grades are evaluated per group on the proposed green logistic solutions and the presentation demonstrated at the final event at the Siemens Campus.

- Solution script (creativity, innovation, structure, applicability): 60 %
- Final presentation: 40 %

The groups will be formed at the kick-off meeting, i.e., group work is required. The presentation should not exceed 25 minutes and contains a maximum of 20 slides. The final presentation will take place on Friday, **July 7th, 2023**, from 9:00 until 13:00 at the Siemens Campus in Erlangen. It is not necessary to hand in an additional paper, but it is expected that groups hand in a solution script containing additional material (e.g. tables, analyses etc.) that you used for developing your solution, but have not used in the presentation itself.

Students are encouraged to search for suitable literature themselves, as this is an important part of scientific work. The starting point can be that of the textbooks and papers recommended below. However, sources beyond these are expected.

REQUIREMENTS

Students should have basic knowledge of economics and business administration. In order to achieve the learning objectives, attendance will be compulsory.

RELEVANT LITERATURE:

- Ali, Sadia Samar, Rajbir Kaur, and Shahbaz Khan. "Evaluating sustainability initiatives in warehouse for measuring sustainability performance: An emerging economy perspective." *Annals of Operations Research* (2022): 1-40.
- Anil Kumar. 2015. "Green Logistics for Sustainable Development: An Analytical Review." *IOSRD International Journal of Business*, 191–99. <https://doi.org/10.2307/j.ctt46nrzt.12>.
- Bartolini, Maicol, Eleonora Bottani, and Eric H. Grosse. 2019. "Green Warehousing: Systematic Literature Review and Bibliometric Analysis." *Journal of Cleaner Production* 226:242–58. <https://doi.org/10.1016/j.jclepro.2019.04.055>.
- Mak, Shu-Lun, Yiu-Man Wong, Kin-Chung Ho, and Chi-Chung Lee. 2022. "Contemporary Green Solutions for the Logistics and Transportation Industry—With Case Illustration of a Leading Global 3PL Based in Hong Kong." *Sustainability* 14 (14): 8777. <https://doi.org/10.3390/su14148777>.
- Rainey, David L. *Sustainable business development: Inventing the future through strategy, innovation, and leadership*. Cambridge university press, 2010.

RELEVANT LINKS

Homepage of the Institute of Economics: <http://www.economics.phil.uni-erlangen.de>
Library of the Friedrich-Alexander University Erlangen-Nürnberg (FAU): www.ub.uni-erlangen.de