



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 2024

CONTACT

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COURSE DESCRIPTION

The seminar course deals with the subject of sustainable business development from a managerial perspective. Thus, the following question will be pursued: How can a business design its operations more sustainably, thereby adding value for both the business and society?

The seminar promotes sustainable thinking by analyzing contemporary green logistics topics that Siemens Smart Infrastructure (SI) is currently addressing. Siemens SI aims 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, thereby contributing to Siemens' goal of becoming a leading sustainable actor within the global logistics sector.

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 opportunity to collaborate and work with the Siemens SI staff throughout the course to develop and finalize their sustainable business solutions.

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

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

VENUE AND TIME

- Kick-off Meeting @ FAU: **Wednesday, April 24th, 2024**, 14:00 – 16:00,
in room 1.055 (Kochstr. 4).
This meeting serves to outline the aim and requirements of the seminar.
- SBD with Mr. von der Schulenburg **Wednesday, May 8th, 2024, 09:00 – 11:00**,
in room 1.055 (Kochstr. 4)
Mr. Christian von der Schulenburg - VP Logistics Innovation & Sustainability at Siemens SI – will dive deep into sustainable business practices and how it is has shaped businesses today.
- Kick-off Meeting @ Siemens: **Wednesday, May 17th, 2024**, 14:00 – 16:00,
at the Siemens Campus in Erlangen.
Introduction round with the Siemens staff, and the topics will be distributed among the groups.
- Warehouse Visit: **Wednesday, June 5th 2024**, 09:00 – 11:00,
in Triester Str. 20, Nürnberg
An on-site tour of the Siemens SI warehouse, led by DB Schenker.
- Q & A @ FAU: **Calendar Week 21:** between May 20th – May 24th
Scheduled group meetings to discuss progress and questions will be held with us. Meetings will be determined individually for each group.
- Q & A @ Siemens: **Calendar week 23:** between June 3rd – June 7th,
Siemens representative meeting, during which groups can ask specific questions and address hurdles they've encountered.
- Q & A @ FAU: **Calendar Week 24:** between June 10th – June 14th
Scheduled group meetings to discuss progress and questions will be held with us. Meetings will be determined individually for each group.
- Trial Presentations @ FAU: **Wednesday, June 26th**, 14:00 – 18:00,
in room 1.055 (Kochstr. 4)
- Final presentation @ Siemens: **Friday, July 12th**, 09:00 – 15:00,
Location to be determined.

REGISTRATION AND ACCESS TO MATERIAL

Registration for the StudOn course will be available from Monday, **March 1st, 2024** until Friday, **March 31st, 2024** via the following link:

https://www.studon.fau.de/crs5618941_join.html

Password: SBD@siemens2

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 + Flyer: 40 %

The groups will be formed at the kick-off meeting; thus, 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 12th, 2024**, from 9:00 until 15:00 at the Siemens Campus in Erlangen. It is not necessary to hand in an additional paper, but it is expected that groups submit a solution script containing additional material (e.g. tables, analyses etc.) that was used for developing their solution but was 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 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