



Executive Master in Mobility Innovations eMA MOBI

Are electric vehicles the be all and end all of sustainable transportation?
Do you really think we would still be driving our cars ourselves in 2025?
Do you think we are ready to have our packets delivered by drones?
Don't you also think that „Nachtzug nach Lissabon“ should not just be in the movies?
Do you really think that a sharing economy will revolutionize the transport sector?

The program at a glance

Aim:	Education of interdisciplinary Mobility Innovation Managers
Target group:	All professionals working in the transport industry – private, public and third sector
Content:	Key economic, societal, cultural, environmental and technological aspects of global mobility
Duration:	Two years
Scope:	10 modules of 5 working days each, 2 online Modules, and self-study
Locations:	Friedrichshafen, Brussels, Lyon, Berlin, Bad Homburg, Karlsruhe
Degree:	Master of Arts in Mobility Innovations
Investment:	24,900 Euro tuition

[zu.de/mobi](https://www.zu.de/mobi)

Purpose & Key Facts

Don't Germans have better things to do than spending 36 hours a year in traffic jams?

The business as usual of selling cars, ever increasing air travel, energy intensive logistics and public financed urban transport cannot deliver the future needs of transport and logistics sector anymore. The transport solutions of tomorrow have to focus more on time and cost efficiency, sustainability and inter-operability than just individual growth of respective sectors.

The 2 years Executive Master in Mobility Innovations offers an excellent opportunity for professionals working in the transport sector and related fields to be trained as Mobility Innovation Managers, who understand the structures, functionalities and challenges of the transport and logistics sector, their interconnections and future trends.

As a participant, you would go beyond passive learning by working on a business idea during the course of study, thereby bringing to life the integrated vision of future mobility. The business idea can either be brought in during the application process or developed together with the team at the Center for Mobility Studies, ZU.

You would learn to evaluate national and global mobility markets in order to generate and implement new business models. The interdisciplinary program covers technological, economic, environmental, social aspects of mobility as well as demographic and psychographic backgrounds of users. You would also learn how the different transport markets and sectors work, what kinds of challenges mobility and transport face in a globalized world and in different cultural settings, how these challenges lead to new paradigms and what technology has to offer in order to organize efficient and adequate transport and logistics processes.

Admission requirements

- | A first university degree or equivalent
- | At least 12 month of working experience in a relevant field
- | Good English language skills are required and will be tested
- | Successful admission process, including personal interview
- | For participants who do not have a background in economics a pre-course will be offered

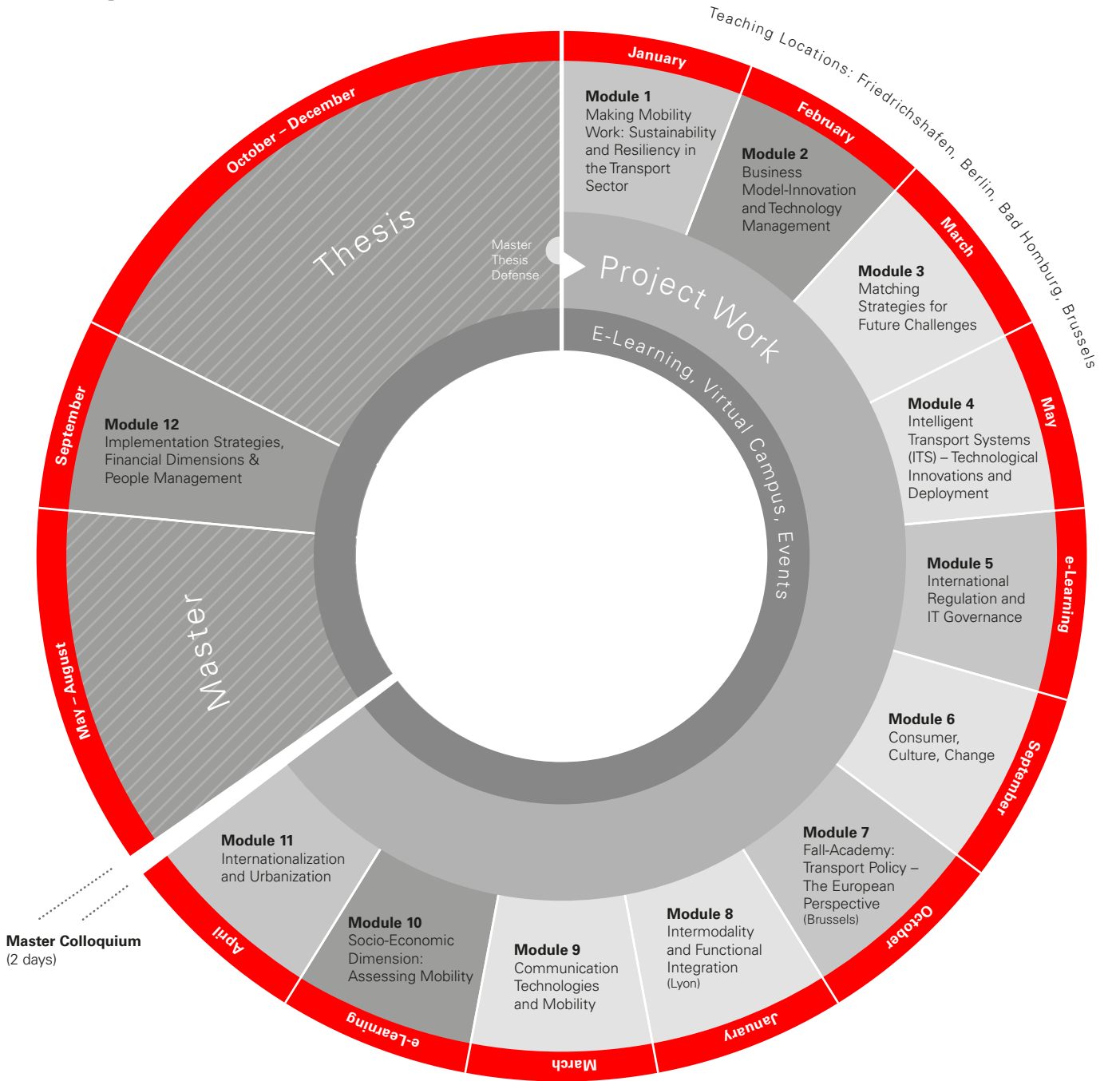
Application

- | As of April 2014 any time at zu.de/bewerbungen
- | By filling in the application kick-off form you will receive log-in data for your personal application portal
- | The written application is followed by a personal interview and an English test
- | Modules can also be booked individually by organizations or individuals

Program-Structure

- | 24 month executive program
- | 10 attendance modules of 5 working days each
- | 2 online modules as self-study element
- | One module in cooperation with the Laboratoire d'Economie des Transports
- | University of Lyon 2, taking place in Lyon
- | 1 week policy academy in Brussels
- | Teaching locations are Friedrichshafen, Berlin, Bad Homburg, Karlsruhe
- | Degree: Master of Arts in Mobility Innovations (90 ECTS + 30 ECTS upon recognition of working experience)
- | Formal qualification for a doctoral program
- | Maximum of 20 participants
- | Program language is English | exams can be taken in English or German
- | Tuition fee: 6.225 Euros per semester
- | Program start in January

Setup



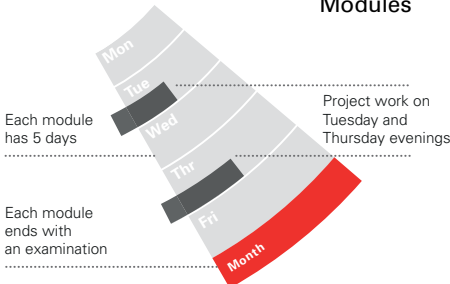
Credit Points

Modules 1–12	48 CP
Project Work	12CP
Presentations	2CP
Methods and academic writing	2CP
Master Thesis	26 CP
total	90 CP

1 CP = 25 study hours,
30% contact hours, 70% self study

- Mobility & Transport Research**
(Module 1, 5, 7, 11)
- Market Trends & Technological Innovations**
(Module 3, 4, 6, 8, 9)
- Business Model Innovation & Implementation**
(Module 2, 10, 12)

Modules



Contact & Lecturers (selection)

Your contact person:

Frauke Rogalla

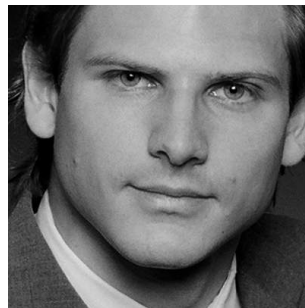
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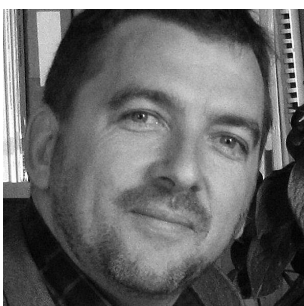
Prof Dr Georg Jochum
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