Faculty VII – Economics and Management
May 2018
TU Berlin - General Facts

Students (winter 2017/18)
Total: 35,009
Male: 23,506
Female: 11,503 (32.9%)
International: ca. 22%

Staff (march 2017)
Total: 8,389
Professors: 545*
Researchers: 2,718
Students: 2,625

Funding
Public: 321 Million € (2017)
External: 168 Million € (2016)

* incl. visiting, extraordinary and honory prof.

Faculties of TU Berlin

I Humanities
II Mathematics and Natural Sciences
III Process Sciences
IV Electrical Engineering and Computer Sciences
V Mechanical Engineering and Transport Systems
VI Planning – Building – Environment

VII Economics and Management
3,500 in students (of which 75% are industrial engineers)

Related Institutes:
- Economics and Law
- Business Administration
- Technology & Management
TU Berlin - Research and Education

TU Berlin’s Key Application Areas

- Knowledge and Communication Systems
- Human Health
- Materials, Design and Manufacturing
- Infrastructure and Mobility
- Cyber-Physical Systems
- Energy Systems and Sustainable Resource Management

Technology-oriented business and economic science at Faculty VII

Strengths
- Networking with industry
- Integration of practitioners in research and education
- High demand for study programs
- High external funding
- High dissertation rate per professor
- High graduation rates
- Successful further education
- Strong international focus
Faculty VII – Economics and Management

**Vision**

- Being one of the leading management and economics faculties within **TU9** and best international universities of technology
- Research and education activities that address essential social challenges
- Integration of engineering, economics and management science

**Orientation**

- High quality research: Interdisciplinary orientation based on disciplinary excellence
- Fundamental and Applied Research, Theory Building and Practice Orientation
- Decision Guidance
- Sustainability and Efficiency Orientation
- Technology Impact Scenarios

**TU9 - Excellence in Engineering and the Natural Sciences - Made in Germany**

TU9 is the alliance of leading institutes of technology in Germany

Approach: world leading conferences, top ranked publications, innovative research projects, real life implementation, strong scientific guidelines
Faculty VII - Orientation

- High quality research: Interdisciplinary orientation based on disciplinary excellence
- Fundamental and Applied Research, Theory Building and Practice Orientation
- Decision Guidance
- Sustainability and Efficiency Orientation
- Technology Impact Scenarios

- The integrative view of technology, management, people and the social and ecological environment characterizes the faculty’s high quality research and teaching profile
- Making products, services and innovations available to society
- Cooperation with industry enriches the faculty with practical questions and offers the opportunity to develop and to test practical concepts
- Participation of invited practitioners in education for organizational insight
- Creating and communicating knowledge about decision-making
- Examination of people’s behavior on markets: how they react to incentive mechanisms and what expectations they form about the strategic behavior of other market participants
- Clear interdisciplinary sustainability orientation of our thinking and action. In this sense, the faculty educate students to responsible personalities and research on solutions that are socially, ecologically and financially sustainable
- Faculty VII has developed a distinctive technical orientation as part of one of the leading technical universities in Europe. The expertise at the intersection between technological and economic principles is a clear differentiator against classical economic science faculties
# Faculty VII - Core Areas in Research and Education

<table>
<thead>
<tr>
<th>Core Areas</th>
<th>Area Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategy, Markets and Consumers</td>
<td>Sustainable and Strategic Management, Corporate Governance, Capital Markets, and Behavioral and Consumer Research</td>
</tr>
<tr>
<td>Health Economics and Technology</td>
<td>Health Economics and Policy, Patient-centered Research, and Health Technology Assessment</td>
</tr>
<tr>
<td>Infrastructure and Mobility</td>
<td>Infrastructure Networks, Infrastructure Policy, Smart Grids, and Information Networks</td>
</tr>
<tr>
<td>Logistics, Supply-Chain- and Information</td>
<td>International Logistics and Production Networks, Management and utilization of Technologies, and Mobility Logistics</td>
</tr>
<tr>
<td>Management</td>
<td>Low Carbon Technologies, Electric-Mobility, Energy and Climate Policy, and Management of limited Resources</td>
</tr>
</tbody>
</table>
Faculty VII - Professorships within the Core Areas

Three Institutes

Institute for Technology and Management (ITM)

Strategy, Markets and Consumers

Strategy, Markets and Consumers

Strategy, Markets and Consumers


Entrepreneurship, Innovation and Technology

Entrepreneurship and Innovation Management, Finance and Investment, Marketing, Technology and Innovation Management, Law of Business and Technology, and Innovation Economics

Health Economics and Technology

Health Economics and Technology, Heath Care Management, Public and Health Economics, Quality Management in Health Care, Patient-centered Research and Quality Management in ambulant Health Care

Infrastructure and Mobility

Infrastructure Policy, Infrastructure Economics and Policy

Logistics, Supply-Chain- and Information Mgmt

Operations Management, Logistics, Information and Communication Management

Energy and Resources


Institute for Business Administration (IBWL)

Institute for Economics and Law (IVWR)

TU General

Study Programs

International Relations

Collaboration

Further Education
Faculty VII - Vision

- Being one of the leading management and economics faculties within TU-9 and best international universities of technology
- Research and education activities that address essential social challenges
- Integration of engineering, economics and management science
# Faculty VII

### Institute for Technology and Management (ITM)
- **7 permanent chairs**
  - Energy and Resource Management (Müller-Kirchenbauer)
  - Entrepreneurship & Innovationsmanagement (Kratzer)
  - Information and Communication Management (Zarnekow)
  - Logistics (Straube)
  - Health Care Management (Busse)
  - Strategic Leadership and Global Management (zu Knyphausen-Aufseß)
  - Technology and Innovation Management (Salomo)

### Institute for Business Administration (IBWL)
- **5 permanent chairs**
  - Controlling and Accounting (Lachmann)
  - Finance (Hirth)
  - Marketing (Talke)
  - Organization and Management (von Werder)
  - Operations Management (Volling)

### Institute for Economics and Law (IVWR)
- **7 permanent chairs**
  - Public and Health Economics (Runkel)
  - Macroeconomics (Heinemann)
  - Microeconomics (Ivanova-Stenzel)
  - Econometrics and Statistics (Werwatz)
  - Environmental and Economic Policy (Meran)
  - Economic and Infrastructure Policy (von Hirschhausen)
  - Business, company and technology law (Ensthaler)
... Junior, Honorary, Endowed and Invited Professorships, Lecturers and Emeriti

<table>
<thead>
<tr>
<th>Institute for Technology and Management (ITM)</th>
<th>Institute for Business Administration (IBWL)</th>
<th>Institute for Economics and Law (IVWR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust in digital services (Teubner-JP)</td>
<td>Sustainability Accounting and Management Control (Bastini - JP)</td>
<td>Business, company and technology law (Haase - L)</td>
</tr>
<tr>
<td>Innovation Economics (Blind – EP)</td>
<td>Strategic Controlling (Krystek – HP)</td>
<td>Statistics and econometrics (Cullmann - L)</td>
</tr>
<tr>
<td>Retail Logistics (Prümper - HP)</td>
<td></td>
<td>Digital Currencies/Cryptocurrencies (TBD – JP)</td>
</tr>
<tr>
<td>Production Logistics (Klinkner - HP)</td>
<td></td>
<td>Energy and climate policy (Neuhoff - EP)</td>
</tr>
<tr>
<td>Transport Logistics (Jürgens -HP)</td>
<td></td>
<td>Experimental Economic Research (Kübler – EP)</td>
</tr>
<tr>
<td>Corporate Strategy (Pidun -HP)</td>
<td></td>
<td>Economics of the Pharmaceutical Industry (Häussler - HP)</td>
</tr>
<tr>
<td>Projekt Management (Schott - HP)</td>
<td></td>
<td>Public Finance and Economic Policy (Kerber – apl. P)</td>
</tr>
<tr>
<td>Life Science Entrepreneurship (Festel – HP)</td>
<td></td>
<td>Economics (Baake – apl. P)</td>
</tr>
<tr>
<td>Organizational Development and Intercultural Management in Public Health (Berthoin Antal - HP)</td>
<td></td>
<td>Monetary Policy (Bindseil - HP)</td>
</tr>
</tbody>
</table>

emergit professors

- Prof. Dr. Horst Baumann
- Prof. Dr.-Ing. Helmut Baumgarten
- Prof. Dr. Diether Gebert
- Prof. Dr. Hans Georg Gemünden
- Prof. Dr. Hans-Otto Günther
- Prof. Dr. Christof Helberger
- Prof. Dr. Klaus-Dirk Henke
- Prof. Dr. Axel Hunscha
- Prof. Dr. Jürgen Kromphardt
- Prof. Dr. Eberhard Kuhlmann
- Prof. Dr. Hans Lechner
- Prof. Dr. Christian Rasenack
- Prof. Dr. Volker Trommsdorff
- Prof. Dr. Gernot Weißhuhn
- Prof. Dr. Eckart Zwicker
Faculty VII - Facts and Figures

Dean’s Office – Faculty VII - Economics and Management

Dean: Prof. Dr. Frank Straube
Vice Dean: Prof. Dr. Rüdiger Zarnekow
Vice Dean for Research and International Relations: Prof. Dr. Jan Kratzer
Dean of Studies: Prof. Dr. Georg Meran

- Service for study programs Business Informatics and Business Mathematics
- 19 permanent professorships, 5 junior professorships, 10 honorary professorships, 7 further professorships
- Approx. 45 dissertations p.a., 100 research assistants, 15 postdocs, 3 lecturers
- External funding: 6-8 Million € p.a. (approx. 4-5% from total TUB Budget of external funds)

<table>
<thead>
<tr>
<th>Study programs</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Engineering and Management</td>
<td>2588</td>
</tr>
<tr>
<td>Economics (Bachelor)</td>
<td>381</td>
</tr>
<tr>
<td>Industrial and Network Economics (Master)</td>
<td>151</td>
</tr>
<tr>
<td>Innovation Management, Entrepreneurship and Sustainability (Dual Degree)</td>
<td>155</td>
</tr>
<tr>
<td>Sustainable Management (Bachelor)</td>
<td>226</td>
</tr>
<tr>
<td>Interdisciplinary studies for students from other faculties I-VI (FÜS)</td>
<td>(400)</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Ca. 3500 (+400)</td>
</tr>
</tbody>
</table>
Study Programs - Industrial Engineering and Management

- Interdisciplinary study program combining engineering and management skills
- Germany's first study program in Industrial Engineering and Management, started in October 1926. It has since been copied successfully many times at more than 150 universities and colleges in Germany alone.
- Today’s most important study program at TU Berlin with about 3,000 students
- Joint Commission Industrial Engineering and Management (GKWi) is managing the study program

TU Berlin’s biggest study program
Broad range of nine modern engineering majors within the program with a wide selection of compulsory-electives to build a specific profile

- Civil Engineering
- Information and Communication Systems
- Chemistry and Process Engineering
- Logistics
- Electrical Engineering
- Mechanical Engineering
- Energy and Resources
- Transportation Engineering
- Healthcare Technology
Industrial engineers can be found in almost every business sectors

- Especially in project management, sales, controlling, management as well as transport and logistics
- Industrial engineers hold positions requiring technological know-how, business analytics skills and strategical thinking

http://www.gkwi.tu-berlin.de
## Industrial Engineering and Management - Future Education Requirements

<table>
<thead>
<tr>
<th>Big Data (analytics of market trends, social influences, etc.)</th>
<th>Technology and management in digital business models</th>
<th>Socio-economical, legal assessment of technological systems</th>
<th>Influence of political and economical development scenarios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding of increasing interdisciplinary interactions (T-shaped)</td>
<td>Successful, leadership recognizing intercultural and diversity aspects</td>
<td>Management of speed, volatility, complexity and dynamics</td>
<td>Multi-criteria technology assessment for economy and society</td>
</tr>
<tr>
<td>Marketing Analytics (Profiling, Path to Purchase, Behavioral Pricing, Retail Analytics, etc.)</td>
<td>International networks (Technologies-markets-people)</td>
<td>Sustainability orientation, product lifecycle view (closed loop)</td>
<td>No solely product focus, but system and solution orientation for usefulness</td>
</tr>
<tr>
<td>Agile innovations, individualization of products, co-creation, etc.</td>
<td>Industrial engineer 2025</td>
<td>Holistic, systemic management</td>
<td></td>
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</tbody>
</table>

- **Industrial engineer 2025**: No solely product focus, but system and solution orientation for usefulness.
The aim of "Sustainable Management" is to consistently focus on a company's management orientation towards the changing needs of a global society and its interaction with its various environments.

We teach methodological, management principles and deal with the economic conditions of sustainable corporate management

http://www.nama.tu-berlin.de
Study Programs - Economics (B.Sc.) / Industrial and Network Economics (MINE) (M.Sc)

- The MINE master is a two-year English-medium program dealing with the economic analysis of network industries and infrastructure management.
- Theoretical training (e.g., industrial organization, contract theory, regulation theory), on quantitative, experimental and empirical research as well as on applied economic analysis from a policy perspective.
- Legal modules (e.g. competition law, regulation law, public procurement law).
- Techno-economic components with respect to specific sectors (e.g. transportation, energy, telecommunication).

https://www.mine.tu-berlin.de
https://www.economics.tu-berlin.de
Study Programs - Innovation Management, Entrepreneurship and Sustainability (IMES)

- **two-years management master** program held in English focusing on future-oriented topics: Innovation, Entrepreneurship, Sustainability
- Students are **well selected** from hundreds of applications from all over the world
- **International focus**: students stay at least one semester at a foreign university
- Rich choice of **dual degree opportunities** with renowned partners from The Netherlands, Norway (tbc), Poland and Russia

Established reputation and well-proven quality:

- **No 1. entrepreneurship master in Germany** according to Eduniversal Master in Entrepreneurship Ranking (No 42 worldwide)
- **top-ranked in Germany** according to Centrum für Hochschulentwicklung
- **DAAD funded** dual degree program with Warsaw School of Economics
- Excellent **employment perspectives** of graduates

- [https://www.imes.tu-berlin.de](https://www.imes.tu-berlin.de)
Faculty VII -
Strong International Focus of Education and Research

EDUCATION
TU Berlin cooperates with more than 200 universities. As a part of this cooperation various exchange agreements exist in order to simplify students’ studies abroad

- More than **37 Erasmus programs** all over Europe
- **Summer Schools** at Tongji University, Shanghai (3 weeks) and Climate-KIC national centres (5 weeks)
- **Alliance4Tech European Campus**: Creation of a real European Campus

<table>
<thead>
<tr>
<th>Country</th>
<th>Dual Degree Programs with</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>Tongji-Universität Shanghai</td>
</tr>
<tr>
<td>France</td>
<td>ESCT - Toulouse Business School</td>
</tr>
<tr>
<td></td>
<td>ECP - Ecole Centrale Paris</td>
</tr>
<tr>
<td>Korea</td>
<td>KAIST – Korea Advanced Institute of Science &amp; Technology</td>
</tr>
<tr>
<td>Netherlands</td>
<td>University of Twente, Enschede</td>
</tr>
<tr>
<td>Poland</td>
<td>SGH - School of Economics Warsaw</td>
</tr>
<tr>
<td>Russia</td>
<td>St. Petersburg State Polytechnic University</td>
</tr>
<tr>
<td></td>
<td>HSE - University Moscow</td>
</tr>
</tbody>
</table>

RESEARCH
- Strong international networking (demonstrated by EU funding)
- Dual Doctorate Program with Tongji University
- Exchange of scientists (Alexander von Humboldt Stiftung funding)
Further Examples for International Partnerships

- Massachusetts Institute of Technology (MIT)
  Boston, USA
- University of Michigan
  Ann Arbor, USA
- Stanford University
  California, USA
- University of California
  Berkeley, USA
- University of California
  Zaragoza
- Universidad de Zaragoza
- Politecnico di Torino
- Politecnico di Milano
- Universidad Tecnica Federico Santa Maria
  Valparaiso, Chile
- Universidad de Sao Paulo
- Instituto de Automatica
  Universidade de Sao Paulo
- Universidad National de San Juan
  Argentina
- Eindhoven University of Technology
- Manchester University
- University of Leuven
- University of Gent
- Universita di Pisa
- Institute of Technology
  New Dehli, Indien
- Tongji University
  Shanghai
- Institute of Technology
  Bandung, Indonesien
- University of New South Wales
- Technical University of Denmark
- Linköping University
- Stockholm University
- Chinese Academy of Science
  Beijing
- Tokyo Institute of Technology
- Seoul National University
  Pusan Nat. University
- KAIST
- Tongji University, Shanghai
- Hong Kong University of Science and Technology
- Jiao Tong University
- Shanghai
- Technion - Haifa
- Technical University of Denmark
- Linköping University
- Stockholm University
- Chinese Academy of Science
  Beijing
- Tokyo Institute of Technology
- Seoul National University
  Pusan Nat. University
- KAIST
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- Seoul National University
  Pusan Nat. University
- KAIST
- Tongji University, Shanghai
- Hong Kong University of Science and Technology
- Jiao Tong University
- Shanghai
Award Examples

German High Tech Champions Award 2014 for the research project „eMobility- Smart e-User“ in "Urban Distribution“.

- The aim of the „Smart e-User“ project is to evaluate and implement the utilization of battery electric vehicles (up to 3.5 t) in commercial transportation in the city logistics of Berlin. Hence, to identify new approaches in urban distribution (passenger and freight).

- The award ceremony took place in the German Embassy in Paris.

University Award for freight transport and logistics 2014 by the German Federal Ministry of Transport and Digital Infrastructure

- The Logistics department has been distinguished for its excellence in teaching and research regarding intermodal transport and logistics for over 35 years.
Collaborative Research Projects

**Institute for Technology and Management (ITM)**
- Berlin School of Public Health
- Center of Knowledge Interchange
- Manufacturing Excellence Network
- WHO Collaborating Centre for Health Systems Research and Management
- Digital Navigator for German-Chinese Logistics Networks
- Health economic center (BerlinHECOR)

**Institute for Business Administration (IBWL)**
- Berlin Finance Network (BFN) and Berlin Accounting Research Group
- Berlin Center of Corporate Governance (BCCG)

**Institute for Economics and Law (IVWR)**
- Berlin Doctoral Program in Economics and Management Science (BDPEMS)
- SFB TRR 190 „Rationality and Competition"
- Berlin Center of Consumer Policy (BCCP)
- WZB-TU Lab
Cooperation with Companies
Example: Siemens Center of Knowledge Interchange

CKI – Innovation
- Transparency of potentials and demand
- Initiation of joint research and development projects
- Ideas competition
- Workshops
- Projects (e.g. design thinking)

CKI
Center of Knowledge Interchange

CKI – Talent
- Gain practical experiences & insights
- Short & long term recruiting
- Conference, seminars, excursions and workshops

Coordination of CKI activities to ensure alignment between Siemens and TU Berlin

Global network: continuous management and strategic extension

Communication: public relations, internet homepage, image & information materials

www.cki.tu-berlin.de
TU Berlin participates in two of the three "Knowledge and Innovation Communities" (KICs) established in December 2009 by the European Institute for Innovation and Technology (EIT), each of which had been awarded funding of more than EURO 100 million respectively. Thus, the TU Berlin is one of the most successful universities in this Europe-wide competition.

Climate-KIC
The Climate-KIC was designated as a Knowledge and Innovation Community by the EIT’s Governing Board on the 16 December 2009 in Budapest. The priority area which this KIC addresses is climate change mitigation and adaptation.

EIT ICT Labs
The EIT ICT Labs KIC was designated as a Knowledge and Innovation Community by the EIT's Governing Board on the 16 December 2009 in Budapest. The priority area which this KIC addresses is future information and communication society.
The aim is to foster innovative, cutting-edge interdisciplinary research, and to provide outstanding training for talented young scholars.

Inter-university nucleus for research on the digitalization of our society

38.5 million € are being invested in around 50 new IT professorships

Further Education

Post-graduate Course in European Sciences

Master of Science-Communication and Marketing

Blended-Learning-Course Health Technology Assessment (HTA-Online)

- Health Technology Assessment is a form of policy-informing research which is employed increasingly to inform evidence-based decision-making in health care.

- The primary aim of this course is to provide an insight into the basic concepts and methods in HTA production and utilization as well as its application within the German health care system.

- Participants are subsequently trained in the main steps of conducting an assessment.

The course has the goal to prepare highly qualified university graduates for leadership positions in Europe-relevant areas on a national and international level.

This is achieved with a one year, chargeable, interdisciplinary course spanning one academic year.

8 modules
- Science Systems
- Communication management for science and research
- Science journalism
- Acquisition
- Project management
- Marketing
- Public Affairs in Science and research
- Scientific events
- Master Thesis

Health Technology Assessment (HTA)

HTAonline

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Further Education at the EUREF Campus

- MBA Energy Management
- MBL European and International Energy Law
- MBA Building Sustainability and
- MBA Sustainable Mobility Management (new in WS 2017/2018)
Contact

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Faculty Economics & Management

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Oliver Rost
Soeren Kurth
Michael Goldberg

Joint Commission Industrial Engineering and Management GKWi
Secretary H 35
Jens Weibezahn
Gabriele Rahman

Website Faculty VII: http://www.tu-berlin.de/?id=2686