



## Management

This Master Research Unit (MRU) is based in the research unit Management and Building Processes of the Bern University of Applied Sciences Architecture, Wood and Civil Engineering in Biel, Switzerland and the area of logistics and management in the Faculty of Wood Engineering at the University of Applied Sciences in Rosenheim, Germany. Close cooperations exist with the Faculties for Economics and Business Administration from the University of Applied Sciences Rosenheim.

The MRU analyses target markets, customer requirements and branch business structures of the timber and building industry. Based on these analyses instruments and procedures are developed that strengthen market presence, innovation level and profitability of businesses involved in building and wood technology. Additionally, this MRU investigates planning, building and consumer processes of properties in the context of the entire cycle of use and investment and explores procedures to optimise the planning of production and business processes in buildings. The main focus will be on controlling processes in open systems with advanced methods such as simulation and 4D-technology which can only partially be influenced.

### Course contents

The studies are practically focused and are individually structured depending on your aims and interests. You will acquire an in-depth knowledge of business administration, technical distribution and process management. Furthermore, you will be able to plan, evaluate and optimise procedures within businesses. During your studies you will be working independently on case studies in cooperation with the professors of the Faculty of Wood Engineering and the staff of the research unit Management and Building Processes in Biel, Switzerland.





Within the Management MRU you will be able to develop your knowledge in one or several of the following skill sets:

### **Business Planning**

Production sites and production procedures have to be organised and arranged in a way that success rates are evident, controllable and feasible. Monitoring the productivity of a business must be effective as well as feasible. In the entire planning phase, marketing of the product must not be underestimated since this is vital to the success of the business (i.e. its profits) right from the start. Other areas, such as business organisation and human resource management also contribute to the planning and restructuring of businesses.

As a specialist in Business Planning you are able to analyse businesses from the top down as well as bottom up. You can identify weaknesses of processes and business structures and optimize them. You will have all the prerequisites needed for working in the area of business consulting.

### **Technical Distribution**

The sale of industrial goods is often called technical distribution. Next to business administrative skills, it also requires a high degree of technical expertise. Distribution places demands, on the one hand, on the organisation of the distribution, on the other hand on the sales representatives. For both factors to work together, the sales representatives have to convince the consumer of new innovative products even though the introductory price may appear initially high and the acceptance by the market may be low. The initial sales conversation thus becomes a layered process which can extend over weeks or months.

As a specialist in Technical Distribution, your home turf will be technology and business administration. Knowledge of distribution channels and sales management, controlling distribution systems including customer relationship management and key account management will enable you to meet the demands of the role of a distributor now and in the future.

### **Logistics**

Because of globalisation and the tendency to have longer distribution chains, businesses are being forced to develop innovative solutions to the problems of supply chain management, which means much more than the mere distribution of goods by lorry or the like. The current reduction of production depth of produced goods leads to rising demands on logistics. Therefore, engineers with the required competences are needed. The main focus is on the area of e-business which is a vital tool to deliver the correct quantity of goods, of the required quality, at the right price and time, to the right place.

As a specialist in Logistics you will lead the product specific planning of logistics concepts including the link to existing ERP systems. On the basis of comprehensive analysis of the current status, you will be able to suggest solutions for optimising existing logistics systems. In this way, you will identify weaknesses and existing potential and develop innovative solutions for the work environment.

### **Contact**

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