

Value Chain Management



„Competitive advantage stems from discrete activities a firm performs in designing, producing, marketing, delivery, and supporting its product. The value chain disaggregates a firm into its strategically relevant activities.“

Michael Porter, Professor for Economics at Harvard Business School and Leader of the Institute for Strategy and Competitiveness, Competitive Advantage 1985.



**CHEMNITZ UNIVERSITY
OF TECHNOLOGY**



► What is Value Chain Management all about?

The opening up of markets and the technical progress lead to continuous increase of competition in the markets. To ensure the enterprise's success it is necessary to strengthen its competitive position and to improve its value chain. Synergy potentials need to be determined and exploited to create added value for the customers. Value Chain Management looks at the route taken by a product from the supplier to the producer and to the end-user. In doing so cost savings and performance improvements become possible. Value Chain Management focuses on creating competitive advantages and strengthening all strategically relevant corporate activities. A prerequisite therefore is extensive knowledge in marketing, production, corporate accounting and business information systems as well as in important neighbouring disciplines.

► Career Opportunities

Due to the practice-oriented education, the graduates gain the ability to work in national and international enterprises, agencies and nonprofit organisations in various areas, for example:

- Marketing, Communications and Market Research
- Controlling (in particular production, logistics and marketing controlling)
- Production Management
- Logistics and Supply Chain Management
- Procurement Management
- Task Management
- Information Management (especially in the areas of marketing, production/logistics, controlling)

The Master's program goes beyond the scope of specialised knowledge by imparting key competencies for consulting and management activities. With regard to its interdisciplinary character, the graduates are well prepared for cross-company and cross-functional projects as well as for interface management between marketing, production, controlling and business information systems.



„The value chain is the source of corporate success. It requires systematic coordination of networks. Well-grounded knowledge in Business Administration and Business Information Systems is necessary to plan, manage and control value chains successfully. The Master's program Value Chain Management meets these requirements and is unique among Germany's universities.“

Peter Gluchowski, Department of Business Information Systems at Chemnitz University of Technology



► Course of Studies

Basic Module

1st - 2nd semester

- Basics of Value Chain Management
 - Operations Research
 - Basics of Management Accounting and Controlling
 - Marketing Instruments II
 - Components and Architectures of Analytical Information Systems (AIS)

Additional Module

1st - 3rd semester

This module (elective module) allows students to pursue a specific educational profile and to gain insights into important neighbouring disciplines by the free choice of an extensive range of courses of the Faculty of Economics.

Advanced Modules

1st - 3rd semester

From the following advanced modules, students have to select two modules and accordingly define their major fields of study:

- Supply Chain Management
- Management Accounting and Controlling
- Marketing

Module Case study / Seminar

3rd semester

Module Master's Thesis

4th semester

► General Information

Requirements of admission: Bachelor's degree in 'Management and Economics' (B.Sc.), in 'Business Information Systems' (B.Sc.) or in 'Industrial Engineering and Management' (B.Sc.)

Regular period of study: 4 semesters

Degree: Master of Science (M. Sc.)

Start of program: Usually in the winter term

► Application

German students: The application can be submitted by using the following link:
www.tu-chemnitz.de/studienbewerbung.

International students: Please use www.uni-assist.com for your application.

Further information:

Technische Universität Chemnitz

Registrar's office

Straße der Nationen 62, room 043

09111 Chemnitz

☎ +49 371 531-33333

✉ studentensekretariat@tu-chemnitz.de

www.tu-chemnitz.de

► Specialised course guidance

You may find an overview over all specialised course advisors here

www.tu-chemnitz.de/studienberater

► Student Advisory Service

Technische Universität Chemnitz

Student Advisory Service

Straße der Nationen 62, room 046

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