Module/Course Description/Syllabus

Module:	IMA_5.4.2			
Module courses:	Mobility Services and Fleet Management			
Course Title:	Mobility Services and Fleet Management			
Recommended alternative module or courses:				
Course of studies:	Information Management Automotive			
HISinOne Code:	2182302			
Study Cycle:	◉ first	○ second	○ third	○ short
Frequency:	○ winter term	○ summer term	◉ each semester	
Language competence Level: ☒				
Responsible for the Module/Course:	Prof. Dr. Joerg-Oliver Vogt			
Lecturer/s:	Prof. Dr. Joerg-Oliver Vogt with some guest presentations			
Type of course:	◉ optional	○ compulsory		
Mode of delivery:	Written examination 90 Min.			
Language of Instruction:	◉ English	○ German	**Level of course:**	5th semester
Teaching Methods:	Lectures		**Volume:**	hours per semester week: 04
	Seminaristic workshops			
	Case studies			

Work parameters:	**Contact hours in lecture form**	**Excercises (hours)**	**Self-studies (hours)**	**All together (hours)**
	60		90	
			ECTS-Credits:	05
Number of Participants:	20		**Length of programme:**	1 semester
Use for other studies:	Service Management			

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Prerequisites:	Basic knowledge of economics / business, deep interest in mobility and transportation For IMA students "Betriebswirtschaftliche Grundlagen", "Einführung in die Automobilbranche", Services in Automotive After-sales and service management Logistics Process Management
Learning outcomes:	By the end of this module, students should: • to explain the importance of (new) mobility services for the automotive industry • to give a structure and an overview of existing ser-vices • to describe and classify mobility services with an ade-quate method • to analyse business models based on mobility ser-vices • to describe the main functions of a classic fleet man-agement • to support a make or buy decision in fleet manage-ment • to evaluate fleet management software • Know the requirements of vehicle fleets and be able to identify them in specific cases • Know the requirements for fleet formation and be able to apply selection methods for fleet vehicles in specific cases • Know and be able to calculate key performance indi-cators for operative control of vehicle fleets, and be able to apply methods for establishing fleet manage-ment accounting cockpits • Be familiar with the future challenges for fleet man-agement and be able to apply methods for developing fleet strategies
Content:	• Mobility services and connected vehicles • Business models for mobility services • Fleet-based mobility services / fleet management o Business customers as a target group / requirements o Types of fleet (sectors) o Use cases (sales agents, service personnel and com-pany cars) o Vehicle types (passenger car, truck, motorcycle, LCV) o Business processes of fleet customers: an overview o Fleet planning o Business models: purchase or leasing o Vehicle selection (criteria, TCO) o Planning flexibility (agreements on time periods and re-turn) o Fleet management accounting o Operative control of the fleet (cost optimisation, route optimisation o Maintenance and service o Telematics solutions / connected vehicles o Insurance and claims management (can also be dis-cussed under TCO) o Return / residual values (can also be discussed under vehicle selection) o Fleet reporting o Fleet management systems o Trends / future of fleet management o Electric fleets o Driverless fleets o Shared economy / car sharing in the fleet business o More flexible use / mobility budget

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Examination Regulations:	90 Minutes written exam at end of Semester (preparational lecture offered before exam)
Assessment methods/ components:	Written examination at end of semester, examining -knowledge on content from lectures/scriptum -ability to explain contents from lectures/scriptum -Ability to apply learned methods to new cases/questions
Assessment criteria:	Based on grading system: 1 - Outstanding performance 2 - Distinctive, good performance 3 - Satisfactory performance 4 - Sufficient performance to pass 5 - Fail
Planned learning activities and teaching methods:	Lecture based on scriptum, literature reading
	Case studies
	Workshops
	Partially guest lectures from best practice companies

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Required reading and other learning resources/tools:	Moodle eLearning system where resources are stored
	Scriptum
	Handouts
	Case study material
	Fleet Management literature
Recommended reading and other learning resources/ tools:	The Mobility Revolution: Zero Emissions, Zero Accidents, Zero Ownership (English Edition) Lukas Neckermann (Au-tor). Matador, 2015
	The Mobility Revolution in the Automotive Industry: How not to miss the digital turnpike (Englisch) Gebundene Ausgabe – 4. Dezember 2015, Sebastian Wedeniwski (Autor), Springer 2
	Kosten sparen durch innovatives Fuhrparkmanagement Michael Rieger (Hrsg.), Auto Business Verlag, 2003.
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