

„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)

## What characterizes the Master's degree programme Value Chain Management?

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.

„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 degree programme Value Chain Management meets these requirements and is unique among Germany's universities.“ (Prof. Dr. Peter Gluchowski, Department of Business Information Systems at Chemnitz University of Technology)

## Degree Structure

### Basic Modules (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)

#### *Elective modules: Business, Law and Politics*

Choose from a wide field of elective courses, e.g.:

- Group Accounts
- Competitive Economy
- Management of Social Processes



- Businessplanning and Management of Foundations
- Basics of Personal Management and Leadership Studies
- Marketing Instruments
- Industrial Law
- Competition Law
- B2B-Marketing
- Project Management

### **Advanced Modules (1st – 3rd semester)**

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

- Supply Chain Management
- Management Accounting and Controlling
- Marketing

### **Module Case study / Seminar (during courses in 3rd semester)**

### **Module Master Thesis (4th semester)**

## **Career Opportunities**

Due to the practice-oriented education, the graduates gain the ability to work in national and international enterprises, agencies and non-profit 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)



TECHNISCHE UNIVERSITÄT  
IN DER KULTURHAUPTSTADT EUROPAS  
CHEMNITZ

## General information

Faculty of Economics and Business Administration

Admission requirements: in general vocationally-qualifying university bachelor's degree in Business Administration, Computer Science for Business Administration, Business Administration & Engineering or equivalent degree programme with regard to content

Standard period of study: 4 semesters

Degree: Master of Science (M.Sc.)

Start of the degree programme: usually in the winter semester

Language of tuition: German

## Further information

### Studying in Chemnitz

[www.study-in-chemnitz.com](http://www.study-in-chemnitz.com)

### Online application

[www.tu-chemnitz.de/studienbewerbung](http://www.tu-chemnitz.de/studienbewerbung)

### FAQ - Frequently Asked Questions

[www.tu-chemnitz.de/studierendenservice/faq.php.en](http://www.tu-chemnitz.de/studierendenservice/faq.php.en)

### Student Service Point

Straße der Nationen 62, room A10.043

+49 371 531-12125

[admission@tu-chemnitz.de](mailto:admission@tu-chemnitz.de)

### Central Course Guidance Service

Straße der Nationen 62, room A10.046

+49 371 531-55555

[studienberatung@tu-chemnitz.de](mailto:studienberatung@tu-chemnitz.de)

### Academic Course Guidance

For an overview of all academic counsellors

[www.tu-chemnitz.de/studienberater](http://www.tu-chemnitz.de/studienberater)

## **Postal address**

Technische Universität Chemnitz  
Studierendenservice und Zentrale Studienberatung  
09107 Chemnitz

For reasons of readability, the masculine gender was mostly used. However, the terms, titles and functions equally refer to all genders.

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