



FH MÜNSTER
University of Applied Sciences

MSB

FB Wirtschaft
Münster School of Business

FAE / centro
universitário

Case Study – International Distribution Logistics

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University of Applied Science, Münster

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FAE – Business Administration (University Center)), Curitiba

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FAE – Business Administration (University Center)), Curitiba



Topics

1. Presentation universities and lectures
2. Task
3. Organization
4. Start Now!

1. Presentation

MSB Münster

University

University of Applied Sciences, Münster

- evolved into one of Germany's largest and most successful universities of applied sciences
- 12 Faculties, 14.626 students, 279 professors



MSB – Münster School of Business (Faculty)

- Founded in 1971
- Guiding principle: "We build on quality"
- Focus on: Practice, Research and Knowledge Transfer, Internationality, Executive Training, Innovation, Skills Orientation and Interdisciplinary Teaching

1. Presentation

FAE Centro Universitário, Curitiba

University Center

Currently, FAE offers 18 undergraduate majors, 3 Associate Degrees, several certificates in more than 25 areas of specialization and four MBAs.

- Tradition: A 61-year experience in education
- 18 Faculties, 6.000 students, 260 professors
- Among the top 20 institutions in Brazil
- Comprehensive infrastructure and privileged location



FAE – Business Administration (Faculty)

- Founded in 1957
- Guiding principle: "Humanistic approach to teaching"
- Faculty profile: over 90% of its Professors hold masters and doctoral degrees; most are professionals working in close connections with the local companies and are knowledgeable about the global market

1. Presentation

MSB Münster

Master International Marketing & Sales

- 4 Semester full time program (Bachelor degree necessary)
- Most students with practical experience in the field of business administration
- Current course: International Value Chain Management



1. Presentation

FAE – Business Administration (Faculty)

- 8 Semester program (current students in the sixth semester)
- All students with an overall formation and practises in the Business Administration
- Current discipline: Transport and Distribution Logistics (72 hours)



1. Presentation

Lecturer – MSB Münster

Prof. Dr. Michael Dircksen

Professor for international Distribution Logistics (since Feb 2017) at the FH Muenster
Guest Professor for International Transport at University La Sabana / Bogotá

Secondary Education

- › Business Administration and Master in Logistics (FH Münster)
- › Doctoral program at the International Institute Zittau

Practical experience (selection)



Jumbo Transfer Speditions GmbH, Wettringen: Student help in the administration office and truck driver



Vaillant group, Remscheid and Julius Berger Nigeria plc, Abuja: student trainee

VuP GmbH, Münster: consultant for logistics and IT



4flow management GmbH, Berlin: senior engineer for strategic and tactical transport network planning



Contact/Profile:

<https://www.fh-muenster.de/wirtschaft/personen/lehrende/dircksen.php>

1. Presentation

Lecturer – FAE Centro Universitário

Prof. Msc. Gilson Paula Lopes de Souza

Professor for Logistic, Production Strategy and Project Management (since Feb 2011) at the Fae Centro Universitário

Secondary Education

- ▶ Degrees in Mechanical, Production and Safety Engineerings - School of Industrial Engineering (FEI) - 1979
- ▶ Doctoral program in Mechanical Engineering at the São Paulo University

Practical experience (selection)

- ▶ 36 years of work experience undertaken in large multinational companies - Renault & Nissan, Volkswagen, Ford (Autolatina), and group Simoldes - where I held the followings positions: Industrial Director, Industrial Project General Manager, Manufacturing General Manager, Quality Executive Manager, and Product Engineering Supervisor.



Contact/Profile:

<https://www.linkedin.com/in/gilson-souza-09b97410b/>

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2. Task

Company / Description of situation

As a company member you receive a new task from your boss. The company is exploring news markets in Europe and Brazil. The request is in the field of developing news products and their distribution logistics with different scenarios. In general the boss asks if the delivery from Brazil to Germany or from Germany to Brazil makes sense and which costs they have to be calculated for the distribution.

Choose 1 of the two market scenarios:

Production in Münster /GER and distribution in Brazil

Production in Curitiba /BRA and distribution in Germany



2. Task

Available products



Electric Cars



Beer



Running shoes



Christmas tree
decorations



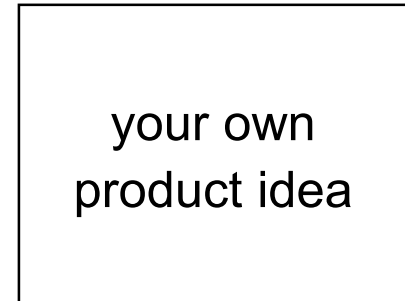
Digital Watch



Orange Juice



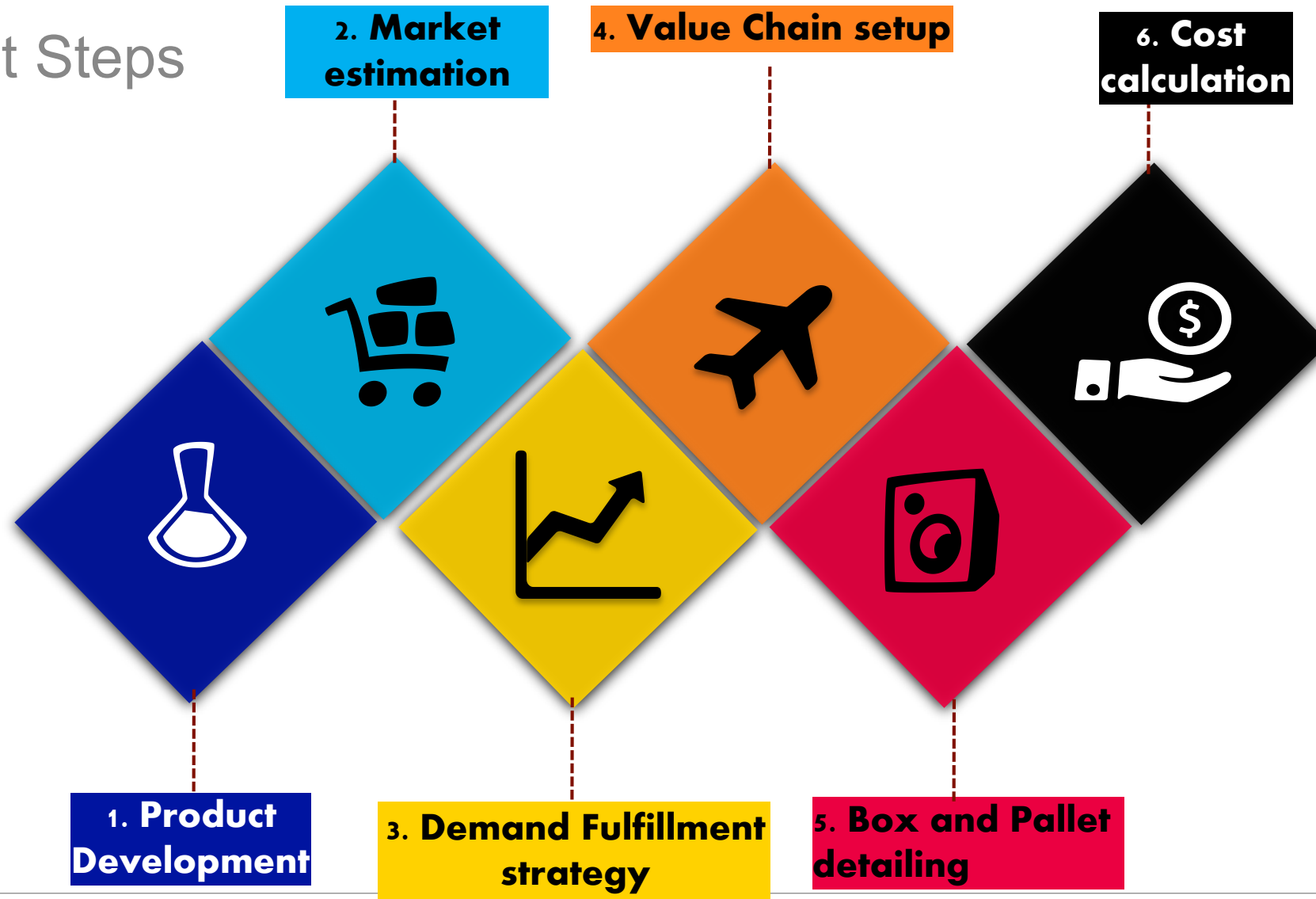
Coffee



Source picture: <https://pixabay.com>

2. Task

Development Steps



2. Task

Provided data (Logistic costs / Customs)

Type	Destination / Country	Filenames
trucking costs	Brazil	Road EU and Brazil.xlsx
trucking costs	Germany	Road EU and Brazil.xlsx
<u>Sea rates</u>	Germany to Brazil	Seafreight_LATAM-EMEA.xlsx
<u>Sea rates</u>	Brazil to Germany	Seafreight_LATAM-EMEA.xlsx
<u>Air rates</u>	Germany to Brazil	Airfreight_LATAM-EMEA.xlsx
<u>Air rates</u>	Brazil to Germany	Airfreight_LATAM-EMEA.xlsx
Warehousing costs	Germany	Warehouse Germany.xlsx
Warehousing costs	Brazil	Warehouse Brazil.xlsx
Loading costs container/truck	Germany	Warehouse Germany.xlsx
Loading costs container/truck	Brazil	Warehouse Brazil.xlsx
Customs	Import / Export Brazil	Customs Information Brazil.doc
Customs	Import / Export Germany	Customs Information EU.doc
Currency conversion	All Countries	Currency Conversion.doc
Capital Charge	All Countries [Warehouse and Transport]	Capital Charge.xlsx

2. Task

Goal / Questions of the boss

Your boss want to decide how to distribute the product:

**Describe and calculate
the marketing strategy and logistic chain
for the future [Dimensions time, costs and emissions]**

Create a short pitch (max time 5 minutes) for your boss to show the solution.

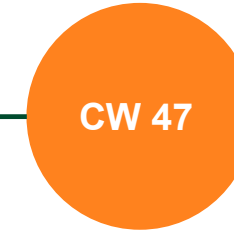
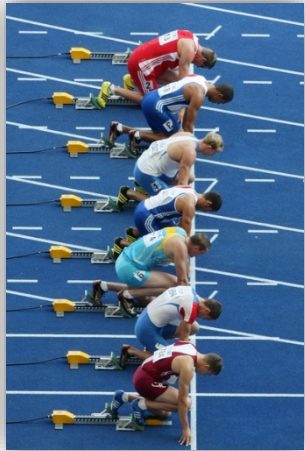
Presentation via videoconference in the final project session.

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3. Organization

Timeline



Kick off presentation
October, 29th

Teamwork
with individual
coaching by teachers

November, 18th
Upload of the short
presentation for pitch via
collaboration room

November, 19th
Presentation of results
(each group 3-5 minutes)

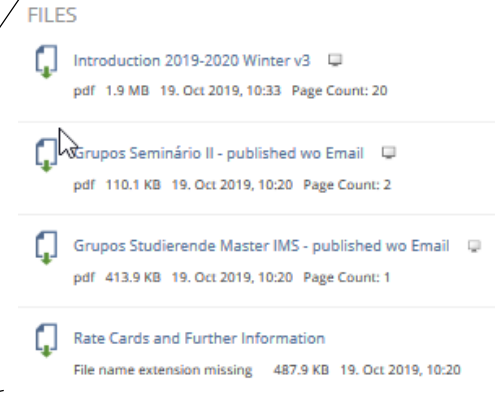
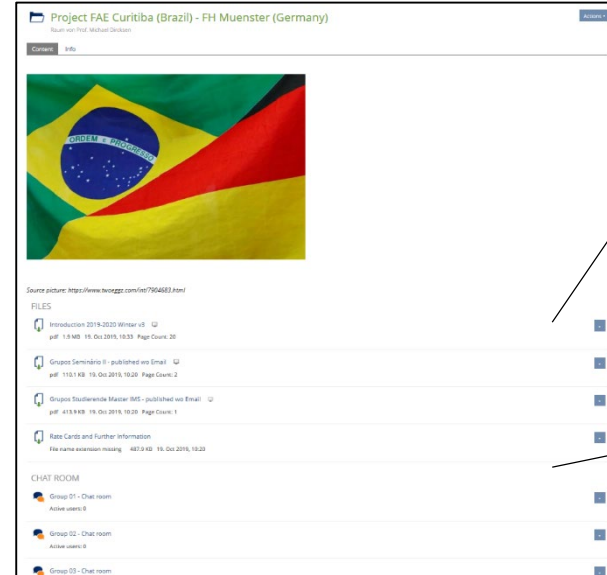
3. Organization

Teams & Plattform

- 16 teams
- Each with 3 FAE und 3 or 4 MSB students
- Collaboration necessary /way open

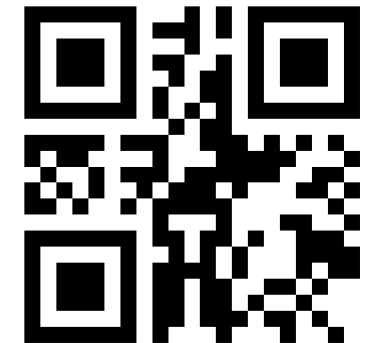


Source picture: <https://pixabay.com>



Chat Rooms
Link to Upload area (google drive)

Link: fhms.eu/BRA_GER



fhms.eu/BRA_GER

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3. Organization

Start now

1. Join Fileserver/ Platform

Link: fhms.eu/BRA_GER

2. Check group

PDF files available on server


3. Meet in chatroom with your group number


First welcome; share contacts



fhms.eu/BRA_GER

CHAT ROOM

 Group 01 - Chat room
Active users: 0

 Group 02 - Chat room
Active users: 0

 Group 03 - Chat room



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FAE
CENTRO UNIVERSITÁRIO

Thank you for your
attention!

