

Announcement of Event

07.03.2012

Kühne Logistics University (KLU) Invites Entries for Case Competition Focused on Humanitarian Logistics with a Scholarship as the Prize for the Winning Team

The Kühne Logistics University (KLU) is holding a second case competition for Bachelor's students. After last year's highly popular and successful case study this year's case is firmly focused on humanitarian logistics and is being organized with the support of a reputable international aid organization. At the end of April ambitious business studies students and graduates will be asked to cope with the logistics challenges posed by a humanitarian aid mission – using a genuine case. Strategic decisions and transfer thinking will be required of them; so will a solution-oriented approach and professional presentation. The winning team will receive a scholarship at the KLU. No previous experience in humanitarian logistics is required. The closing date for applications is April 20, 2012. For more information visit www.the-klu.org.

Bachelor's students and graduates, preferably with a knowledge of business studies, can qualify to enter the competition by solving a brief case study in humanitarian logistics. Those who submit a convincing result will be invited to the KLU for the case competition. There they will be set a realistic logistics task in the area of disaster relief for which entrants, working in teams, must draw up a meaningful strategic solution. They will present it to a jury consisting of representatives of a humanitarian organization and professors at the KLU. This is a task for lateral thinkers, strategists and people who would like to gain an insight into the vital role that logistics plays at aid organizations.

A short e-mail headed Case Competition to study@the-klu.org is all that is required. Applicants will be sent the qualifying case study. The closing date for applications is April 20, 2012. The case competition proper will probably be held on April 28, 2012 on campus at the Kühne Logistics University in Hamburg's Hafencity district (Brooktorkai 20, Fourth floor, 20457 Hamburg).

Your KLU contact is Christine Säger, 040 328707-152, study@the-klu.org.

Case Study at the KLU: April 28, 2012

About the KÜHNE LOGISTICS UNIVERSITY (THE KLU)

The Kühne Logistics University – Academic University of Logistics and Management (KLU) is an independent, state-recognized private university based in the HafenCity district of Hamburg and sponsored by the non-profit Kühne Foundation. The KLU currently offers two master's programs in global logistics and management. They are characterized by the international make-up of the student body, an optimal faculty-student ratio, and a first-class corporate network. With what will in future be over 20 professors, the KLU covers all of the relevant areas of research and teaching in the fields of logistics, supply chain management and business management. Bachelor's, EMBA and PhD programs are planned. The KLU's International Summer Schools provide excellent further education opportunities for future senior business executives. By bundling international teaching and research competence in logistics and management, the KLU is the only university of its kind in the world.

For further information about the Kühne Logistics University visit www.the-klu.org.