BUSINESS MODELS FOR A SUSTAINABLE ENERGY FUTURE

September 14 – 15, 2020
ESMT Berlin

HOW TO THRIVE THROUGH THE UPCOMING ENERGY TRANSITION?
The energy sector is undergoing a radical transformation – in Germany, in Europe, but also on a global scale. The rise of decentralized energy generation leads to a range of new players and disruptive technologies, while the shale gas boom lets us re-assess the size of our fossil reserves.

In this program, we want to shed light on the emerging new energy system from a business perspective. We are less concerned with details of regulation and technologies (although, of course, they matter and can trigger important changes), but with strategies that established players and new entrants pursue in their quest to benefit from the transition – or merely survive in the years to come.

TOPICS INCLUDE

✓ Evaluating market developments: What are the drivers of the new energy system? What new markets are being developed?
✓ Analyzing strategies and business models: What counter-strategies do incumbents follow? How do new competitors enter the markets?
✓ Selecting new business models: What trade-offs exist between different implementation and commercialization strategies of innovations?

METHODS

Business Models for a Sustainable Energy Future consists of interactive lectures, group work, case discussions, and presentations by experts and industry representatives.

WHO SHOULD ATTEND

For executives wanting to acquire new strategic skills and familiarize themselves with new business models to react to the changing emerging market. Although the course is about the energy sector, it does not require an industry background. If you are generally interested in the developments that are taking place in this industry, you are most welcome to participate and share your own expertise in strategy, innovation, and business transformation with the group and enrich the discussions!

KEY BENEFITS

Upon completing the program, participants will have acquired an in-depth view of the changes that will shape the energy sector in the future. Participants will have enhanced their skills regarding several learning objectives of the program, particularly with respect to identifying critical information and issues in complex situations and offering new solutions to complex problems. With cases and expert talks, the course also aims at helping to understand and exploiting the potential of technology for innovation and growth, including showing an understanding of the importance of technology in delivering a more sustainable future for business, and being innovative in developing business solutions.

This program will be conducted together with ESMT EMBA students.
CHRISTOPH BURGER (PROGRAM DIRECTOR)
is a senior lecturer at ESMT Berlin. Before joining in 2003, he worked five years in industry at Otto Versand and as vice president at the Bertelsmann Buch AG, five years at consulting practice Arthur D. Little, and five years as independent consultant focusing on private equity financing of SMEs. His research focus is in innovation / blockchain, decision making and energy markets. Christoph studied business administration at the University of Saarbrücken (Germany) and the University of St. Gallen (Switzerland) and economics at the University of Michigan, Ann Arbor (USA).

JENS WEINMANN
is a program director at ESMT Berlin. Previously he was a project manager of Market Model Electric Mobility, a research project financed by the German environmental ministry (BMU). From 2007 to 2009, he worked as a manager at the economic consultancy ESMT Competition Analysis. Jens’ research focus lies in the analysis of decision making in regulation, competition policy, and innovation, with a special interest in energy and transport. His academic experience includes fellowships at the Kennedy School of Government at Harvard University, the Florence School of Regulation, and the European University Institute.

Extremely interesting course. Lots of discussions, innovative and modern teaching approach. Excellent completion of both instructors.

Participant 2018

CHRISTOPH BURGER,
Program Director
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of 18 program days spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Business Models for a Sustainable Energy Future is part of the cluster Managing Technology and Strategy and counts toward 1 of the 18 days necessary to gain the diploma.

TUITION: €1,200*
Tuition includes all program materials as well as an ESMT certificate.

*Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible. According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

APPLICATION PROCEDURE AND GENERAL TERMS AND CONDITIONS
For general terms and conditions go to:
execed.esmt.berlin/gtc

CONTACT US
Our admissions team office will be glad to answer any questions you might have regarding this program.

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