

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 reassess the size of our fossil fuel reserves.

How do energy companies cope with this highly dynamic environment? What are their business opportunities? Will they survive in their current configuration, or will they be marginalized by new entrants from ICT and manufacturing? What are the business models of these new players?

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.

SEPTEMBER 9–10, 2016
ESMT CAMPUS, BERLIN

ONE-DAY BOOSTER: THE TRANSFORMATION OF THE ENERGY SYSTEM

KEY BENEFITS

Upon completing the program, participants will have acquired an in-depth view into 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.

TES FACULTY

CHRISTOPH BURGER

is a senior lecturer and senior associate dean of executive education at ESMT. Before joining ESMT, he worked at Otto Versand, as vice president at Bertelsmann Buch, at the consulting firm Arthur D. Little, and as an independent consultant focusing on private equity financing of SMEs. His research focus is on long-term industry development, especially the energy sector, innovation, decision making, and negotiations. He studied business administration at the University of Saarbrücken, the Hochschule St. Gallen, and economics at the University of Michigan, Ann Arbor.

JENS WEINMANN

is a program director at ESMT. He was the project manager of a research project financed by the German Federal Ministry for the Environment. Jens also worked as a manager at the economic consultancy ESMT Competition Analysis. He graduated with a diploma in energy engineering from TU Berlin and received his PhD from the London Business School. His research focus lies in the analysis of decision making in regulation, competition policy, and innovation, with a special interest in energy and transport.

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!

TOPICS INCLUDE

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

METHODS

The Transformation of the Energy Sector (TES) consists of interactive lectures, group work, case discussions, and presentations by experts and industry representatives.

POSTGRADUATE DIPLOMA IN MANAGEMENT

TES is part of the cluster Management of Technology and Strategy and counts toward 1 of the 18 days necessary to gain the diploma. For more information go to: www.esmt.org/postgraduatediploma

TUITION € 1,100*

ADMISSIONS MANAGER

Our admissions manager, Michaela Bodner, will be glad to answer any questions you might have regarding this program:

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PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Henriette Kressner:

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