



Executive Certificate Course in Renewable Energy Management (REM)

IN LÜCHOW (GERMANY)

www.akademie-ee.de

**February 18th –
April 13th,
2017**

- compact & on site
- practical & up to date
- academically grounded



Steinbeis-Hochschule
Berlin SHB



” The world is facing a
fundamental transition.
Be part of it.



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Exceptional

Joachim Gutmann,
Managing director, Academy for renewable energies
Lüchow-Dannenberg GmbH



” *Training
is the
foundation
for success.*

The Executive Certificate Course in Renewable Energy Management (REM) is the only postgraduate compact course in Germany, the most leading country using renewable energies. Its main goal is to help tomorrow's executive managers to meet the economic, environmental and social challenges of today's energy supply.

As a participant of the course, you will build up practical expertise and profound knowledge about the business opportunities of one of the most attractive growth markets. You will get a deep insight view on processes and discussions about this subject in Germany and will find will ways to transfer this knowledge to the needs of your company and/or your country.

You will learn state-of-the-art management-know-how to successfully meet managerial challenges and you will benefit from best practices, provided by successful companies in the field of renewable energies.



Steinbeis-Hochschule Berlin SHB

Accepted



The Steinbeis University Berlin is a part of the Steinbeis Network, an International service provider in entrepreneurial knowledge and technology transfer including about 1.000 enterprises, 730 professors, 1800 employees and over 3.500 freelancers.

The university is named after Ferdinand von Steinbeis (1803 – 1893), a trailblazer of the dual education system. As early as the mid-19th century, he developed the concept of practice-oriented technology transfer.

Based on a model known as the “Project Competence Concept”, the state-approved Steinbeis University Berlin established transfer institutes to offer students and companies practice-oriented degree programs and certificate courses in higher education.



Prof. Dr. Manfred Ahn,
Steinbeis-Hochschule Berlin



”

*You have to focus on
innovation and people
to successfully shape
the future*



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Accredited

The new and innovative Executive Certificate Course in Renewable Energies Management (REM) is actually undergoing the accreditation process by the Foundation for International Business Administration Accreditation (FIBAA).



The FIBAA certification confirms a high job relevance and academic level of the course as well a competent classification on the appropriate level of the EQF, which also takes account of the European Credit Transfer and Accumulation System (ECTS) as well as the European Standards and Guidelines for Quality Assurance (ESG).



Extract from the FIBAA programme description



Profound



The curriculum of the REM-course is organised into eight modules, of which six provide academic lecture and two offer excursions to different places of interest.

The academic modules consist of five days of classroom learning (32 hours) and self studies (up to 18 hours). The day excursions lasts up to ten hours; they start and end at the hotel in Lüchow. The excursion to Berlin lasts three days. Participants stay at a hotel in Berlin. Exams are written on Saturdays; all Sundays are reserved for individual time.

The integrative approach of the course is implemented in the learning methodologies used. The learning formats include teaching inputs, case studies, team work, group and panel discussions, individual and group presentations, project work, films, company visits and readings.

The curriculum is presented in detail on pages 8 – 9 and on the website www.akademie-ee.de/certificatecourse.



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Practical

A relevant part of the REM-Course are the excursions in module 3 and 8. By visiting RE-plants in Northern Germany in module 3, participants will have the possibility to meet energy entrepreneurs. In the context of informal discussions they can network and discover the challenges and opportunities in founding and managing a renewable energy plant.

Further excursions in module 8 highlight the political framework of renewable energies on a federal as well as national level. During excursions to Hanover and Berlin participants will meet members of parliament, executives from relevant ministries and professional associations in order to discuss legislative requirements, funding policy and lobbying.

By this, the REM-course provides more than facts and figures. It is real learning for a successful management of renewable energies in the respective participants' country.



Modular



MODULE 1

Business environment & policies

- Influence of climate change on RE
- security of energy supply and the role of RE
- market dynamics and drivers
- key objectives and implementation of German energy and climate policies
- policy changes in key markets

MODULE 2

Technology & Innovation

- Energy innovation
- Technology and innovation management
- e-mobility
- smart grids
- energy storage
- energy distribution

MODULE 3

Excursions

- Guided visits to RE production plants (biogas, wind energy, PV) in Niedersachsen und Hamburg
- Guided visits to energy distributors, grid operators and municipal utilities
- experts discussions
- project-work on the issues of the excursion
- written exam on module 1 & 2

MODULE 4

Business challenges & opportunities

- Identification of market potential in RE
- market segmentation and positioning in the market
- technological trends
- pricing and governmental subsidies (EEG)
- customer value



20.02.–26.02.2016



27.02.–05.03.2017



06.03.–12.03.2017



13.03.–19.03.2017



Modular

MODULE 5

Business models & commercialization

- Business models for RE
- marketable value proposition beyond price and cost
- Identification of business opportunities
- the role of subsidies and cost-effectiveness
- self consumption

MODULE 6

Management skills & strategies

- Competitive environment for RE
- strategies for RE
- Managing challenges and opportunities in RE
- best practices in RE
- intercultural challenges
- future scenarios for the diffusion, export and utilisation of RE
- written exam on module 3 & 4

MODULE 7

Energy economics & finance

- Principles of energy economic
- risk drives of energy portfolios
- Best practices on financing RE
- venture capital and RE
- written exam on module 5 & 6

MODULE 8

Excursions

- Guided visits to ministries, politicians and parliament in Hamburg, Hannover and Berlin
- experts discussions
- project-work on the issues of the excursion



20.03.–26.03.2017



27.03.–02.04.2017



03.04.–09.04.2017



10.04.–13.04.2017



Relevant



The REM-course is a compact comprehensive management education course on renewable energies. All aspects of renewable energies from a technical as well as socio-economic perspective are highlighted. A special focus is laid on the financing of renewable energies. As such, the curriculum covers all subjects and areas relevant for executives and future experts in industries and businesses, in renewable energies, energy supply and related markets.

Actuality is the main priority in all aspects of the course. New developments in terms of legislation, judication, market requirements, subsidies etc. are directly integrated into the course. Systemic and economic aspects of energy supply – including energymanagement and energycontracting – complete the broad spectrum of topics.

All modules provide both solid scientific foundation and functional skills of renewable energy management.



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Renowned

The REM-Faculty consists of renowned professors from different universities in Germany, entrepreneurs, consultants, managers and experts in renewable energies. All professors have a strong track record in research as well as in executive education. High-level executives provide a deep insight to real life business.

They will not only teach, but also support the participants in their personal management challenge, be it in the current company or envisaged for the professional future.

Therefore the REM-course is especially suitable for RE-managers and entrepreneurs, members of energy agencies and NGOs, managers in energy-related industries as well as in electric utilities, oil, gas and engineering companies.



Admission



A first academic degree – f.e. a bachelor – is requested for admission to REM. The programme is designed for applicants with interest, practice or academic experience in renewable energies or related industries. Professional experience at medium or higher management level is welcomed. Class size is limited to 20 persons.

Application is made in written form. Application forms can be downloaded at www.akademie-ee.de. It can be send online to wantony@akademie-ee.de. Admission support is offered via mail and telephone.

Early application is recommended.

Upon successful completion of the course, participants can earn 16 ETCS for all eight modules, according to their course performance and the written exams at the end of the modules. The ETCS earned will be recognised for further studies towards an executive MBA.



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Administration

The REM-course takes place from February, 18th to April 13th 2017 in Lüchow-Dannenberg, the No. 1 region for renewable energies in Germany, situated in the north-east of Lower Saxony. The Academy for renewable energies is a renowned training institute, offering academically based further education including a M.Sc. since 2008.

Application deadline is January, 7th, 2017.

The tuition fee is 7.300 €, including all courses, excursions, bus travel and exams, accommodation in a double room in a suitable hotel in Lüchow (52 nights) und full board without drinks (single room supplement 400 €).

Early-bird application deadline (- 500 €) is November, 7th, 2016

All travelling takes place on account of the participants. The academy recommends to do the booking via our contract travel agency „Fachreisebüro Matzke“ in Dannenberg. In this case a shuttle service free of charge from the next railwaystation to Lüchow is included.



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Thanks



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C O N T A C T

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