ACADEMY
TU BERLIN

9.-30.11.2026, 8 DAYS WITHIN 3 WEEKS · HYBRID · ENGLISH

Business Models and Strategic Approaches for Mobility

Mastering Mobility Markets: From Strategic Vision to Profitable Business Models

DATES

New dates in preparation

Date, price and enrollment deadline appear on the course page as soon as they are confirmed.

FORMAT	Hybrid	LANGUAGE	English
DURATION	9.-30.11.2026, 8 days within 3 weeks	LOCATION	Berlin + online
CERTIFICATE	Certificate of Professional Education (6 ECTS)		

ECTS CREDITS BEGINNERS

Course Overview

The mobility sector is undergoing rapid transformation driven by digitalisation, decarbonisation, changing customer expectations, and new business models. Understanding how mobility markets function and how innovative business models create value is essential for professionals working across transport, mobility services, and public authorities.

This course provides participants with a practical understanding of the business foundations of the mobility sector.

They explore market structures, innovation dynamics, and emerging business models while learning how to evaluate business opportunities and develop viable business plans. Through practical examples and case studies, participants gain the tools to analyse mobility markets and translate innovative ideas into successful business concepts.

Course Content

TOPICS

The course provides an introduction to the business and innovation aspects of the mobility sector and covers mobility markets, innovation processes, and business model development.

Participants will examine how technological change, sustainability, and evolving customer needs are reshaping mobility, and will analyze the regulatory, territorial, and organizational factors that influence the implementation of innovations.

The course covers the following topics:

- Mobility markets: from public transit to smart mobility
- Innovation patterns and business model trends in mobility
- Drivers, barriers, and territorial dynamics of mobility innovations
- From energy efficiency to the circular economy: the example of public transit
- Business model development using the Business Model Canvas
- Business model patterns for sustainable mobility
- Business planning for sustainable mobility

Learning Goals

After completing this course, participants will be able to:

- Understand how mobility markets are evolving and how innovation is reshaping the sector
- Analyse business models and innovation patterns across different mobility services
- Identify market opportunities and assess the drivers and barriers for implementing mobility innovations
- Apply the Business Model Canvas and other business model frameworks to sustainable mobility solutions
- Design and evaluate innovative business models for mobility products and services
- Develop structured business plans for sustainable mobility initiatives
- Assess the role of sustainability, energy efficiency, and circular economy principles in business model development

Participation & Requirements

TARGET GROUP	This course is designed for professionals working in transport, mobility, logistics, urban development, infrastructure, consulting, and the public sector, as well as entrepreneurs, innovation managers, and technical specialists who want to strengthen their understanding of business strategy and innovation in the mobility sector.
PRIOR KNOWLEDGE	High school/secondary school or higher. This course is recommended for participants who hold a first university degree or have relevant work experience. Language: Proof of English proficiency at Level B2 (or higher) of the Common European Framework of Reference for Languages (CEFR) (not required for high school or university graduation in English). No prior business education is required. Participants should have a general interest in mobility, transport, innovation, or business development. The course is suitable for professionals from technical, managerial, and interdisciplinary backgrounds.
CERTIFICATE DETAILS	Certificate of Professional Education from TU Berlin & EIT Urban Mobility (6 ECTS)

Instructors

Gabriele Grea

Gabriele Grea is a researcher and lecturer specializing in transportation economics, sustainable mobility, and innovation. His work focuses on smart mobility, business models in the mobility sector, transportation infrastructure, regional and urban development, and the economic and political dimensions of sustainable transportation. He has participated in numerous European research and innovation projects in the fields of urban mobility, electric mobility, transportation planning, energy policy, and digital mobility solutions. As an experienced lecturer and consultant, he combines academic expertise with practical insights into entrepreneurship, innovation ecosystems, and the commercialization of sustainable mobility solutions.

QUESTIONS ABOUT THIS COURSE?

Register Now

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No prior IT knowledge required

QR code to the course page

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In cooperation with: This course is organized by TU Berlin Academy and supported by EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union. When you apply for this course, your personal data will be processed in accordance with the applicable privacy policies. (link: https://www.eiturbanmobility.eu/privacy-policy/ text: Datenschutzrichtlinie von EIT Urban Mobility), (link: https://apply.tubadvancedmasters.de/de_DE/contents/content/9-data-protection text: Datenschutzhinweise von TU Berlin Academy)

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