

Short Course

BUSINESS MODELS AND STRATEGIC APPROACHES FOR MOBILITY

Summary

- ✓ Course dates: 09.– 30.11.2026
- ✓ Course duration : 7.5 days
- ✓ Language: English
- ✓ Location: TU Berlin Campus
- ✓ Certificate: TU Berlin Summer School Certificate of Attainment (including 6 ECTS)
- ✓ Format: in-person
- ✓ Lecturer: Gabriele Grea

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.

Learning goals

After completing this course, participants will be able to:

- Understand how mobility markets are evolving and how innovation is reshaping the sector.
- Analyze 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.

Content

The course introduces the business and innovation dimensions of the mobility sector, covering mobility markets, innovation processes, and business model development. Participants explore how technological change, sustainability, and evolving customer needs are reshaping mobility, and examine the regulatory, territorial, and organisational factors influencing the implementation of innovations.

The course covers the following topics:

- Mobility markets: from public transport to smart mobility
- Innovation patterns and business model trends in mobility
- Drivers, barriers, and territorial dynamics of mobility innovation
- From energy efficiency to circularity: the case of public transport
- Business model development using the Business Model Canvas
- Business model patterns for sustainable mobility
- Business planning for sustainable mobility

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.

Prerequisites

Participants must meet the following requirements:

- Proof of English knowledge 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)

Recommended Requirements:

- First University Degree
- Or relevant professional work experience

No prior business education is required. The course is suitable for professionals from technical, managerial, and interdisciplinary backgrounds.

Lecturer

Gabriele Grea is a researcher and lecturer specializing in transport economics, sustainable mobility, and innovation. His work focuses on smart mobility, mobility business models, transport infrastructure, regional and urban development, and the economic and policy dimensions of sustainable transport. He has contributed to numerous European research and innovation projects covering urban mobility, electromobility, transport planning, energy policy, and digital mobility solutions. As an experienced educator and advisor, he combines academic expertise with practical insights into entrepreneurship, innovation ecosystems, and the commercialization of sustainable mobility solutions.

Questions?

Please do not hesitate if you have any further questions: +49 30 447202 32 or info@academy-tu.berlin.