



NEW “RENEWABLES” SEMINAR PROGRAMME, WINTER SEMESTER 2016/2017

## **INTENSIVE SHORT COURSE: “SRH-CERTIFIED SOLAR ENTREPRENEUR”**

This 6-week course (in English) offers students and individuals with an engineering, business management or commercial background the necessary qualifications for independent, **entrepreneurial engagement** in the field of **Photovoltaic Solar Energy**.

The sustainable use of energy resources is constantly gaining social importance. In particular, the production of electricity from solar energy (photovoltaics) represents a greener, cheaper and more reliable alternative to conventionally generated electricity. Governments all over the world are increasingly incorporating and funding green energy projects.

The solar energy industry has grown exponentially and has a high turnover worldwide. Due to the decentralised nature of photovoltaic energy supply, upcoming, independent solar contractors can quickly and independently develop regional business structures and become attractive partners for national and international solar companies.

Together with well-respected trainers active in the solar industry, SRH Hochschule Berlin offers you the opportunity to launch **your own solar enterprise** by providing you the essential knowledge, practical skills and industry networks you need to have the best possible start in this exciting sector.

We look forward to welcoming you early next year in Germany.

Please contact us if you are interested in registering for the application process.

You are welcome to find out more about our innovative format on the following pages.



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## EDUCATION “SRH-CERTIFIED SOLAR ENTREPRENEUR” AT A GLANCE

### Total Commitment

Approximately 6 weeks

- 2 weeks personal online preparation with tutors
- 2 weeks training with focus on practice in Berlin, Germany
- Minimum half-week internship at a German or international solar company
- Post-completion: 2 months online follow-up support and knowledge sharing

### Course Duration in Berlin

- **January 30 – February 12, 2017**
- Please note that there is another track being offered over the same period: “**SRH-certified Solar Employee**”, which focuses on developing the skills needed for professional engagement in national and international solar companies. Please contact us for more details

### Admission Requirements

- Individuals with engineering, business or commercial background
- Students in their final semesters, working professionals, job applicants
- Sufficient English language skills
- Letter of motivation and CV, which will be followed by a Skype interview with representatives of the SRH Hochschule and a mentoring solar company



## Course Content

- **Online preparation** course with foundational information regarding seminar content and procedures, societal tasks and challenges, technologies, components on the market, PV systems design, energy yield calculation, profitability analysis, business creation, business modelling, management skills, consumer and after-sales service
- In Berlin, participants will deepen their knowledge about the **Technology** acquired during online preparation: hands-on systems engineering, consideration of utility and application, cost analysis, installation and maintenance requirements and quality of individual, commercially available components
- In Berlin, participants will also increase understanding of **Entrepreneurship**: business ideation, implementation, personal profiling, market analysis, economic analysis, business planning, marketing, sales, controlling, warehousing, finance and banking
- Methods and guidance for future further education as well as business development and expansion
- Excursions to facilities and Berlin institutions
- Extracurricular cultural programme
- On-site cooperation with (German and international) partner companies: presentation of company staff, discussion of future workflow, cooperation agreements in place of business (**short internship**)
- Online follow-up: forum and discussion board, downloads, network and forming links, event platform, work groups



## Features

- Highly **practical** and **realistic**: the effective content targets the relevant essentials needed in everyday entrepreneurial business practice
- **Efficient**: focus on the participants/target markets, content is tailored to provide participants with useful and relevant information. Classes will be goal-oriented: approximately 15 pre-qualified individuals ensure a comprehensive group and networking potential
- **Concise**, descriptive, **well-organized**, very understandable and focused on necessary training materials, presentations and documentation

## Qualification

- **Certified**: award of a certificate accredited by SRH, 5 ECTS credit points. Experienced instructors from the academic and professional sectors. After completion of course, participants will be able to profitably apply their knowledge for immediate use in their venture
- Strong proximity to **reputable suppliers** in solar technology: mentoring and partnership cooperation with solar companies

## Course Fee

- 1,320.00 € incl. tax. A partial scholarship of up to 500 € and payment in increments are possible in certain cases

Please contact the course coordinator Matthias Raab ([re-training@srh-hochschule-berlin.de](mailto:re-training@srh-hochschule-berlin.de), Tel. +49-162-8002010) for further information.

## In cooperation with:

International Institute for Sustainability Management (IISM) at SRH Hochschule Berlin

PV-Projects Agency - Berlin



Projects for Sustainable Development – Global Marketing of Photovoltaics



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