

MSc SPECIALISATION

INNOVATIVE BUSINESS MODELS & GREENTECH START-UPS

ICN
CREACTIVE
BUSINESS
SCHOOL
PARIS · NANCY · BERLIN

Campus: Berlin

Teaching language: English

Duration of studies: Regular track: 2 years / Short track: 1 year (MSc 2)

Study rhythm: Full time

Degrees awarded: MSc - Master of Science in Brand & Marketing Management (recognised by CGE) // DESSMI, State Degree (Bac+5, RNCP 7)

Intake: September

PROGRAMME OVERVIEW

The MSc equips students with frameworks and tools to develop and implement Greentech innovations, transforming Green technologies into viable startups and future-proof business models.

It is built on immersive action case studies and intersectoral collaborations within Berlin's vibrant Greentech ecosystem, fostering entre- and intrapreneurial skills.

CAREER OPPORTUNITIES :

- Greentech Project Manager
- (Greentech) Product and Program Manager
- (Greentech) Innovation Manager
- Business Developer
- Entrepreneur and Intrapreneur
- Innovation or Sustainability Consultant
- Sustainable Supply Chain Manager
- Roles in not-for-profit sectors, incl. Entrepreneurial Support Organizations (such as Incubators)
- Analyst for Venture Capitalists
- Data Analyst for Sustainability



CORE CURRICULUM MODULES (SEE PAGE 11)



SPECIALISED AND PRACTICE-ORIENTED ACTIVITIES

YEAR 1 (MSC 1): SPECIALISATION COURSES

- Climate Change, Business, and Society
- Agile Project Management
- Design Thinking for Sustainable Development & Innovation

+ Professional and specialised micro-certificate (Advanced Excel with TOSA)

+ A minimum 2-month professional experience (related to the chosen specialisation)*

YEAR 2 (MSC 2): SPECIALISATION AND EXPERTISE COURSES

→ It is possible to enter the programme directly at MSc2 level (at least 240 ECTS).

- Innovative Business Models in the Circular Economy
- Sustainability Strategy & Carbon Accounting
- Technical Foundations of Greentech Innovation
- Future Studies & the Impact of Business Models
- Entrepreneurship, Entrepreneurial Mindset & External Enablers
- Entrepreneurial Branding & Guerilla Marketing for Greentech Startups
- Entrepreneurial Finance
- Business Planning

+ Capstone Project (in collaboration with a partner company)

+ Professional and specialised micro-certificate (Python and Auto CAD with TOSA)

+ A minimum 4-month professional experience (related to the chosen specialisation)*

** Internship, entrepreneurial project, fixed term or permanent contract, or any other form of contract*

PROFESSIONAL AND SPECIALISED MICROCERTIFICATES

Advanced Excel, Python and Auto CAD with TOSA



(Non-contractual informations.
Content subject to change)



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