



Course Curriculum 2010

INTRODUCTION

00: Welcome to the Entrepreneurs, Energy & Environment Program

ENVIRONMENT COURSES

Section 1: Environmental Business Opportunities and Challenges

- 101-** Environmental Business Opportunities and Challenges
- 105-** Environmental Business Considerations: Climate Change, Clean Air, Clean Water, etc.
- 110-** Government Green Opportunities
- 115-** Environmentally Preferable Purchasing
- 201-** Water: Conservation, Use and Management
- 203-** Waste Management: Diversion and Reduction

Section 2: Policy

- 120-** Overview of Policy and Regulation: Environment (What to be Aware of: Water, Air, Chemical)
- 125-** Copenhagen: What Happened and What Now?
- 205-** How Environmental Regulation Affects my Business
- 207-** Navigating Free Government Resources: Energy Star, EPA, etc.
- 209-** Environmental Tax Credits: Federal, State and Local
- 211-** Working with the EPA
- 213-** Certifications: Options for Different Industries, Company Differentiation and Procurement
- 215-** Fair Trade Principles: What are they and how do they impact my business?
- 217-** Green-Collar Jobs: Tax Credits, Training Programs, etc.

Section 3: Sustainability: Efficiency in Business

- 130-** Overview: How to Make a Business Sustainable
- 135-** Building a Sustainability Strategy and Roadmap
- 140-** Creating Business Value and a Culture of Sustainability
- 145-** Getting Employees Engaged
- 220-** Efficiency in Business: Improving your Bottom Line
- 222-** Green House Gas Accounting
- 224-** Tracking your Inventory
- 226-** Energy Audit: Process and Benefits
- 228-** Green Building
- 230-** Transformation to Sustainability: Exxon Showcase

Section 4: Showcasing Innovation: Creating Business Opportunities

- 232-** Update and Opportunities in Sustainability
- 234-** How the Government is Going Green
- 236-** Environmental Innovation Incentives
- 238-** Environment and Health
- 239-** Supply Chain (Part 1): What is it and Why does it Matter?
- 240-** Supply Chain (Part 2): Disclosure – Who Wants to Know How Green you are?
- 241-** Supply Chain (Part 3): How your Supply Chain May Change in the Future
- 243-** Technology, Innovation and Sustainability

ENERGY COURSES

Section 1: Understanding the Basics

- 150-** Introduction: How Energy Issues Affect my Business
- 155-** Understanding Energy Sources: Natural Gas and its Distribution
- 157-** Understanding Energy Sources: Oil and Oil Refineries
- 159-** Understanding Energy Sources: Nuclear
- 161-** Understanding Energy Sources: Renewable
- 163-** Understanding Energy Sources: Coal
- 165-** Understanding Electricity (Part 1): Generation and Distribution
- 170-** The Long-Term Energy Challenge
- 245-** Corporate Showcase: Adapting to Changes in Energy
- 247-** Understanding Electricity (Part 2): Understanding the Grid
- 249-** Traditional Sources and How to Save

Section 2: Policy

- 175-** Overview of Energy Policy and Regulation
- 177-** The Politics of Energy and Climate – How to Win a Bipartisan Solution
- 180-** Fuel Economy Standards
- 251-** How is Energy Regulated?
- 253-** Working with the Department of Energy
- 255-** Policy and Regulation: Nuclear
- 257-** Policy and Regulation: Renewable
- 259-** Energy Tax Credits: Federal, State and Local
- 261-** Periodic Geo-Political Updates

Section 3: Renewable: Creating Business Opportunities

- 185-** Overview: Renewable Industry – Facts and Business Opportunities
- 187-** Overview: Saving with Non-Traditional Sources
- 265-** Renewable Industry Facts and Opportunities: Solar
- 267-** Renewable Industry Facts and Opportunities: Wind
- 269-** Renewable Industry Facts and Opportunities: Biofuels
- 271-** Renewable Industry Facts and Opportunities: Biomass
- 273-** Renewable Industry Facts and Opportunities: Wave/Hydro
- 275-** Ways to Save with Non-Traditional Sources
- 277-** Marketing and Branding your Energy Efficient Business

Section 4: Showcasing Innovation: Creating Business Opportunities

190- Grants and Government Funding Opportunities (SBIR, STTR, ARRA; Includes Procurement)

280- Update and Opportunities in: Renewable Sources

282- Update and Opportunities in: Traditional Sources

284- Understanding: Fuel Cells

286- Understanding Smart Grid

288- Innovative Spotlight: Biomimicry

290- International Opportunities in Energy

292- Innovation Incentives in Energy

294- Trends in Energy

SPECIAL SERIES

Offshore Drilling

Part 1: Policy

Part 2: Environmental Perspective

Part 3: Corporate and Industry Perspective