Syllabus

Course Number: MBA 694 64

Course Title: Energy: Challenges and opportunities for businesses and those who lead them

Days and Place:

Professor:

Office Hours: Following class and by appointment

Course Description: This course is based on the fact that businesses across all sector and size spectrums depend on energy, and/or may help to produce energy from a variety of sources.

Whether consumers or producers of energy, businesses of all types must be able to identify, understand, and respond to energy supply, demand and price information. They also must be aware of energy supply, demand and price changes underway – and that may develop in the future – because of the challenges and opportunities they present.

In a highly interactive format, course participants are exposed to significant questions facing businesses and business leaders. For example: What is today’s energy consumption mix, and how is it likely to change for consumers of all classes in the future? What are the resources available to meet expected demand? At what costs? With what efficiency, conservation, environment, health and safety considerations? What is the public policy environment that may affect business decisions on energy? Who are the stakeholders that business leaders need to think about, listen to, and/or communicate with, as they prepare and implement strategic and tactical energy-related plans? What organizational behavior and development issues might need to be addressed?

By being aware of the energy component of the business environment, and being prepared to answer potential related questions, students will be better prepared for business success.

Expectations: To successfully complete the course, class members must read assigned materials, be engaged with the topics being covered in class, and be prepared to enter into discussion about them. Occasionally participants may be asked to write brief answers to questions about concepts in readings or that are discussed in class. The class discussion and any written exercises are designed to contribute to the interactive nature of the course, helping to ensure instructor and student focus on understanding of key concepts. They also contribute to the participation portion of final class grade.
In addition, each student must:

- before the first class session (Day 1), read the required brief materials, scan the list of recommended ones for possible reading, and become familiar with the resource list of items and Internet links for anything that may be of pre-class reading interest -- and then think about general business-related energy question areas that you hope we touch on in class – and that we can discuss;
- submit for consideration (on Day 2) a short (1 page or less) tentative proposal for a post-class project to examine the energy dynamics related to challenges and/or opportunities that may face leaders of a real or hypothetical business, and how the challenges might be resolved, or opportunities seized;
- briefly share with the class (on Day 3), and solicit feedback on, ideas that may be considered with respect to the project being considered [including the general nature of the issue(s) to be addressed, and how the project research may be approached];
- by May 16, submit a brief project paper (of no more than 10 pages including references) in appropriate academic form, with proper references and citations.

All students are expected to be familiar with, and follow, the University’s Code of Conduct, especially as it pertains to academic research and writing.

**Course Grade**

<table>
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<tr>
<th>Participation</th>
<th>50%</th>
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<tr>
<td>Energy Project</td>
<td></td>
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<tr>
<td>Initial proposal and discussion</td>
<td>10%</td>
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<tr>
<td>Paper</td>
<td>40%</td>
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**Reading and Viewing**

**Required:**

- Daily national and local newspaper of choice for items of interest
  
  www.eia.gov

*Platt’s Energy Week TV* latest program(s).
  
  www.plattstv.com

RBN Energy *Daily Blog Posts.*
  
  https://rbnenergy.com/daily-energy-post

**Recommended:**


Scan of Resource List items and websites.
  
  http://libguides.lib.umt.edu/content.php?pid=68647&sid=4770027