

ENT 205 : Entrepreneurship

Credits 5

This course introduces future entrepreneurs to key opportunities in the energy and innovation market place. Students will learn effective techniques to assess market opportunities, align with a market segment and develop a business model canvas that results in competitive advantage for a startup business venture. The business entrepreneurship instruction also includes an overview of energy revenue streams, concepts of supply and demand, pricing and marketing, federal regulatory and localized rate case impacts and the changing role of customers in the energy economy. This class may include students from multiple sections.

Course Outcomes

- Assess the upside and downside of business opportunities for an innovation Enterprise or Venture.

- Conduct an economic analysis of an Innovation Enterprise or venture to determine alignment with associated Economy revenue streams, funding sources, and impacts of the changing roles of customers.

- Develop and present a business model canvas that provides a platform for competitive advantage and return on investment (ROI) to a start-up energy enterprise or business venture.