

BA 212 – Policies and Strategies in Energy Markets

Spring 1999

Severin Borenstein & Jim Bushnell

Course Project

You have great flexibility in selecting a project topic. The most important aspect of a project topic is that you should have a burning desire to investigate it. Projects should have a strong analytic bent, as opposed to being purely descriptive. For example, you may develop financing for an energy project; forecast potential market share for an emerging technology; develop or analyze a business strategy for a firm; develop or analyze a firm or an industry response to regulation; analyze the effects of a public policy; or any other suitable construction. Specific dates and assignments regarding the project are listed below. For the best learning experience, early planning and action is advised. If you are having difficulty focusing on a project topic, please consult one of us.

Project teams of three or four students appear to work best. Individual projects and larger groups may be acceptable; project topics require the approval of the instructors. Projects in conjunction with other classes or other curricular or extracurricular activities are welcome. Working with a live client, if possible, is encouraged, but not required.

Project Dates

March 9

Description of project topic (2-6 pages). Hand in one copy for your entire project team. Describe your project, and identify your point-of-view and your target audience. (Examples: create a business plan for a startup to develop and market solar air conditioners; develop a policy proposal for federal management of U.S. offshore oil and gas deposits; develop a strategy for pension fund investment in the energy sector of emerging markets; etc.) Identify the information you anticipate acquiring, how you might possibly acquire it, and what analytic procedures you might perform.

May 4

Draft report (15-25 pages). Hand in one copy for your entire project team. Include a one page summary in memo form. Any accompanying technical material should go in an appendix.