



On the Road to Mass Market Electric Vehicles

Classes offered in the Fall and Summer semesters:

September 1 and March 1

Take three+ months to complete.

Twelve hours of recordings and three optional webinars with the instructor

Cost \$550

[Register Here](#)

Receive a **GWU Environmental and Energy Management Institute**

Professional Education Certificate

[Course counts toward the EEMI Energy Resilience Certificate](#)

Course Summary

Students will learn about the types of electric vehicles, the market and factors driving market growth, barriers to growth and how the market may overcome potential barriers, EV charging structures and charging station deployment. The course is designed for educators, consultants, government and corporate decision makers and analysts. **All material is updated quarterly for this fast-moving market.**

Self-Paced Videos Plus Live Webinars: Twenty-three 30-minute videos organized into three modules plus three interactive weekly webinars to answer student questions.

Schedule: Several webinars with the instructor announced at the opening of the course

George Washington University Course Certificate: Issued to students completing a pass-fail final exam.

Three months to finish the course and qualify for the GWU certificate.

Cost: \$550

Course registration Link: <https://eemi.seas.gwu.edu/electric-vehicles-professional>



Instructor: Julian Bentley is the Managing Director and founder of Bentley Energy Consulting. He has more than 20 years of experience providing energy and environmental management consulting services to the federal government, including DoD fuel management, DoD operational energy initiatives, federal fleet management, energy policy, strategic planning, utility procurement policy, and cost-benefit analyses.

Students from Major Organizations Praise Julian's Course

US Department of Energy, Andrew Newens

"The course gave me better knowledge to perform a technical, business and policy analysis for Electric Vehicle adoption."



The World Bank, Sandrine Boukerche

"The sound technical knowledge and experience of the lecturer guided me through the components, technology, factors, drivers and forecasts of the EV market."

Environmental Protection Agency, Peter Banwell

"During the course I gained a comprehensive overview of the EV market. The presentations were informative and used unique data sources."

Verizon, Colia Best

"The lecturer did an excellent job: I now fully understand costing and the pros & cons of developing EV charging stations."

How You Can Use What You'll Learn

- Create an EV knowledge foundation
- Develop a framework for understanding the EV market and industry players
- Understand primary factors affecting the growth of the EV market and how the market may overcome potential barriers

<p><u>Academics and Educators</u></p> <ul style="list-style-type: none">• Understand EV issues and topics that require academic research and support• Develop the core EV knowledge to support industry research• Determine if and how EV's make sense for your campus fleet	<p><u>Government Decision Makers</u></p> <ul style="list-style-type: none">• Identify regulatory areas that may need to be updated to support EVs• Determine how and where to deploy government resources to support EV deployment• Estimate impacts of EVs on other industries
<p><u>Corporate Sustainability Professionals</u></p> <ul style="list-style-type: none">• Determine if and how EV's make sense for your (or your client's) fleet• Identify EV technologies that are worth investing in today versus for the future• Plan for, deploy, and understand business models for EV charging infrastructure• Identify business opportunities in the EV market• Minimize impacts of EVs on the utility grid and facility bills	

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Course Modules

Understanding Electric Understanding

- Lesson 1: Introduction
- Lesson 2: Overview of Transportation Sustainability
- Lesson 3: Overview of Electric Vehicles
- Lesson 4: Electric Vehicle Benefits
- Lesson 5: Electric Vehicle Challenges
- Lesson 6: Costs for Electric Vehicles



- Lesson 7: Operating Electric Vehicles
- Lesson 8: Electric Vehicle Batteries

The Electric Vehicle The Electric Vehicle Market

- Lesson 9: Current Electric Vehicle Market
- Lesson 10: Market Segmentation
- Lesson 11: Electric Vehicle Market Drivers
- Lesson 12: Forecasts for Electric Vehicle Adoption
- Lesson 13: Policies and Regulations
- Lesson 14: Consumer Incentives
- Lesson 15: Consumer Attitudes
- Lesson 16: Autonomous Vehicles and EVs

Charging Infrastructure and Charging Station Deployment

- Lesson 17: Overview of Electric Vehicle Charging Infrastructure
- Lesson 18: Current U.S. Electric Vehicle Charging Infrastructure
- Lesson 19: Future of Public U.S. Electric Vehicle Charging Infrastructure
- Lesson 20: Infrastructure Implementation Planning/Design
- Lesson 21: Charging Infrastructure Implementation
- Lesson 22: Electric Vehicle Impacts on the Grid
- Lesson 23: Business Models for Electric Vehicle Charging Infrastructure

About the EEMI Professional Education Program

The Environmental and Energy Management Institute offers online professional development courses that help business and technical professionals refine their skills and knowledge and help to advance their careers. Students receive EEMI certificates of completion and documentation for continuing education credits. ***The courses are designed for consultants, educators, corporate advisors and decision makers, engineers, architects, and marketing professionals to learn the fundamentals of renewable energy technologies, energy markets and market trends.***