



## «STRATEGIC MANAGEMENT IN OIL AND GAS BUSINESS. THEORY & PRACTICE», 2 days

### COURSE OBJECTIVE:

improvement of professional competencies in sphere of strategic management and analysis on the basis of principles of leading petroleum companies, study of strategic management integration tools and overview of the best world practices.

### ACQUIRED ABILITIES:

- Understand and apply main long-term planning principals;
- Specify strategic vision and mission of the petroleum company;
- Set correct strategic objectives and targets according to company capabilities;
- Perform strategic and competitive analysis;
- Identify strategy implementation risks, and determine measuring framework for oil & gas companies;
- Develop, integrate and implement strategies;
- Understand and use main strategies of title parameters implementation.

### COURSE CONTENT:

Module Name	Content
Strategic management in petroleum sector	Business mission determination. Strategic vision of the company. Strategic targeting. Coat factors. Strategic map developing. Strategic analysis. Stages of strategic choice. Competitive analysis. Integration and implementation of the strategy. Connection between strategy and operation. Strategy barriers. Main indicators of petroleum company measuring framework. Strategy adjustment and change. Strategy updating. Shift in strategic priorities.
Winning strategies of international companies	Description of key factors determining the success of potential strategies. Identification of success features and factors. Discussion of strategies of leading petroleum companies. Preferential access. Focus on consolidation and merge. Alliances and partnership. Region leader strategy. Projects and operation management. Specialist strategy. Integration of value creation chain. Portfolio management strategy. Owning of correct asset. The best technological strategies. The best HR and organizational strategies. Unsuccessful strategies.