

20PEB409E					PETROLEUM MANAGEMENT					
Teaching Scheme					Examination Scheme					
L	T	P	C	Hours/Week	Theory			Practical		Total Marks
					MS	ES	IA	LW	LE/Viva	
2	0	0	2	2	25	50	25	-	-	100

COURSE OBJECTIVES

- Demonstrate the role of management in petroleum industry
- Illustrate Marketing strategies in Oil industry
- Imbibe Portfolio Management skills in graduates
- Develop skills for crisis management in oil business

Unit I

Hours: 06

Petroleum management strategies Petroleum strategy, Industrial relation and labor law, Project management, legal aspects of business, management control system, business ethics, entrepreneurship, energy laws.

Unit II

Hours: 06

Energy and Infrastructure Energy Economics, Business of Petroleum, Energy Trade and Risk management, Infrastructure for Marketing of Oil and Gas, Storage and products, Information system in energy value chain, supply chain and logistics management.

Unit III

Hours: 08

Oil Marketing Consumer Behavior, Service Marketing, Strategic Brand Management, Marketing communication, Digital marketing, Retail management, Sales and Distribution management

Unit IV

Hours: 06

Finance Management Investment Analysis and Portfolio Management, Oil and Gas projects financing, Derivative and Risk Management, Venture Capital and Private Equity.

COURSE OUTCOMES

On completion of the course, student will be able to

CO1- Understand the role and responsibilities at the management level in the Petroleum industry

CO2- Able to learn main economic, market, physical, environmental and political forces driving energy demand, supply, and prices of Petroleum,

CO3- Analyse and appraise the economic aspects of the petroleum Industry

CO4- Appraise the economic-technical and social feasibility of an entire value chain of Petroleum Industry.

CO5- acquire ability to develop, manage and lead team for Planning, Controlling and managing Petroleum Projects

CO6- Justify the applied practical decisions and experienced the risk of doing business in the Oil & Gas industry on a worldwide scale

TEXT / REFERENCE BOOKS

1. The Global oil and Gas industries; Management, Strategy and Finance, 2011, Penn well Corporation Oklahoma USA, By- Andrew ink pen and Michael H. Moffett.
2. Oil Property Evaluation, By Robert S. Thompson

END SEMESTER EXAMINATION QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

PART A: Part A/Question: <Short Notes, Problems, Numericals>

20 Marks

PART B:<Justification, Criticism, Long answers, Interpretation >

80 Marks