



*Training Course:
Strategic Management in Upstream Oil and Gas*

*23 - 27 June 2025
Casablanca (Morocco)
New Hotel*

Training Course: Strategic Management in Upstream Oil and Gas

Training Course code: EN235327 From: 23 - 27 June 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 5100 € Euro

Introduction:

This training program provides a comprehensive understanding of strategic management principles as applied to the upstream sector of the oil and gas industry. Participants will delve into the unique challenges, opportunities, and strategic considerations specific to upstream operations, equipping them with the knowledge and skills necessary to develop and execute effective strategies in this dynamic industry.

Objectives:

- Understand the fundamentals of strategic management and its relevance to upstream oil and gas operations.
- Explore the key components of the upstream oil and gas value chain.
- Analyze industry trends, challenges, and opportunities shaping the upstream sector.
- Develop strategic frameworks for exploration, production, and asset management.
- Enhance decision-making skills in a complex and volatile market environment.
- Gain insights into sustainable practices and emerging technologies in upstream operations.

Target Audience:

This program is designed for professionals working in the upstream segment of the oil and gas industry, including:

- Oil and gas executives and managers
- Strategic planners
- Asset managers
- Exploration and production engineers
- Geoscientists
- Project managers
- Energy analysts
- Consultants and advisors

Outlines:

Day 1:

Fundamentals of Strategic Management in Upstream Oil and Gas

- Introduction to strategic management concepts
- Overview of the upstream oil and gas sector
- Strategic planning process in upstream operations
- Case studies: Strategic challenges and responses in the upstream industry

Day 2:

Upstream Value Chain Analysis

- Exploration and appraisal strategies
- Reservoir characterization and development planning
- Production optimization and operations management
- Case study: Value chain analysis of a major upstream project

Day 3:

Industry Trends and Competitive Analysis

- Global trends impacting upstream oil and gas
- Competitive landscape and market dynamics
- SWOT analysis and competitive positioning
- Scenario planning and risk management in upstream ventures

Day 4:

Strategic Frameworks for Upstream Operations

- Portfolio management and asset optimization
- Investment decision-making and capital allocation
- Strategic alliances, joint ventures, and partnerships
- Innovation and technology adoption in upstream ventures

Day 5:

Sustainability and Future Outlook

- Sustainable development practices in upstream operations
- Environmental, social, and governance ESG considerations
- Emerging technologies and trends in upstream oil and gas
- Strategic outlook for the future of the upstream industry

Registration form on the Training Course: Strategic Management in Upstream Oil and Gas

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