



## COURSE DATASHEET

<b>Semester:</b>	2014/15/2
<b>Course:</b>	Hydrocarbon Product and Technology Development
<b>Code:</b>	VEMKOLT24XF
<b>Responsible department:</b>	Department of Hydrocarbon and Coal Processing
<b>Department code:</b>	MKOL
<b>Responsible instructor:</b>	András Holló

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### Course objectives:

Students get to know the strategy preparation of technology and product development in the hydrocarbon processing industry, they are capable to reveal the efficiency improvement possibilities, they will be familiar with methods required to the financial analysis of the development alternatives.

### Course content:

Future of the hydrocarbon industry: - World market trends, -Long term profitability  
Strategy analysis and their application  
Benchmark analysis, technology evaluation  
Efficiency improvement in practice  
Technology Roadmap: - Definition, - The process of preparation, - Case study  
Principles of the product quality strategy, Product Quality Road-map , Bio fuels, Case study  
Sustainable Development, Effects of more stricter environmental legislation  
R&D in the oil and gas industry worldwide  
R&D project preparation / evaluation / selection, make or buy decisions  
Future technologies, Bio-refinery  
Development Project evaluation, Cash flow, NPV calculation,- case study

### Requirements, evaluation and grading:

The whole content of lectures is included in the written examination.  
Grading is based on the written final examination.  
The final mark is determined according to the following table based on the examination:

points	final mark
above 80	excellent (5)
70-79	good (4)
60-69	medium (3)
50-59	pass (2)
below 50	fail (1)

### Required and recommended readings:

Marosán György: Stratégiai menedzsment, Műszaki könyvkiadó, 2001



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Technology Roadmap for Petroleum Industry – American Petroleum Institute, 2000