



COURSE DATASHEET

Semester:	2015/16/1
Course:	Hydrocarbon Product and Technology Development
Code:	VEMKOLT24XF
Responsible department:	Department of Hydrocarbon and Coal Processing
Department code:	MKOL
Responsible instructor:	András Holló

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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Required and recommended readings:

Technology Roadmap for Petroleum Industry – American Petroleum Institute, 2000