

MINI MBA IN PETROCHEMICAL INDUSTRY STRATEGY, OPERATIONS & MARKET DYNAMICS



GENTEX[®]
TRAINING CENTER



Introduction

Mini MBA in Petrochemical Industry Strategy, Operations & Market Dynamics Training Course gives professionals in chemicals and refining a condensed business education built around their own industry. The petrochemical sector rewards those who understand feedstock economics, cracker margins, global trade flows, and the cycles that drive profitability. Generic business courses rarely address these realities. This programme connects core business disciplines to petrochemical specifics. It covers industry structure, economics, operations, marketing, and strategy. As a result, participants learn to read market signals, evaluate capital projects, and improve plant performance. Furthermore, the course covers safety leadership, sustainability, and decarbonisation.

Mini MBA in Petrochemical Industry Strategy, Operations & Market Dynamics Course Objectives

- Map the petrochemical value chain from feedstock to end products.
- Read feedstock economics, cracker margins, and spread analysis.
- Apply PESTLE, Porter's Five Forces, and SWOT to the sector.
- Evaluate capital projects using NPV, IRR, and payback analysis.
- Analyse supply-demand balances, capacity cycles, and trade flows.
- Apply petrochemical process technology fundamentals.
- Improve operations with reliability, energy, and yield optimisation.
- Build commercial strategy: product portfolio and pricing logic.
- Apply HSE, process safety, and Responsible Care principles.
- Assess decarbonisation, circular economy, and sustainability pathways.

Course Methodology

- Facilitated sessions built around real petrochemical cases.

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- Margin and market analysis workshops using spread models.
- Group exercises in value chain and capacity mapping.
- Role-play of commercial negotiations and investment reviews.
- Case studies from olefins, aromatics, polymers, and fertilisers.
- Simulation of a plant performance and portfolio review.
- Peer review, reflection, and a personal development plan.

Who Should Take This Course

- Engineers and technical specialists moving into business roles.
- Petrochemical and refining plant managers.
- Commercial, trading, and marketing professionals in chemicals.
- Strategy, planning, and business development staff.
- Supply chain and feedstock procurement managers.
- Finance professionals covering petrochemical assets.
- Consultants advising chemicals and refining clients.

Mini MBA in Petrochemical Industry Strategy, Operations & Market Dynamics Course Outlines

Day 1: Petrochemical Value Chains and Industry Structure

- Mapping the value chain from feedstock to end products.
- Olefins, aromatics, polymers, and intermediates overview.
- Feedstock options: naphtha, ethane, propane, and coal.



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- Cracker economics and feedstock flexibility.
- Industry structure, integration, and competitive positioning.
- Global capacity centres and trade flows.
- Case study: a producer that gained advantage through feedstock choice.

Day 2: Market Dynamics and Margin Analysis

- Supply-demand balances and capacity cycles.
- Spread analysis: feedstock versus product prices.
- Price formation, contract structures, and benchmarks.
- Trade flows, tariffs, and logistics economics.
- Demand drivers in packaging, automotive, construction, and agriculture.
- Forecasting basics for petrochemical markets.
- Workshop: analysing a product spread and margin outlook.

Day 3: Operations, Reliability, and Plant Performance

- Petrochemical process technology fundamentals.
- Plant availability, reliability, and turnaround planning.
- Energy efficiency and utility optimisation.
- Yield optimisation and by-product management.
- Maintenance strategy and asset integrity.
- Quality management and product specification control.
- Workshop: improving plant performance using key indicators.

Day 4: Commercial Strategy, Pricing, and Portfolio

- Product portfolio strategy and market positioning.



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- Pricing logic, value-based pricing, and contract negotiation.
- Customer segmentation in industrial markets.
- Distribution channels and sales management.
- Investment appraisal for capacity and debottlenecking projects.
- Risk management for commodity exposure.
- Workshop: building a commercial strategy for a product line.

Day 5: Safety, Sustainability, and Strategy Integration

- Process safety management and Responsible Care.
- HSE leadership and safety culture in petrochemical plants.
- Decarbonisation pathways: efficiency, electrification, hydrogen, CCUS.
- Circular economy, recycling, and bio-based feedstocks.
- Regulatory trends and carbon pricing exposure.
- Integrating strategy, operations, and sustainability.
- Capstone: presenting a petrochemical business strategy.

Conclusion

By successfully completing Mini MBA in Petrochemical Industry Strategy, Operations & Market Dynamics Training Course, participants will have acquired the knowledge to map petrochemical value chains, read margin and market dynamics, evaluate capital investments, improve plant performance, build commercial strategy, and assess decarbonisation pathways. They will also understand how safety, sustainability, and commercial decisions connect in the sector. Gentex Training Center delivers this programme through applied workshops and expert facilitation, giving petrochemical professionals a practical business foundation for their industry.





FAQs for the Mini MBA in Petrochemical Industry Strategy, Operations & Market Dynamics course

Q1 What is the "Mini MBA in Petrochemical Industry Strategy, Operations & Market Dynamics" course about?

It is a condensed business programme built specifically for the petrochemical industry. It covers value chains, feedstock economics, margin analysis, plant operations, commercial strategy, safety, and decarbonisation.

Q2 What are the key benefits of the "Mini MBA in Petrochemical Industry Strategy, Operations & Market Dynamics" course?

Participants gain a stronger commercial read on their industry, better investment judgment, and clearer links between plant performance and profitability. Organizations benefit from managers who understand margins and markets, better capital decisions, improved plant availability, and strategy that accounts for decarbonisation.

Q3 What skills will I gain from the "Mini MBA in Petrochemical Industry Strategy, Operations & Market Dynamics" course?

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Participants build petrochemical value chain and market analysis, feedstock and margin economics, plant operations and reliability management, and commercial strategy, investment appraisal, and sustainability assessment.

Q4 What tools, methods, or standards are covered in the "Mini MBA in Petrochemical Industry Strategy, Operations & Market Dynamics" course?

The course covers value chain mapping, spread and margin analysis, supply-demand balance modelling, PESTLE, Porter's Five Forces, NPV, IRR and payback appraisal, reliability and availability metrics, turnaround planning, energy and yield optimisation, value-based pricing, risk management for commodity exposure, process safety management, Responsible Care, and decarbonisation pathway frameworks including CCUS and hydrogen.

Q5 How is the "Mini MBA in Petrochemical Industry Strategy, Operations & Market Dynamics" course applied in real-world practice?

Learners apply it by analysing product spreads and margin outlooks, building investment cases for capacity and debottlenecking projects, reviewing plant performance indicators, designing commercial strategies for product lines, and assessing carbon and regulatory exposure.

