

SEMINAR FOR SENIOR EXECUTIVES IN THE ENERGY INDUSTRY

DEVELOPING SENIOR MANAGERS IN THE NEW MILLENIUM

ENERGY



"Excellent!

The program was well planned and covered significant material in a ten day format. I now have a better understanding of financial analysis and plan to use it in future decision making."

Steen Jergensen
Geological Engineer
Newfield Exploration
Houston, Texas

In Association
with Maguire
Energy Institute

www.exed.cox.smu.edu

SOUTHERN
METHODIST
UNIVERSITY

Dallas, Texas

OVERVIEW

This *Seminar for Senior Executives in the Energy Industry* will help you broaden your knowledge and skills in key areas including industry-leadership, corporate strategy, financial planning and control, and corporate finance.

During the past quarter of a century, hundreds of senior managers from every major oil-producing region of the world have come to SMU to attend this program. They've shared ideas and gained a better understanding of their ever-changing industry.

SMU Cox Executive Education designed this intensive ten-day program especially for the energy industry and for the needs of top-level managers.

QUICK FACTS

- ▶ *Seminar for Senior Executives in the Energy Industry*
- ▶ Tuition: \$10,250
- ▶ Length: 10-day program
- ▶ Average class size: 25-30
- ▶ Instructor/Participant ratio: 6:25
- ▶ Location: SMU campus, Dallas, TX

WHAT YOU'LL GAIN

You'll learn from discussions with other participants who are senior industry managers from around the world and from teachers who are experienced in executive development, business and the energy industry. You will:

- Learn how other companies have implemented successful strategies for survival and growth.
- Prepare yourself for managing in a global economy.
- Analyze your own leadership style and develop a plan for improving your management effectiveness.
- Learn how to analyze your firm's competitive position and identify its strengths and weaknesses.
- Acquire new tools for analyzing your company's financial performance.
- Prepare yourself for advancement to a broader, more senior role in your company.

LEADING COMPANIES SEND THEIR MANAGERS TO SMU COX

Many leading companies send their managers to SMU Cox Executive Education's programs. These include: Anadarko, Chevron Texaco, Conoco Phillips, Maguire Oil Company, Occidental, Pioneer Natural Resources, and Sonangol.

WHAT YOU'LL LEARN

You'll broaden your knowledge in four essential areas.

Leadership

- Using leadership as a competitive advantage.
- Examining organizational complexities and problem-solving strategies.
- Developing personal awareness and effectiveness in dealing with conflict.
- Leading effective organizational change initiatives.

Corporate strategy

- Understanding the global environment and its implications for the energy industry.
- Analyzing the competitive environment and sustaining competitive advantages.
- Addressing diversification, divestiture, integration and retrenchment.
- Learning negotiating strategies including partnerships, joint ventures, mergers and organizational change.

Financial accounting and managerial control

- Understanding the income statement, balance sheet and cash flow statement.
- Analyzing cost behavior and cost-volume-profit relationships.
- Analyzing annual reports.
- Measuring financial performance for energy companies.
- Using the balanced scorecard to assess company performance.

Corporate finance

- Understanding the financial impact of operational decisions.
- Estimating the firm's financing needs and determining levels of sustainable growth
- Assessing project economics.
- Funding large projects and managing risk in the energy industry.

SEMINAR FOR SENIOR EXECUTIVES IN THE ENERGY INDUSTRY

	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00 – 12:00		Business Strategy and Value Creation	Long-Term Leadership	Strategic Negotiation in a Competitive Marketplace	Negotiation Debriefing
12:00 – 1:00		Lunch	Lunch - Collins	Lunch - Collins	Lunch - Collins
1:00 – 5:00		Accounting Fundamentals	Personal Leadership	Energy Industry Negotiation Simulation	FREE
5:30	Reception				
6:00 – 9:00	Group Dinner			Group Dinner	

Quick Facts

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	Sunday	Monday	Tuesday	Wednesday	Thursday
8:00 – 12:00	FREE	World Economic Trends 8-10	Management Controls	Managing Evolution & Revolution in the Industry	Project Risk Management 8-9:30
		Project Evaluation			Energy Industry Mergers & Acquisitions
12:00 – 1:00		Lunch - Collins	Lunch - Collins	Lunch - Collins	Lunch - Collins
1:00 – 5:00		Project Evaluation continued	Translating & Implementing the Corporate Vision	Financial Analysis of Energy Firms	Program Summary
5:30					
6:00 – 9:00		Group Dinner		Group Dinner	

Registration: Apply online at www.exed.cox.smu.edu/ssem or phone 1-800-768-6699 in the United States or 214-768-3335 outside the United States.

“A very informative program. It will help me in my day-to-day dealings with our joint ventures. A must for every senior executive in the oil and gas industry.”

Theo Duze

Joint Ventures, General Manager, Elf Petroleum
Nigeria

SEMINAR FOR SENIOR EXECUTIVES IN THE ENERGY INDUSTRY

THE COX EXECUTIVE EDGE

The Cox Executive Edge is why forward-thinking companies turn to SMU Cox Executive Education to help develop the management talent they need to compete effectively.

Excellent Reputation. SMU Cox is ranked among the top business schools nationally and internationally by major publications including *Business Week*, *The Economist*, *Financial Times*, *Forbes*, *U.S. News & World Report* and *The Wall Street Journal*.

Exceptional Network. You'll meet executives, managers and professionals from different industries. You'll also gain access to Cox's nationally recognized faculty and its exceptional network of business leaders, alumni and corporate friends worldwide.

Environment and Location. You'll study in state-of-the-art classrooms tailored to the learning needs of managers and executives, and you can draw on the full resources of the Cox School of Business.

Dynamic Content. The Cox faculty delivers cutting-edge ideas and dynamic programs. They promote interaction and sharing among experienced managers.

WHO SHOULD ATTEND

SMU Cox Executive Education designed this program for executives with substantial general management responsibilities or for managers who are about to move into such positions. The program will also be very helpful for managers with significant decision-making responsibilities in a specific industry segment or function such as exploration, production, transportation, refining, marketing or finance.

The typical participant has more than 10 years of managerial experience and has reached at least the division manager or large department manager level. Enrollment is limited, and each participant must be company sponsored.

IF YOU NEED A CUSTOM PROGRAM

SMU Cox Executive Education can develop a custom program that will directly address your company's strategic objectives. We can customize this program or any other program we offer to meet your needs. SMU Cox Executive Education will teach classes on campus, at your location or at a convenient off-campus site. We will be flexible to meet your company's needs. For more information about custom programs call the Director of Energy Programs at 214.768.3134.

YOU'LL EARN AN SMU COX CERTIFICATE

You'll receive a certificate of completion after you attend all of the sessions. You can also earn Continuing Education Units, or CEUs.

WHEN YOU'RE READY TO REGISTER

Online www.exed.cox.smu.edu/sse

Fax 214.768.2987

Phone 214.768.3335 or 800.768.6699 in the U.S.

IF YOU WANT TO VISIT OUR WEBSITE

Go to www.exed.cox.smu.edu to find

- **Future program dates**
- **Information about other Executive Education programs**
- **Online registration**

WHEN AND WHERE

You'll begin on Tuesday afternoon and finish the program in the afternoon on the second Thursday. You will begin the day with group discussions or a class session and end the day doing individual assignments late into the evening.

Your daytime class meetings will be held at the SMU Cox School of Business in the new state-of-the-art James M. Collins Executive Education Center. You'll stay in a hotel near SMU.



WHAT YOU'LL PAY

Tuition is \$10,250. It includes lodging, course materials, breakfasts, lunches, snacks and four group receptions and dinners. You'll have a single hotel room, and Executive Education will provide transportation between the hotel and campus.

IF YOU HAVE QUESTIONS

Check our Website at www.exed.cox.smu.edu or call 214.768.3335.