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COURSE BROCHURE

Oil Market Economics and Investment Planning Training Course

11 – 15 April 2027
Istanbul

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Ref: 2384_89562 **Date:** 11 – 15 April 2027 **Location:** Istanbul **Fees:** 5500 GBP

Oil Market Economics and Investment Planning is a 1-week training course for strategy, planning and economics staff in oil companies, and it ends with a Long-Term Price Deck and Investment Case for one upstream or downstream asset. Price cycles, shifting demand and widening cost spreads between producers now decide which projects earn their cost of capital and which do not. Jupiter Prime Training delivers Oil Market Economics and Investment Planning for corporate planning functions.

Why Oil Market Economics and Investment Planning Matters Now

Three forces shape oil investment today: demand growth that is slowing in mature economies while rising elsewhere, supply from short-cycle shale and long-cycle deepwater projects with very different cost curves, and investors who expect capital discipline rather than volume growth. A company that reads these forces well sanctions projects low on the cost curve, sets realistic price decks and keeps flexibility. Reading them badly locks capital into high-breakeven barrels. The course rests on supply and demand balance modelling, the industry cost curve, discounted cash flow DCF valuation and scenario planning with signposts.

Who Gains Most from Oil Market Economics and Investment Planning

- Planning staff responsible for long-range plans and annual budget cycles
- Economists responsible for oil price decks and demand outlooks
- Investment analysts responsible for project screening and sanction papers
- Asset managers responsible for capital requests on producing fields or refineries
- Finance partners responsible for valuation, hurdle rates and sensitivity cases

A corporate planning unit gains most when its economists and investment analysts attend together and agree one price deck.

Oil Market Economics and Investment Planning Capabilities

Participants leave able to turn balances and breakevens into price assumptions and sanction choices.

- Build a supply and demand balance for the oil market — informing medium-term price views
- Calculate breakeven prices and place assets on the cost curve — guiding project ranking
- Assess producer behaviour and spare capacity — supporting downside price cases
- Design a low, base and high price deck with signposts — serving board planning cycles
- Test project value with DCF and sensitivity analysis — guiding sanction decisions
- Weigh capital allocation across upstream and refining assets — balancing return and resilience

Key Oil Market Economics and Investment Planning Terms

- Price deck — the set of oil price assumptions over future years that a company uses to value assets and budget.
- Cost curve — a ranking of supply sources from lowest to highest full-cycle cost, showing which barrels set the marginal price.
- Breakeven price — the oil price at which a project's net present value equals zero at the company's hurdle rate.
- Demand elasticity — how much oil consumption changes in response to a change in price or income.
- Short-cycle supply — production that can be started or stopped within months, such as shale wells, softening price swings.
- Real option value — the extra worth of a project from the ability to delay, expand or abandon it as prices move.

Oil Market Economics and Investment Planning Day by Day

Day 1: Oil Demand and Its Drivers

- Demand by Sector and Fuel — Locating Growth and Decline
- Income and Price Elasticity — Sizing Consumption Responses
- Efficiency and Electrification Trends — Testing Long-Term Demand Paths
- Petrochemical Feedstock Demand — Weighing a Resilient Growth Segment
- Demand Forecasting Methods — Choosing Between Trend and Driver Models

Day 2: Supply, Costs and Producer Behaviour

- Full-Cycle Cost Curve — Identifying the Marginal Barrel
- Decline Rates and Reinvestment Needs — Estimating Required New Supply
- Short-Cycle Versus Long-Cycle Projects — Judging Supply Response Speed
- Spare Capacity and Producer Group Policy — Framing Price Floors
- Inventory Levels and Market Balance — Reading Price Pressure

Day 3: From Balances to Price Decks

- Supply and Demand Balance Model — Projecting Medium-Term Tightness
- Futures Curve Shape — Contango, Backwardation and Planning Prices
- Refining Margin Outlook — Linking Product Demand to Downstream Value
- Scenario Planning With Signposts — Setting Low, Base and High Cases
- Price Deck Governance — Approving Assumptions Across Business Units

Day 4: Valuing and Ranking Investments

- DCF and Net Present Value — Valuing Field and Refinery Projects
- Hurdle Rates and Risk Premiums — Matching Return to Exposure
- Breakeven and Sensitivity Tables — Exposing Price Dependence
- Real Options Thinking — Valuing Phasing and Deferral Choices
- Capital Allocation Frameworks — Ranking Upstream Against Downstream Spend

Day 5: Practising the Price Deck and Investment Case

- Demand Outlook Applied — Setting Volume Assumptions for a Case Asset
- Cost Curve Applied — Positioning the Asset Against Competing Supply
- Scenario Deck Applied — Running Three Price Cases Through the Model
- Peer Challenge Session — Stress-Testing Assumptions and Sensitivities
- Price Deck and Investment Case — Completing the Sanction Recommendation

Applying Oil Market Economics and Investment Planning After the Course

- Rebuild the unit's price deck as low, base and high cases with signposts and present it at the next planning round.
- Place the company's three largest pending projects on a cost curve and report their breakeven prices to the investment committee.

Oil Market Economics and Investment Planning Questions FAQ

What is oil market economics and investment planning and why does it matter now?

It is the practice of reading oil supply, demand and costs to set price assumptions and choose which projects to fund. It matters now because volatile prices and capital discipline punish projects sanctioned on unrealistic decks.

Which roles gain most from oil market economics and investment planning training?

Planning staff, economists, investment analysts, asset managers and finance partners gain most, because each sets or uses price assumptions when capital is committed.

How does oil market economics and investment planning differ from a petroleum geopolitics course?

It concentrates on market fundamentals, cost curves and project valuation rather than state actors, sanctions and fiscal regimes. You work with balances and price cases that feed sanction papers.

What do you bring back from oil market economics and investment planning training?

You bring back a price deck with three scenarios and an investment case for one asset, with its breakeven, sensitivities and a sanction recommendation.

Oil Market Economics and Investment Planning: The Way Forward

The Long-Term Price Deck and Investment Case first informs whether a pending project moves to sanction or waits. Economists keep the deck current and the investment committee uses it to rank spend. After the first price shock, revisit the signposts, since they show which scenario is unfolding.