

NEW MBA ELECTIVE

MANA 7397: Introduction to Global Energy Management and Policy Fall 2012, Monday 6-9 p.m., Melcher Hall, Room 112

This course, taught by Dr. Joe Pratt, provides an excellent introduction to the organization and management of the global energy industries, with a focus on oil and natural gas.

We will start with an overview of the patterns of supply and demand over the last two decades. This section will discuss important trends in the energy mix around the world; included will be the impact of new technologies and high energy prices on the emergence of new sources of energy ranging from natural gas fracking and deepwater offshore oil to renewables.

We will then analyze the major institutions that shape the evolution of energy markets. These include OPEC, international oil companies (such as ExxonMobil and Shell), the most significant national oil and natural gas companies (such as

Saudi Aramco, Petrobras, and Gazprom), and the governments of the major producing and consuming nations.

Against this backdrop, the heart of the course will be case studies of business strategy and government policy around the world. We will use these case studies to discuss many of the most pressing issues influencing global energy markets from a managerial perspective.

Class discussion will be an important part of the class, and we will have a variety of guest speakers from industry and government. Students will have the opportunity to define an individual or group project on a topic of special interest. The course will include graduate students from Bauer and the Law Center.

Readings will include sections of Daniel Yergin's *The Quest: Energy, Security, and the Remaking of the Modern World* and a variety of articles and case studies.



JOE PRATT is the Cullen Professor of History and Business. He recently has finished writing a history of ExxonMobil from 1973-2005. He taught at the Haas School of Business at UC-Berkeley and the Harvard Business School before coming to UH, where he regularly teaches in the EMBA's energy certificate program. He has conducted research inside Exxon, the late Amoco, the late Texas Eastern Corporation, the National Petroleum Council, and the American Petroleum Institute. (His research did not put Amoco or Texas Eastern out of business.)