

DIGITAL BUSINESS ANALYSIS IN THE OIL & GAS INDUSTRY FOR MANAGERS

“Bridge the gap between business needs and digital solutions to drive performance, efficiency, and innovation in oil & gas operations.”

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► Available delivery methods: In-House Training

Introduction

In today’s energy landscape, digital transformation is reshaping how oil & gas companies operate—from exploration and production to refining and distribution. This course equips managers with practical business analysis (BA) skills to assess digital initiatives, identify process gaps, gather and validate requirements, and drive successful technology-enabled change. Participants will learn tools and techniques used by business analysts and apply them to real-world oil & gas scenarios involving ERP systems, automation, data analytics, and IoT technologies.

Objectives

By the end of the course, participants will be able to:

- Understand the role of business analysis in digital projects
- Apply business analysis frameworks (BABOK®, Lean, Agile)
- Identify business needs and digital opportunities
- Translate operational challenges into functional requirements
- Facilitate stakeholder collaboration and manage expectations
- Analyze and optimize processes using digital tools
- Prepare business cases for digital investment

Why Attend

Digital business analysis helps oil & gas managers make better, faster decisions in complex environments—aligning projects with strategic goals and delivering measurable value from digital investments.

Target Audience

- Operational & Project Managers
- Maintenance, Production & Field Supervisors
- Digital Transformation & Innovation Leaders
- Business Analysts & Process Engineers
- IT Managers & System Owners
- Procurement, HSE, and Asset Managers

Individual Benefits

- Gain BA skills without needing a technical background
- Confidently contribute to or lead digital initiatives
- Learn to validate ideas and solutions using data
- Improve communication with technical teams and consultants

Organizational Benefits

- Accelerate the success of digital transformation efforts
- Reduce costly misalignment between users and IT teams
- Identify cost-saving and efficiency opportunities
- Create business-driven digital roadmaps and investment strategies

Instructional Methodology

- Expert-led lectures with real-world case studies
- Interactive workshops and group exercises
- Digital business analysis tools and templates
- Oil & gas process mapping and scenario simulations
- Individual action planning and industry best practice sharing

Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM

Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to Digital Business Analysis

- Module 1: Business Analysis in the Digital Age (07:30 – 09:30)
- Module 2: Oil & Gas Use Cases for Business Analysis (09:45 – 11:15)
- Module 3: Understanding Stakeholders and Systems (11:30 – 01:00)
- Module 4: Workshop: Identifying a Digital Business Challenge (02:00 – 03:30)

Day 2: Requirements Gathering & Process Modeling

- Module 1: Eliciting Requirements: Interviews, Workshops & Observations (07:30 – 09:30)
- Module 2: Documenting Functional & Non-Functional Requirements (09:45 – 11:15)
- Module 3: Process Mapping & Value Stream Analysis (11:30 – 01:00)
- Module 4: Workshop: Redesign a Field or Maintenance Process (02:00 – 03:30)

Day 3: Tools, Techniques & Data Analysis

- Module 1: BA Tools: SWOT, PESTLE, 5 Whys, Fishbone, User Stories (07:30 – 09:30)
- Module 2: Using KPIs and Operational Data for Insight (09:45 – 11:15)
- Module 3: Digital Tools – Dashboards, ERP, CMMS, and IoT (11:30 – 01:00)
- Module 4: Simulation: Troubleshooting with Real-Time Data (02:00 – 03:30)

Day 4: Solution Design & Business Case Development

- Module 1: Identifying Digital Solutions: Buy vs. Build vs. Optimize (07:30 – 09:30)
- Module 2: Feasibility, Cost-Benefit & Risk Analysis (09:45 – 11:15)
- Module 3: Writing a Business Case for a Digital Project (11:30 – 01:00)
- Module 4: Group Activity: Build & Present a Digital Solution Case (02:00 – 03:30)

Day 5: Implementation Planning & Change Leadership

- Module 1: Planning for Change – Agile, Waterfall, and Hybrid Models (07:30 – 09:30)
- Module 2: Communication Plans & Managing Resistance (09:45 – 11:15)
- Module 3: Evaluation, Feedback, and Continuous Improvement (11:30 – 01:00)
- Module 4: Final Presentations – Digital BA Roadmaps (02:00 – 03:30)

Certification

Participants will receive a **Certificate of Completion: Digital Business Analysis in the Oil & Gas Industry for Managers**, signifying their capability to lead and contribute to digital business improvement initiatives using structured BA approaches.

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