

Module Synopses

Semester One

1. Maritime Economics and Shipbroking

This module incorporates the understanding of maritime economics and the business of ship broking, chartering and ship sale & purchase. The former aims is to equip students with the knowledge and skills of economics and the commercial environment in which the shipping industry operates, including the factors that influence the supply and demand of shipping services. The latter will provide insights into the business of ship broking and chartering. The students will learn through working on a series of current ship chartering contracts, ship sale and new building contracts which includes the process of negotiating a charter party and related documentation, law and valuation of ships.

2. Maritime Law and Insurance

The aim of this module is to provide students with knowledge and understanding of the main principles of Maritime law and the commercial, safety and environmental policies and values which underpin it. The students will be provided with the experience in dealing with legal principles deriving from variety of legal instruments, including international conventions, statutes and case law. The module will also provide students with an understanding of marine insurance and how different aspects of marine insurance play a role in shipping. Topics covered include functions of marine insurance in shipping, placing a risk in the market, Institute Hull and Cargo Clauses, General Average claims, P & I Club, and marine pollution protection schemes.

3. Port and Cargo Management

This module aims to provide a sound understanding of the basic elements in policy making, planning and management of ports and terminals with particular reference to the Port of Singapore. Emphasis is placed on the ship-shore interface with regards to the planning and organization of resources to achieve optimum performance pertaining to container and bulk operations. It also provides a broad knowledge of the handling, stowage and carriage of dry and liquid bulk as well as container management and safe transportation of dangerous goods. Basic elements in the operations of port agencies that include the understanding of shipping documentations, practices, disbursements and maritime fraud are also covered in this module.

Semester Two

4. Marketing and Financial Management

This module will provide participants with a broad knowledge of Financial Management whose principles can be practically applied in shipping and ship management companies. Further, it will also provide a fundamental understanding of the financial tools and techniques that are used for/in shipping investments. The topics would include areas of financial environment such as accounting & financial reporting, financial analysis, elements of costing and budgeting,

investment appraisal and working capital management. The marketing element of the module will provide students with a basic knowledge of marketing, its role and its application in the shipping industry. Particular emphasis will be given to the characteristics of shipping services and their marketing implications for strategy development and implementation. A discussion of the role of Internet and marketing using the World Wide Web will also be discussed.

5. Ship Management and Offshore

This module aims to provide a thorough knowledge and understanding of ship management, an introduction to the offshore industry as well as ship surveys. Ship management deals with seaworthiness of vessels which includes crew and technical management. In addition, it also covers commercial management which includes voyage estimations and responsibilities of an operations department. Ship surveys play an important role in the management of ships. This module will provide students with the concept and coverage of the various surveys. The commercial aspects of on/off hire and bunker surveys will also be discussed. In offshore operations, students will learn the organizational structure of a typical offshore management company and the basic training requirements for offshore personnel. Students will learn to appreciate the various types of offshore platforms and support vessels as well as their related operations such as seismic survey, oil exploration and pipe laying methods.

6. Supply Chain Management

This module aims to provide a thorough knowledge and understanding of how supply chain management and distribution channels play an integral role in a firm's marketing strategy. The elements of a typical Supply Chain will be covered, including the important role of transportation within the Supply Chain Network. It also discusses the basic concept of supply chain management, the types of channel structures and the factors that influence channel designs, development and performance. The areas of Cold Chain Management, role of IT in Supply Chain Management, Customer Value in a supply chain and the aspects of Supply Chain Security will also be scrutinised.