

Topic Synopsis (SGUS Maritime Business Management)

1. Certificate in Essential Skills to Enhance Employability

This certificate covers essential communication areas which include emotional intelligence (EQ), digital marketing and essential job search skills. It introduces key concepts in the areas of data and visual analytics using Power BI, statistics and cyber security. It introduces key concepts in the areas of data and visual analytics using Power BI, statistics and cyber security.

Topic 1: Emotional Intelligence (EQ) for Career Decision Making

This 2 days' workshop is an enhanced training in which participants will acquire job-seeking related skills, capabilities and the ability to expand employment opportunities.

Emotional Intelligence (EQ) facilitates career decision-making process and leads to decisions that can achieve greater satisfy career-related interests, values, and aspirations. Emotions experienced during this process have implications for the perception of risk related to specific career options, the kind of self-exploration individuals will engage in, and how information related to career choice will be processed.

Through EQ, participants will be able to cope and learn to manage one's self-awareness which affect their overall well-being and decision making.

Topic 2: Getting ready for Your Next Job

This course equips participants with the essential job search skills, knowledge and tools that will allow them to present themselves positively on paper, in person and on professional networking sites.

Participants will learn how to craft resumes that get the attention of prospective employers and recruiters and pivot their experiences to succeed and leave a good impression at job interviews (face-to-face or digital). This course also helps jobseekers to get started on using the popular professional networking site, LinkedIn, to create a professional brand for job search and networking.

Topic 3: Digital Marketing with Personal Branding

This course introduces students to tools for establishing a personal brand online and importance of establishing digital marketing strategy to promote their own personal brand.

Topic 4: Visual Analytics using Power BI

The course aims to equip the participant with the following:

Knowledge and Understanding: An understanding of how a dashboard works; its advantages and disadvantages and how it will be useful at workplaces.

Intellectual skills: How to apply the knowledge received during the course in developing the dashboard and using DAX functions, filters etc.

Practical skills: Participants will be developing their own dashboard. This exercise will enable them to show their creativity, skills obtained from the course and a satisfaction from attending the Power BI course.

Transferable skills and personal qualities: The knowledge and skills acquired from this course can be used at workplaces especially for those involved in KPI reporting, dashboard development or someone who have regular management meetings.

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

- Upload data & and create data models
- Use DAX functions to enhance dashboards
- Associate links between variables for visual and descriptive analytics
- Find hindsight and insights from dashboard

Topic 5: Cyber Security for Non-IT Professionals

The objectives of the course is to create awareness and understanding of common cyber threats, both at home and at work. Typical mitigation methods will be discussed to help participants make better use of the available cyber security tools to protect themselves against cyber adversaries.

Upon completion of this course participants will be able to:

- Relate what is Cyber Security what are at stake
- Examine common threats (e.g. Phishing, malware)
- Use common mitigation methods
- Use basic wireless and smartphone security
- Outline security related laws (e.g. PDPA, CMA)

2. Certificate in Maritime Business Management 1

This certificate is designed to impart sectoral fundamentals to non-maritime graduates with the knowledge and understanding skills in:

Marketing and Financial Management
Ship Management and Surveying
Marine Offshore Operations

These fundamentals are covered to opportune non-maritime graduates with adequate knowledge and skills in port and cargo operations; basic essential economic, shipbroking and maritime legality management. This potentially allows participants to join the maritime industry as executives or higher with the capability to deepen their jobs comprehension leading to competent performance.

Topic 1: 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 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 provides 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.

Topic 2: Ship Management and Surveying

This module aims to provide a thorough knowledge and understanding of ship management, as well as ship surveys. Ship management deals with seaworthiness of vessels, which includes crew and technical management. Additionally, 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 provides students with the concept and coverage of the various surveys, including the commercial aspects of on/off hire and bunker surveys.

Topic 3: Maritime Offshore Operations

This module aims to provide students with an overview of the offshore industry and related operations. The students will learn and appreciate the main types of international agreements on oil exploration and the various parties involved in the exploration. They will also learn the organizational structure of a typical offshore management company and the basic training requirements for offshore personnel. Particular emphasis will be placed on the operations of different types of vessels deployed for various purposes of offshore operations such as seismic survey, oil exploration/production and pipe laying.

3. Certificate in Maritime Business Management 2

This certificate is designed to impart Job Role Specific skills and knowledge in:
Maritime Economics and Shipbroking
Maritime Law and Insurance
Port and Cargo Management

Topic 1: Maritime Economics and Shipbroking

This module incorporates the understanding of maritime economics and the business of Shipbroking, chartering and ship sale & purchase. The former aims 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. Students will learn through working on a series of current ship chartering contracts, ship sale and new building contracts, which include the process of negotiating a charter party and related documentation, law and valuation of ships.

Topic 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 that 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.

Topic 3: Port and Cargo Management

This module aims to provide a sound understanding of the basic elements in policymaking, 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.