

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF SHIPPING, TRADE AND TRANSPORT		
LEVEL OF STUDIES	POSTGRADUATE (MSc) "MBA in Shipping"		
COURSE CODE	12051-01	SEMESTER	1st Semester (winter)
COURSE TITLE	MANAGEMENT OF SHIPPING COMPANIES		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	6,5
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	The course provides specialized general knowledge regarding the management of shipping companies and the shipping industry.		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	https://www.stt.aegean.gr/mba-in-shipping/programma-mathimatou/		

(2) LEARNING OUTCOMES

<p>Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>After successfully completing this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Analyze and assess the external and internal environment of a shipping company, a crucial element in the process of a shipping company's strategy development in a highly competitive environment.

2. Understand the different cultural, organizational and management approaches applied to a shipping company especially in the Greek Shipping industry with the peculiar characteristics it has.
3. Describe and analyze the structure of a shipping company and the different functions taking place in the company's structure and be able to understand the company's decision-making process.
4. Understand the shipping strategies of vertical and horizontal integration as well as specialization of shipping services.
5. Understand the principles of quality in a shipping company in relation with the environment protection and the Corporate Social Responsibility notion.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

- Advanced know-how in the dynamic and complex sector of global shipping business
- Building upon academic specialization in the field of shipping management
- Provide students the ability to work on real case studies from the Greek and international shipping industry
- Taking advantage of the strong bonding between the program and the Greek shipping industry, aiming at organizing guest lectures from shipping experts.

(3) SYLLABUS

Sea transportation is essential for world trade and economic growth. The globalization of the world economy, the increasing competition in the shipping industry along with rapid technological changes have resulted in an extremely volatile environment for shipping companies. Taking into account the formation of new financing tools, the emergence of new organizational models and the advancement of vertical and horizontal integration as well as the diversification of operations, shipping companies are facing several challenges towards asking for innovative, efficient and customized solutions.

The aim of this course is to provide an overview of the organizational and management models of shipping companies in relation with the developments in the external and internal environment. The course will analyze the operations along with the decision-making processes of a shipping company. The course will shed light on the types of organizational culture and how they are applied in a shipping company. Outsourcing of shipping company's processes will be also examined followed by the role of corporate social responsibility in the contemporary shipping industry.

This course provides seniors the opportunity to deepen their knowledge on management of shipping companies through a series of lectures dealing with specialized and contemporary issues that a senior might face in a shipping company.

(4) TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY</p> <p style="text-align: center;"><i>Face-to-face, Distance learning, etc.</i></p>	Face to face and distance synchronous transmission of lectures	
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</p> <p style="text-align: center;"><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<ul style="list-style-type: none"> • Lectures using computer presentations and video, • Support of learning and communication with the students using the e-learning platforms e-class and Big Blue Button 	
<p style="text-align: center;">TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	Activity	Semester workload
	Lectures (including industry speaker short presentations)	30 hours
	Study and analysis of bibliography	60 hours
	Essay writing	50 hours
	Non-directed study	20 hours
Course total	160 hours	
<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Language of the evaluation: English</p> <ul style="list-style-type: none"> • At the end of the course, the students will write a final exam (50% of the rating). <ul style="list-style-type: none"> ○ Types of questions: multiple choice questionnaires, short-answer questions, open-ended questions. • During the semester, the students will prepare and submit short, directed essays (50% of the rating) using real data from the shipping industry. 	

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Theotokas Ioannis, (2018). "Management of Shipping Companies". Routledge, London
- Visvikis I.D. and Panayides P.M., (2017). "Shipping Operations Management". Springer.

General sources on the topic, available in the Library of the UAegean or on-line:

- Related academic journals:

- Maritime Policy and Management
- Maritime Economics and Logistics
- Research in Transportation Business and Management
- International Journal of Shipping and Transport Logistics
- Transportation Research
- Maritime Business Review