



SHIPPING COURSES

October 2024

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About Shipping Strategy Ltd

Established as a UK limited company in 2018, but with its origins going back to 2009, Shipping Strategy Ltd provides shipping market intelligence and insight including forecasting, strategy consulting and executive education. Subscription reports, bespoke market research and books are available from our website, <https://shippingstrategy.com>

Our clients include governments, industry associations, ship owners and operators, charterers, investors, financiers, port operators, service companies and trading houses.

We offer training services, building on our 200 years and more of in-house experience.

Via www.ship.energy, our MD Mark Williams creates features, analysis and podcasts on shipping's energy transition

Welcome to Our Prospectus

At Shipping Strategy we are passionate about the maritime industry. Our staff come with a few grey hairs but with current, relevant experience as practitioners in shipping, ports, finance, environmental reporting and management. We draw on our experience as consultants, bankers, brokers, analysts, lecturers and tutors to create these courses, giving students the benefit of decades of experience along with up-to-date, real world business practices.

In addition to the courses listed here, we are always willing to discuss bespoke training packages. If you would like to discuss our courses, please call our office on +44 (0)20 8638 7422 or email info@shippingstrategy.com

Best wishes,

Mark Williams.

Our Course Leaders

Mark Williams, MA (Oxon), MSc, MISC

Managing Director



Mark founded Shipping Strategy as a blog in 2009 before establishing it as a UK Limited Company in 2018, after more than two decades in the maritime industry. He advises investors and banks, ship owners and charterers, brokers, insurers, and industry associations. Widely acknowledged as one of the best shipping analysts in the world, he is also known for his eloquence and perceptive public speaking and market presentations. He has a longstanding reputation as an inspiring and innovative educator via our training courses and his work with our training partners. Before entering the maritime industry, Mark was a tutor and researcher at the University of Oxford (1992-1996). He has been a guest lecturer at City

University in London, Plymouth University. He has been a course director at Lloyd's Maritime Academy and taught at BIMCO, as well as leading dozens of bespoke courses for corporate clients. He is also Contributing Editor of the decarbonisation website [ship.energy](#) and presents the [ship.energy podcast](#). Before founding Shipping Strategy Ltd, Mark was Managing Partner, Affinity Research LLP from 2015-18; Group Head of Research and Business Development Director, Braemar Shipping Services Plc 2010-2015; Director of Consultancy, MSI 2009-2010; Divisional Director, HSBC Shipping Services 2002-2009 and Head of Operational Research, MRC Business Information Group 1996-2002.

Paul Stuart-Smith

Principal Sustainability Consultant



Paul brings a broad perspective of sustainability to our team together with a deep understanding of capital markets and green finance, as well as of the maritime industry. He is a former Executive Director at the Baltic Exchange where he led its regulated subsidiary from 2009-17. He previously held high-profile roles in Capital Markets at Morgan Stanley and Chemical Bank in London and New York. His experience includes managing Morgan Stanley's financing and borrowing activity in Europe, as well as managing significant risk positions for both firms in bond, currency and derivatives markets. As a consultant he has advised the Climate Bonds Initiative on its Shipping Criteria and a UK bank on structuring and roll out of a ground-breaking green finance product based on Green Bond & Green Loan Principles and the EU Taxonomy. He is a qualified barrister and served as a Captain in the British Army.

Steven Jones, BSc, MA, FRSA

Principal Shipping Consultant



Adept at leveraging technology and ideas to drive positive change, Steven has experience integrating technology to enhance efficiency, productivity, safety and security in maritime operations. Steven joins us after a stint as CEO of the Sustainable Shipping Initiative, prior to which he was founder of the Seafarers' Happiness Index. He comes with extensive experience in communications and public relations. He has successfully crafted and executed strategic communications plans, managed crisis situations, and built strong relationships with key industry stakeholders, including government agencies, industry associations, and international organisations. He is skilled in delivering compelling messages to diverse audiences and comes with a track record of driving positive outcomes through effective communication strategies. Steven has Master's degrees in International Relations and Marketing and via his publications on ISPS, anti-piracy and seafarer welfare, is a Fellow of the Royal Society of Arts.

Dr. Henriëtte van Niekerk

Principal Ports and Dry Bulk Shipping Consultant



Henriëtte is a successful senior maritime industry leader with deep knowledge of the ports and transport sectors, dry bulk shipping and commodities. Currently Henriëtte is advising the South African government on transport policy and management. She is the former Global Head of Dry Bulk Analysis at Clarksons ship brokers. Prior to joining Clarksons, Henriëtte was the Head of Maritime Studies at the University of Stellenbosch in South Africa. Henriëtte holds the qualification of Doctor of Commerce from Johannesburg University, where her thesis addressed the question of "Restructuring of South Africa's port charges". She also holds Bachelor's and Master's degrees in economics from the University of Stellenbosch. Based in Cape Town, Henriëtte offers a Southern Hemisphere perspective to our work

1. A Primer in Shipping Markets Analysis

Course synopsis:

This seven week course guides delegates through best practice in data collection, validation, analysis and reporting. Delegates learn good practice in housekeeping, report generation, presentation skills, how to write about shipping in its macro-economic context, and how to analyse and forecast supply, demand, earnings and values. The course has six weekly modules, each requiring around six hours' work and includes a weekly tutorial. Week 7 is given over to an exercise reporting on a student’s chosen market segment. Student pack includes full course texts, MS Excel files, and supporting library in PDF.

Course modules

Module	Title	Content
1	Definitions	Ship types & sizes; cargo types; trade patterns; units of measurement; the complexities of ownership, operation, leasing, time charter, pools
2	Methods	Collecting, managing & reporting data; use of software; housekeeping
3	Analysis	Visualising data; linear programming; forecasting
4	Macro context	Shipping is best viewed in its macro context – what data to collect, store, report and use to predict shipping variables.
5	Supply & Demand	Monitoring, measuring, reporting & forecasting fleet supply and demand.
6	Markets	Monitoring, measuring, reporting & forecasting freight, time charter and asset markets
7	Exercise	Students write a short paper on a market segment of their choice, putting what they have learned into practice.

Who will benefit from this course:

This course is designed for candidates who are in their first role and have market research and analysis responsibilities

Delivery:

Students receive weekly module packs including course texts and supporting files. Each week a tutorial is held with the course leader. These can be online or face to face.

Course Cost:

£1,199 per student plus VAT where applicable.

Testimonials:

“Very interesting course. Glad to have taken it! It is always good to refresh/revise my knowledge and get new one. I particularly enjoyed very much Module 6.” A.C., Portugal, December 2021.

“He is very engaging and easy to understand.” “Mark kept the audience engaged, knew the topic very well and had industry experience to back up with examples” “Mark was excellent at keeping us engaged in the subject matter and I feel that I have learned a lot during the course.” “Because I don’t give 10s but 9s are my 10s. Or he might have been a 11.” – students from January 2024.

2. Fundamentals of ESG for Shipping

Course synopsis:

This one day course Introduces the main regulations and best practice in each of the Environmental , Social, and Governance domains. Provides delegates with an understanding of the IMO's emissions regimes, latest thinking on Diversity, Equity and Inclusion, and how Governance codes affect the shipping business model. Refers to industry best practice and the state-of-play of decarbonisation, social and governance corporate behaviour in shipping. Group exercises and multi-media content. Student pack includes full course texts, MS Excel files, and supporting library in PDF.

Course modules

Module	Title	Content
1	Definitions & Evolution of ESG	What is ESG? Roots in Corporate Social Responsibility. Emergence of environmentalism. Evolution of stakeholder theory. Roots of governance.
2	The E in ESG	UN Sustainable Development Goals. Role of the IMO. Relevant IMO conventions. Key IMO emission targets & dates.
3	The EU in ESG	EU challenging the IMO. What you need to know about the EU ETS. An EU ETS How-To guide. The EU CBAM. Implications for maritime trade.
4	Cutting Emissions	Overview of state of play of LNG and biogas, methanol, ammonia, LH2, fuel cells, batteries, nuclear & wind. Non-fuel technologies.
5	The S in ESG	Relevant laws & conventions. The ascent of CSR. Seafarer worker conditions. Cultural sensitivity. Shipping's community relations. Diversity, Equity and Inclusion.
6	The G in ESG	What is governance? Definition and role of the flag State. Good corporate citizens. Bribery and corruption regs & best practice. Sanctions. Due Diligence and KYC.
7	ESG reporting	How to report your ESG performance. The main frameworks – Science Based Targets Initiative; Taskforce for Climate Related Financial Disclosure; International Accounting Standards, etc.

Who will benefit from this course:

This course is designed for candidates who have some ESG responsibility in a shipping industry business, for instance HR professionals, accounting and finance professionals, fuel buyers, chartering executives, investor relations staff, board level and c-suite executives.

Delivery:

Face to Face at client sites or online. We offer a half-day version of the course for those with time pressures.

Course Cost:

£799 for the whole day version. £399 for the half-day version. VAT is chargeable where applicable.

Testimonials:

“Extremely interesting” S.K., Monaco, November 2023.

“Thank you very much for sharing some precious material...you are a star!” G.S., Monaco, November 2023.

3. Decarbonising Shipping **NEW for 2024**

Course synopsis:

This two-day course introduces the main IMO and EU regulations which will enforce shipping's transition to net zero. It covers policy in the major shipping nations and regions. Full review of EEDI, EEXI, CII and their likely implications. Students benefit from a full description of the EU ETS and how shipping will be covered by it, including a checklist of actions to comply with the ETS. The course introduces the main low-carbon and zero carbon fuels such as LNG, methanol, ammonia, hydrogen, fuel cells, batteries, biofuels and e-fuels and covers the advantages and disadvantages of each for ship types and business models. Covers Poseidon Principles, Charterer attitudes, and the likely effects of decarbonisation on shipping business model and market structure. Student pack includes full course texts, MS Excel files, and supporting library in PDF.

Course modules

Day / Module	Title	Content
1/1	Role of the IMO	Historical and current role of the IMO under the UN. How the UN Sustainable Development Goals underly decarbonisation ambitions. Key dates on the path to net zero. The relevant IMO Conventions. Explanation of the EEDI, EEXI and CII, Green Recycling & Ballast Water rules.
1/2	State and non-State Regulators	The role of flag States, class societies, shipping associations and NGOs, insurers, Poseidon Principles, Charterer groups, banks. Decarbonisation policy overview of key states – US, EU, China, Japan, India, S. Korea
1/3	Role of the EU	How the EU pushes IMO. The ETS – theory and practice. Worked examples of EU ETS Costs. Checklist for complying with the ETS. Introduction to the Carbon Border- likely implications for trade with the EU.
2/4	Low and Zero Carbon Fuels	No single solution. Descriptions of LNG, methanol, ammonia, hydrogen, fuel cells, batteries, biofuels and e-fuels. Advantages and disadvantages of each.
2/5	Fleet Renewal	Who has ordered what? What designs are in favour currently? Why the business model is more important than ship type in choosing power plant
2/6	Ports	What ports and shoreside actors are doing. Shore power / cold ironing. Latest and best practice. Automation and Digitalisation.
2/7	Wrap-up	Embedding decarbonisation in your business strategy.

Who will benefit from this course:

Staff at ship owners, managers, trading houses, customers of shipping including retailers and large corporates, services companies working with or marketing to shipping companies. Engineers and OMEs with markets in shipping.

Delivery: Face to face at client sites or agreed venues. The course takes from 0915 to 1715 for two days, with three breaks so that delegates can refresh and catch up with business.

Course Cost: £1,499 per student plus VAT where applicable.

Testimonials:

To follow!

4. Ship Valuations

Course synopsis:

Mark Williams has been valuing vessels since 2002. In this one-day course, he takes you through the process so that you have the skills and tools to perform your own valuations, or to critique valuations you are given. Covers all major ship types: bulk carriers, container ships, oil and gas tankers, pax/roro. Teaches delegates to understand key technical characteristics of vessels that affect valuation, how to collect and store data, and how to track value changes over time. Worked examples give students a chance to create their own valuations using current market data. Student pack includes full course texts, MS Excel files, and supporting library in PDF.

Course modules

Module	Title	Content
1	What is it?	Describes a valuation certificate, its use cases, when it is required or desirable. Meaning of the main terms on a valuation certificate.
2	Who does what?	Role of the valuer, surveyor, ship broker, customer.
3	What is a ship worth?	Book value, market value, insurance value / replacement cost, income approach / net present value.
4	Asset Markets	Asset markets: from Newbuilding to Recycling; the SnP process, how this can affect values.
5	Methodology	The market valuation methodology is described for major shiptypes.
6	Worked examples	Delegates try their hand at producing ship valuations and these are discussed with the wider group.
7	Wrap-up	What has been learned today and how to put it into practice.

Who will benefit from this course:

This course is designed for candidates who need to be able to value ships such as staff in ship owning, ship broking or surveying businesses, or candidates who need to be understand how ships are valued so that they can critique and compare values that they receive, such as staff at ship owners, banks and investment houses.

Delivery:

Face to face at client sites or agreed venues or online. The course takes from 0915 to 1715, with three breaks so that delegates can refresh and catch up with business.

Course Cost:

£799 per student plus VAT where applicable.

Testimonials:

“Our thanks should be to you for delivering a very interesting and engaging presentation” T.L., Cambridge Academy of Transport, July 2019.

5. An Introduction to Shipping Markets Fundamentals

Course synopsis:

This one day course gives delegates a brief but thorough introduction to the business of global shipping. Students learn about how the business of hiring ships to move cargoes works; the roles of different market participants; how ships are financed and how to make money from them; how asset markets work; how the industry is regulated; and how ESG principles are affecting the world of shipping. Student pack includes full course texts, MS Excel files, and supporting library in PDF.

Course modules

Module	Title	Content
1	Shipping 101	The main ship types, cargoes, routes and users of shipping, operational demand and vetting
2	Who does what?	Different roles of businesses in shipping: Cargo Interests/ Owner/ Operator/ Tech Manager/ Commercial Manager/ Financier (Lease Vs Bank etc)/ Agency / Brokers / Freight Forwarders
3	Markets 101	How the freight, FFA, & time charter markets work.
4	Asset Markets	Asset markets: from Newbuilding to Recycling; the SnP process, ship valuations.
5	Regulations 101	The role of IMO, EU, flag States, port state control, class, Rightship, Q88, etc.
6	ESG 101	How ESG frameworks are applying to shipping; current best practice
7	Wrap-up	What has been learned today and how to put it into practice

Who will benefit from this course:

This course is designed for candidates who are not directly involved in operating or hiring ships but need to understand the business of shipping. They may be in general management, HR, industrial planning and strategy, government, professional services. They may be executives who are bringing their skills to shipping, e.g. sales, marketing or business development professionals; accountants and book-keepers; engineers and chemists; risk managers and project managers.

Delivery: Face to face at client sites or agreed venues. The course takes from 0915 to 1715, with three breaks so that delegates can refresh and catch up with business.

Course Cost: £799 per student plus VAT where applicable.

Testimonials:

“You all did a great job. We were very happy with the outcome and feel that the session achieved our goals for the event. Attendees were sincerely appreciative to have the opportunity to attend and feel they learned a lot” MM, Hamburg, March 2019

“Mark provided a customised one-day training session for our team with varied levels of industry experience. We had excellent feedback from staff, who found the training informative and relevant to their work. Mark is highly knowledgeable and remained engaging throughout the day, adding colour to the subject matter with interactive tasks, anecdotes, and humour. We highly recommend Mark on this basis and would not hesitate to book him again.” SH, Cardiff, March 2023

6. Four Day Course on Container Shipping **NEW for 2024**

Course synopsis:

This four day course includes face to face teaching time, group exercises and discussions. it covers the history and context of container shipping; the container ship fleet, owners and operators; supply chain management theory; and container shipping regulations. Each day runs from 0900 to 1630 including two 15 minute breaks in the AM and PM, plus a one hour lunch break, allowing delegates to keep abreast of their regular work. Student pack includes full course texts, MS Excel files, and supporting library in PDF.

Course modules and *learning outcomes*

Day / Module	History & Context <i>The key influences of developments in the global economy and its link to international seaborne trade and relevance of world maritime transport; the evolution of scheduled shipping services provided by the container shipping industry; the key elements of container shipping services; the basics of shipping economics and the structure of scheduled services; and the structure of world container trade routes including location of major container ports.</i>
1/1	How shipping markets work and how container shipping fits into them
1/2	The essential elements of container shipping: the box and schedules
1/3	History of container shipping from inception until today
1/4	Container shipping today – overview of global scope and scale
1/5	Global logistics networks, major trade lanes – East / West and North / South
1/6	Regional trades - North and South Atlantic, Indian Ocean, North and South Pacific
1/7	The global ports network; the hub and spoke system; point to point services
1/8	Group discussion: Pros and cons of container shipping in an era of deglobalization

Day / Module	The Container Ship, Fleet, Owners, Operators <i>The principal container ship types; Accepted methods of classification of such ships; Measurement criteria adopted for various purposes; Methodologies for determining operations; Aspects of ship management and operations; Roles of Commercial & Technical Managers; Lessors / Charterers / Owners / Tonnage Providers.</i>
2/1	The main container ship types: fully cellular and others
2/2	Evolution of the container ship from the first converted ship to modern 24,000 TEU behemoths
2/3	Profiling the fleet and orderbook; fleet and orderbook; additions and removals
2/4	The Shipping Container – from dry 20’ box to specialist types; Stowage Planning; container security and tracking; container markings
2/5	Container shipping companies – lessors, owners, operators
2/6	Consolidation, M&A among owners and operators; industry concentration
2/7	Container ship prices, depreciation, asset markets
2/8	Group discussion: Who benefits from the way container shipping has evolved?

Day / Module	Supply Chain Management Theory <i>Understanding the evolution of global supply chains; supply chain management theory; knowledge of the Bill of Lading and related documentation; uses of digital technology and AI in container shipping.</i>
3/1	The main container ship types: fully cellular and others
3/2	Evolution of the container ship from the first converted ship to modern 24,000 TEU behemoths
3/3	Profiling the fleet and orderbook; fleet and orderbook; additions and removals
3/4	The Shipping Container – from dry 20’ box to specialist types; Stowage Planning; container security and tracking; container markings
3/5	Container shipping companies – lessors, owners, operators
3/6	Consolidation, M&A among owners and operators; industry concentration
3/7	Container ship prices, depreciation, asset markets
3/8	Group discussion: Who benefits from the way container shipping has evolved?

Day / Module	Container Shipping Regulations <i>Understanding the regulatory context and role of bodies such as the IMO, EU, flag states, class societies, insurance companies, and other relevant bodies. Ability to plan for EU ETS.</i>
4/1	The role of the IMO and key IMO conventions: UNCLOS, SOLAS, MARPOL, ISPS, Ballast Water, Ship Recycling
4/2	IMO fuel and emissions regulations – ECAs, EEXI, EEDI, CII
4/3	The role of flag states, class societies
4/4	The EU and the ETS – theory and practice
4/5	Worked examples of EU ETS costs
4/6	The future of container shipping in a deglobalizing world
4/7	Group discussion: Key take-aways from the week, ways forward.
4/8	Embedding your learning into your role and corporate strategy

Who will benefit from this course:

This course is designed for candidates who need to be understand how container shipping works. They may be buyers for retailers or wholesalers; manufacturers exposed to global supply chains; seafaring staff coming ashore in new roles in liner companies; shipyards; ship owner, or ship management companies; professional services staff with exposure to container shipping; policy analysts and lawmakers with international trade briefs.

Delivery:

Face to face at client sites or agreed venues or online. The course takes from 0915 to 1715, with three breaks so that delegates can refresh and catch up with business.

Course Cost:

£3,199 per student plus VAT where applicable.

Testimonials:

To follow!

7. Introduction to Maritime Technology & Innovation **NEW for 2024**

Course synopsis:

This 7-week course explores cutting-edge technologies reshaping the shipping industry. It covers autonomous vessels, AI applications in shipping, blockchain in logistics, and other emerging technologies. The course aims to provide a comprehensive understanding of how these innovations are transforming maritime operations and their potential future impact. This course provides students with a comprehensive understanding of emerging technologies in maritime operations and culminates in a practical exercise that applies their learning to real-world scenarios.

The course has six weekly modules, each requiring around six hours' work and includes a weekly tutorial. Week 7 is given over to an exercise reporting on a student's chosen market segment. Student pack includes full course texts, MS Excel files, and supporting library in PDF.

Course modules

Module	Title	Content
1	Intro to Maritime Tech	Current trends, historical advancements, industry challenges, and future opportunities.
2	Autonomous Technology	Types of autonomous vessels, development studies, human impact, regulations, insurance, and safety.
3	AI and Shipping	Potential applications of AI, integration strategies, benefits and risks, and case studies.
4	Blockchain in Shipping	Basics of blockchain, its applications in logistics, benefits, challenges, and leveraging blockchain.
5	Maritime Technology Landscape	Overview of IoT, Big Data, Green Technology, their roles in shipping, sustainability, and tech integration.
6	Future Trends and Impacts	Predictions for future technologies, staying ahead of trends, potential disruptions, and strategic planning.
7	Exercise: Technology Integration Report	Students write a short paper proposing a disruptive idea or detailing how to integrate new technology into an existing business.

Who will benefit from this course:

This course is designed for candidates who are developing solutions to adopt technology within the maritime industry, or those within a business seeking to take advantage of technological advances.

Delivery: Students receive weekly module packs including course texts and supporting files. Each week a tutorial is held with the course leader. These can be online or face to face..

Course Cost: £1,199 per student plus VAT where applicable.

Testimonials:

New Course

8. Heading Off a Maritime Crisis **NEW for 2024**

Course synopsis:

This 7-week course focuses on preparing shipping industry professionals for crisis situations. It covers risk assessment and mitigation strategies, emergency response protocols, and effective crisis communication. Through case studies and simulations, participants will develop skills to handle various crisis scenarios specific to the maritime industry. Also media and social management angles too.

The course has six weekly modules, each requiring around six hours' work and includes a weekly tutorial. Week 7 is given over to an exercise reporting on a student's chosen focus area. Student pack includes full course texts, MS Excel files, and supporting library in PDF..

Course modules

Module	Title	Content
1	Introduction to Crisis Management	Overview of crisis management principles and their application in the maritime industry.
2	Risk Assessment and Mitigation	Techniques for identifying, analysing, and mitigating risks specific to shipping operations.
3	Emergency Response Protocols	Detailed procedures and protocols for responding to maritime emergencies effectively.
4	Crisis Communication Strategies	Best practices for communicating during a crisis, including internal and external stakeholder management.
5	Case Studies: Maritime Crises	Analysis of real-life maritime crises to identify lessons learned and effective response strategies.
6	Media and Social Media Management	Hands-on simulations of various crisis scenarios to practice response and decision-making skills. Strategies for managing media relations and social media during and after a crisis to maintain public image and control information flow.
7	Simulation Exercises	Exercise for students to develop solutions relating to various crisis scenarios to practice response and decision-making skills

Who will benefit from this course:

This course is designed for candidates who are seeking to ensure that their current crisis management approaches and provisions are appropriate.

Delivery: Students receive weekly module packs including course texts and supporting files. Each week a tutorial is held with the course leader. These can be online or face to face.

Course Cost: £1,199 per student plus VAT where applicable.

Testimonials:

New Course

9. Maritime Risk for Shore Managers **NEW for 2024**

Course synopsis:

A structured 7-week program tailored for newcomers to the maritime industry focusing on maritime risks for shore managers. This course provides an overview of key maritime risks and regulations. It covers international maritime law, safety protocols, environmental regulations, and emerging operational threats. Participants will gain a solid foundation in risk management practices essential for shore-based maritime roles.

Course modules

Module	Title	Content
1	Introduction to Maritime Risks	Overview of key maritime risks and their impact on shore-based operations.
2	International Maritime Law	Fundamentals of international maritime regulations and their implications for shore managers.
3	Safety Protocols in Maritime Operations	Essential safety procedures and protocols to ensure compliance and risk reduction.
4	Environmental Regulations	Key environmental regulations and standards affecting maritime operations and how to adhere to them.
5	Emerging Operational Threats	Exploration of new and evolving threats in maritime operations and strategies to address them.
6	Risk Management Practices	Practical risk management techniques and tools for shore-based maritime roles.
7	Case Studies and Practical Applications	Examination of real-world scenarios and application of risk management principles to reinforce learning.

Who will benefit from this course:

This course is designed for candidates who are seeking to ensure that their current crisis management approaches and provisions are appropriate.

Delivery: Students receive weekly module packs including course texts and supporting files. Each week a tutorial is held with the course leader. These can be online or face to face.

Course Cost: £1,199 per student plus VAT where applicable.

Testimonials:

New Course

10. Maritime Talent Management **NEW for 2024**

Course synopsis:

A structured 7-week program tailored course to addresses the unique challenges of human resource management in the maritime industry. It covers crew management strategies, training and development programs, welfare issues, and retention strategies. The course also explores feedback from the Seafarers Happiness Index, the impact of automation on maritime jobs and strategies for managing a diverse, global workforce. This structure ensures that participants not only learn theoretical concepts but also apply them through practical exercises to reinforce their understanding and skills.

Course modules

Module	Title	Content
1	Introduction to Maritime HR Management	Overview of human resource management challenges specific to the maritime industry.
2	Crew Management Strategies	Techniques and best practices for effective crew management and operational efficiency.
3	Training and Development Programs	Design and implementation of training programs to enhance crew skills and career growth.
4	Welfare Issues in Maritime	Addressing welfare concerns and improving the well-being of maritime personnel.
5	Retention Strategies	Strategies to retain top talent and reduce turnover in the maritime sector.
6	Seafarers Happiness Index Insights	Analysis of feedback from the Seafarers Happiness Index to understand and address crew satisfaction.
7	Exercise: Talent Management Simulation	Practical exercise simulating real-world HR scenarios to apply learned strategies and problem-solving skills.

Who will benefit from this course:

This course is designed to build a strong foundation for newcomers in the Human Resources and Crewing side of a maritime business. Equipping them with essential knowledge and skills for managing people and crewing requirements effectively.

Delivery: Students receive weekly module packs including course texts and supporting files. Each week a tutorial is held with the course leader. These can be online or face to face.

Course Cost: £1,199 per student plus VAT where applicable.

Testimonials:

New Course