



Organisation of  
Qualifications & Awards

# Course Handbook

Diploma In Shipping Operations And Practices

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## DIPLOMA IN SHIPPING OPERATIONS AND MANAGEMENT

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## DIPLOMA IN SHIPPING OPERATIONS AND MANAGEMENT

### Aims

The course concentrates on some of the key management decision areas within the shipping industry by providing learners with an in-depth coverage of the key issues relating to shipbroking, marketing, port operations and management as well as the legal issues that govern the operations of the shipping industry

**The Diploma in Shipping Operations and Management** course is ideal for anybody already working in the industry and wishing to obtain the knowledge necessary for career progression. It is also suitable for learners looking for a career change by obtaining a recognised shipping qualification.

### General Learning Objectives of the Course

On completion of the course learners will:

1. Understand the principles and concepts of shipbroking practices which are relevant to the operation of a shipping/transport operation and gain understanding of the methods that may be applied.
2. Be familiar with the processes by which ships are bought and sold.
3. Understand the functions, processes and procedures of port operations and management
4. Have an understanding of business structures, organisations and functions in shipping.
5. Have a clear understanding of the legal principles, which apply in the carriage of goods by land, air and sea and the employment of staff.
6. Understand the marketing principle and practices with particular reference to the operations and business needs of maritime organisations



## Entry Requirements

1. Certificate in Shipping Operations and Practice
2. An approved Certificate or Diploma in a relevant area of study
3. A 5.5 score or above of an approved English Language Test or recognised school or college English Language Placement Test

Relevant experience is taken into consideration for students 21 years of age and over who have not completed any formal qualifications.

## Subjects

1. Shipbroking Principles and Practice
2. Law of International Trade and Transport
3. Port Operations and Management
4. Marketing for Shipping Organisations

## Duration of the course

The course can be completed in one academic term of full-time study or one academic year of part-time study. There is flexibility in the mode of study preferred by individual learners and there are no time restrictions for the completion of the course of study

## Examining Body

Examination questions are set by the individual study centres and they are moderated by the Organisation of Qualifications and Awards (OQA). Course assignments are set by the individual study centres and they are moderated by OQA

## Exemptions

Exemptions are on a subject-for-subject basis and may be awarded at the discretion of OQA provided applicants already possess a relevant qualification at an appropriate academic level.

## Assessments

The overall assessment and grade will be through:

-A final 3 hour **written examination** in each subject which will represent 70% of the overall mark and



-2 **written coursework assessments/assignments** which will represent 30% of the overall mark.

Students must achieve an overall pass mark of 40% in each subject in order to successfully complete the course and be awarded the **Diploma in Shipping Operations and Management**

### Coursework assessments

Coursework assignments can take the following forms:

- a) **Mini Case Study:** Learners are asked to comprehend and analyse the content of a particular case study and will be required to answer specific questions by using their analytical skills
- b) **Mini Project:** The mini project is usually prepared by the learner after selecting the subject and having the approval on the outline from the lecturer of the course and should be presented by the end of the course. It can be a written document or a PowerPoint presentation
- c) **Midterm Examination:** It is a type of examination that usually covers half the material of the course containing subjective and analytical questions.
- d) **Class tests:** Timed class tests on a particular topic can also be used to assess learners' progress and improve their examination technique

### Grading

The subjects will be graded in the following way:

70%+	Grade A	Distinction
60%-69%	Grade B	Credit
45%-59%	Grade C	Pass
40%-44%	Grade D	Marginal Pass
0%-39%	Grade F	Fail

The classifications given above will not be evidenced on the qualifications but will be shown on the transcript against individual subjects.

### **Certificates, examination and assessment results and transcripts.**

Upon successful completion of the course learners will be issued with the Certificate confirming the successful completion of the course and will also be issued a transcript with the grades achieved for each subject. Learners will also be advised of their examination results and course assessment at the end of each examination series so they have an official record of all examination results achieved



**Unit title:** Shipbroking Principles and Practice

**Unit code:**

**Level:** Diploma- Level 5

**Credits:** 20

### **Main Aim(s) of the Unit**

The main aim of this unit is to introduce learners to the work and practice of the shipbroker with particular emphasis on developing a clear knowledge and understanding of the activities of the chartering broker.

### **Main Topics of Study**

#### **Shipbroking activities**

Definition of a shipbroker  
Functions of a shipbroker  
Types of shipbrokers  
Chartering brokers and principals.

#### **Chartering activity**

Types of charter party  
Voyage and time charters.  
Chartering procedure: investigation, negotiation, post-fixture work.  
Key elements in negotiations.  
Ethics and market practices  
The Baltic Code.

#### **The Voyage Charter party**

Elements and relevant clauses of charter parties  
Firm offer for a voyage charter  
Voyage charter fixture reportage and interpretation.

#### **The Time Charter party**



## **Documents**

Elements and relevant clauses of charter parties  
Firm offer for a time charter  
Time charter fixture reportage and interpretation.

## **Shipbroking-related Organisations**

The Baltic Exchange  
BIMCO  
FONASBA  
The Institute of Chartered Shipbrokers

## **Voyage Estimating**

Elements of a voyage estimate  
Reasons for calculation of voyage estimates  
Use of voyage estimates

## **Laytime**

Laytime definitions  
Time sheets  
Statement of Facts  
Laytime calculations

## **Learning Outcomes for the Unit**

Upon successful completion of the course students will be able to:

- a. Identify and describe the work, types and functions of a shipbroker.
- b. Distinguish between different charter parties
- c. Describe chartering procedures and be able to understand selected chartering terms and abbreviations.
- d. Understand relevant clauses of voyage and time charter documents.
- e. Comprehend the purpose and role of selected shipping organisations.
- f. Appreciate the need to calculate voyages estimates.





- g. Undertake simple laytime calculations and understand laytime procedures.

**Learning and teaching methods/strategies used to enable the achievement of learning outcomes:**

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

**Assessment methods which enable student to demonstrate the learning outcomes for the Unit:**

Final Examination	70%
Coursework	30%

**Indicative Reading for this Unit:**

**Main Text:**

Shipbroking and Chartering Practice Gorton/Hillenius/Ihre/Sandevam Lloyd's of London Press, London.

**Alternative Text and further reading:**

Bes' Chartering and Shipping Terms Lopez, Norman J. Barker & Howard Ltd., London.  
Lloyd's List (Market Reports)

**Guideline for Teaching and learning time (10 hours per credit)**

50 hours

**Lectures / Seminars / Tutorials / Workshops:**

Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.



50 hours

**Directed learning:**

Advance reading and preparation / Class preparation /  
Background reading / Group study / Portfolio / Diary etc

100 hours

**Self-managed learning:**

Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.



**Unit title:** Law of International Trade and Transport

**Unit code:**

**Level:** Diploma- Level 5

**Credits:** 20

### **Main Aim(s) of the Unit**

The main aim of this unit is to introduce learners to the rules, principles, statutes and issues governing the law of international commercial transactions with particular emphasis on shipping trade and transport

### **Main Topics of Study**

#### **Agents in international trade transactions**

- Creation of agency
- Duties of agents
- Termination of agency

#### **Terms and conditions in sale of goods**

- Contract of sale
- Terms of a contract
- Conditions, warranties and representation

#### **International sales contracts**

- Ex work
- Ex ship
- Free alongside ship
- Carriage Insurance Freight (CAF)

#### **Remedies in international sales**

- Buyer remedies
- Seller's remedies
- Reservation of title
- Property in goods
- Passing of property
- Risk and property



### **Bills of Lading**

Trade practice  
Functions  
Charter party and Bill of lading  
Duties of the carrier  
Seaworthiness  
Deviation  
Dangerous goods  
Laytime and demurrage  
Hague-Visby rules  
Hamburg Rules  
Documentary credits  
Arbitration

### **Learning Outcomes for the Unit**

Upon successful completion of the course students will be able to:

- a. Explain the principles of the law of agency.
- b. Enumerate the terms and conditions of the international sale of goods.
- c. Understand the different types of international sales contracts and the point at which risk passes from the seller to the buyer.
- d. Explain the remedies available in international sales contracts
- e. Give an account of the importance of bills of lading in international trade
- f. Describe the nature of the duties of a carrier.
- g. Describe the implied duties of a carrier

### **Learning and teaching methods/strategies used to enable the achievement of learning outcomes:**

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.



**Assessment methods which enable student to demonstrate the learning outcomes for the Unit:**

Final Examination	70%
Coursework	30%

**Indicative Reading for this Unit:**

**Main Text:**

Law of International Trade J. Church (Thomson, Sweet and Maxwell)

**Alternative Text and further reading:**

Bes' Chartering and Shipping Terms Lopez, Norman J. Barker & Howard Ltd., London.

Lloyd's List (Market Reports)

**Guideline for Teaching and learning time (10 hours per credit)**

50 hours

**Lectures / Seminars / Tutorials / Workshops:**

Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.

50 hours

**Directed learning:**

Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary

100 hours

**Self managed learning:**

Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

**Unit Title** Port Operations and Management**Unit code:****Level:** Diploma- Level 5**Credits:** 20**Main Aim(s) of the Unit**

The main aim of this unit is to introduce learners to the operations, facilities, functions, personnel and strategic alliances associated with ports worldwide. Learners will also be introduced to the type of investment required and also to the regulations governing the operations of ports

**Main Topics of Study****History and structure of ports**

Forms of port ownership, structure and organisation

Port governance

Port privatisation

Port workforce

Measuring productivity

Port growth options

Ports planning and development

**Hub Port Gateways to the Inland Infrastructure**

Stages of integration for the maritime industry

Strategic location of seaports

Port's success factors

Supply chain opportunities



## **Port Management and Operations**

- Establishing a port's competitive edge
- Economic growth
- Risk assessment
- Port management services
- Terminal operators
- Vessels' planning
- Charter party types
- Shipyards
- Components of shipbuilding and shipbuilding trends
- Port agents
- Agency selection and practices
- Port agency responsibilities
- Nominating a safe port
- Multimodal transportation

## **Port and Terminal investment**

- Public versus private investment
- Port subsidies
- Foreign investment
- General Agreement on Tariffs and Trade
- World Trade Organisation
- Multiregional partnerships
- Port capacity and competition
- Port technology and innovation

## **Strategic Alliances and Port Performance**

- Port strategies and strategic alliances
- Port's Joint Ventures
- Measuring customer loyalty
- Port pricing
- Port cargo handling equipment
- IT, logistics and port equipment
- Human factor in port performance
- Port Authorities and regulatory framework
- Port development strategy



### Learning Outcomes for the Unit

Upon successful completion of the course students will be able to:

- a. Identify and describe the work, types and functions of different type of ports
- b. Comment on the key factors affecting port effectiveness and performance
- c. Explain the operational equipment and services required by an effective port
- d. Advise on the various strategic alliances involving port operators
- e. Understand the importance of ports within the overall maritime and transport industry
- f. Explain key regulations and statutes affecting the operations of ports
- g. Appreciate the way ports need to develop in order to respond to the evolving needs and requirements of maritime and transport organisations

### Learning and teaching methods/strategies used to enable the achievement of learning outcomes:

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

### Assessment methods which enable student to demonstrate the learning outcomes for the Unit:

Final Examination	70%
Coursework	30%





### Indicative Reading for this Unit:

#### Main Text:

Port Management and Operations M. Burns (CRC Press)

#### Alternative Text and further reading:

Port Management H. Haralambides (Palgrave)

Maritime Logistics: A guide to Shipping and Port Management Prof. Donk

Wook Song,

P. Panayides (Kogan Page)

Lloyd's List

#### Guideline for Teaching and learning time (10 hours per credit)

50 hours

#### Lectures / Seminars / Tutorials / Workshops:

Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.

50 hours

#### Directed learning:

Advance reading and preparation / Class preparation /  
 Background reading / Group study / Portfolio / Diary etc

100 hours

#### Self-managed learning:

Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

**Unit Title    Marketing for Shipping Organisations****Unit code:****Level:**        Diploma- Level 5**Credits:**     20**Main Aim(s) of the Unit**

The main aim of this unit is to introduce learners to the main elements of the marketing philosophy as it can be applied to shipping organisations and will highlight the benefits of the marketing orientation over other business philosophies.

Learners will also be introduced to the stages of marketing planning and to the strategic options available to modern shipping organisations

**Main Topics of Study****Characteristics of Sea Transport Services**

- The critical role of marketing to marketing services
- Characteristics of services
- Intangibility
- Perishability
- Ownership
- Inseparability
- Variability
- Adaptation

**Implementation of Marketing in Shipping Companies**

- Marketing Policies
- Procedure of Marketing Implementation in Shipping Companies
- Marketing Information System
- Marketing Objectives
- Marketing strategies for competitive advantage
- Differentiation and positioning
- Marketing philosophies

### **Researching and Selecting Target Markets**

- Measuring and forecasting market demand
- Identifying market segmentation and selecting target markets
- Market segmentation methods
- Conditions to effective market segmentation

### **Marketing as a Tool for Improvement of Chartering Policy**

- Shipping marketing and customer orientation
- Charterer's and shipper's decision process
- Charterer's and Shipper's buying behavior
- Chartering policy in the tramp market
- Chartering policy in the liner market
- Shipowner's Chartering policy

### **Marketing Strategies of Shipping Companies**

Empirical research methodology

Marketing strategies of tanker companies

Marketing strategies of liner operators

Marketing philosophy adopted by leading organisations and operators

### **Learning Outcomes for the Unit**

Upon successful completion of the course students will be able to:

- h. Explain the benefits of the marketing orientation to shipping organisations
- i. Describe the key elements of the marketing mix
- j. Comment on the marketing strategies adopted by commercial organisations
- k. Discuss the stages associated with the development and implementation of marketing plans



- l. Understand the characteristics of maritime services and describe how marketing activities can accommodate them
- m. Describe the approaches to be used in order to collect market information

**Learning and teaching methods/strategies used to enable the achievement of learning outcomes:**

Learning takes place on a number of levels through lectures, class discussion including problem review and analysis. Formal lectures provide a foundation of information on which the student builds through directed learning and self managed learning outside of the class. The students are actively encouraged to form study groups to discuss course material which fosters a greater depth learning experience.

**Assessment methods which enable student to demonstrate the learning outcomes for the Unit:**

Final Examination	70%
Coursework	30%

**Indicative Reading for this Unit:**

**Main Text:**

Marketing of Shipping Companies E.Plomaritou (Stamoulis Publications)

**Alternative Text and further reading:**

Marketing Management P. Kotler, K. Keller, M. Brady, M. Goodman (Pearson)

**Guideline for Teaching and learning time (10 hours per credit)**

50 hours	<b>Lectures / Seminars / Tutorials / Workshops:</b> Tutorial support includes feedback on assignments and may vary by college according to local needs and wishes.
50 hours	<b>Directed learning:</b> Advance reading and preparation / Class preparation / Background reading / Group study / Portfolio / Diary etc

100 hours

**Self-managed learning:**

Working through the course text and completing assignments as required will take up the bulk of the learning time. In addition students are expected to engage with the tutor and other students and to undertake further reading using the web and/or libraries.

**ACADEMIC INTEGRITY****CHEATING**

Cheating on exams or other work submitted in fulfillment of course requirements will result in disciplinary action. Cheating discovered during an exam will result in the exam being collected and the student being dismissed and a FAIL grade will be awarded. Students will be allowed to re-sit the failed examination in a future examination period

**PLAGIARISM**

Plagiarism is the presentation of someone else's ideas or words as your own. Paraphrasing or extensive rewriting of another's work is still plagiarism if credit is not given to the author and a citation of where the information can be found is not listed This also applies to ideas or words borrowed from the Internet.

A learner who presents plagiarized work be awarded a FAIL grade but will be allowed to re-submit the work at a later date

**UNAUTHORIZED COLLABORATION**

Collaborating on mini projects, case studies or other academic exercises without prior approval is considered unauthorized collaboration and will be awarded a FAIL grade, Learners who want to confer or collaborate with one another on work for academic credit should seek prior approval from the awarding body or from the study centre.

**FALSIFICATION**

Learners who misrepresent material or fabricate information in an academic exercise or assignment (false or misleading citations, falsification of experiments or computer data) will be awarded a FAIL grade and will be asked to re-submit their work.

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