

Module Layout

ISM531 / Shipping Strategy and Management

Faculty	FEM	Faculty of Economics and Management	
Programme of Study	ISM	MSc International Shipping Management	
Module	ISM531	Shipping Strategy and Management	
Level of Study	Undergraduate	Graduate	
		Master	Doctoral
		✓	
Language of Instruction	English		
Mode of Delivery	Distance Learning		
Module Type	Required	Electives	
		✓	
Number of Group Consulting Meetings	Total	Physical Presence	Online
	6	-	6
Number of Assignments	2		
Final Grade Calculation	Assignments	Weekly Activities	Final Exam
	40%	10%	50%
Number of European Credit Transfer System (ECTS)	10		

Module Description

The module ISM531 – Shipping Strategy and Management offers an in-depth exploration of advanced management and strategic practices uniquely tailored to the maritime industry, with specific focus on the dry bulk, tanker, and liner markets. Through this module, students will gain a robust understanding of fundamental management concepts and strategic principles necessary for leading and managing shipping companies in today's highly competitive and globalized market. The curriculum emphasises key elements such as planning, organizing, staffing, delegating, and controlling, all within the distinct context of maritime operations.

Structured around practical applications, this module enables students to develop, apply, and evaluate strategies that align with a company's vision, mission, and strategic goals. In addition to examining the strategic process and differentiating between business and corporate strategies, students will learn to formulate value propositions for maritime product-market domains, create actionable vision and mission statements, and establish comprehensive performance measurement systems. By engaging with real-world shipping industry scenarios, students will cultivate the skills needed to apply leadership and entrepreneurial concepts to maritime challenges, measure organizational performance, and evaluate the effectiveness of strategic initiatives, thus preparing them for impactful roles in the global shipping industry.

Pre-requisite Modules

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-	-

Co-requisite Modules

-	-
-	-

Grading Scheme

Assessment Method	Percentage on Final Grade	Workload	
		Hours	ECTS
Weekly Study	0%	125-150	5
Weekly Interactive Activities	10%	25-30	1
Assignment 1	20%	50-60	2
Assignment 2	20%	50-60	2
Final/Repeat Examination	50%	3-6	-
Total	100%	250-300	10

Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e. $90\% \times 10 = 9$, etc.
- Passing rate
 - 50% of the Assignments
 - 50% of the Interactive Activities
 - Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade ($\geq 50\%$) in both their Assignments and Interactive Activities
 - 50% of the Final exam

If a student earns a grade with decimal points, then it is rounded to the nearest half unit.