

General Management for Shipping

February 24 – March 2, 2019



Executive Education
Indian Institute of Management Ahmedabad



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Management Development in the Maritime Sector

The maritime sector plays a pivotal role as an enabler of world trade. About 90 percent (by volume) of goods traded internationally are transported by sea. Additionally, countries with large coastlines may have a significant proportion of their domestic trade transported by sea, rivers, or inland waterways.

Over 50000 ships (of over 1000 gross tonnage) plying world-wide, support the transportation sector, while more than 2000 Ports, along with canals, waterways, and off-shore facilities, serve the Infrastructure segment.

The nature of the business makes it highly capital intensive, with considerable investments being required for acquisition of ships, and building of Ports/Terminals and associated facilities. Several risks are also associated with the sector. Financial risks arise out of dependency on global economy, as evident from the boom/bust cycles experienced by the shipping industry. Numerous operational risks prevail due to high-value movable assets being subjected to the perils of the sea.

The geographical scale of operations, the diversity of the workforce in terms of skilling, cultures, etc., the physical distances that separate the various functions of a ship operator, are some of the perennial challenges faced by shipping executives. The technological evolutions over the last half-century have demolished many traditional practices in the sector and continue to do so at a rapid pace. Today information technology provides the leverage needed to meet customer demands of cost and time efficiencies.

In this background of complexities, managerial decision-making is a critical success factor which will impact an organization's survival, growth and sustained profitability. Managers at all levels would benefit from a broader understanding of the business environment, as also the different dimensions of management, in order to achieve organizational goals. Thus an investment in development of managerial skills is imperative both from an individual and a corporate standpoint. The high degree of customization of this programme to suit the maritime sector allows the participants to apply the learnings from the classroom directly in their field of work.

The Programme "General Management for Shipping"

This programme was developed by the Indian Institute of Management Ahmedabad, in the early 90's, with research support by the Vasant J Sheth Memorial Foundation ; the first programme was conducted in 1994 by IIMA.

During the intervening years 1999 to 2014, further

development and updating continued under a collaboration with Wilhelmsen Ship Management (India) Pvt. Ltd., (part of the Wilh. Wilhelmsen group of Norway), during which the programme was conducted by the International Maritime Training Centre, Mumbai, a unit of Wilhelmsen Ship Management.

Managers and Executives from a wide spectrum of the maritime industry have benefitted from this programme since its inception. This is the 28th offering of the Programme

Objectives

This programme aims to provide the participants :

- a deeper understanding of the core concepts of general management, and their application in an integrated manner in the maritime industry.
- an enhancement of decision making skills by analysing situations and developing a strategic perspective.
- an opportunity to develop a broader awareness of the maritime industry through an exposure to its different sectors and peer-learning with personnel from other maritime-related organisations.

Content

- **The Maritime Environment & Management:** Overview of International Trade, Shipping and Ports.
- **People/Human Resource Management:** Managing Team Performance; Negotiation and Conflict Resolution; Developing Leadership Skills.
- **Financial Management:** Financial Accounting; Investment Analysis; Financial Risk Management.
- **Information Management:** Business IT Alignment; Challenges in IT Implementation.
- **Supply Chain Management:** Logistics Management; Container Terminals Logistics; Port Infrastructure Development; Process Improvement through BPR ; Vessel Fixtures
- **Marketing Management:** Core Elements of Services Marketing; Marketing Strategy.
- **Managerial Communications:** Business Presentations.
- **Strategic Management:** Strategy; Strategic Decisions.

Who Can Attend This Programme?

Personnel in the upper or middle management cadre working ashore or afloat in:

- Ship Owning and/or Operating Companies
- Shipping Agencies/Freight Forwarding/CHA's
- Ports and Maritime Infrastructure Firms
- Banks and Ship Financing Institutions

- Commercial Management Companies
- Maritime Training Institutions
- Ship Management and Manning Companies
- Marine Insurance Companies
- Regulatory Bodies/Classification Societies/Surveying Firms
- Offshore Services
- Chartering, Brokering, and Trading Companies
- Shipyards and Ship Repair Firms
- Consultancy Firms/IT Services
- Any other organisations having or intending to have an association with the maritime industry

Faculty

- Professor Sobhesh Agarwalla
- Professor Deepti Bhatnagar
- Professor Sundaravalli Narayanaswami
- Professor Vishwanath Pingali (Faculty Co-Chair)
- Professor G. Raghuram, (Guest Faculty)
- Professor Arvind Sahay
- Captain Y. Sharma, (Faculty Co- Chair, Guest Faculty)
- Professor Sidharth Sinha
- Professor Neharika Vohra

Nominations and Inquiries

Nominations to the programme may be made online via http://eepcrm.iima.ac.in/crm/nomination_form.php or the programme nomination form may be downloaded, filled up, and e-mailed to the programme co-ordinator. All nominations should reach the Executive Education Office latest by **Friday, February 15th, 2019**.

All nominations are subject to review and approval by the programme faculty. Upon receipt of duly-filled nomination forms, a formal acceptance letter will be sent to approved nominees. Nominees are requested to remit the programme fee immediately after receiving the acceptance letter. (Nominations are confirmed only upon receipt of the Programme fee - see details below)

Organisational sponsorship is generally required but can be waived in case an approved nominee is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

For nomination forms and more information, please contact:

Ms. Anjana Suresh - Programme Coordinator
Email : anjanasuresh@iima.ac.in
Mobile: +91 9909038775

Executive Education

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Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
Email: exed@iima.ac.in
Website: www.iima.ac.in/exed

If you have any additional queries regarding programme design or participation, please contact:

Professor Vishwanath Pingali, Faculty Co-Chair,
E-mail : viswanath@iima.ac.in

Captain Y. Sharma, Faculty Co-Chair,
E-mail: yashoverman.sharma@wilhelmsen.com

Certificate

A certificate of participation will be issued to the participants at the conclusion of the programme, subject to their full attendance in the programme.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests/family staying with them during the programme.

Programme Fee and Payment

INR 1,40,000 plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding & lodging and Airport transfers at Ahmedabad.

The programme fee should be received by the Executive Education Office latest by **Monday, February 18th, 2019**. In case of cancellations, the fee will be refunded only if a request is received at least 7 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary: Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad (IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance:
General Management for Shipping
5. IIMA Permanent Account Number (PAN): AAAT11247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number: 24AAAT11247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programmes listed on our website www.iima.ac.in/exed.

Discount

Early Bird Discount: Nominations received and accepted on or before **Friday February 1st, 2019** will be entitled to an early bird discount of 7%, provided that the programme fee is remitted latest by **Monday, 4th February, 2019**

Group Discount: Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year (April

2018 to March 2019) will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management. IIMA is India's Top rated business school.

Major Programmes Offered by IIMA

Two-Year Post Graduate Programme in Management (equivalent to MBA)

Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)

Fellow Programme in Management (equivalent to Ph.D.)

One-Year Post Graduate Programme in Management for Executives

Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry

Faculty Development Programme for teachers in universities and colleges

Two-Year e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

The Institute has 97 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organizational Behaviour
- Production and Quantitative Methods
- Public Systems Group
- Interdisciplinary Centres
- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation

Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the International Management Development Centre (IMDC) located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

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