

# General Management for Shipping

February 25 - March 3, 2018



EXECUTIVE EDUCATION  
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD



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## Management Development For The Maritime Sector

Shipping and Ports play a vital role in facilitating international trade and thus have a major impact on global economic growth. They are essentially a service industry, which is characterised by heavy competition and boom-or-bust cycles. In such a business environment, the competitive advantage for any organisation is its people. Sustained profitability, as indeed the very survival of any enterprise, may well rest on the competency of its managers and executives in managerial positions, who in the words of Peter Drucker, are "the dynamic life-giving element in every organisation."

The managerial capabilities of this cadre thus become a matter of paramount importance. The career progression of most executives, who are highly qualified and skilled functionally, takes them to positions of managerial responsibility, often without the advantage of formal management training. For those who have taken management education too, there exists the likelihood of acquiring a narrow focus to cope with hectic work schedules and meeting of deadlines, which can be detrimental to managerial effectiveness in the long run.

Executive Education Programmes provide an opportunity for managers to enhance their managerial competencies. Sharpening of analytical skills, having a wider and more objective view of the working environment, and improved judgement and decision making are the 'take-aways' of such programmes. A high level of customisation of this Programme for the maritime industry allows for the direct application of the learnings in the workplace.

These are the unique features of the Programme "General Management for Shipping", which makes it the ideal vehicle for management development in the maritime sector.

## The Programme

"General Management for Shipping"

The Indian Institute of Management Ahmedabad, first offered this programme in 1994 with research sponsorship from the Vasant J. Sheth Memorial Foundation. Subsequently, in the years 1999-2014, it offered the same in collaboration with the International Maritime Training Centre, Mumbai

(part of the Wilh. Wilhelmsen group of Norway). This programme has received world-wide acclaim for its richness and quality of delivery. This is the 28th offering of the Programme. Over 650 Managers and Executives from a wide cross-section of the maritime industry have benefited from the Programme since its inception.

## Objectives

This programme aims at providing to the participants:

- an understanding of the core General Management concepts 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 understanding of the industry through an exposure to its different sectors and interaction with personnel from other shipping-related organisations.

## Content

- **The Maritime Environment & Management:** International Trade, Shipping and Ports.
- **People/Human Resource Management:** Managing Performance; Conflict Resolution; Change Management; Negotiation; Leadership and Teamwork.
- **Financial Management:** Financial Accounting; Investment Analysis; Financial Risk Management.
- **Information Technology Management:** Business IT Alignment; Challenges in IT Implementation.
- **Supply Chain Management:** Modal Choice; Container Terminals Logistics; Port Expansion; Logistics Management; Business Process Re-engineering; Vessel Fixtures; etc.
- **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, ashore and afloat, working 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

- Agarwalla, Sobhesh
- Aruna Divya T.
- Narayanaswami, Sundaravalli
- Raghuram, G. (Guest Faculty)
- Roy, Debjit (Faculty Co-Chair)
- Sharma, Y. (Capt.)  
(Faculty Co-Chair, Guest Faculty)
- Sinha, Sidharth
- Verma, Sanjay
- Vohra, Neharika

## Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **February 17, 2018**. The last date for early bird discount is **February 5, 2018**.

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

All nominations are subject to review and approval by the programme faculty. On receipt of duly-filled nomination forms, a formal acceptance letter will be sent to the selected nominees. Nominees are requested to make their travel plans only after receiving the acceptance letter. Nominations are confirmed only upon receipt of the programme fee (see details below).

For nomination forms and more information, please contact:

**Mr. Mustafa Burhani, Programme Coordinator**  
Executive Education  
Indian Institute of Management Ahmedabad  
Vastrapur, Ahmedabad 380 015

**Phone:** +91-79-6632 4466/4461-69, 4472-77

**Fax:** +91-79-2630 0352 (Executive Education)  
+91-79-2630 6896 (General)

**Email:** mustafa@iima.ac.in

**Website:** www.iima.ac.in/exed

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

**Prof. Debjit Roy** (Faculty Co-Chair)

Email: debjit@iima.ac.in

**Capt. Y. Sharma** (Faculty Co-Chair)

Email: yashoverman.sharma@wilhelmsen.com

## Certificate

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

## Venue and Accommodation

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

IIMA norms do not allow participants to have family members or guests stay 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 and lodging, and airport transfers at Ahmedabad.

The programme fee should be received by the Executive Education Office latest by **February 17, 2018**. 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/organisation concerned.

The programme fee can be paid in any 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 organisation)
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 in our website ([www.iima.ac.in/exed](http://www.iima.ac.in/exed)).

## Discount

**Early Bird Discount:** Nominations received with payments on or before **February 5, 2018** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however

guarantee acceptance of the application.

**Group Discount:** Any organisation 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. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year 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 the 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.

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 enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post Graduate Programme in Management (ePGP)

The Institute has about 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 • Organisational 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

EXECUTIVE EDUCATION

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Vastrapur, Ahmedabad - 380 015, India

Phone: +91-79-6632 4461 to 69 and 4472 to 77

Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)

E-mail: [exed@iima.ac.in](mailto:exed@iima.ac.in) • Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)