

Course Title	Trade and Transport Management and Economics				
Course Code	ITSM 501				
Course Type	Required				
Level	MSc (Level 2)				
Year / Semester	1st Year / 1st Semester				
Teacher's Name	Mr George Kiourktsoglou, Dr Sergey Popravko				
ECTS	8 ECTS	Lectures / week	3	Laboratories/week	NONE
Course Purpose	<p>This module is intended to prepare the postgraduate professional for general functions within an international trade and a ship-management environment. The purpose is to impart broad yet specific knowledge on maritime economics and global business management. The participant will develop an in-depth understanding of how the world shipping markets operate and how specific management tools and practices promote success and growth in this global industry.</p> <p>The module aims at providing an in-depth understanding of the dynamics that guide global industrialisation and economic development thus building confidence and skills, at a managerial level, and facilitating mobility within the global marketplace.</p>				
Learning Outcomes	<p>By the end of the course, the students should be able to:</p> <ul style="list-style-type: none"> • Reflect and critically appraise the key factors related to international seaborne trade economics; shipping markets and shipping cycles; and of maritime safety and the seafaring labour market; • Reflect and critically appraise the key issues of globalization and the nature and structure of international business; the culture of a 'global enterprise'; the effects of the geo-political environments and the role of national and supranational regulatory agencies and the strategic environmental factors; • Reflect and critically appraise the impact of global financial, economic and socio-economic and socio-cultural factors; the importance of natural resources and the impact of industrialization; 				
Prerequisites	NONE		Co-requisites	NONE	

Course Content	<p>Indicative Course Content</p> <ul style="list-style-type: none"> • Maritime Economics in a Strategic Context • International seaborne trade economics; • Economics of shipping markets and shipping cycles; • Economics of shipping sectors; • Economics of maritime safety and the seafaring labour market. • Strategic Context of Global Business Management • The definition of globalization and the nature and structure of global business; The culture of a 'global enterprise'; • The effects of the geo-political environments and the role of national and supranational regulatory agencies; • The strategic environmental factors that affect global business; • The impact of global financial, economic and socio-economic factors; The impact of global cultural and socio-cultural factors; • The importance of natural resources and the impact of industrialisation on the global environment; • The roles of the global manager and the function of international human resources management; • Global strategies and global operations and marketing management.
Teaching Methodology	<p>Lectures will provide a conceptual framework of all key areas, while tutorials will be used for discussion of practical examples, case studies, exploration of issues, and student presentations. Directed learning will take place outside of lectures and tutorials each week, as students will be required to prepare practical exercises and become aware of changes in related issues. Students will work in groups of 3-5 for the preparation and presentation of the final coursework. External guest speakers will be invited to supplement teaching when possible.</p>
Bibliography	<p><u>(a) Textbooks:</u></p> <ul style="list-style-type: none"> • Martin, Stopford, Maritime Economics, 3rd Edition, 2009. <p><u>(b) References:</u></p> <ul style="list-style-type: none"> • UNCTAD "Review of Maritime Transport" ~ Latest Annual edition published approximately early December each year – free of charge and available to download from http://unctad.org/en/Pages/Home.aspx • Bichou, K, Szyliowicz J.S., Zamparini L. (2013). Maritime Transport Security. Edward Elgar Publishing Limited

	<ul style="list-style-type: none"> • Charles W. L. Hill, International Business, Competing in the Global Marketplace, 7th Edition, Irwin, McGraw-Hill: Illinois, 2008. • Grammenos Costas, The Maritime Economics and Business Handbook, 2nd Edition, Informa: London 2010. • Peter Lorange, Shipping Strategy: Innovating for Success, Cambridge University Press: Cambridge, 2009. • N. Wijnolst, N., T. Wergeland, Shipping Innovation, Delft University 2008. • Daniel, John D. & Radebaugh, Lee H. & Sullivan, Daniel P., International Business: environment and operations, 13th Edition, Pearson Education: Boston, 2011. • Paul R. Krugman, Maurice Obstfeld, Marc Melitz, International Economics, 10th Edition, Pearson: Boston, 2014.
Assessment	<p>Course work 40%</p> <ul style="list-style-type: none"> • two written assignments, 20% each <p>Final Exam 60%</p>
Language	English

