

DESCRIPTION OF MINOR COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2017-2018
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Minor name	Shipping
4. Code	31033
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	6
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>The target of the Shipping Minor is to open a new area of job opportunities and core competencies for the students through an introduction to the shipping business. To achieve this objective, we benefit from the support of several speakers and companies sharing their experience and know-how with us.</p> <p>Shipping is a wide topic related to various industries located in Geneva:</p> <ul style="list-style-type: none"> • Gas (Lukoil...); • Cruise and Tourism (MSC...); • Dry-Bulk (Cargill...); • Tanker (Mercuria...); • Containers (MSC...); • Offshore (Bourbon...); • Finance (Credit Suisse...). <p>Shipping offers a wide range of job opportunities (onshore and offshore) including in technical, commercial, accounting, finance sectors... Even tourism activities are related through cruise and passenger vessels.</p>

	<p>This presentation is job oriented for the student and thus achieved through active professionals presenting their business areas:</p> <ul style="list-style-type: none"> ○ <u>Shipping Brokerage Job:</u> <ul style="list-style-type: none"> ▪ Likely to be presented by Ifchor, one of the leading company in the shipping brokerage located in Lausanne. ▪ Shipping brokerage job introduction ○ <u>Shipping Operator Job:</u> <ul style="list-style-type: none"> ▪ Likely to be presented by Mr. Pierre Bichard, Freight operation manager within BTP Pactual, located in Geneva. ▪ Shipping Operator job introduction ○ <u>Trading House/Shipping strategy Job / Fixtures Analysts Job</u> <ul style="list-style-type: none"> ▪ Likely to be presented by LafargeHolcim, speaker to be nominated. ▪ Why shipping is a key success factor for trading house? ○ <u>Shipping Analyst Job:</u> <ul style="list-style-type: none"> ▪ Likely to be presented by Mr. Jerome Reboulleau, Managing Director and founder of Swiss-Mar and Swiss Mar Broker. ▪ Shipping overview ▪ Shipping analyst job introduction. ○ <u>Legal risks:</u> <ul style="list-style-type: none"> ▪ Likely to be presented by Mr. Conrad Greffield, arbitrator for commodity trading. ▪ Importance of legal aspects in the shipping context. ○ <u>Ship-owner:</u> <ul style="list-style-type: none"> ▪ Likely to be presented by a ship owning company to be nominated. ▪ Why work in the shipping business?
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<ul style="list-style-type: none"> - Part I: <i>Understanding the ship-owner's point of view</i> - Speaker Mr. Jerome Reboulleau The course will begin with a comprehensive presentation of the shipping business including market actors, their roles in the industry and the main market characteristics: for instance, the second most volatile market after electricity is the freight market. Why? The first part will conclude with the ship-owner's point of view: <ul style="list-style-type: none"> ● How the business is structured? ● How profits are generated (assets and freight) and what are the cost structures? ● What are the risks and how can they mitigate them? - Part II: <i>Shipping Brokerage</i> - Speaker likely to come from ifchor group company Shipbrokers are specialist intermediaries (i.e. brokers) between ship-owners and charterers who use ships to transport cargo, or between buyers and sellers of vessels. They help negotiating the terms of the contract (freight and assets) and avoid problems between both parties.

A shipbroker being in contact with most related activities, it is a good way to learn everything about shipping and establish relationships. A post-fixture analyst is likely to be an opportunity to start within a brokerage company.

- **Part III: Shipping Operator**

- **Speaker likely to be Mr. Pierre Bichard, Freight operation manager within BTG Pactual, located in Geneva**

This section will consider what a young operator needs to be effective. It is based on present and past experiences of various professionals. The position of ship operator is a good way of entering the shipping industry. The course will cover topics such as:

- Laytime calculation which is really critical for any company.
- Maritime geography, key canals and their specification.
- Special zones: load zones, high risk areas, and special regulation in term of pollution.

- **Part IV: *Legal***

- **Speaker likely to be Mr. Conrad Creffield, Arbitrator for commodities trading**

Mr. Greffield will introduce the legal framework relevant to the shipping, the arbitration courts, and the types of claims encountered and how to manage legal risks in the shipping context.

- **Part V: *Shipping strategy and Trading house***

- **Speaker likely to be nominated but coming from LafargeHolcim**

This section will be presented by a speaker from LafargeHolcim who will discuss why shipping is a strategic activity for a trading company and how it is integrated from a pragmatic point of view. Apart from the operational side, a good shipping strategy is critical to ensure margins, especially at a moment when the commodity price are at flat.

- **Part VI: *Ship-owner***

- **Speaker to be nominated.**

- Why work in the shipping business?

Reference:

Martin Stopford *Maritime Economics*, 2010

11. Evaluation	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • A written exam in week 16 of the semester; and/or • Mid-term assessments during weeks 1 to 14 according to the decision of the instructor. <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
12. Remediation/repetition	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account. A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
13. Coordinator / main instructor	Jérôme Reboulleau
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<p><input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:</p>
15. Characteristics	<p><input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)</p>
16. Type	<p><input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:</p>
17. Time organization	<p><input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other</p>