Degree competences to which the subject contributes

Specific:
2. Knowledge of technical English shipping.
3. Knowledge, use and application to ship the principles of the laws and regulations marina.
4. Knowledge, use and application of the ship from the principles of safety and security of the ship, fire fighting and survival, preventing and combating pollution.

Learning objectives of the subject

The student knows and understands main contracts from shipping. Meet their legal and economic key. Knows the most important legal aspects of the maritime casualties (Collision, Salvage, General Average, etc.) and the impact against shipping businesses. The student knows the most common practical problems with customs in relation with the ship and the goods and
resolved.
The student knows and understands how the shipping market works.
Is able to evaluate the shipping market segments and choose the target market
Knows how to use the tools of the shipping market mix
Is able to analyse the threats and opportunities in shipping economy

<table>
<thead>
<tr>
<th>Study load</th>
<th>Hours large group: 30h</th>
<th>Hours medium group: 15h</th>
<th>Hours small group: 10h</th>
<th>Guided activities: 5h</th>
<th>Self study: 90h</th>
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</thead>
<tbody>
<tr>
<td><strong>Total learning time:</strong></td>
<td>150h</td>
<td>20.00%</td>
<td>10.00%</td>
<td>6.67%</td>
<td>3.33%</td>
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<tr>
<td>Issue 1- Maritime transport contracts and management contracts. Multimodal transport.</td>
<td>Learning time: 20h 40m</td>
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<tr>
<td><strong>Description:</strong></td>
<td>Theory classes: 7h</td>
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<tr>
<td>Understand and manage the major shipping contracts and operation of the ship. Review of the most common problems. Multimodal transport</td>
<td>Practical classes: 3h 20m</td>
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<td>Guided activities: 3h 20m</td>
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<td>Self study: 7h</td>
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<tr>
<th>Issue 2-Legal aspects of maritime casualties: Collisions, General Average, Pollution, Salvage.</th>
<th>Learning time: 12h</th>
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</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Theory classes: 5h</td>
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<tr>
<td>Legal aspects of maritime casualties: Salvage, Collision, Pollution, general average, etc.</td>
<td>Self study: 7h</td>
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<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Theory classes: 6h</td>
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<tr>
<td>Maritime Insurance. Spanish Policies and ILU London Clauses. Hulls and MACHINARY iNSURANCE</td>
<td>Self study: 7h</td>
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<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Theory classes: 6h</td>
</tr>
<tr>
<td>Theoretical and practical knowledge of customs formalities in the import and export of goods.</td>
<td>Self study: 7h</td>
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</tbody>
</table>
### Issue 5 - Shipping market functioning, segments and choice of the target. Competitors knowledge and SWOT analysis.

**Description:**
Description of the shipping market: segments and traffics. Business objectives. Analytical instruments

**Learning time:** 15h 20m
- Theory classes: 6h
- Practical classes: 3h
- Guided activities: 3h 20m
- Self study: 3h

### Issue 6 - Strategies, objectives, goals and measures in the shipping business.

**Description:**
Business strategies in the maritime business.

**Learning time:** 13h
- Theory classes: 6h
- Self study: 7h

### Issue 7 - The stages of Business Development implementation in shipping companies: analysis, diagnosis, planning, organization, implementation and control of shipping business processes.

**Description:**
Knowledge of the stages of Business Development implementation in shipping companies: analysis, diagnosis, planning, organization, implementation and control of shipping business processes.

**Learning time:** 13h
- Theory classes: 6h
- Self study: 7h

### Issue 8 - The 8P's of the shipping marketing mix

**Description:**
Comercial Keys of Shipping Business

**Learning time:** 13h
- Theory classes: 6h
- Self study: 7h
Qualification system

Short-term test for continuous assessment (40%)
Final Test (60%)
The final mark is the sum of the following partial qualifications:
Final mark = 0.60 Npf + 0.40 Nac
Reevaluation: general overall exam in one week after (estimated)
Npf: final test mark
Nac: continuous evaluation mark

Regulations for carrying out activities

The professor can moderate the note by the presentation of partial works.

Bibliography

Basic: