

# PORT MANAGEMENT AND OPERATIONS

## MAM005

### COURSE DESCRIPTION

With 80 percent of the world's commodities being transported by water, ports are the pillars of the global economy. Port Management and Operations offers readers the opportunity to enhance their strategic thinking and problem-solving skills, while developing market foresight. It examines global port management practices at the regulatory, commercial, technological, operational, financial, and sociopolitical levels.

This course describes how seaports are being affected by the changes occurring nationally, regionally, and globally. Evaluating the new regulatory framework, it pinpoints the industry's implementation readiness and identifies potential problem areas. The course covers the spectrum of interrelated port management principles, strategies, and activities in a logical sequence —Port Strategy and Structure, Legal and Regulatory Framework, Input: Factors of Production, and Output and Economic Framework.

Detailing best practices and the latest industry developments, the course highlights emerging challenges for port managers and identifies opportunities to develop forward-thinking strategies. It examines the effectiveness of current strategies, tactics, tools, and resources of numerous global ports and highlights the necessity of adopting a proactive stance in harmonizing the laws, regulations, and policies pertaining to the maritime, oil, and gas industries.

The shipping industry has myriad complexities and this course provides maritime managers and professionals with the wide-ranging and up-to-date understanding required to thrive in today's highly competitive and evolving environment.

### COURSE GOAL

To enhance the participants' knowledge, skills and abilities necessary to deal with emerging challenges and identify opportunities to develop forward-thinking strategies.

### COURSE OBJECTIVES

By the end of the course, participants will be able to:

- Describe best practices and recent industry developments for port authorities and maritime organizations.
- Identify the port manager's future challenges and opportunities to develop a forward-thinking strategy.
- Evaluate the new regulatory framework, pinpoint the industry's implementation readiness, and identify potential problem areas.

- Examine the effectiveness and efficiency of strategies, tactics, tools, and resources of numerous global ports.
- Highlight the necessity of adopting a proactive stance in harmonizing the laws, regulations, and policies pertaining to the maritime, oil, and gas industries.

## WHO SHOULD ATTEND

- Port Managers
- Marine Terminal Managers, Superintendents, Supervisors and Engineers
- Marine Terminal Operator (MTO)
- Newly appointed to those posts.

## COURSE DURATION

5 Working Days

## COURSE OUTLINES

### 1. Introduction

- Port Management and Operations: Strategy in the Throes of a Transition
  - Port Authorities, Departments and Activities
  - Ports' Strategy in the Throes of a Transition
- The History of Ports: Advanced Thinking, Planning, and Development
- Port Ownership, Structure, and Organization
  - Forms of Port Ownership, Structure, and Organization
  - Port Governance
  - Port Ownership and Structural Types
  - Port Privatization
- Port Workforce: Productivity, Growth, and Empowerment Strategies
  - Measuring Productivity, Throughput, and Growth
  - The Econometrics of Labor and Production
  - Port Growth, Productivity, and Empowerment

### 2. Connecting Hub Port Gateways to the Inland Infrastructure

- Logistics Integration of Port Activities: The Five Stages of Integration for the Maritime Industry
- Strategic Location and Market Accessibility for Existing and Emerging Seaports: Ports' Success Factors
- Supply Chain Opportunities, Competition, and Conflict Prevention

### 3. Port Management and Economic Growth

- Establishing a Port's Competitive Edge in a Niche World : Better, the Best or Simply Different?
- Economic Growth as the Space between Stimulus and Response
  - Physical versus Strategic Growth
  - Trade, Protectionism, and Free Trade
- Risk Assessment (RA) and Risk Management (RM): How Far Can We Go?

### 4. Port Operations

- Port Management Services: Terminal Operators; Property Leasing Opportunities
- Berths, Facilities, and Equipment
- The Port and Charter Party Terms
- Shipyards
  - Introduction: The Global Shipbuilding Market
  - The Utility of Shipbuilding
  - The Components of Shipbuilding
  - Intellectual Property Rights
  - The History of Shipbuilding
  - Reasons for Shipyards Losing Market Share
  - Contemporary Shipbuilding Trends
  - Shipbuilding and Oil Market Analysis
  - Global Market Analysis
- Port Agents: Liner Services, Tramp Trade, and Offshore Support Agents
- FONASBA
  - Agency Selection and Practices
  - Port Agency Responsibilities
  - General Agency Duties, for Tramp, Liner, and Logistics Services
- Port-Related Claims and Legal Liabilities
- Multimodal Transportation

### 5. Port and Terminal Investment

- Public versus Private Investment
- Return on Investment and the Impact on Trade Growth
- Port Subsidies and Investment: Challenges and Opportunities

## 6. Ships' Size, Ports' Size: A New Era Ahead

- International Trade Agreements as Tools to Growth
- Ports and Ships as Derived Demand: Traffic Forecasting
- Capacity Utilization, Capacity Management, and Capacity Planning: Ports' Technology and Innovation

## 7. Strategic Alliances, Market Positioning, and Differentiation

- Developing Holistic Market Positioning and Differentiation
  - Port Strategies and the Components of Holistic Marketing
  - Aligning Workforce with the Port's Brand Promise
- Port Marketing Strategy and Competitive Positioning: Market Strategy
- Strategic Alliances, Joint Ventures, Mergers, and Acquisitions: The Economic Patterns of Market Response
- Competition and Conflict Prevention
- Establishing Long-Term Value through Customer Loyalty
  - Redefining Business Loyalty in the Shipping Industry
  - The Benefits of Practicing Loyal Marketing
  - Measuring Customer Loyalty
  - Target Markets and Competitive Positioning

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