



**IMBA**  
PG COLLEGE



# INTERNATIONAL MARITIME BUSINESS ACADEMY

**INTEGRATED PROGRAM**

**BBA+PGDM**

## *Collaborations*

- *Plymouth University*
- *Solent University*

**Get UGC Recognised Univesity Degree**

[www.imbaeducation.com](http://www.imbaeducation.com)

# BBA IN SHIPPING

*Duration - 3 years*

## **Scope of BBA in shipping**

BBA in commercial shipping is quite promising, offering a solid foundation for a career in the dynamic world of maritime trade. Global trade heavily relies on commercial shipping, and with the rise of e-commerce and international business, the demand for skilled professionals is on the upswing. This translates to good job opportunities for graduates with specialized knowledge. This course equips you for various roles beyond just traditional shipping companies.

### **You could find opportunities in :**

Logistics and Supply Chain Management, Port Management, Freight Forwarding, Maritime Insurance, International Trade. The commercial shipping industry is inherently international.

Your BBA can open doors to careers across the globe, allowing you to work in multinational companies. Salaries in the shipping industry can vary depending on experience, location and specific role. Overall, a BBA in commercial shipping equips you with valuable knowledge and skills for a rewarding career in the ever-evolving world of maritime trade.



## **Job Profiles**

- *Shipping Manager*
- *Logistics Coordinator*
- *Post Operations Manager*
- *Maritime Analyst*
- *Client Manager* ● *Freight Broker*
- *Export Coordinator*



# PROGRAMME STRUCTURE

## Course Summary

The BBA programme is built in 3 stages. In the first year the focus is on building the foundation in the core subjects and also training the students to excel in computing and communication skills. In the second year, focus will be to impart detailed inputs in the core subjects and also giving the introduction to Maritime and Logistics sector. The final year focuses on providing students with an integrated and holistic view of business and an in-depth understanding of the Maritime & Logistics sector. Students will be required to do 2 projects in the third year in their chosen area.

The learning and teaching will consist of a variety of elements such as lectures, tutorials, workshops, animated/non-animated video, practical work, seminars and trips. The assessment strategy will include individual/group reports and/or presentations, case studies, essays, open/closed book exams, portfolio development, reflective journals and experiential work based activities.



### BBA 1ST YEAR

- Principles & Practice of Management
- Management Process
- Financial Accounting
- Mathematics for Management-I
- Environmental Studies
- Fundamentals of computer
- Organizational Behavior
- Business Environment
- Financial Management
- Economics for Executives

### BBA 2ND YEAR

- Introduction to Shipping
- Economic Geography
- Marketing Management
- Management Information Systems
- Business Finance
- Organizational Behavior
- Linear Trade
- Shipping Business
- Human Resource management
- Commodity Trading- Basics

### BBA 3RD YEAR

- Transportation & Distribution Management
- Port Management
- Crew Management
- Market Study
- Customs procedures
- Logistics and Supply Chain Management
- Dry Cargo Chartering
- Ship Management



**PG DIPLOMA IN**

# **MARITIME LOGISTICS & PORT MANAGEMENT**

Maritime logistics is referred to as the process of planning, implementing and managing the movement of goods and information involved in the ocean carriage. "Port logistics is a fundamental link in the global logistics chain. The logistics chain refers to the set of interconnected processes that involve the planning, implementation and control of the management of materials, information and financial flows along the entire supply route.

***Duration - 1 year***

## ***Learning Modules***

- Ship Brokering
- International Logistics & Maritime Law
- Ship Chartering
- Payment & Finance for Trade
- Ship Operations
- Merchant Shipping Act
- Port Agency Operations
- Communication
- Computer Applications

## ***Job Profiles***

- *Ship Broker*
- *Cargo Operator*
- *Project Analyst*
- *Port Agent*
- *Ship Manager*
- *Chartering Broker*
- *Voyage Operator*
- *Freight Trader*
- *Consultant*

# PGDM - MARITIME LOGISTICS & PORT MANAGEMENT

popularly known as

*'Blue Masters'*



## BLUE MASTERS (Overview)

With a rich blend of theoretical knowledge and practical skills, PGDM in Maritime logistics & Port management programme aims to leave candidates well equipped for careers in Ship Brokering, Chartering, Port Management, Ship Operations, and International Maritime Law. This stimulating and intellectually challenging programme helps to provide students with the skills and knowledge required to operate successfully within The International Maritime Industry.

Our programme has a strong business focus and explores the complex factors involved in the maritime business and shipping operations worldwide. Students will also reflect on the key aspects of chartering, port agency and technical ship management and look at the impact of international trade on management strategies in the industry.

## COURSE HIGHLIGHTS

### Multi-Modular Programme

A comprehensive 12 months multi-modular programme offered by senior professionals and academicians from maritime industry.

### Action Learning

Through the course of the programmes, students are able to leverage classroom learning to build on their business projects and use the available resources to deliver a powerful plan for global maritime markets.

### Real Time Brokering & Chartering

Our corporate tie-ups with firms "Narayan Shipping & Chartering" and "Trident Minerals" provide real time brokering and chartering assignments to our candidates which provide each participant hand-on experience, making them ready for real world business situations and think like leaders.

### Placement & Internship

Internship and Placement with top business houses in India, London, Dubai and Singapore.

### DIPLOMA AWARDED

1 Year Post Graduate Diploma in PGDM - Maritime Logistics & Port Management awarded by SDSU'v.



## Module 1

### Ship Brokering

This module provides an overview of the role of a shipbroker, the process of negotiations and post-fixture operations. Further to that this module will assist students to get familiarized with dry market conditions and assessment of various dry bulk routes.

## Module 2

### Ship Chartering

This module covers the chartering aspect of the ship business whereby the students will get familiarized with the hiring of the vessel as well as fixing of the cargo. This shall include charter-party, basics of sea economics, knowledge of hire as well as freight calculation and assessment of the lay time.

## Module 3

### Port

### Agency Operations

This module covers an introduction to port agency operations and provides an in-depth look at topics such as port practices, port operations, cargo handled by Indian and foreign ports, Custom house practices. Further to that, students will learn the jobs and responsibilities of a port agent and Calculation of port related costs.

## Module 4

### Ship and Crew Management

This module will look at the administration and operation of ships. It will also cover the function of the operations department within a shipping company, the crew management and the main divisions within Human Resource Management (HRM). You will also get an introduction to the techniques of HRM practice, whilst also looking at the employee involvement and the employee satisfaction, motivation and attitudes to work survey.



**Vedant Pal**

Shipping Executive, Allianz Bulk

“ Before Joining IMBA, I was still pursuing my BE Mechanical from Mumbai University. During lock down when I was surfing through, I got to know about IMBA and how it was giving up a huge career boost in Commercial Shipping. Now, thanks to IMBA’s unique teaching approach focussing more on practicals I was able to land up with a good career opportunity in the commercial shipping sector. ”



**Vivek Patel**

Shipping Executive, Sharaf Shipping Agency

“ Before joining IMBA, I was doing freelancing events. I had decided to opt for sports management but then I get to know about the commercial shipping via IMBA and I thought why not to give a try as I wanted to do something unique, so I joined IMBA and now I am in one of the biggest shipping agency of middle east Sharaf Shipping Agency. A big thanks to IMBA and to Neha ma’am for this opportunity. ”

## Module 5

# Ship Operations



This module includes the understanding of the basics of the ship design, maritime terminology, various types of contracts and the liability of the ship owners. The students will get a thorough understanding of voyage related expenses and will learn the concepts of voyage estimation to calculate the profitability of the voyage operations. Further to that this module will assist students to get familiarized with dry market conditions and assessment of various dry bulk routes.

## Module 6

# International Logistics & Maritime Law

This module will look at the full spectrum of maritime logistics and look at topics such as trade-offs and logistics, distribution channels, modal choice & intermodal systems and port management. It will go on to cover benchmarking in logistics, reverse logistics and green logistics. Further to that, students will be given an overview on International maritime law which includes Commercial and trade law. This will be supported by arbitration practice.



**Gajendra**

Customer Experience - Logistics Navio Shipping

*“Earlier, I was preparing for competitive exams and was working in a firm under a chartered accountant but I could not see my future there for long. Soon I came to know about IMBA, and joined the executive maritime business management programme. During my course, the pandemic had hit almost every field, but shipping was the one which took me in with its arms wide open. All thanks to Neha Ma'am & Capt. Kunal who personally trained me for all my interviews. I am lucky to be hired by Navio Shipping.”*

## Module 7

# Port Management

This module will look at the full spectrum of port management and look at topics such as port and terminal management, port economics, Indian port development, port planning and other such topics. Apart from classroom training, students might also have to do project work, dissertations, participate in industry visits, or gain practical know-how through internships.



## Module 8

# Dissertation & Internship

After successful completion of the first semester, students will then proceed for their internship with different companies. The internship will be carried out in following sectors:

- Ship Brokering
- Ship Chartering
- Cargo Trading
- Port Agency
- Freight Forwarding



**Sanjita Gupta**

Operations Executive, Transbulk International Shipping (Dubai)

*“After completing my MBA, I worked with a private firm for 2 years, but I knew it was not what I had dreamt of. Post covid I came across a friend of mine who told me about the commercial aspect of shipping and that women can also be a part of this field. I met Neha Ma'am and I knew this is what I wanted. Finally living my dream now in my dream city- Dubai, as a Shipping Executive with Transbulk International Shipping (Dubai). Thank you to Team IMBA.”*

# FEW OF OUR PLACEMENTS



**Abhijit Maity**  
Arya Corp  
India



**Akashdeep Sood**  
Howe Robinson Partners  
London



**Ananya Deb**  
Marcura  
Dubai



**Aman Gusain**  
Brisk Marine Services  
India



**Arun Ranjan**  
Victory Shipping  
Singapore



**Arzoo Rana**  
Inter Ocean  
India



**Aman Srivastava**  
Inter Ocean  
India



**Ayushi Bhatt**  
Howe Robinson  
London



**Joya Koiry**  
Howe Robinson  
London



**Chetan Kasalkar**  
Leeway Brokers  
Dubai



**Sanjita Gupta**  
Transbulk  
Dubai



**Vipin Gautam**  
Midas Global  
India

"Shipping is the lifeblood of the global economy,  
carrying more than 90% of the world's trade."





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Krishna Plaza, Canal Road,  
Dehradun, Uttarakhand - 248001 India

Ph: +91 95208 87527

Email: [info@imbaeducation.com](mailto:info@imbaeducation.com)



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