



E.H.E. Europa Hochschule EurAka CH

(E.H.E. Private European University
EurAka Switzerland)

MBA in Maritime Management



Programmes of Studies:

- ⇒ **Doctoral Studies**
- ⇒ **Postdoctoral Studies**
- ⇒ **Professional Doctoral Studies**
- ⇒ **MBA & Master's Studies**
- ⇒ **BBA & Bachelor Studies**

E.H.E. Europa Hochschule EurAka CH Educational Quality & Institutional Memberships:



The Europa Hochschule EurAka CH is the official cooperation partner of the

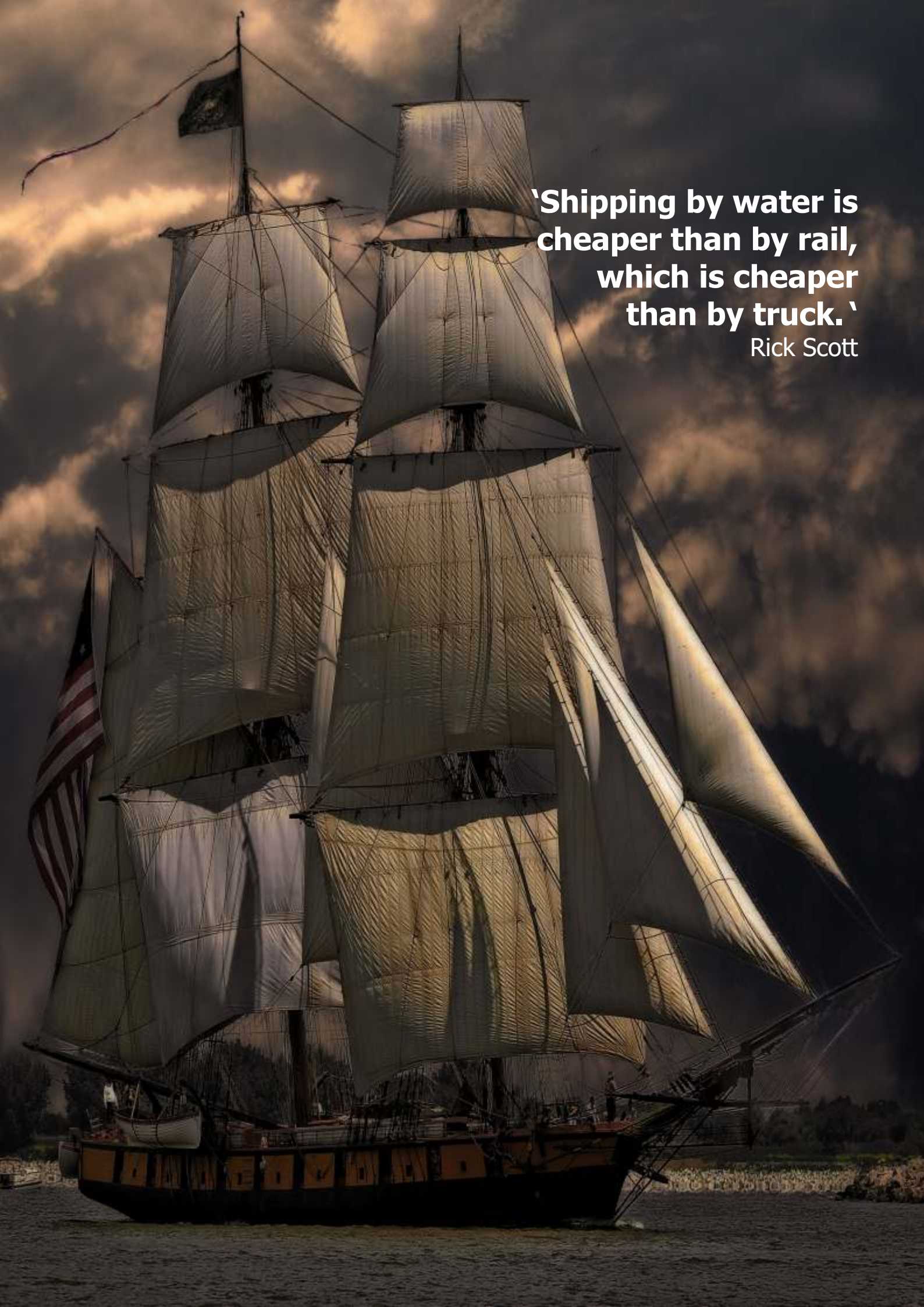
- Accreditation-Conference (ACC) HQMS (Holistic Quality Management in Science and Education)
- QS Zurich AG (Swiss Accreditation Service SAS approved)
- DeuZert (Deutsche Akkreditierungsstelle DAkkS approved), founding member of the IFCES, ISO 29990 in Education



ECBE

PRME Principles for Responsible
Management Education



A large, multi-masted sailing ship, likely a schooner, is shown on a body of water. The ship has three masts and numerous white sails that are partially unfurled. The hull is dark, and the name "AMERICAN" is visible on the side. The sky is filled with dramatic, dark clouds, and the lighting suggests a sunset or sunrise. The ship is the central focus of the image.

**'Shipping by water is
cheaper than by rail,
which is cheaper
than by truck.'**

Rick Scott

Welcome to EurAka, Welcome to Swiss Higher Education

The E.H.E. Europa Hochschule EurAka CH or by international translation, the E.H.E. Private European University EurAka Switzerland, is a future-oriented University with her headquarter in Switzerland's Canton Basel-Landschaft (Basel County). Our private University owns Campuses in Switzerland and Germany to which add several specialist knowledge and research centres in Germany as well.

That Switzerland's Universities and Higher Education both belong to the world's best is for our private University a specific challenge to which we actively contribute not only by first-tier education, but equally internationally acknowledged research.

Thus, we offer innovative and contemporary academic programmes of outstanding excellence.

We equip our students with skills and knowledge supporting their successful careers. We are very proud of our internationally acknowledged high academic quality standards, where inter-cultural understanding and mutual respect is at the core of the delivery of our studies. At our E.H.E. EurAka you will find many academic challenges, global awareness, and strong emphasis on social responsibility and sustainability to which we encourage our students and which is equally demonstrated by all faculty members.

I look forward to welcoming you at the E.H.E.
Europa Hochschule EurAka CH.

Prof Dr h.c. Paul Diener
President





**The E.H.E.
European
University
EurAka
Switzerland**



The E.H.E. Europa Hochschule EurAka CH, internationally known as the private European University EurAka Switzerland, is an independent and private University for integral medicine, technology, and economics. The E.H.E. EurAka is situated in Therwil (Switzerland) and legalised by the Swiss Federal Republic and the Canton Basel-Landschaft as private University. The status of the private EurAka University is officially confirmed as 'non-contributory private institution' according to the Swiss Higher Education Act (HFKG). The E.H.E. EurAka is officially approved to award Swiss Bachelor, Master's, and doctoral degrees.

The E.H.E. EurAka was constituted in 1985. The University provides national and international research and programmes of studies in the fields of Integral Medicine, Technological Sciences, and Business Sciences. The E.H.E. EurAka research, especially in technology and engineering, owns the highest international reputation and attracts significant research funding from global

corporations and European Governments.

Upon recommendation by the State-Council of the Swiss Republic and the Canton Ticino, the E.H.E. EurAka has received official Degree Awarding Powers in the year 2000. The status of Degree and Research Degree Awarding Powers was reapproved by the country's various regulatory authorities in 2016, such as the Dipartimento della cultura e dell' educazione dello Sport, Ticino, and the Canton Basel Landschaft. They concluded that the E.H.E. Europa Hochschule EurAka CH is fully aligned with the laws of Switzerland and thus officially approved as Swiss "Hochschule on the level of University".

Switzerland itself is aligned with the so-called Bologna Process of the European Union making Degrees of the University approved across Europe and beyond. Hence, the E.H.E. EurAka awards Degrees with ECTS credits.

The E.H.E. EuraAka:

- Officially approved Swiss private University
- Campuses and specialist knowledge centres in Switzerland and Germany
- Official Degree and Research Degree Awarding Powers
- University Institutes comprising
 - Economy
 - Technological Sciences | Engineering
 - Integral Medicine
- Degrees are part of the Process of Harmonisation of Higher Education in Europe according to DIN EN ISO / IEC 17024 and are awarding ECTS Credits
- Bachelor - Master's - Doctoral Studies (PhD and DBA)
- Advanced Member and Signatory of the United Nation's PRME Framework
- Institutional Member of the European Council of Business Education (ECBE)
- Additional offer of the personal ISO 17024 Certification embedded into programmes of studies
- Multinational faculty of internationally acknowledged Professors
- First tier research activities having attracted substantial research funds from governments and industry
- Close academic collaboration (teaching and research) with renowned international Universities from various countries all around the world
- Permanent consultancy for global corporations

'Measured in time of transport and communication, the whole round globe is now smaller than a small European country was a hundred years ago.'

John Boyd Orr





The E.H.E. EurAka Master's Studies

Whether Master of Business Administration or one of the E.H.E. EurAka's other Master's or postgraduate programmes of studies, all are preparing candidates for senior management roles in organisations. A full variety of specialisation pathways allows either to have the wider managerial picture as content or offers specific pathways to become a specialist with corporations, as entrepreneur or for public services.

The typical Master's programme comprises eight modules to which adds the Master's thesis. The E.H.E. EurAka Master's programmes are fully conform with European requirements on Postgraduate studies. I.e., they award a minimum of 90 ECTS credits (European Credit Transfer and Accumulation System). Some programmes, which the E.H.E. EurAka considers as elite programmes, go significantly beyond 90 credits. These particular programmes demonstrate employers the outstanding excellence our graduates have gained even more.

Students should be especially aware of two major advantages offering essential differentiation:

⇒ The E.H.E. EurAka does not award just Business School Degrees, but degrees of a private Swiss University.

⇒ Degrees of the E.H.E. EurAka are officially approved academic degrees. To this consequentially adds widest international equivalence in Europe and beyond.

The courses' wider strategic objectives are to educate the responsible manager, who understands the general picture and wider implications by which organisations of different kind and industries are driven and have to be managed. Internalising these criteria into the curriculae enhances graduates' employability and career opportunities significantly. All E.H.E. EurAka Master's programmes provide graduates with extended and superior knowledge being fully concentrated on latest research and future developments, but focus on modern organisational challenges, forces, and values driving these. The courses combine knowledge on organisations with key management practice skills for real use and application. Cross-functional and interdisciplinary approaches by integrating wider managerial perspectives support graduates and their organisations equally.

MASTER CLASS



The Master of Business Administration in Maritime Management

Purpose of this specific MBA-programme is to offer a sophisticated postgraduate programme of studies, which fully concentrates on needs, opportunities and challenges of the maritime sector, whether shipping companies, ports or maritime logistics. I.e., all learning content in each module has this particular sector in mind. Such focused orientation provides students with latest knowledge, which is delivered by interactive and advanced lectures, seminars, and further contemporary means for improving management performance and decision-making processes through graduates' informed capabilities and skills - developed in highly concentrated subject-oriented studies.

Greatest care guided the design of the individual modules and their balanced selection provides cross-disciplinary insights with specific interdisciplinary additions. This delivers contemporary proficiency for responsible managerial roles in the maritime sector. Furthermore, the programme consequentially embeds the corporate and wider responsibilities for sustainable management and responsibility for the environment.

The objective of this programme of studies is to deliver especially selected theoretical methods and models of forward-leading effectiveness allowing direct implementation and application in complex organisational contexts of maritime organisations.

This way, the course meets highest professional standards for Employability Impact in the value-oriented maritime economy.



Programme Objectives

Shared aims unite all modules of the MBA in Maritime Management programme of studies. These objectives are:

- To use theory, case study insights and practical demonstrations to enhance candidates' intellectual calibre, professional and leadership skills, and problem-solving capacity in the context of maritime organisations.
- To communicate sophisticated understandings of present and future problems and challenges typically found in contemporary maritime organisations and to identify scope for general and particular improvements in the globalised economy and meet societal responsibilities at the same time.
- To analyse and foster appropriate leadership roles embedded in the maritime management and responsibilities by sophisticated approaches to drive organisational development and to meet the needs of demanding constituents and multiple organisational contexts.
- To explore scope and content of effective organisational and functional strategies being focused on an ever-changing maritime environment, organisational sustainability and progress within changing contexts in a national, international and global context.

Programme Structure

- **Comprehensive Maritime Strategic Management & Adjancencies**
(5-day presence seminar or double module)
- **Port, Supply Chain, and Logistics Management**
- **Maritime Accounting**
- **Human Resources in the Shipping Industry**
- **Maritime Operations Management**
- **Economics of International Trade and Shipping**
- **Maritime Governance, Compliance, and Law**
- **Master's Thesis or Research-based Project Paper**



Subject Areas

- **Comprehensive Maritime Strategic Management & Adjancencies:**
 - ↳ Maritime strategy, tactics, operations
 - ↳ Monitoring and evaluation of the maritime strategic progress
 - ↳ Assessment of strategic risks
 - ↳ The effective alignment of organisational resources
 - ↳ Strategic stakeholder management
 - ↳ Risk and opportunity management
- **Port, Supply Chain, and Logistics Management**
 - ↳ Operations of the shipping company
 - ↳ Characteristics and mechanisms of the intermodal maritime transport
 - ↳ Effective supply chain integration
 - ↳ Concepts of port-centred logistics
 - ↳ Shipping companies as facilitators of the efficient supply chain
- **Maritime Accounting**
 - ↳ Content of financial and accounting reports
 - ↳ Financial planning tools and techniques
 - ↳ Building of standard basic financial and accounting plans
- **Human Resources in the Shipping Industry**
 - ↳ Key elements of HR in the maritime industry
 - ↳ The multi-ethnic and -cultural maritime workforce
 - ↳ Occupational Health and Safety Administration (OSHA)
 - ↳ Maritime HR Strategy

Subject Areas Continued



- **Maritime Operations Management**
 - ↳ The effective organisation in the shipping industry
 - ↳ The role of ports, legal compliance, OSHA, claims, and liability
 - ↳ KPI and monitoring and evaluation
 - ↳ Effective holistic management in the global supply chain
 - ↳ Risks and solutions in the operational management of ports, ships, and the global supply chain
 - ↳ The consequential cycle of maritime effectiveness - efficiency - quality
- **Economics of International Trade and Shipping**
 - ↳ Theoretical foundations of the freight market and how countries trade
 - ↳ The contract or bargaining curve and game theory
 - ↳ The aggregate fleet and the optimal use of capacities
 - ↳ The martingale model and the random walk model
 - ↳ Meaning & effect of the business cycle, its statistical explanation
- **Maritime Governance, Compliance, and Law**
 - ↳ Maritime governance: nation based, institutional, stakeholder-oriented, shipowner determined, form and process
 - ↳ Anticipating mechanisms of organisational compliance
 - ↳ Charter parties, bill of lading, and contract of affreightment
 - ↳ Hague/Visby Rules and Hamburg Rules
 - ↳ Obligations, liabilities, and limitations in maritime transports and the contract of affreightment
- **Master's Thesis or Research-based Project Paper**



Intended Programme Learning Outcomes

The MBA in Maritime Management develops profound and sophisticated knowledge in this particular subject area. The programme of postgraduate studies is specifically designed to meet the concept of graduates' Employability Impact. Therefore, content of the individual modules addresses latest knowledge and has practice-orientation at the same time.

The particular Intended Learning Outcomes are:

- Develop critical thinking and analytical approaches to theories and practices of contemporary maritime organisational contexts by in-depth analysis of their internal and external environment.
- Enhance the ability to read, understand, and make sense of the specific organisational needs with reference to leadership in and of maritime operations.
- Extend the capacity to evaluate and critically select between strategies, tactics and operational models in contemporary and future-oriented organisational contexts.
- Provide maritime organisations with necessary insights and robust structures for becoming a socially responsible corporate citizen through graduates' skills and knowledge.
- Apply high standards of moral and ethical behaviour to the own work and to that of a maritime organisation.



The 5-day Presence Seminar - Hosted at the Jade University of Applied Sciences Wilhelmshaven, Germany

The 5-day presence seminar is hosted by the public German Jade University of Applied Sciences in Wilhelmshaven, who is a renowned specialist in Maritime Management. Wilhelmshaven itself is one of the most important German sea ports.

The seminar consists of the delivery of the double-module on maritime strategy to enrich and enhance students' experience and knowledge. Students will directly study on the campus of the Jade University.

The week of the seminar is enriched by a number of outstanding events of added value:

- **Additional guest lectures by Professors of the Jade University**
- **A visit to the second campus of the Jade University in nearby Elsfleeth**

- **A one-day introduction to the maritime 3-D simulator of the Jade University**
- **A tour to the sea port of Wilhelmshaven guided by Professors of the Jade and the E.H.E. EurAka**

A further highlight of the seminar is a visit to the globally famous **Meyer Werft with its floating classroom**, where the world's most famous cruise ships are built.

After each day's seminar lectures, students can make own excursions to Wilhelmshaven and explore the city. Equally, the famous Hanseatic towns of Hamburg and Bremen are close inviting to a visit before or after the one-week seminar.

* Depending on students' applications for the seminar, it may be replaced through two locally delivered weekend classes.





Delivery of the further Modules

Modules

After the initial seminar, all further modules are locally delivered at one of the E.H.E. EurAka's approved study centres. These are presence seminars and take usually place over a weekend once a month. If the alternatively approved mode of delivery without the seminar applies, all modules are delivered locally.

The Thesis or Project Paper

Both final submissions test a student's overall knowledge gained in this MBA-programme. Equally, both forms of final submission are based on individual work. I.e., students will investigate or research independently. However, a personally allocated supervisor is available and provides guidance and advice for improving the student's work.

Entry Requirements

Admission by Education

The Master of Business Administration in Maritime Management is a focused programme of postgraduate academic studies. It is aimed at candidates, who have obtained a prior Undergraduate Degree in form of a Bachelor Degree or other national equivalent. The University widely accepts Higher Education Degrees not regarding their country of origin or foreign Higher Education system. Essential prerequisite is that the Undergraduate Degree is officially recognised in its country of origin. Previous studies with Professional Bodies may be accepted equally, if the Professional Body is officially acknowledged.

Admission by Professional Experience

Equally welcomed are applicants, who have instead of a first (undergraduate) degree significant professional expertise and practice in an organisation, ideally, but not compulsorily in the maritime sector. These candidates are admitted by the so-called work-based entry route. The expectation for such professional practice is a minimum of five (5) years on managerial or supervisory level. The University's Registry requires written evidence to be submitted with the Application Form.





Global Student Benefits

- **Degree from a private Swiss University**
- **International Degree officially approved in Europe**
- **Further official approval beyond Europe**
- **Campuses in Switzerland and Germany**
- **Latest academic knowledge with practice-orientation for Employability Impact**
- **Individual ISO 17024 Certification**
- **Delivery by carefully selected national Partner Institutes making studies more affordable and accessible**
- **Certificate, Transcript, and the official EU Diploma Supplement of the Europass**
- **Part of a truly global student community**
- **Progression up to doctoral studies with the E.H.E. EurAka herself or other universities**
- **International Graduation Ceremonies**
- **Global Alumni Network**

**'Graduation is not the terminus
of your experience;
it is the terminal
of your success.'**

Christian J. Dolores



**Direct Progression Route:
The Doctor of
Business Administration**

**Master of
Philosophy**



Research and Thesis



Viva



DBA



The Festive Conclusion: The E.H.E. EurAka Graduation Ceremony



The Graduation Ceremony of the E.H.E. Europa Hochschule EurAka CH is a festive moment to celebrate an outstanding achievement. As rewarding especially this day is and as rewarding the moment is to receive the deserved academic Degree, it should never be the end, but the start for more. Of course, close relatives and friends are equally welcome to the Ceremony, since very often, they have contributed much for that such challenging degree could be achieved.

The Graduation Ceremony of the E.H.E. EurAka usually takes place in Switzerland. The moment to throw the caps will be in all Graduates' mind for years to come. Meeting peers from many countries and different continents demonstrates that a global community of E.H.E. EurAka Graduates grows each year.

This moment also is the University's warm invitation to become a valuable member of its Alumni community, for all those not already being part of it. Global networking for mutual benefits and equally the opportunity of coaching others both symbolise the high academic culture the private University owns.



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