

COURSE DESCRIPTION

Learning Outcomes of the course unit:	<p>By the end of the course, the students should be able to:</p> <ul style="list-style-type: none"> • Outline in detail the chartering policy of shipowners in bulk market. • Describe in detail the chartering policy of carriers in liner market. • Explain the chartering policy and psychology of charterers in bulk market. • Identify the chartering policy and psychology of shippers in liner market. • Analyse strategies of improvement of chartering policy of shipowners and charterers in bulk and liner markets. • Understand the daily shipbroker's (intermediary/negotiator) practices and working processes. 		
Mode of Delivery:	Face-to-face		
Prerequisites:	ATCH301	Co-requisites	NONE
Recommended optional programs:	NONE		
Course Contents:	<ul style="list-style-type: none"> • Chartering practice in the dry cargo and the tanker markets. • Chartering negotiation practice and the role of shipbroker. • Chartering policy of shipowners in bulk market. • Chartering policy of carriers in liner market. • Chartering policy and psychology of charterers in bulk market. • Chartering policy and psychology of shippers in liner market. • Shipping marketing strategies as tools of improvement of chartering policy in 		

Course Title	SHIP BROKING AND CHARTERING PRACTICE		
Course Code	ATSC 401		
Course Type	Elective		
Level	BSc (Level 1)		
Year / Semester	4 / Fall or Spring		
Teacher's Name	Dr Evi Plomaritou		
ECTS	6	Lectures / week	3
			Laboratories / week

	<p>bulk and liner markets.</p> <ul style="list-style-type: none"> Decision making process and timing in chartering business
Recommended and/or required reading:	Plomaritou, E., Papadopoulos A., 2018. <i>Shipbroking and Chartering Practice</i> . Lloyd's Practical Shipping Guides, London: Informa Law from Routledge, 8th Edition.
Textbook:s	<ul style="list-style-type: none"> Plomaritou, E., Papadopoulos A., 2018. <i>Shipbroking and Chartering Practice</i>. Lloyd's Practical Shipping Guides, London: Informa Law from Routledge, 8th Edition. Giziakis, K., Papadopoulos, A., Plomaritou, E., 2010. <i>Chartering</i> (with accompanying DVD in cooperation with BIMCO). Athens: Stamoulis Publication, 3rd Edition. Plomaritou, E., 2008. <i>Marketing of Shipping Companies as a Tool for Improvement of Chartering Policy</i>. Recommended by the Institute of Chartered Shipbrokers. Athens: Stamoulis Publications.
References:	<ul style="list-style-type: none"> Plomaritou, E., 2018. <i>Chartering Policy of Shipping Companies</i>. London: Informa Publishing / Lloyd's Maritime Academy, 7th Edition. Plomaritou, E., Plomaritou, V., Giziakis, K. 2011. Shipping Marketing and Customer Orientation: The Psychology and Buying Behaviour of Charterer and Shipper in the Tramp & Liner Market. <i>Management: Journal of Contemporary Management Issues</i>. Vol.16 (1), 57-89. Plomaritou, E. Konsta, K., 2012. KPIs and Shipping Companies Performance Evaluation: A Measurement and Improvement Survival Guide. <i>International Journal of Business and Management</i>. Vol. 7, No. 10; pp. 142-155.
Planned learning activities and teaching methods:	Lectures, power point presentations, discussions, debates, in-class case studies, assignments, role- playing scenarios, real life cases of disputes etc.
Assessment methods and criteria:	<p>Midterm exam 40%</p> <p>Final Exam 60%</p>
Language of instruction:	English
Work placement(s) :	Not applicable