

CBS | THE BLUE MBA

ALUMNI ACADEMY



Re-designing shipping strategy for 2030

Course Duration: 2 Days

Course Overview:

This 2-day session will provide both maritime business managers and leaders with a comprehensive overview of the changes and challenges they need to handle in the coming years.

Multiple fundamental changes will re-shape large parts of the shipping sector in the next decade including major geopolitical shifts, decarbonization, digitalization and changing interplay between the various shipping stakeholders.

During these two days we will take a closer look at the nature of the underlying changes, dive deeper into how this affects the shipping industry and understand the fundamental market forces which have either already changed, or which are about to change.

And whilst the changes will clearly provide multiple threats, they are equally opening a range of new strategic opportunities – both for existing stakeholders such as shipping lines, brokers, ports etc as well as for new emerging players, especially in the digital realm. The opportunities abound for large players and niche players alike, but have to be embraced and harnessed.

Learning objectives

- Understand the path the industry was already on prior to the pandemic and how this applies going forward
- Understand the coming impact of digitalization and AI
- Understand the impact of shifting geopolitical forces
- Have a framework for analyzing their own position and strategy in the light of a post-pandemic world and see which adjustments might be necessary
- Have a framework for navigating the shifts in geopolitical risks in the next decade

Content

				DAY 1 Setting the strategic stage
Time		Duration		Content
From	To	Hours		
09:00	10:30	1:30		<ul style="list-style-type: none"> • Where was the global shipping industry positioned prior to 2020 and where was it headed
10:30	11:00	0:30		Break
11:00	12:30	1:30		<ul style="list-style-type: none"> • What were the impacts seen in 2020-22 – what is important strategically going forward and what is “only” tactical but not of strategically lasting importance?
12:30	14:00	1:30		Lunch
14:00	15:30	1:30		<ul style="list-style-type: none"> • The acceleration of digital shipping and the diverse impact this will have on different sectors of shipping such as for example container, bulk, tank and short-sea as well as port infrastructure
15:30	16:00	0:30		Break
16:00	17:30	1:30		<ul style="list-style-type: none"> • The development and ramifications of decarbonization and the diverse impact this will have on different sectors of shipping

				DAY 2 Navigating a changing sea
Time		Duration	Content	
From	To	Hours		
09:00	10:30	1:30	<ul style="list-style-type: none"> • Major geopolitical changes which will cause a shift in the structural setup of particularly container, tank and bulk shipping 	
10:30	11:00	0:30	Break	
11:00	12:30	1:30	<ul style="list-style-type: none"> • What are the changes we will see in business models for companies who successfully navigate the next decade 	
12:30	14:00	1:30	Lunch	
14:00	15:30	1:30	<ul style="list-style-type: none"> • The changes necessary in Human Resource Management in shipping 	
15:30	16:00	0:30	Break	
16:00	17:30	1:30	<ul style="list-style-type: none"> • A framework for understanding and planning your own path ahead 	

Delivery Method:

Lectures by experienced academic with industry expertise.

Group discussions and interactive sessions

Certification:

Participants who successfully complete the course and pass the assessment will receive a certificate of completion in The Sale of Oil and Oil Products – the basic legal framework.

Target Audience:

This course is suitable for early- and mid-career professionals.