

CBS | THE BLUE MBA

ALUMNI ACADEMY

Cruise and Terminal Management and Operations



Duration: 3 days

Venue: TBD

Aim of the course

The aim of the course in *Cruise and Terminal Operations and Management* is to provide participants with the knowledge and skills necessary to efficiently and effectively manage cruise ship operations and cruise terminals. The course aims to cover various aspects of the cruise industry, from ship operations and passenger services to terminal logistics and safety regulations.

Learning objectives

- Be versed with contemporary trends and developments in the cruise industry markets.
- Learn about the profile of the cruise companies and their value propositions.
- Appreciate the characteristics of customers and their needs and requirements.
- Learn about itinerary planning, marketing, sales and service in the cruise markets.
- Know the key ingredients for efficient cruise terminal and cruise ship operations.
- Learn about the characteristics of cruise terminal infrastructure and operations.
- Understand the key environmental challenges in the cruise industry.
- Appreciate the importance of ESG in the cruise market.
- Know the main requirements of international regulations.
- Appreciate the technological developments that may provide added value and competitive advantages in cruise ship operations.
- Learn about cruise industry economics and financing.

Content¹

				DAY 1
Time		Duration		Content
From	To	Hours		
09:00	10:30	1:30		Introduction to Cruise Industry <ul style="list-style-type: none"> • An overview of the cruise industry • History of cruise industry • Global significance of cruise industry in the tourism sector • Cruise markets • Value propositions
10:30	11:00	0:30		Break
11:00	12:30	1:30		Cruise Ship Operations <ul style="list-style-type: none"> • Understanding cruise ship operations • Itinerary Planning • Onboard services • Cruise ship facilities • Passenger experience • Cruise ship navigation and safety
12:30	14:00	1:30		Lunch
14:00	15:30	1:30		PRACTICAL SESSION: Case Study
15:30	16:00	0:30		Break

¹ The client is entitled to require additional customization and greater focus on specific aspects of the syllabus. Any requests for additional coverage can be accommodated.

16:00	17:30	1:30	PRACTICAL SESSION: Case Study
-------	-------	------	--------------------------------------

			DAY 2
Time		Duration	Content
From	To	Hours	
09:00	10:30	1:30	Cruise Terminal Management <ul style="list-style-type: none"> • The management of cruise terminals, • Cruise terminal facility management • Passenger handling • Marketing and promotion • Logistics
10:30	11:00	0:30	Break
11:00	12:30	1:30	Cruise Port Infrastructure and Services <ul style="list-style-type: none"> • Understanding the infrastructure and services required to accommodate cruise ships in ports • Berthing • Customs and immigration • Transportation • Concessionaires
12:30	14:00	1:30	Lunch
14:00	15:30	1:30	Cruise Regulations <ul style="list-style-type: none"> • Compliance with international maritime regulations • Cruise-specific regulations related to safety • Passenger rights
15:30	16:00	0:30	Break
16:00	17:30	1:30	PRACTICAL SESSION: Guest Speaker

			DAY 3
Time		Duration	Content
From	To	Hours	
09:00	10:30	1:30	Cruise Trends and Sustainability <ul style="list-style-type: none"> • Exploring emerging trends in the cruise industry

			<ul style="list-style-type: none"> • Cruise industry sustainability initiatives • Development of eco-friendly technologies • ESG
10:30	11:00	0:30	Break
11:00	12:30	1:30	Cruise Industry Economics <ul style="list-style-type: none"> • An overview of the economic aspects of the cruise industry • Demand and supply • Revenue models • Pricing strategies • Financial management
12:30	14:00	1:30	Lunch
14:00	15:30	1:30	PRACTICAL SESSION: Case Study
15:30	16:00	0:30	Break
16:00	17:30	1:30	PRACTICAL SESSION: Case Study

Case Studies and Industry Insights

Real-world case studies from the cruise industry

Guest lectures by industry experts

Delivery Method

Lectures and presentations by experienced academics and industry professionals

Group discussions and interactive sessions

Hands-on exercises

Site visits