MARA - MARITIME ADMINISTRATION

MARA 604 Marine Natural Resource Economics
Credits 3. 3 Lecture Hours.
Critical evaluation of policies and procedures in the development and use of natural resources relevant to marine and maritime markets; identification of problems in resource exploration, development, and transportation; the political/economic decision-making processes; analytical tools used to make economic decisions in resource markets.
Prerequisite: Graduate status or special approval.

MARA 610 Maritime Strategic Management
Credits 3. 3 Lecture Hours.
Introduction to the strategic management process, with an emphasis on the maritime industry in the domestic and international context; formulation of strategy in the context of environmental opportunities and threats; how to analyze industry competition, and how to implement strategies and build competitive advantage; selection of a company engaged in domestic or international waterborne commerce and analyze the strategic planning processes of the firm using the standard techniques such as SWOT analysis, the Five Forces model and the Value Chain analysis.
Prerequisites: Approval of instructor, graduate classification or special approval.

MARA 612 Strategic Human Resource Management
Credits 3. 3 Lecture Hours.
Leveraging the competitive value of human capital in organizations; exploration of current issues and practices associated with workforce management, legal and regulatory elements of managing employees, staffing, job analysis, performance management, discipline, compensation systems, benefits and termination; practical perspective methods of measuring the financial implications of human resource practices.
Prerequisite: Graduate classification or approval of department head.

MARA 616 Management of Port Facilities and Infrastructure
Credits 3. 3 Lecture Hours.
Problems associated with the management of buildings, piers, bulkheads and associated structures and connecting waterways focusing on corrosion, adverse effects of climate, tide and current affects, dredging cycles and related facilities access issues associated with structures in the coastal zone. Particular attention is paid to the requirements of state and federal agencies regarding equipment and facilities used in the safe loading, discharge, and storage of cargoes, including hazardous materials.
Prerequisite: Approval of instructor, graduate status or special approval.

MARA 623 Maritime Economics Theory and Applications
Credits 3. 3 Lecture Hours.
The role of domestic and international shipping in the American economy; discussion of the economic characteristics of waterborne transportation, including the nature of transport demand and cost functions; economic dimension of transport service; transport market structures; and transport pricing theory and practice; emphasis on managerial implications of transport economic principles for domestic and international shipping.
Prerequisite: Approval of instructor.

MARA 624 Port Development and Intermodal Freight
Credits 3. 3 Lecture Hours.
Survey of economic and operational characteristics of intermodal transportation, rail, trucking, air, shipping, and pipelines; emphasis on the interface of surface transportation with the maritime industry; pricing strategies, cost structures, and regulatory issues.
Prerequisite: Approval of instructor.

MARA 625 Maritime Law and Policy
Credits 3. 3 Lecture Hours.
Advanced topics in the maritime law and policy areas, national and international contexts; analytical and writing abilities as per practice in the maritime law; extensive use of web-based research methods within the maritime law context.
Prerequisite: Approval of instructor.

MARA 627 Marketing of Maritime Services
Credits 3. 3 Lecture Hours.
Marketing planning and analysis applicable to service firm; assessment of customer needs; quality control; competitive strategies; applications of marketing principles and practices to the maritime industry.
Prerequisite: Approval of instructor.

MARA 636 Maritime Managerial Decision Making
Credits 3. 3 Lecture Hours.
Construction of mathematical models of business environments; linear programming techniques; planning, analysis and control of operations in complex organizations through mathematical techniques.
Prerequisite: Approval of instructor.

MARA 640 Global Logistics
Credits 3. 3 Lecture Hours.
Transportation and logistic activities of multinational firms with an emphasis on transportation, customer service, inventory control facility location, global sourcing, customs documentation, and the role of government in importing and exporting. Attention is given to current events and their effects on the marketing and logistics activities of U.S. based organizations.
Prerequisite: Approval of instructor, graduate status or special approval.

MARA 641 Maritime Financial Management
Credits 3. 3 Lecture Hours.
Management of the corporation’s sources and uses of funds with emphasis on risk and return, investment valuation, the selection of risky investment projects, capital structure, dividend policy, and methods of raising long-term capital; applications to the maritime industry are made where appropriate.
Prerequisite: Approval of instructor.

MARA 645 Maritime Cybersecurity
Credits 3. 3 Lecture Hours.
Basic terminology, concepts, technology, and trends of cybersecurity; foundations of cybersecurity to include cryptography, public key infrastructure, standards and protocols, physical security, network fundamentals; workings of systems, networks, infrastructure; legal and ethical issues in cybersecurity.
Prerequisite: Approval of instructor.

MARA 650 Supply Chain Management
Credits 3. 3 Lecture Hours.
Contemporary distribution logistics and integrated supply chain management; emphasis on customer service, transportation modes, inventory policies, warehousing, order processing and optimizing the logistics gross margin.
Prerequisite: Approval of instructor, graduate status or special approval.
MARA 665 Leadership in the Maritime Industry  
Credits 3. 3 Lecture Hours.  
Focus on theory and real world practice of leadership; recognize components of leadership, management and labor; the basis of leadership authority, values and styles as applied to organizational vision, mission and life cycle; assess own leadership traits in preparation of entering work force.  
Prerequisite: Graduate status.  
MARA 673 International Maritime Industry Graduate Management Experience  
Credits 1 to 4. 1 to 4 Lecture Hours.  
Combines classroom and graduate research work with international travel and provides the student direct contact with maritime industry managers. The trip emphasizes cultural and historical aspects of the maritime industry outside of the United States providing a better understanding of differing management styles, business practices, and regulatory focus.  
Prerequisite: Approval of instructor.  
MARA 675 Service Operations Management  
Credits 3. 3 Lecture Hours.  
Case-study on the management of service operations; an overview of the role of services in the economy, the service-oriented and service-dominant logic in the pure service sector, and the extension of service functioning of manufacturing, government, and not-for-profits.  
Prerequisite: Graduate classification or approval of instructor.  
MARA 684 Professional Internship  
Credits 1 to 4. 1 to 4 Other Hours.  
On the job training in the field of maritime administration and logistics.  
Prerequisites: Graduate classification; approval of department head.  
MARA 685 Directed Studies  
Credits 1 to 6. 1 to 6 Lecture Hours.  
Selected topics in an identified area of Maritime Administration and Logistics not covered in another course curriculum.  
Prerequisite: Approval of instructor.  
MARA 689 Special Topics in Maritime Administration  
Credits 1 to 4. 1 to 4 Lecture Hours.  
Selected topics in identified area of Maritime Administration.  
Prerequisites: Graduate classification and instructor permission.  
MARA 691 Research in Maritime Administration. For thesis or dissertation.  
Prerequisite: Approval of instructor, graduate status or special approval.