MARA - MARITIME ADMINISTRATION

MARA 604 Marine Economics and Sustainability Management

Credits 3. 3 Lecture Hours. Critical evaluation of policies and procedures in the sustainable 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 and management decisions in marine resource markets. **Prerequisites:** 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 Maritime Human Resource Management

Credits 3. 3 Lecture Hours. . Leveraging the competitive value of human capital in maritime business organizations (ports, shipping companies, logistics and related support business); exploration of current issues and practices associated with workforce management in the maritime business domain, 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 applied to firms and organizations operating in the maritime business domain. **Prerequisite:** Graduate classification or approval of department head.

MARA 616 Ports, Terminals and Harbors Management

Credits 3. 3 Lecture Hours. Interaction between ports and terminals and shipping policy and management; emphasis in the design of marine transportation and port systems comparison U.S. and International cases; effects of market structure on economics and finance; port performance and performance measures; current trends in port development and economics. **Prerequisite:** Approval of instructor, graduate classification 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:** Graduate classification or approval of department head.

MARA 624 Maritime Shipping and Intermodal Freight

Credits 3. 3 Lecture Hours. Survey of economic and operational characteristics of maritime shipping and its connection to intermodal transportation, rail, trucking, air, and pipelines; emphasis on the interface of surface transportation with the maritime industry; pricing strategies, cost structures, and regulatory issues. **Prerequisites:** 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 Maritime Marketing 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. **Prerequisites:** Approval of instructor.

MARA 636 Maritime Business Analytics and Decision-Making

Credits 3. 3 Lecture Hours. Deep understanding of the nature of big data and business analytics; practical toolkit applicable to the Maritime and Logistics field on how to perform big data analysis; ways to generate business value from in-house and open big data sets for the purpose of increasing competitiveness in the global marketplace; provision of evidence to sustain managerial claims, applying an analytical process that covers all activities from problem formulation, including use of qualitative and quantitative models in decision-making, to results communication, and reflecting on and managing potential pitfalls. **Prerequisite:** Graduate classification or approval of instructor.

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:** Graduate classification or approval of department head.

MARA 645 Maritime Cybersecurity and Risk Management

Credits 3. 3 Lecture Hours. Comprehensive understanding of how organizations view and respond to cyber threats as they become an integral part of the global cyberspace covering the maritime industry; management perspective on cybersecurity issues rather than technical, shedding light on a variety of topics including history and impact of the most recent security breaches, the foundations of cyber risk management, cybersecurity governance and alignment, cyber preparedness, cyber risk assessment and mitigation strategies, attitudinal and cultural aspects of cybersecurity, and other topics that create the strategic and leadership components to build strong cybersecurity programs and frameworks within organizations in the maritime business domain. **Prerequisite:** Graduate classification or approval of department head.

MARA 650 Logistics and 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 and organizations' competitive advantage; attention to current events and their effects on the marketing and logistics activities of U.S.-based organizations utilizing maritime logistics and global sourcing. **Prerequisite:** Approval of instructor, graduate classification or special approval.

MARA 660 Risk Assessment and Marine Insurance

Credits 3. 3 Lecture Hours. Theory, techniques, participants and background of risk assessment and management with emphasis given to contemporary issues in marine insurance law; marine liability coverage, cause of loss, additional perils, exclusions, warranties, duration of risk, adjustment clauses, operating clauses, civil commotions, war insurance, and project risk management techniques. **Prerequisite:** Approval of instructor, graduate status or special approval.

MARA 664 Maritime Operations Management

Credits 3. 3 Lecture Hours. Types of decisions to be made at varying levels and where appropriate; quantitative models and techniques that can be used in decision-making areas of the firm; analysis of how the operations function fits in with other functional areas of the firm; interrelationships with firms' strategies; applications to maritime business domain. **Prerequisite:** Graduate classification or approval of department head.

MARA 670 Coastal and Inland Waterways Transportation

Credits 3. 3 Lecture Hours. Policy, strategy and management, port and terminal development, competition with other modes of transportation, manpower, rates, environmental concerns, the impact of waterway systems on regional economies and national economic development; commercial aspects of the inland waterways with emphasis on operations, freight rate structures and applied cash flow methods. **Prerequisite:** Approval of instructor, graduate status or special approval.

MARA 675 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 classification or approval of instructor.

MARA 678 Maritime Service Operations Management

Credits 3. 3 Lecture Hours. In-depth view of the role of services in the economy, the experience-oriented and service-dominant logic in the pure service sector, and the extension of service functioning of manufacturing, government, and not-for-profits; includes multiple case-study on the specifics of management of maritime service operations. **Prerequisites:** Graduate classification or approval of department head.

MARA 684 Professional Internship

Credits 3. 3 Other Hours. On-the-job training in the field of maritime administration and logistics. Must be taken on a satisfactory/unsatisfactory basis. **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...

Credits 1 to 4. 1 to 4 Other Hours. Selected topics in an identified area of Maritime Business Administration. May be repeated for credit. **Prerequisites:** Graduate classification and approval of instructor.

MARA 691 Research

Credits 3. 3 Other Hours. Research methodologies and practices applicable to maritime business for thesis or dissertation. May be repeated for credit. Must be taken on a satisfactory/unsatisfactory basis. **Prerequisite:** Graduate classification or approval of instructor.