

# MARA - MARITIME ADMINISTRATION (MARA)

## MARA 201 Foundations of Maritime Cyber Security

**Credits 3. 3 Lecture Hours.** Basic terminology, concepts, technology and trends of maritime cybersecurity; foundations of maritime cybersecurity to include cryptography, public key infrastructure, standards and protocols, physical security, network fundamentals; workings of systems, networks, infrastructure; legal and ethical issues in maritime cybersecurity.

## MARA 205 Introduction to Ships and Shipping

**Credits 3. 3 Lecture Hours. 0 Lab Hours.** Introduction to the maritime industry and ships used in transportation of goods and services. Shipboard nomenclature, types and missions of merchant ships, shipbuilding nomenclature and dimensions, shipbuilding materials and methods, modes of cargo handling and their impact on ship design.

## MARA 212 Business Law

**Credits 3. 3 Lecture Hours.** Legal principles of business, legal reasoning, dispute resolution and procedure, contract law, bankruptcy law, property law, Uniform Commercial Code sections concerning contracts, security interests, negotiable instruments and sales.

## MARA 250 Management Information Systems

**Credits 2. 2 Lecture Hours.** Introduction to the concepts and applications of management information systems, including information technology concepts, computer hardware, common business software, software selection and development, management information systems (MIS), decision support systems (DSS), and working in a digital world.

## MARA 281 Seminar in Undergraduate Research Methods

**Credit 1. 1 Lecture Hour.** An introduction to necessary undergraduate research methods in economics and business; preparation for investigative writing requirements in upper division courses in maritime business administration.

## MARA 285 Directed Studies

**Credits 1 to 4. 1 to 4 Other Hours.** Directed study on selected problems in the area of maritime administration not covered in other courses.  
**Prerequisite:** Approval of MARA department head.

## MARA 289 Special Topics

**Credits 1 to 4. 1 to 4 Lecture Hours.** Study of selected topics in an identified area of maritime administration. **Prerequisite:** Approval of MARA department head.

## MARA 301 Ocean Transportation I

**Credits 3. 3 Lecture Hours.** Examination of theory and practice in the management of transportation logistics, labor, rate-making, role of government, international conventions and treaties; exposure to current trends and developments in shipping. **Prerequisites:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 304 Marine Insurance

**Credits 3. 3 Lecture Hours.** Marine insurance problems and cases and how they relate directly to a ship's officer; hull, cargo, and personal injury cases are examined from the officers' and insurers' points of view; introduction to Admiralty Law and the court process for seamen's rights and ship owners' privileges; actual hearings and trials are observed to complete the background. **Prerequisite:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 342 Managerial Maritime Finance

**Credits 3. 3 Lecture Hours.** Continuation of topics introduced in Business Finance (FINC 341) including 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:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 345 Maritime and Marine Entrepreneurship Ventures

**Credits 3. 3 Lecture Hours.** The attributes that enable entrepreneurs to pursue opportunities in maritime business development; formation of teams to experience each step of entrepreneurial process; exposure to real entrepreneurial operations and businesses. **Prerequisite:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 346 Maritime and Marine Business Plans

**Credits 3. 3 Lecture Hours.** Planning described as a mechanism to guide entrepreneurial intentions and behavior; development of formal written plans that allow investors to anticipate future outcomes; discussion of firms from the perspective of nascent entrepreneurs and potential investors. **Prerequisite:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 347 Launch a Startup

**Credits 3. 3 Lecture Hours.** Overview of the steps for entrepreneurs to start creating and developing a business plan to launch. **Prerequisite:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 348 Maritime Service Operations

**Credits 3. 3 Lecture Hours.** Classical service operations management and contemporary case-by-case based problem-solving in the maritime service sector.

## MARA 350 Maritime Business Computer Programming and Security

**Credits 3. 3 Lecture Hours.** Concepts of computer programming and security utilizing Visual Basic for Applications with emphasis to business and maritime area specifically; includes basic programming logic, programming in VBA, computer security principles and techniques for enhancing computer security. **Prerequisites:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 360 Maritime Cybersecurity Issues

**Credits 3. 3 Lecture Hours.** Discussion of risks and cyber incidents; exploration of computer systems architecture and the framework of computer security on vessels. **Prerequisite:** MARA 201; junior or senior classification.

## MARA 363 The Management Process

**Credits 3. 3 Lecture Hours.** Management as an academic discipline; goal setting; planning, controlling and decision-making; models for thinking about organizations; organization design; organization change; models for understanding individual behavior; job performance and job satisfaction; interpersonal behavior, motivation and leadership, behavior in work groups; careers in management, ethics and international management. **Prerequisites:** MBAU majors or approval of academic advisor.

## MARA 373 Personnel Management

**Credits 3. 3 Lecture Hours.** Strategic issues in managing human resources; shared responsibilities of line managers and human resource staff for developing and implementing human resource policies and procedures; human resource planning; job design, analysis and evaluation; staffing; compensation; performance appraisal; training and development career management; labor relations; legal, ethical and international issues. **Prerequisite:** MBAU majors or approval of academic advisor.

## MARA 401 Brokerage and Chartering

**Credits 3. 3 Lecture Hours.** Operational and legal environment of ship brokerage and chartering; responsibilities of owner and charterer under various charter forms; American, British and Canadian acts governing charters and bills of lading; rules and regulations concerning loading and discharging. **Prerequisites:** MBAU majors or approval of academic advisor.

## MARA 402 Inland Waterways

**Credits 3. 3 Lecture Hours.** Development of inland waterways of the U.S. and federal policies relating to them; port and terminal development, competition with other transportation forms, manpower, rates, environmental concerns and the impact of waterway systems on regional economies. **Prerequisites:** MBAU majors or approval of academic advisor.

## MARA 403 Law and Policy in Cybersecurity

**Credits 3. 3 Lecture Hours.** Examination of law and policy issues related to cybersecurity for the spectrum of cybersecurity jobs; includes procurement, operations and maintenance, governance and oversight, protection and defense, analysis, intelligence collection and operation and investigation cybersecurity jobs. **Prerequisite:** Junior or senior classification; MARA-403 taught at Galveston campus. **Cross Listing:** CSCE 402 and CYBR 402.

## MARA 416 Port Operations, Administration and Economics

**Credits 3. 3 Lecture Hours.** Concepts of the port and methods of intermodal transfer; port functions divided and analyzed along business lines - economics, management, finance, accounting and marketing; cost studies. **Prerequisites:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 421 Admiralty Law

**Credits 3. 3 Lecture Hours.** Essential principles of admiralty, general maritime, and international law as applicable to the marine industry and ocean shipping; evolution and state of the law concerning maritime liens, ship mortgages, rights of seamen and harbor workers, limitation of liability, bills of lading and cargo carriage, collision liability, general average, marine salvage, charter parties, and international rights and responsibilities of ships and shipping. **Prerequisites:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 424 Intermodal Transportation

**Credits 3. 3 Lecture Hours.** Historical development, structure, function, and regulation of highway, rail, water, pipeline, and air transportation systems. Application of economic concepts and principles to transportation development and operations. **Prerequisites:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 435 Labor Law and Policy

**Credits 3. 3 Lecture Hours.** Federal and state public policy and laws regulating human resource management including National Labor Relations Act, Railway Labor Act, Fair Labor Standards Act, employment discrimination statutes, statutes regarding public sector unionization, and other relevant legal authorities; various forms of dispute settlement including litigation, mediation, fact finding and arbitration; legal ramification of strategic human resource management decision making. **Prerequisites:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 440 Global Economy and Enterprise Management

**Credits 3. 3 Lecture Hours.** Economic, political, social and ethical environments of international business including the determinants of trade and investment patterns and the logic of government interventions in both trade and capital markets; structure, strategy and operations of the international firm. **Prerequisites:** MBAU majors or MBAU minors, or approval of academic advisor.

## MARA 445 Lean Start Up

**Credits 3. 3 Lecture Hours.** Project-based hands-on experience; validation of business ideas with an emphasis on the operations aspects of entrepreneurship; focus on advances in globalization and outsourcing.

## MARA 446 Entrepreneurship Greenhouse

**Credits 3. 3 Lecture Hours.** Continuation of project in Lean Start Up course (MARA 445); focus on transitioning business models from mind to market. **Prerequisite:** Grade of C or better in MARA 345, MARA 346, and MARA 445; junior or senior classification or approval of department head.

## MARA 450 Maritime Supply Chain Management

**Credits 3. 3 Lecture Hours.** Introduction to the concepts involved in supply chain management (SCM); SCM encompasses the functional areas of procurement, operations management, inbound/outbound transportation, customer service, and information technologies; emphasizes how these functional areas are integrated to achieve the firm's overall objectives. **Prerequisites:** BUSN 203 and SCMT 364.

## MARA 461 Disciplined Entrepreneurship

**Credits 3. 3 Lecture Hours.** Maritime business startup process and fine-tuning of ideas through project-based hands-on entrepreneurship experiences and a project management approach.

## MARA 466 Strategic Management

**Credits 3. 3 Lecture Hours.** Strategic issues facing organizations, including top management decision making and social responsibility; environmental and industry analysis; establishing organizational mission and objectives; corporate, business and functional level strategy formulation; global and multidomestic strategies; strategic implementation and control; integrating operations, finance, marketing and human resource strategies; case analysis. **Prerequisites:** MARA 363, MKTG 321, SCMT 364, and FINC 341; senior classification; or approval of academic advisor.

## MARA 470 Environmental Law

**Credits 3. 3 Lecture Hours.** Broad background of basic statutes, regulations and cases dealing with the major issues in international and federal environmental law; focus on pragmatic training in statutory, regulatory and treaty reading and interpretation; analysis of administrative and legislative intent for law. **Prerequisites:** Approval of academic advisor.

## MARA 475 Business Leadership

**Credits 3. 3 Lecture Hours.** Focus on theory and practice of leadership; familiarize with components, theory and models of leadership; compare/contrast styles; review leadership/followership relationship as a collaborative activity resulting in achieved goals; analyze cultural and global components and ethical issues associated with leadership.

**Prerequisite:** Approval of academic advisor.

## MARA 484 Management Internship

**Credits 0 to 4. 0 to 4 Other Hours.** Internship in management; staffing, planning, organizing, leading and controlling. Enrollment is limited to those who have managerial responsibilities for the resources used by a business, non-profit, or other organization. **Prerequisites:** Approval of academic advisor.

## MARA 485 Directed Studies

**Credits 1 to 4. 1 to 4 Other Hours.** Directed study on selected problems in the area of maritime administration not covered in other courses.

**Prerequisites:** Approval of department head.

## MARA 489 Special Topics in...

**Credits 1 to 4. 1 to 4 Lecture Hours.** Study of selected topics in an identified area of maritime administration. **Prerequisite:** Approval of department head.

## MARA 490 Maritime Interdisciplinary Studies - Business, Law and Policy

**Credits 2. 2 Lecture Hours.** Emphasis on cultural, economic, political, social and historical aspects of the maritime industry; coverage of different management styles, business practices and regulatory focus.

## MARA 491 Research

**Credits 0 to 4. 0 to 4 Other Hours.** Research conducted under the direction of faculty member in Maritime Administration. May be repeated 2 times for credit. Please see academic advisor in department. Registration in multiple sections of this course is possible within a given semester provided that the per semester credit hour limit is not exceeded. **Prerequisites:** Approval of department head.

## MARA 493 International Maritime Management Experience

**Credits 3. 3 Lecture Hours.** Combination of classroom and two week international travel emphasizing cultural and historic aspects of maritime industry; direct contact with managers and regulators in the international maritime industry; examination of different management styles, business practices and regulatory approaches. **Prerequisite:** Approval of department head.