

# SYLLABUS

## AGENDA

#### Digital Shipping and AI: How to Gain a Competitive Advantage Course Outline

##### Introduction to consequences of past technology uptake in shipping

- What is meant by "technology"?
- Technological leaps
- The case of communication channels and impact on commercial operations

##### The state of the industry today

- What is meant by digitalisation?
- What can be learnt from other industries?
- Is shipping different? Why?

##### Digital Change

- What are the drivers of value creation from digitalisation
- Why have we not seen a digital revolution earlier?
- To which degree are we seeing a change now?

##### AI in Shipping

- What, exactly, is AI in shipping
- Technical feasibility versus commercial reality
- Internet of Things – what does that mean?

##### Look more closely at Big Data

- What is Big Data?
- Optimisation
- Big Data in shipping

##### Processes must be controlled

- What is meant by "stable processes"?
- Process comes before digitalization
- Mapping your processes

##### What happened to blockchain?

- What is blockchain?
- Current blockchain initiatives in shipping

##### Cyber Security

- What is the nature of the realistic threat?
- Where does the threat come from?
- The BIMCO/IMO guidelines

##### 2025 and beyond

- A realistic assessment of what will happen in the coming years
- What is likely to succeed
- What is likely to be more hype than reality

##### Exercise

- What does all this mean to me and my organization?
- Am I ready?
- What will it take to get ready?