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MODULE 1

Introduction to Crew Manning

Learning Outcomes

- Understand the main functions of crew manning and differentiate from other key human resources functions
- Understand the role of the manning agent, with regards to the Principal, the Seafarers and the Authorities
- Discuss the pros and cons of main manning strategies
- Analyze seafarer labor market and key emerging issues
- Identify current challenges and issues in crew manning

Module Content

- Introduction to manning
- Differences with other HR practices
- The role of the manning agent
- Manning strategies
- Maritime labor market I
- Maritime labor market II: Current issues & challenges in crew manning
- COVID-19 & the maritime labor market
- Case study: Profile of Philippine shipboard labour

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MODULE 2

Understanding the Regulatory Framework for Manning

Learning Outcomes

- Demonstrate knowledge of the basic international legislation regarding manning operations (STCW, MLC 2006, ISM Code)
- Discuss application and scope of manning regulations
- Understand the role of IMO/ILO and ITF
- Explain the rights of seafarers, as in Human Rights and Labor and Welfare Rights
- Show basic understanding of seafarer's usual grounds of claim

Module Content

- The basics of international maritime labor regulations I
- The differences between ISM and MLC
- The basics of international maritime labor regulations II
- Compendium of maritime labor instruments
- The role of ITF
- The rights of Seafarers
- Coronavirus lockdown: Seafarers stranded at sea
- Seafarers' claims common grounds
- Food for thought: Owners shying away from Filipino seafarers over disability claims
- "Database on reported incidents of abandonment of seafarers"

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MODULE 3

The Manning Agent as a Recruiter: Attracting and Retaining Crew

Learning Outcomes

- Critically present the image of the maritime industry as a possible employer (employer branding)
- Discuss recruitment practices in the maritime industry, while also evaluate different recruitment options
- Utilise various sourcing pools, e.g. maritime academies, maritime job boards, social media
- Understand key issues in retaining top-talent and the use of KPIs (e.g. retention rates) for manning

Module Content

- Introduction to recruitment and retention
- Attracting young talent into the maritime industry
- Recruitment: Best practices in recruitment and sourcing options
- Spotlight: Royal Caribbean Employer Branding
- Retention: Best practices in retention and key challenges in retaining best talent
- Case Study: Retention Challenges in Vietnam
- KPI's for manning agents Introduction
 - KPI's for manning agents
- Final Remarks: Crew Retention and Resilience

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MODULE 4

Training and Certification of Crew

Learning Outcomes

- Understand the importance of training as a key competence development tool in the maritime industry
- Describe the MET structure in the maritime industry
- Evaluate the standardization process of Seafarer Training and Skills Formation
- Critically discuss the case of the Philippines with regards to MET
- Explain the future and challenges ahead of MET

Module Content

- Introduction to training as a maritime HR function
- The structure of MET and the issue of standardisation of training
- Main aspects of STCW with regards to training standardisation
- Variations in MET
- Case Study: MET in the Philippines
- The future and challenges of MET
- VR in Training 1
- VR in Training 2

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MODULE 5

Competence Management and Assessment

Learning Outcomes

- Understand competence standards and define competence
 - Differentiate between various skill sets for seafarers
 - Analyse competence assurance and utilise different assessment methods
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Module Content

- Introduction: Defining competence in the maritime industry (as per STCW)
- Methods for demonstrating competence and criteria for evaluating competence
- Assessment methods for seafarers
- Meet the Psychometrist: What a psychometrist actually does?
- Future skills for the maritime industry
- 2020 SAFETY4SEA Virtual Forum: Future skills required for next maritime talents

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MODULE 6

Building Successful Relations with Crew and Principals

Learning Outcomes

- Understand commercial relations and discuss best practices
- Outline basic customer management practices
- Understand the basic parameters of intercultural communication, by using Hofstede's model of cultural dimensions
- Understand how communication processes differ among cultures
- Apply best practices in crisis communication and media response

Module Content

- Introduction: Understanding relationship management and the importance of customer service in shipping
- Using CRM within the shipping environment
- Best practices when communicating with crew
- Introduction to Intercultural communication
 - Hofstede's Model
 - Why cultural diversity matters
- Explaining crisis management and communication in the shipping context
- Case study: Crisis communication & the explosion of BP DeepWater Horizon