



**LLOYD'S  
MARITIME  
ACADEMY**

# **DIPLOMA IN SHIP AND PORT AGENCY**

Exploring the agents' essential duties and obligations to the ship or cargo owner in port, and the vital role they play in the supply chain

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Awarded by

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# DIPLOMA IN SHIP AND PORT AGENCY

## ABOUT THIS COURSE

The course includes a thorough examination of the modern agent's role, the different services required and provided, core commercial skills, legal issues for agents, and the latest contemporary issues in the sector.

### Course highlights:

- Delivered by experts in the field – Course Director: **Darrell Bate**
- Duration: **12 Months**
- Delivery: **Online**
- Award: **Diploma in Ship and Port Agency**

### Ideal for:

- Early or mid-career ship and port agents wishing to develop their knowledge
- Experienced agents wishing to update their knowledge and prepare for fresh challenges
- General managers and operations managers at agency companies
- Seafarers wanting to move into a shore-based role with an agency
- Professionals wishing to develop a role in ship and port agency
- Shipping company personnel wishing to understand the work of the agent

# DIPLOMA IN SHIP AND PORT AGENCY OUTCOMES

## What You Will Learn:

1. Understand the role, duties and obligations of the agent as a representative of a ship and/or cargo owner
2. Describe different ship types, layouts, terminology and associated vessel and cargo documentation
3. Understand the commercial and business relationships between agents and stakeholders
4. Explain the operational and financial work of the agent in relation to the ship operator, ships' crew, the cargo owner and the port authority
5. Describe the documentation related to a vessel call
6. Explain financial accounting responsibilities of the agent
7. Analyse challenges affecting ship and port agents



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GROUP BOOKINGS MAY QUALIFY FOR A DISCOUNTED ENROLMENT FEE.

[CLICK HERE](#) TO FIND OUT MORE.

# DIPLOMA IN SHIP AND PORT AGENCY

## COURSE LEADERS



### Darrell Bate

Darrell began his maritime career with the Cunard Steamship Company Ltd at the age of 16 and completed a four-year deck officer cadetship, studying at the College of Nautical Studies in Warsash. He obtained his Class 3 Certificate of Competency and HNC in Nautical Science and served as third officer aboard general cargo vessels trading worldwide. In 1983 he came ashore to take up a ship operations post with Kearvaig Shipping, the UK operator for Salen Shipping. This led to a job with Genchem Chartering, a specialist firm in chemical transportation based in London. During this time Darrell successfully passed his Chartered Shipbroker examinations and became a member of the Chartered Institute of Shipbrokers. He worked latterly as shipbroker with Baltic Exchange-based Van Ommeren Marine before leaving the industry in 1988 to work in retail management. He had a brief spell back at sea in the early nineties serving as 2nd Officer aboard supertankers bound for demolition. In 1996 Darrell retrained as an NVQ Trainer/Assessor and began a new career in post 16 education and training, obtaining a Certificate in Education and BSc in Education and Training. He has worked in both colleges and private training providers in a number of curriculum roles including lecturer, Head of School, Quality Manager and Senior Manager. His current role is the lead manager for performance and data at a large London further education college.

“I was impressed with the way the Ship Agent Diploma was delivered, the data and the useful information we gained from this course. I would recommend this course for all who are involved in the maritime industry as it contributes to the continuing professional development needs of everyone in it”

M.El Zein, Sea Pride Enterprise

## How You Will Learn:

Every course is broken down into manageable modules, designed to accelerate your learning process through diverse learning activities:

- Work through your instructional material online
- Interact with your peers and learning facilitators through the online forum to discuss subject related issues and to network with your fellow learners
- Investigate relevant, real-world case studies
- Apply what you learn each week to ongoing project submissions

# KEY INFORMATION

## When does it start and how long is the course?

The course is 12 months long and the modules are released online, one every month. Please go online to see the next available start date.

## What are the entry requirements?

Participants should be able to prove a minimum achievement of A-Level or equivalent (High School) or those who demonstrate a number of years of relevant industry experience are welcome to apply. You must have an adequate command of English in order to meet the demands of the course.

## How is the course assessed?

The course is assessed through a mixture of written course work and online tests. Written assignments are submitted online and written feedback is provided by the marker.

## How much does it cost?

Please go online to [www.lloydsmaritimeacademy.com/spa](http://www.lloydsmaritimeacademy.com/spa) and see the Fees page for full details. An interest-free instalment plan is available. Please contact us for more details.

# DIPLOMA IN SHIP AND PORT AGENCY SYLLABUS

## SHIPS AND THE MARITIME ENVIRONMENT

### Module 1

#### Learning outcomes:

- Describe the role of the Ship and Port Agent
- Analyse the competitive landscape of agency provision
- Recognise marine industry terminology

#### Indicative Structure:

##### INTRODUCTION TO THE ROLE OF THE SHIP AND PORT AGENT AND RELATED TASKS/REQUIRED SKILLS

- An overview of the agency, companies' groups /networks and the market
- Ship and Port Agent service provider roles
- Global hub agencies
- Regional agencies
- Local agencies

##### THE MARITIME SECTOR

- Types of vessels and the cargoes they carry
- Vessel terminology
- Outline ports and terminals
- Trade routes and liner vs tramp shipping
- Commodities

#### AGENT MEMBERSHIP ORGANISATIONS

- Federation of National Associations of Shipbrokers & Agents (FONASBA)
- European Community Association of Shipbrokers & Agents (ECASBA)
- Association of Ship Brokers and Agents (ASBA)
- Other national associations

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# **DIPLOMA IN SHIP AND PORT AGENCY**

## **SYLLABUS**

### **THE WORK OF THE SHIP AND PORT AGENT**

#### Module 2

##### **Learning Outcomes:**

- Classify the types of services offered/required of an agent
- Describe the agent/principal relationship
- Explain the various roles offered by an agent
- Discuss the importance of communication
- Describe the ship owners' and cargo owners' requirements and expectations

##### **Indicative Structure:**

##### **AGENT'S AUTHORITY AND CONSEQUENCES OF BREACHING THEIR AUTHORITY.**

##### **LIABILITY AND FIDUCIARY DUTY OF AGENTS**

##### **QUALITY STANDARDS**

- FONASBA quality standard for ship agents and brokers
- ASBA agent member certification

##### **SERVING THE SHIP OWNER AND CREW SUCCESSFULLY**

##### **CONFLICTS OF INTEREST – AND AVOIDING CONFLICTS OF INTEREST**

##### **PENALTIES**

##### **DUTIES/RIGHTS AND OBLIGATIONS OF TYPES OF AGENTS**

- Port agents/liner agents/own agencies/cargo broker
- Full/husbandry/protective agency/nominated/performing agency
- Owners vs charterers agency's

##### **PRE-ARRIVAL/PORT OPERATIONS/ POST DEPARTURE**

##### **NOTICE OF READINESS/ STATEMENT OF FACTS**

##### **PORT SERVICES AND THE HARBOUR AUTHORITY**

##### **SHIP SERVICES**

##### **CARGO SERVICES**

##### **CREW SERVICES**

##### **COMMUNICATING TO THE SHIP OWNER AND OTHER STAKEHOLDERS**

##### **PARTICULAR ISSUES BY SHIP TYPE**

- Dry and liquid bulk
- Containers
- Cruise (turnaround, transit)
- Ferries and RoRo vessels

##### **MULTICULTURAL WORKING AND COMMUNICATION SKILLS**

##### **IMDG CODE FOR AGENTS**

- Requirements of agents to have IMDG Code competence
- Key elements of the IMDG Code for agents

# DIPLOMA IN SHIP AND PORT AGENCY

## SYLLABUS

### COMMERCIAL RELATIONSHIPS

#### Module 3

##### Learning Outcomes:

- Categorise how an agent is remunerated
- Understand core marketing and business development skills
- Describe core agency contract terms and clauses
- Explain how agents work in the best interest of their client

##### Indicative Structure:

###### COMMERCIAL POSITION OF THE SHIP/PORT AGENT

- Forming a sound relationship between the principal and the agent
- Assessing the principal's needs
- Credit analysis
- Agency appointment and acceptance
- Contracts/agency agreements
- Templates
- Maintaining records

###### REMUNERATION AND THE FORMAT FOR THE CHARGING OF SERVICES PROVIDED

- Rate structures/agreed fees/margins
- Recharging fees

###### FINANCIAL MANAGEMENT

###### BUSINESS DEVELOPMENT

- Marketing and sales development for agents

###### QA PROCEDURES/ISO ACCREDITATION

###### LOCAL LAWS AND REGULATIONS

###### LEGAL POSITION OF SHIPS' MASTER AND THE SHIPS' AGENT

###### PRESS AND PUBLIC RELATIONS

- Managing the public and media

### SHIP DOCUMENTATION

#### Module 4

##### Learning Outcomes:

- Describe how ships are regulated
- Discuss the documentation required by a vessel to trade
- Recognise the agents role in relation to this documentation
- Analyse the ship owners' need for marine insurance

##### Indicative Structure:

###### UNCLOS AND THE INTERNATIONAL CONVENTIONS THAT GOVERN THE MARITIME INDUSTRY

###### THE ADMINISTRATION OF THESE CONVENTIONS BY FLAG STATES, PORT STATES AND COASTAL STATES

###### THE REGISTRATION OF SHIPS

###### THE INTERNATIONAL MARITIME ORGANISATION (IMO) AND THE CONVENTIONS THAT GOVERN SHIPPING

- SOLAS
- ISM Code
- ISPS Code
- IMDG Code
- MARPOL
- STCW

###### THE REQUIREMENT FOR MARINE ACCIDENT INVESTIGATION FOLLOWING A MAJOR INCIDENT

###### THE INTERNATIONAL LABOUR ORGANISATION (ILO) AND THEIR CONVENTIONS THAT GOVERN SHIPPING

###### MARITIME LABOUR CONVENTION (MLC)

###### CREW EMPLOYMENT CONTRACTS

###### CREW DOCUMENTATION

###### THE ROLE OF CLASSIFICATION SOCIETIES

###### CERTIFICATES AND SURVEYS

- Marine insurance
- Hull and machinery
- P&I
- War risks
- Cargo insurance

# DIPLOMA IN SHIP AND PORT AGENCY

## SYLLABUS

# CARGO DOCUMENTATION

## Module 5

### Learning Outcomes:

- Describe the documentation related to cargo being carried and understand the agent's role in relation to it
- Describe the various INCOTERMS and their impact on the agent
- Describe international maritime trade and the matrix of contracts
- Discuss how INCO terms define the liabilities between seller and buyer

### Indicative Structure:

#### BILLS OF LADING

- Distinguishing negotiable bills from straight bills and seaway bills; house, groupage and switch bills
- Three functions of the bill of lading: receipt; record of contract of carriage; and document of title
- Clean and dirty bills of lading; letters of indemnity
- Implied obligations of the shipowner and shipper including declaration of dangerous goods
- Complications of transshipment
- Clauses that cause particular problems;
- Incorporation of charterparty terms and arbitration and jurisdiction

#### ROTTERDAM RULES AND HAGUE, HAGUE VISBY AND HAMBURG RULES

- Carriage of Goods by Sea Act 1971
- Application of the rules: when do they apply?
- The carrier's obligations
- Defences
- Limitation of liability under the rules; global limitation
- Shipper's obligations
- Hamburg rules
- Multimodal transport
- Electronic bills of lading
- Title to sue and liability to the carrier; UK Carriage of Goods by Sea Act 1992; bailor's rights

#### MANIFESTS

#### CUSTOMS

# DIPLOMA IN SHIP AND PORT AGENCY

## SYLLABUS

### WHAT AGENTS NEED TO KNOW ABOUT CHARTERING

#### Module 6

##### Learning Outcomes:

- Explain the different types of charterparties and their implication on the agent
- Discuss the role of agents in relation to charter parties

##### Indicative Structure:

#### CHARTERING CONTRACTS AND COMPARISON TO RESPONSIBILITIES AND LIABILITIES OF PARTIES

#### HOW SHIP AGENTS FACILITATE THE OWNERS AND THE CHARTERERS

#### THE ROLE OF THE AGENT WITH TIME AND VOYAGE CHARTERPARTIES

#### KEY ISSUES RELATING TO LIQUID AND DRY CARGOES

#### TIME CHARTERPARTIES

- The charterparty period
- What are the owner’s obligations for the chartered vessel
- Charterer’s rights
- Off-hire clauses
- Safe ports, berths and places

#### VOYAGE CHARTERPARTIES

- identifying the contractual carrier; bills of lading under charterparties
- Contractual terms/Voylay Rules 1993
- Loading and unloading cargo
- Laytime and demurrage
- Exceptions to laytime

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# DIPLOMA IN SHIP AND PORT AGENCY

## SYLLABUS

### PORT AGENCY OPERATIONS

#### Module 7

##### Learning Outcomes:

- Explain the step by step process of vessel arrival and the role of the agent
- Discuss the role of the agent whilst the vessel is alongside
- Examine the agent's role at departure and post sailing

##### Indicative Structure:

##### WHEN DOES THE SHIP'S AGENT'S ROLE COMMENCE AND END?

##### PROVIDING INFORMATION TO THE PRINCIPAL AND MASTER

##### INTELLIGENCE AND PLANNING

##### PREPARING AND BRIEFING PERSONNEL ON CLIENT EXPECTATIONS

##### PRE-ARRIVAL

- Pre-call planning
- Appointment arrangements: VTS, berth, pilot, towage, line handlers, terminal operations/stevedores
- Vessel service planning
- Cargo planning
- Launch planning

##### PORT OPERATIONS

- Arrival arrangement
- Bill of lading arrangements and release of cargo
- Bunkering
- Cargo operations supervision/ checking/clearance
- Coordination of booked activities/ services and contracts
- Crew welfare and social issues

- Customs, border agency and immigration
- Inspections, insurance and claims handling
- Labour relations (and the ITF)
- Launch services
- Monitoring of operations
- Pollution response
- Port state control
- Repairs/dry docking
- Security
- Shore personnel
- Statement of facts, laytime, demurrage and despatch
- Surveys in port (including draft, tanks)

##### POST DEPARTURE

- Departure arrangements
- Disbursement account
- Port dues
- Custom dues
- Sub-contractor and supplier fees

##### USE OF COMPUTERS FOR DATA INTERCHANGE, THE INTERNET AND EMAIL

- Software and EDI standards

##### HEALTH, SAFETY, SECURITY AND ENVIRONMENTAL ISSUES FOR THE AGENT

- Personal protection and PPE
- Dockside and shipboard work

# DIPLOMA IN SHIP AND PORT AGENCY

## SYLLABUS

### LEGAL ASPECTS OF SHIP AND PORT AGENCY AND INSURANCE

Module 8

#### Learning Outcomes:

- Describe the elements of shipping and maritime law which are relevant to agents
- Discuss the impact on agents of maritime arbitrations
- Describe the agents' role in the event of a ship arrest

#### Indicative Structure:

##### LEGAL PRINCIPLES GOVERNING THE AGENT RELATIONSHIP

- National and international legal frameworks
- Agent, master, harbour master, pilot, VTS, tug relationships

##### IMPORTANCE OF STAYING ABREAST OF ARBITRATIONS

##### INTRODUCTION TO SHIPPING AND MARITIME LAW

##### PROFESSIONAL INDEMNITY INSURANCE

##### SHIP ARREST

- The 1952 and 1999 Convention on the arrest of ships
- Admiralty court jurisdiction and procedure
- Ship arrest and the Brussels Convention
- Sister ships and associate ships
- Judicial sales
- Litigation and interlocutory orders
- Ship arrest and the agent

##### PRINCIPLES OF GENERAL AVERAGE

### FINANCE, ACCOUNTING, CREDIT MANAGEMENT

Module 9

#### Learning Outcomes:

- Explain the financial role of the agent
- Discriminate between types of revenue and expenditure
- Discuss how to manage 3rd party vendors

#### Indicative Structure:

##### FINANCIAL RELATIONSHIP BETWEEN AGENT AND PRINCIPAL

##### RATE STRUCTURES, FEES AND MARGINS

##### CLIENT CREDIT ANALYSIS

##### CREDIT AND DEBT MANAGEMENT

##### DISBURSEMENT ACCOUNT MANAGEMENT

- Importance of accurate recording of spending
- Receiving funds in advance
- Proforma disbursement accounts
- Processing payments and record keeping
- Invoice receipt, issuing and management
- Final disbursement accounts
- Variance management
- Cashflow management
- Payment systems, remittance processes and costs
- Off-setting in accounts

# DIPLOMA IN SHIP AND PORT AGENCY

## SYLLABUS

### CONTEMPORARY ISSUES

Module 10

#### Learning Outcomes:

- Critique contemporary issues impacting on the sector

#### Indicative Structure:

##### ISSUE FACING AGENTS

- Competition
- Changing relationships between agents and stakeholders
- Increasing complexity and regulation
- Ethics
- Enterprise resource planning systems
- Web based agent systems
- Changes in the liner sector
- Cultural understanding
- Humanitarian support for seafarers
- The IMDG Code

### CASE STUDY: CURRENT ISSUES IN SHIP AND PORT AGENCY

Module 11

#### Learning Outcomes:

- Apply learning from across the course to a topical case study situation
- Produce a detailed report drawing together learning from across the course



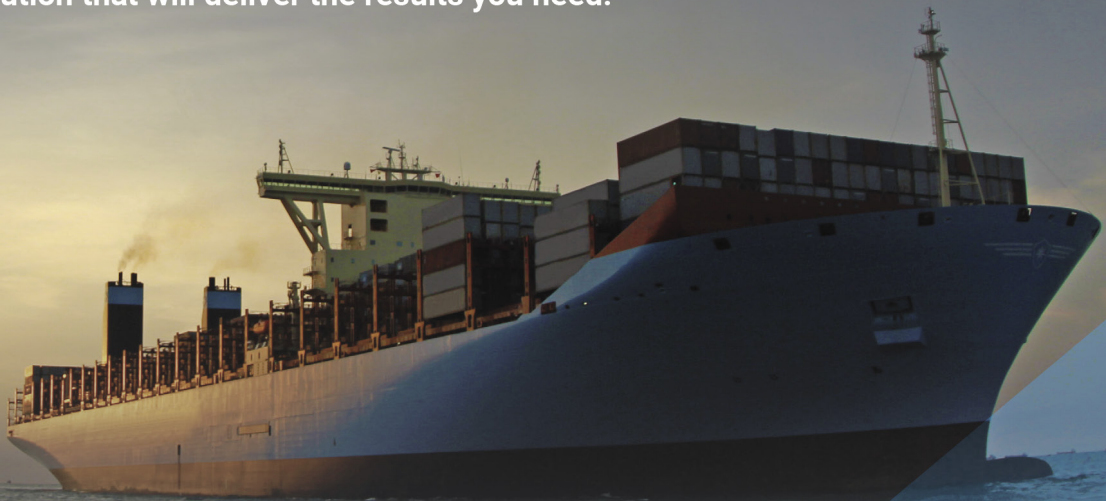
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# DIPLOMA IN SHIP AND PORT AGENCY

## WHO WE ARE



### ABOUT LLOYD'S MARITIME ACADEMY

Lloyd's Maritime Academy was born from Lloyd's List.

Lloyd's Maritime Academy is the trusted brand for professional development, working with leading academic and industry bodies to provide accredited education and training where it is much needed.

We are stepping up investment in new learning management platforms, improved content and learner resources to enhance your experience and ensure maximum reward for the investment you make in your future.

We continue to research new topics to provide you with the qualifications needed for a successful career; supporting a safer, cleaner and more efficient shipping industry for decades to come.

We look forward to welcoming you onto one of our programmes.

### WHY TAKE A LLOYD'S MARITIME ACADEMY COURSE?

- **Accessible** – 24/7 availability from wherever you have an internet connection
- **Flexible** – take control of where, when, how and the rate at which you study
- **Professional** – industry leading course directors and tutors
- **Quality** – study the same course used by corporations for internal training
- **Network** – with tutors and like-minded professionals from around the world. Use our online tutorial forum to ask questions and share knowledge
- **Save money** – no additional travel or accommodation costs



### ASSESSED AND AWARDED BY NORTH KENT COLLEGE

North Kent College is a major UK college based on the River Thames providing further and higher education in the south east of England. The College caters for more than 4,500 students across two main campuses, with a wide variety of academic and vocational courses, as well as professional education and training via short courses, part-time study or distance learning. Full-time and part-time higher education programmes and foundation degrees are delivered via a partnership with the University of Greenwich.

The National Maritime Training Centre at North Kent College is widely recognised within the maritime industry for providing sector-specific training within high quality industry-standard facilities.

The College is committed to helping students to achieve their ambition – whether they wish to gain their first job, achieve high-level professional qualifications, change career or prepare for their next promotion. The College takes pride in working in partnership with industry to provide the correct mix of knowledge and practical skills that are required to sustain the workforce.

North Kent College is a partner of Lloyd's Maritime Academy in delivering this course and manages assessment, quality assurance and the award of the professional development Diploma.

[www.northkent.ac.uk/nmtc](http://www.northkent.ac.uk/nmtc)

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