# Advanced International Maritime Business Management Course

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Lyon (France)



# Advanced International Maritime Business Management Course

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## Why This Course

In today's global economy, the maritime sector remains a critical driver of international trade, supply chain continuity, and economic growth. At the same time, maritime businesses face increasing complexity from shifting trade patterns, volatile freight markets, regulatory pressures, technological disruption, and sustainability demands. Leaders in this sector must therefore combine commercial insight, financial discipline, operational excellence, and strategic leadership to remain competitive in a rapidly evolving environment.

This intensive 1-week course delves deep into the intricacies of international maritime business, equipping executives and managers with advanced knowledge and skills. Participants will explore cutting-edge strategies in maritime economics, financial management, and global logistics, while honing their leadership capabilities in this dynamic industry.

## What You'll Learn and Practice

By joining this program, you will:

- Analyze complex maritime economic trends and their impact on global trade.
- Develop advanced financial strategies for maritime operations.
- Master innovative approaches to maritime logistics and supply chain management.
- Enhance leadership skills for managing diverse, international teams.
- Implement sustainable and technology-driven solutions in maritime business.

## The Program Flow

### Day 1: Advanced Maritime Economics

- Global shipping market dynamics.
- Maritime trade patterns and forecasting.
- Economic impact of maritime regulations.
- Shipping cycles and risk management.



### Day 2: Strategic Financial Management in Maritime

- Advanced maritime asset valuation.
- Innovative financing structures for vessels and ports.
- Currency risk management in international shipping.
- Financial modeling for maritime projects.

### Day 3: Global Maritime Logistics and Supply Chain

- Optimizing multimodal transportation networks.
- Port management and development strategies.
- Digital transformation in maritime logistics.
- Sustainable supply chain practices in shipping.

### Day 4: Leadership and Human Resource Management

- Cross-cultural leadership in maritime organizations.
- Talent management and succession planning.
- Crisis management and decision-making at sea.
- Building high-performance maritime teams.

### Day 5: Innovation and Future Trends in Maritime

- Emerging technologies in ship operations.
- Environmental regulations and green shipping initiatives.
- Maritime cybersecurity and risk mitigation.
- Strategic planning for future maritime challenges.

## Individual Impact

- Strengthen your ability to understand the commercial and strategic dynamics of international maritime business.
- Enhance your skills in financial analysis, logistics planning, and maritime decision-making.
- Build stronger leadership capability for managing teams and operations across international environments.
- Gain practical insight into the technologies and trends shaping the future of the maritime industry.

## Work Impact

- Improve strategic planning and decision-making across maritime operations and investments.
- Strengthen financial management and risk control in shipping and port-related activities.
- Support more efficient and resilient logistics and supply chain performance.
- Enhance the organization's readiness for sustainability, digital transformation, and future maritime challenges.



## Training Methodology

This program integrates maritime industry knowledge, strategic business thinking, and practical application to ensure real-world relevance and executive-level impact. Learning methods include:

- Real-world case studies on shipping markets, maritime finance, and logistics strategy.
- Practical exercises in financial modeling, trade analysis, and risk assessment.
- Interactive workshops on leadership, crisis management, and operational planning.
- Group discussions on sustainability, technology adoption, and global maritime trends.
- Frameworks and tools for applying advanced maritime business strategies effectively.

## Beyond the Course

Upon completion, participants will be better equipped to lead in the maritime sector with greater confidence, commercial insight, and strategic awareness. They will return ready to:

- Develop stronger maritime business strategies aligned with global market realities.
- Apply advanced financial and logistics approaches more effectively.
- Lead teams and operations with greater confidence in international settings.
- Respond proactively to technological, environmental, and regulatory change in the maritime industry.

