DEREE COLLEGE SYLLABUS FOR:

<table>
<thead>
<tr>
<th>MG 4071 CRUISE SHIPPING</th>
<th>UK LEVEL: 6</th>
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<tr>
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<td>UK CREDITS: 15</td>
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<td>US CREDITS: 3/0/3</td>
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PREREQUISITES: None

CATALOG DESCRIPTION:
Overview of the cruise industry and its history. Demand and supply dynamics. Economic, social, legal and environmental contexts. Security and risk assessment of cruise ships.

RATIONALE:
Cruise is a specialized sector of shipping that deals directly with consumers. The cruise industry has undergone a renaissance over the past decades and experiencing considerable growth. This course aims to provide students with a thorough basic knowledge of cruise shipping and its contemporary trends, and illuminate critical issues that are associated with cruise operations.

LEARNING OUTCOMES:
As a result of taking this course, the student should be able to:
1. Demonstrate understanding of the elements and scope of the cruise market, and recognize the role of operators and crew members involved in cruise shipping. (Comprehension, Knowledge, Application)
2. Assess the impact of geographical factors on cruising and integrate them into itinerary planning. (Evaluation, Synthesis, Application)
3. Identify the regulatory framework of cruise shipping and analyse the issues that can affect safety and security for people on board a cruise ship. (Knowledge, Analysis)

METHOD OF TEACHING AND LEARNING:
In congruence with the teaching and learning strategy of the college, the following tools are used:
- Classes consist of lectures, discussions, collaborative in-class small projects, experiential exercises and discussion of actual cases by the course instructor as well as guest speakers specialists in their respective practice area. Throughout the lectures students develop knowledge and understanding related to the subject content. Discussions and collaborative in-class small projects reinforce students' cognitive and key transferable skills. The discussion of actual cases familiarizes students with professional skills and further develops their cognitive skills.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor in order to consult and discuss issues related to the course's content.
- Use of blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.

ASSESSMENT:
Summative:
| Coursework – Written project (1,800-2,200 words) | 40% |
| Final Examination – Essay type | 60% |

Formative:
| Coursework (Case studies and experiential exercises; Written project presented during class) | 0% |

The formative coursework aims to prepare students for the written project and the final examination. The written project tests Learning Outcomes 2 and 3. The final examination tests all Learning Outcomes 1, 2 and 3, with emphasis placed on 1.

INDICATIVE READING:
REQUIRED READING:
RECOMMENDED READING:


INDICATIVE MATERIAL:  
(e.g. audiovisual, digital material, etc.)

REQUIRED MATERIAL:  
N/A

RECOMMENDED MATERIAL:  

COMMUNICATION REQUIREMENTS:  
Project submitted in Word and Excel

SOFTWARE REQUIREMENTS:  
Word
Excel

WWW RESOURCES:  
www.cruisemarketwatch.com
www.imo.org
www.cruising.org
www.cruiseindustrynews.com/
www.carnival.com
www.royalcaribbean.com/
www.worldcruiseindustryreview.com/
www.seatrade-insider.com/
www.cruisecritic.com/
www.safety4sea.com/

INDICATIVE CONTENT:  
1. Introduction to the cruise industry
2. The history of cruising
3. The supply of cruise ships
4. The cruise market demand and the determinants of cruise traffic
5. The geography of cruise shipping
6. Itinerary planning
7. The economics of cruising
8. Economic, socio-cultural and environmental factors interacting with cruise industry
9. Duties and responsibilities of crew
10. Legal and regulatory environment
11. Safety and risk assessment
12. Recent cruise ship accidents