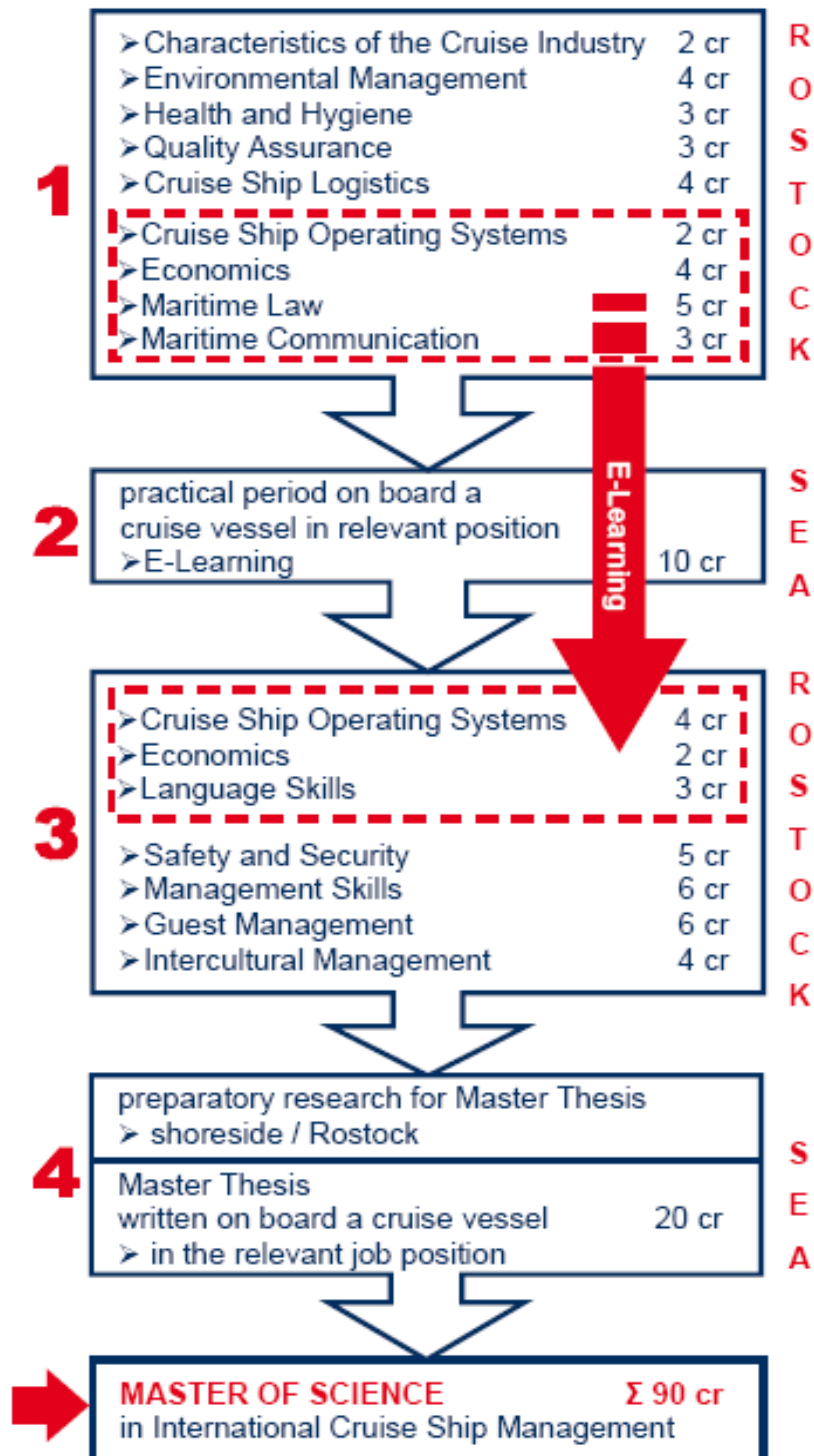


## Content of the 4 semesters of the Master Programme



## Detailed content of the modules

<b>1st term</b>	<b>ICSM 01 - Characteristics of the Cruise Industry</b> 2 credits Overview of the tourism industry Review and perspectives of the cruise industry Market penetration & development Product types and their characteristics Vessel types and their characteristics
	<b>ICSM 03 - Environmental Management</b> 4 credits International Conventions: MARPOL Waste Management Ballast Water Treatment Technical Systems Emission & Green Ship Management ISO 14000
	<b>ICSM 04 - Health &amp; Hygiene</b> 3 credits USPH EU-HACCP ISO 22000 Pandemic Disease Management Health Protection and Accident Prevention Regulations
	<b>ICSM 05 - Quality Assurance</b> 3 credits ISO Standards Integrated Management Systems KPI's, quality objectives and Continuous Improvement Process Sarbanes Oxley Act Document Management Applications ISO 9000
	<b>ICSM 06 - Cruise Ship Operating Systems I</b> 2 credits Electronics, Information and Communication systems, Monitoring and Surveillance Systems Electrotechnical Systems
	<b>ICSM 08 - Cruise Ship Logistics</b> 4 credits Logistics basics Itinerary Planning Inventory / Purchasing Systems and their relevance Supplier Assessment / Quality Control Warehousing / Transport Technologies Provisioning Systems Global Aspects
	<b>ICSM 09 - Economics I</b> 4 credits Basics of Business Administration Finance, Accounting and Controlling
	<b>ICSM 14 - Maritime Law</b> 5 credits Contractual Agreements United Nations Convention on the Law of the Sea Flag State Registration Labour Law Ship owner's and tour operator's liability & insurance Claim Management Port State Control
	<b>ICSM 15 - Maritime Communication</b> 3 credits Advanced maritime English Safety/Security Communication Maritime English Business Correspondence/conversation

<b>E-Learning</b>	<b>ICSM 07 - Cruise Ship Operating Systems II</b>
	3 credits
	<b>ICSM 10 - Economics II</b>
	3 credits
	<b>ICSM 14 - Maritime Law</b>
	2 credits
	<b>ICSM 15 - Maritime Communication</b>
	2 credits

<b>3rd term</b>	<b>ICSM 02 - Safety &amp; Security</b>
	5 credits
	International Conventions: SOLAS and ISPS
	Detection and prevention systems on cruise vessels
	SERO - Shipboard Emergency Response Organisation
	Passenger evacuation systems
	Crowd and Crisis Management
	Specifics of emergencies on cruise ships (in case studies)
Technical / Surveillance systems	
Organisation of Security onboard a cruise vessel	
Types of threats	
Criminal Offences	
	<b>ICSM 07 - Cruise Ship Operating Systems II</b>
	4 credits
	Power production and propulsion systems
	Heat Production
	Bridge systems
	Ships Maintenance
	Hotel Serviceplants
	Ships Technics
	<b>ICSM 10 - Economics II</b>
	2 credits
	Marketing and Sales
	Human Resources Management
	Corporate Development
	<b>ICSM 11 - Management Skills</b>
	6 credits
	Leadership
	Appraisal system
	Training and development
	Management of conflicts
	Project Management
	Time- and Resource Management
	Communication
	Presentation techniques
	<b>ICSM 12 - Guest Management</b>
	6 credits
	Service orientation and hospitality management
	Organisation and interdepartmental relationships
	Customer complaint management
	Customer Relationship Management systems
	Passenger Logistics (Shore ex, Check-In, etc.)
	<b>ICSM 13 - Intercultural Management</b>
	4 credits
	Basics of Intercultural Management
	Management of international and intercultural crews
	Conflicts caused by cultural differences
	Strategies of conflict resolution
	Social Accountability Standards
	<b>ICSM 16 - Language Skills</b>
	3 credits
	Basics of Spanish or German Language