

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF INTERNATIONAL ECONOMIC RELATIONS

Adopted by the FC (record №12/ 29.04.2024)

Adopted by the DC (record №8/ 16.04.2024)

ACCEPTED BY:

Dean:

(Assoc. Prof. D. Dobrev, PhD)

SYLLABUS

SUBJECT: BUSINESS CASES

DEGREE PROGRAMME: Maritime business and international trade; BACHELOR'S DEGREE

YEAR OF STUDY: 4; SEMESTER: 7

TOTAL STUDENT WORKLOAD: 180 hours; incl. curricular 60 hours

CREDITS: 6

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR:		
incl.		
• LECTURES	30	2
• SEMINARS / LAB. EXERCISES	30	2
EXTRACURRICULAR	120	-

Prepared by:

1.
(Prof. V. Dimitrova, PhD)

2.
(Chief Assist. Prof. A. Shivarov, PhD)

Head of department
of International Economic Relations:
(Prof. V. Dimitrova, PhD)

I. ANNOTATION

The course Business cases will provide students with valuable skills for decision making in the changing global environment of maritime business and shipping. The course releases on the well-tested methods of business case elaboration and solutions, best practices and existing models.

Upon successful completion of the course, the students will be able to evaluate business maritime situations, to take business management decisions, to apply knowledge and skills from previous courses across shipping routes and shifting trade patterns.

Key competences developed throughout the course: Interpersonal skills, and the ability to adopt new competences; Entrepreneurship.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
	Theme 1. Business case studies: methods	5	5	
1.1.	Methodological approaches			
1.2.	Case study analysis			
1.3.	Team discussion			
1.4.	Writing a report			
	Theme 2. Export and import operations, routing	5	5	
2.1.	Export operations			
2.2.	Import operations			
2.3.	Routing			
	Theme 3. Maritime security and risk management	5	5	
3.1.	Maritime security			
3.2.	Risk management			
	Theme 4. Innovations in shipping industry (big data, automation)	5	5	
4.1.	Trends in the development of the shipping industry			
4.2.	Big data in maritime business			
4.3.	Automation and remote operation			
	Theme 5. Create your own port initiative (environmental, social)	5	5	
5.1.	Environmental aspects of port operations			
5.2.	Prevention of marine pollution			
5.3.	Social dimensions of port operations			
	Theme 6. How to contract container load (FCL/LCL)	5	5	
6.1.	Contracting containers			
6.2.	Consolidation and dispersion (FCL/LCL)			
6.3.	Freight container rates			
	Total:	30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Case studies	3	90
	Total midterm control:	3	90
2.	Final term control		
2.1.	Examination (test)	1	30
	Total final term control:	1	30
	Total for all types of control:	4	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Annette, B. and Kelly, M. (2019) *Case study methodology in higher education*. IGI Global.
2. Nohria, N. (2021) 'What the case study method really teaches', *Harvard Business Review*, 21 December. Available at: <https://hbr.org/2021/12/what-the-case-study-method-really-teaches>.
3. Widner, J., Woolcock, M. and Nieto, D.O. (2022) *The case for case studies*. Cambridge University Press.

RECOMMENDED (ADDITIONAL) LITERATURE:

4. Arvis, J.-F. et al. (2018) *Maritime networks, port efficiency, and hinterland connectivity in the Mediterranean*. World Bank Publications.
5. Cullinane, K. (2010) *International handbook of maritime business*. Edward Elgar.
6. Ko, B.-W. and Song, D.-W. (2021) *New maritime business: uncertainty, sustainability, technology and big data*. Springer Nature.
7. Lee, P.T.-W. and Yang, Z. (2017) *Multi-criteria decision making in maritime studies and logistics: applications and cases*. Springer.
8. Theotokas, I. (2018) *Management of shipping companies*. Routledge.
9. Tight, M. (2017) *Understanding case study research: small-scale research with meaning*. SAGE.