

# Postgraduate Diploma Port Management





## Postgraduate Diploma Port Management

- » Modality: online
- » Duration: 6 months.
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/postgraduate-diploma/postgraduate-diploma-port-management](http://www.techtute.com/pk/postgraduate-diploma/postgraduate-diploma-port-management)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 22*

06

Certificate

---

*p. 30*

# 01

# Introduction

The digital revolution in the port sector has driven a transformation in this industry, streamlining processes. In this context, *Tool Ports* management is emerging as a central piece in port governance, optimizing the supervision and coordination of activities and contributing to economic development. TECH, recognizing the need to update engineers, has developed a comprehensive program that addresses the latest developments in the creation of business plans in the context of port infrastructure, investment strategies, international relations and environmental sustainability. Therefore, students who access this qualification will be able to improve their competences and update their knowledge through a fully online format, with the maximum flexibility and quality of audiovisual content.





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*Enroll now and take advantage of this unique opportunity to become an expert in Port Management 100% online. Only with TECH"*

The digital revolution and e-administration in the port field have experienced an impactful progress that has transformed the very essence of this industry. This evolution has not only significantly streamlined processes and reduced processing times, but has also paved the way for alleviating the heavy bureaucratic burden that has historically affected port operations, such as customs clearance and warehouse management.

In this scenario of innovation, the management of *Tool Ports* emerges as a central element in port governance. These ports are true technological jewels that play a crucial role in facilitating the supervision and coordination of all port activities in an efficient and optimized manner. Their importance is not limited to effective port management, but is also closely related to economic development. By optimizing trade flows and improving the competitiveness of ports, they have become key drivers of economic growth in the port industry.

In response to this dizzying transformation, it is imperative that professionals maintain a sound and up-to-date knowledge in this constantly evolving field. TECH has developed an educational program that comprehensively incorporates the most relevant advances in this field. This program consists of three intensive academic modules that address the creation of business plans in the context of port infrastructure, investment strategies, effective international relations and the crucial focus on environmental sustainability.

The program is offered in a fully online study format that gives students the freedom to tailor their learning to their personal schedules and responsibilities. In addition, it is supported by a wide variety of multimedia teaching resources and study materials accessible from any Internet-enabled device. All under the guidance of experts with extensive professional experience who are committed to delivering the best results.

This **Postgraduate Diploma in Port Management** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ Development of case studies presented by experts in port Management
- ♦ The graphic, schematic and eminently practical content of the system provides proven and practical information on those disciplines that are essential for professional practice.
- ♦ Practical exercises where self-assessment can be used to improve learning.
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*The highest rated university in the world by its students according to the Trustpilot platform (4.9/5)"*

“

*Efficiently determines the different strategic performance criteria of a port system"*

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Learn more about the characteristics of port governance through the best didactic materials.*

*Become an expert in the creation of business plans in the context of port infrastructures.*



# 02

# Objectives

The Postgraduate Diploma in Port Management will provide engineers with a deep understanding of the constant evolution of ports, their complex governance and the determinants of maritime traffic. Throughout this program, students will explore in depth the most relevant areas of innovation as well as the changing demands in the port environment. As a result, graduates will acquire a comprehensive and up-to-date view of the strategic management tools and key mechanisms to adapt to an ever-changing port world.







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*In just 450 hours, this program ensures that your skills and professional knowledge are fully up to date. and professional knowledge”*



## General Objectives

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- ♦ Define the different Governance Models of Ports
- ♦ Examine the evolution of port governance in relation to the level of development of the countries
- ♦ Provide a context for the governance structure of a typical port
- ♦ Define a future port model in a context of in-depth and global transformation
- ♦ Generate a strategy for a port system that responds to the aspirations of society as a whole, i.e. the general interest of the public
- ♦ Analyze with maximum objectivity these aspirations, from a technical point of view
- ♦ Identify the importance of consensus, communication and transparency in the process of formulating the strategy of a port system that has important repercussions on society as a whole, both economically and socially
- ♦ Analyze the management of a port and its short, medium and long term planning
- ♦ Define in a coordinated way all the aspects that affect the management of a port. Infrastructures, investments, traffic, economic-financial, HR, environment
- ♦ Define and analyze the overall objectives of port management
- ♦ Specify HR planning based on management by competences, in accordance with the global strategy and its implementation at port level





## Specific Objectives

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### Module 1. Port Governance Model

- ♦ Characterizing the types of port governance
- ♦ Analyze the public-private relationship between the actors involved in the port space according to the type of governance
- ♦ Define a typical structure in the *land-lord* model

### Module 2. Strategic Port Planning

- ♦ Analyze the economic, technical, social and environmental dimensions of ports
- ♦ Determine the different strategic performance criteria of a port system (efficiency, connectivity, digitalization and sustainability)
- ♦ Examine the different strategic lines associated with the performance criteria
- ♦ Establish the general port management objectives associated with each of the strategic lines of action

### Module 3. Port business plan and HR management

- ♦ Analyze the management of a port and its short, medium and long term planning
- ♦ Define in a coordinated way all the aspects that affect the management of a port, infrastructures, investments, traffics, economic-financial, HR, environment
- ♦ Define and analyze the overall objectives of port management
- ♦ Specify HR planning based on management by competences, in accordance with the global strategy and its implementation at port level



# 03

# Course Management

For the conformation of the teaching staff that makes up this qualification, TECH has selected a team of experts in Port Management with extensive professional experience. Throughout the 6 months of the program, engineers will have access to multiple high quality audiovisual materials with which they will delve into strategic port planning. In this way, graduates will be able to use their experience to implement a business plan from an advanced strategic perspective. All this under the effective *Relearning* methodology of TECH and in a convenient 100% online format.



“

*More than 20 years of experience endorse the professionals who direct this program with which you will become an expert in Port Management”*

## Management



### Dr. López Rodríguez, Armando

- ♦ Head of Technical Advisory Area in the Office of the President of Ports of the State
- ♦ Head of Strategic Planning Area at Ports of the State
- ♦ Project Manager at Ports of the State
- ♦ Head of the Resources and Information and Communications Technology Area at Ports of the State
- ♦ Head of Development Ports of the State
- ♦ Head of Corporate Relations Area at Ports of the State
- ♦ Head of Strategic Planning Area at Ports of the State
- ♦ Head of the Strategic Planning Area at Ports of the State
- ♦ AENOR Associate Professor
- ♦ UBT Associate Professor Lab
- ♦ Telecommunications Engineer from Universidad Politécnica de Madrid
- ♦ Degree in History from the National University of Distance Education (UNED)
- ♦ PhD's Degree in History from the National University of Distance Education (UNED)
- ♦ Master's Degree in Advanced Methods and Techniques of Historical, Artistic and Geographic Research from the National University of Distance Education (UNED)
- ♦ Management Development Program (PDD) from the IESE of the University of Navarra



## Professors

### Dr. López Ansorena, César

- ◆ Expert in Port Management
- ◆ Port Facility Security Officer recognized by the competent authority in maritime security matters
- ◆ Director of Private Security recognized by the Ministry of the Interior
- ◆ PhD in Civil Engineering Systems (Territory and Environment program) Cum Laude from the Polytechnic University of Madrid
- ◆ Civil Engineer from the Polytechnic University of Madrid
- ◆ Professional Master in Intelligence Analysis

### Mr. PASTRIÁN GARCÍA, JOSÉ MIGUEL

- ◆ Expert in Human Resources Management in the Port Sector
- ◆ Human Resources Consultant
- ◆ Direction and coordination of the Master's Degree in Port Management of Ports of the State
- ◆ Lecturer at INAP, IIR and EOI
- ◆ Deputy Director of Port Studies
- ◆ Deputy Director of Business Plans
- ◆ Deputy Director of Human Resources
- ◆ Head of HR Organization and Planning Area
- ◆ Degree in Economics and Business Administration from the Autonomous University of Madrid
- ◆ Master's Degree in Human Resources Management from Escuela de Negocios
- ◆ Executive in Port Sector Management from IESE Business School
- ◆ Member of: Board of Directors of the Port Authorities of Castellón, Tarragona, A Coruña, Almería and Pasaje

# 04

# Structure and Content

The agenda of this program is articulated in modules designed to enable the student to understand the relationship between port governance and economic development, highlighting its relevance in the current scenario. In addition, it will delve into the growing importance of digitization and interconnection of ports, as well as the effective management of human resources in this dynamic environment. Likewise, under the *Relearning* methodology you will access a wide range of audiovisual didactic resources, allowing you to integrate knowledge in a flexible way from any device with Internet connection and without geographical restrictions.







“

*Catapult your professional success and become an expert in strategic port planning”*

## Module 1. Port Governance Model

- 1.1 Port Governance
  - 1.1.1. Port Governance
  - 1.1.2. Port Governance Evolution
  - 1.1.3. Port Governance and economic development
- 1.2 Port Governance Models
  - 1.2.1. Public and private ports
  - 1.2.2. The *tool ports*
  - 1.2.3. The Landlord *port* model
- 1.3 Port Governance Trends
  - 1.3.1. Stabilization of the governance model: towards a nuanced *landlord*
  - 1.3.2. Vertical and horizontal integration
  - 1.3.3. Competition control and supervision activities
- 1.4 The *landlord* model and the public domain
  - 1.4.1. The management of the port public domain
  - 1.4.2. Revenue from fees
  - 1.4.3. Revenue from tariffs
- 1.5 Examples of port governance models
  - 1.5.1. Private ports in the United Kingdom
  - 1.5.2. The *landlord* model in continental Europe
  - 1.5.3. Hispanic America. Models in transition
- 1.6 Port Services regime
  - 1.6.1. Nature of the service (public, private). Requirements for the provision of the service
  - 1.6.2. Administrative link /contract, license)
  - 1.6.3. Form or requirements for access to the provision of the service. Concurrence. Limit on the Number of providers
- 1.7 Coordination of port systems at the country level
  - 1.7.1. Centralized Systems
  - 1.7.2. Decentralized Systems
  - 1.7.3. Mixed Systems

- 1.8 Intraport governance
  - 1.8.1. The Management of a Port
  - 1.8.2. Sample organization chart and functional areas
  - 1.8.3. Port planning and operation areas
- 1.9 Port administration
  - 1.9.1. Economic and financial management
  - 1.9.2. Human resources management
  - 1.9.3. Industrial safety and occupational risk prevention
- 1.10 Relations between the port and its environment
  - 1.10.1. Port-City interrelationships
  - 1.10.2. The urban-port network. Urban planning considerations
  - 1.10.3. Institutional activities and collaboration with the environment

## Module 2. Strategic Port Planning

- 2.1 Port System
  - 2.1.1. Port Authorities Coordination
  - 2.1.2. Economic Outlooks
  - 2.1.3. Environmental Outlooks
  - 2.1.4. Social Perspective
  - 2.1.5. Criteria for action
- 2.2 Economically profitable ports
  - 2.2.1. Financing
  - 2.2.2. Budgeting
  - 2.2.3. Prices associated with the port reality
  - 2.2.4. Redistribution of resources between ports
- 2.3 Port space management
  - 2.3.1. Port space performance
  - 2.3.2. Port space at the service of the general interest
  - 2.3.3. Port space Digitalization
- 2.4 Infrastructures. Demand-oriented investments
  - 2.4.1. Leveraging infrastructure investments
  - 2.4.2. Economically and socially profitable infrastructures
  - 2.4.3. Infrastructure connectivity
  - 2.4.4. Respect for the environment



- 2.5 Provision of services oriented to customers and society as a whole
  - 2.5.1. Competitive services at the service of the general interest
  - 2.5.2. Efficiency in the provision of services
  - 2.5.3. Monitoring of the provision of services
  - 2.5.4. Simplification of bureaucratic procedures
    - 2.5.4.1.1. Border controls and inspections
    - 2.5.4.1.2. Streamlining of bureaucratic procedures
- 2.6 Innovation and the Digitalization of ports
  - 2.6.1. Electronic administration
  - 2.6.2. Digital ports
  - 2.6.3. Stimulating Innovation
  - 2.6.4. Innovation at the service of the general interest
- 2.7 International projection
  - 2.7.1. International Relations
  - 2.7.2. Brand Image
  - 2.7.3. Competitiveness of ports in the International Context
- 2.8 Environmental Sustainability
  - 2.8.1. Environmental Management
  - 2.8.2. Quality and environmental measurements
  - 2.8.3. Consumption and waste management
  - 2.8.4. Sustainable mobility
  - 2.8.5. Climate Change
  - 2.8.6. The port and the citizen
- 2.9 Security/Safety
  - 2.9.1. Industrial Safety
  - 2.9.2. Port security
  - 2.9.3. Cybersecurity
- 2.10 Ethical corporate culture and human capital
  - 2.10.1. Ethical Codes
  - 2.10.2. Supervision and Control
  - 2.10.3. Transparency
  - 2.10.4. Organizational Structure
  - 2.10.5. Equality
  - 2.10.6. Training and Career
  - 2.10.7. Communication and participation

### Module 3. Port business plan and HR management

- 3.1 Port's Business Plan as a Planning Instrument
  - 3.1.1. The Business Plan as a concretion of the global strategy of a port system
  - 3.1.2. The Business Plan as a coordinating element of planning
  - 3.1.3. SWOT
  - 3.1.4. Strategic Map
  - 3.1.5. Other Port planning instruments
- 3.2 Perspectives of a Port's Business Plan
  - 3.2.1. Port traffic
  - 3.2.2. Inversions
  - 3.2.3. Economic-financial
  - 3.2.4. Human resources
  - 3.2.5. Environment and sustainability
- 3.3 Management control through the Business Plan
  - 3.3.1. Monitoring of objectives
  - 3.3.2. Evolution of management ratios
  - 3.3.3. Corrective Actions
- 3.4 Human capital
  - 3.4.1. Social and labor context of the Ports
  - 3.4.2. HR planning within the global and port strategy
  - 3.4.3. Labor relations and negotiation
- 3.5 The need for change. Professionalization of Ports
  - 3.5.1. Resistance to Change
  - 3.5.2. How to Manage Changes
  - 3.5.3. Professionalizing ports
  - 3.5.4. Transparency and communication
- 3.6 Management by competences as a facilitator of change
  - 3.6.1. Knowledge competences
  - 3.6.2. "Soft" competences
  - 3.6.3. The different aspects of management by competences



- 3.7 Job positions
  - 3.7.1. Specification of the jobs
  - 3.7.2. Job evaluation
  - 3.7.3. Job classification and organizational structure
- 3.8 Training Plan
  - 3.8.1. Port system training plan
  - 3.8.2. Port level training plan
  - 3.8.3. The "corporate university"
  - 3.8.4. Virtual Classrooms
- 3.9 Compensation system
  - 3.9.1. Compensation system
  - 3.9.2. Compensation Structure
  - 3.9.3. Performance evaluation and variable compensation
- 3.10 Occupational Hazard Prevention
  - 3.10.1. Prevention reports. Prevention Strategy
  - 3.10.2. Occupational risks Prevention at a port
  - 3.10.3. Psychosocial Risks



*Boost your career with a 100% online syllabus designed by experts in Port Management"*

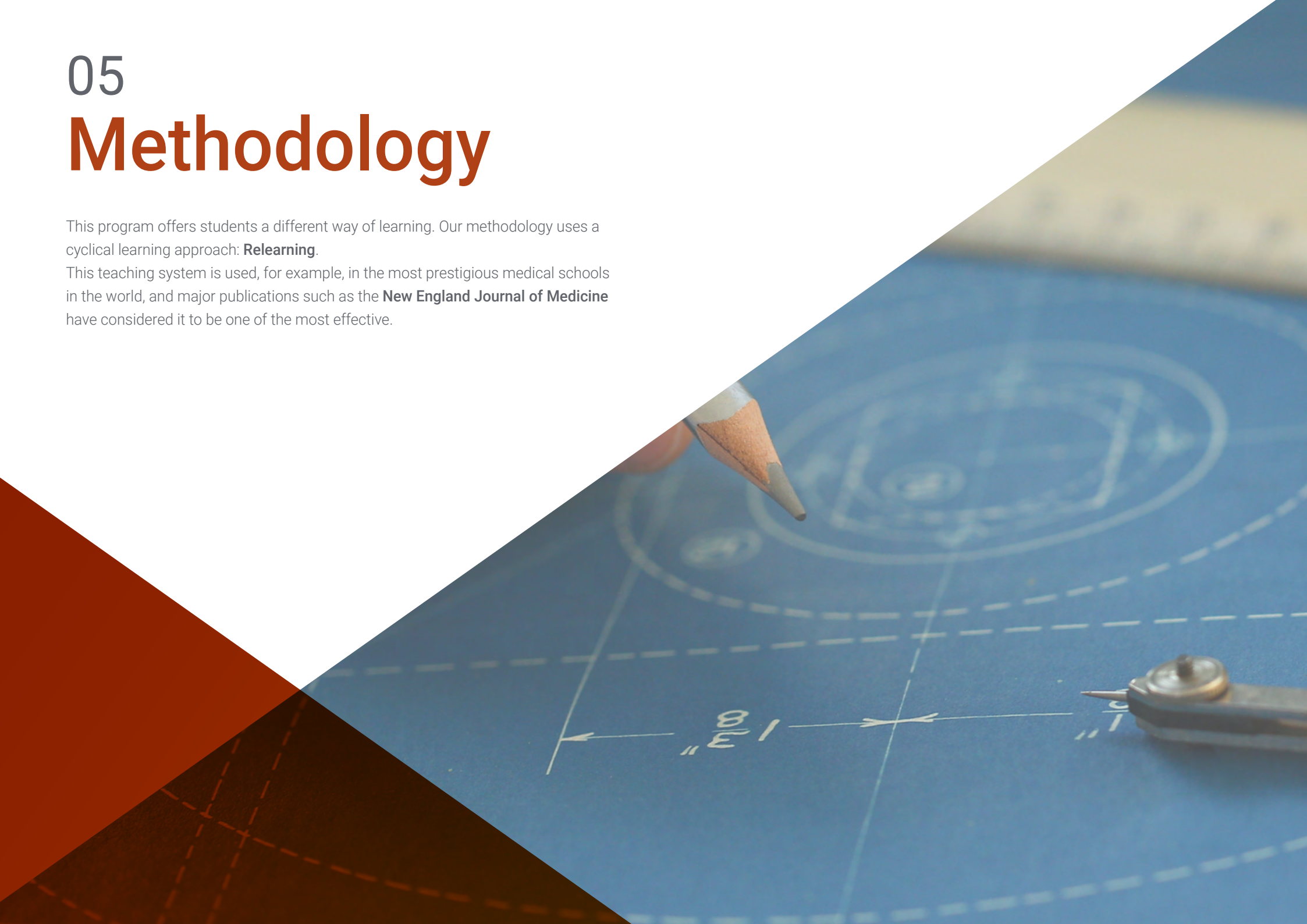


05

# Methodology

This program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”*

## Case Study to contextualize all content

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*





### A learning method that is different and innovative.

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*”

*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to prepare the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has prepared more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your education, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then adapted in audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high-quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



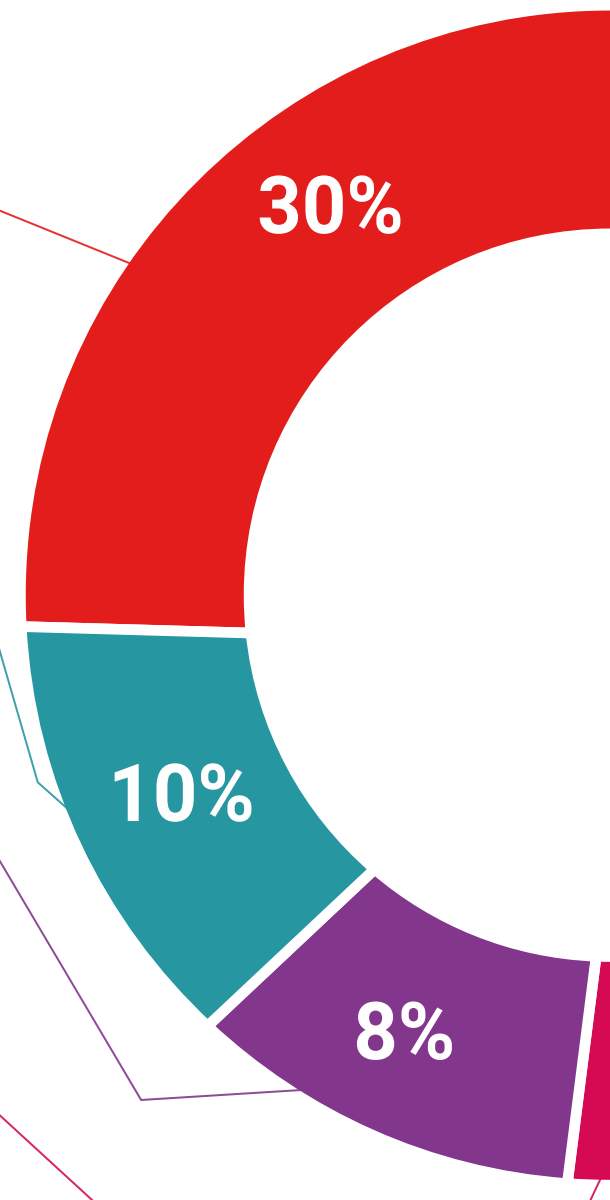
### Practicing Skills and Abilities

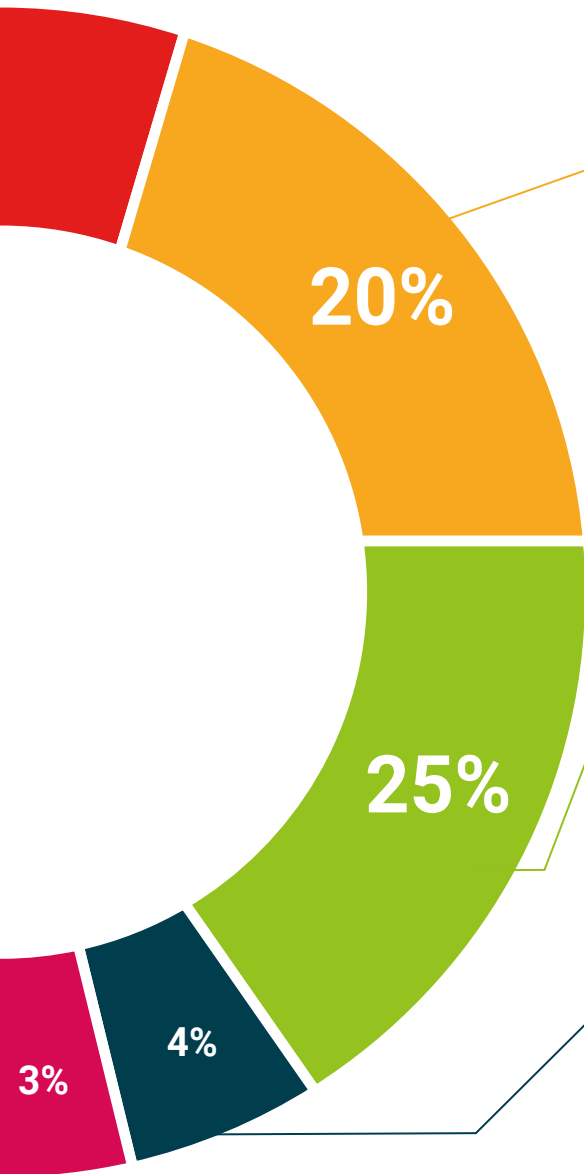
They will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically assess and re-assess students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

The PPostgraduate Diploma in Port Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Diploma in Port Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Port Management**

Official N° of Hours: **450 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
classroom



## Postgraduate Diploma Port Management

- » Modality: **online**
- » Duration: **6 months.**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Port Management

