MSC (MEDITERRANEAN SHIPPING COMPANY) & CONTAINER SHIPPING INDUSTRY

CONTENTS

Lecture gives an **overview of the container shipping industry, its role in the worldwide business organisation and MSC Mediterranean Shipping Company in the marine logistics market.** The listener will get to know not only the keystones of the historic aspects, amazing facts, and the major terms of the business area, but also will dive into the industry trends and values of the sustainable industry. In the end of the lecture students will have an opportunity to win 3 prizes by answering to questions from the quiz.

LECTURER

Rodion Shiryayev, Managing Director of MSC Shared Service Center Riga has more than 20 years' experience in IT, shared services, leadership, and management. Rodion has accumulated knowledge and ability in different international companies, such as General Electric and Accenture. At MSC since 2014 Rodion is Scandinavia & Baltic CIO and Shared Service Center Riga Managing Director. Rodion is also a member of the Board of ABSL Latvia - an association for Global Business Service Centres in Latvia.

CUSTOMER SERVICE

CONTENTS

Lecture gives an **overview of what is considered a good customer service** and invites students **to actively participate in discussions**.

- Importance of good customer service
- Who is a customer?
- Connecting to your customer
- Necessary trainings for good customer service
- Emotional and rational needs
- Different communication styles
- How to deal with an unsatisfied customer

In the end of lecture students will have a chance to win 3 prizes by answering questions from the quiz.

LECTURER

Jelizaveta Jurjeva has more than 6 years of experience in customer service, having first worked for Radisson, a global hotel chain, and for more than 3 years in direct contact with international agents and customers in the Customer Service Department of MSC Shared Service Center Riga. Now Jelizaveta is studying Master of Business Administration.

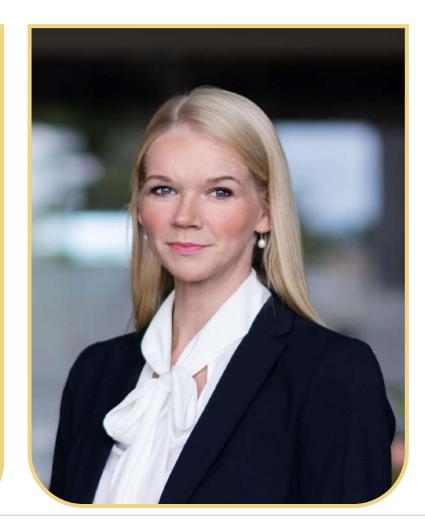# THE GREAT POWER OF PROFESSIONAL JOB APPLICATION

CONTENTS

This lecture will give an insight and practical tips and tricks **how to compile your CV and cover letter in a professional manner**. During the presentation you will get to know how to prepare for a job interview and the different job interview stages. The lecturer will share dos and don'ts.

- Writing a professional CV
- Writing a cover letter
- How to prepare for job interview?

In the end of the lecture students will have a chance to win 3 prizes by answering questions from the quiz.

LECTURER

Evelina Lesina, HR Manager of Baltics, is a highly motivated and competent HR professional with 10+ years of international experience in various HR matters. She holds a master's degree in Strategic management and Leadership from the University of Latvia. Evelina finds HR fascinating and challenging, always striving for improvement in training, recruitment, development, and HR process efficiency, elevating people and processes to higher standards.

THE DYNAMIC ROLE OF HR IN A GLOBAL ORGANIZATION

CONTENTS

This lecture will give **an insight into the Human Resources management function** in the organization. During the presentation you will get to know what the main tasks of HR are, the biggest challenges and what changes Human Resources can be expected in the future.

In the end of lecture students will have a chance to win 3 prizes by answering questions from the quiz.

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EXCEL TOP USEFUL TRICKS

CONTENTS

The lecture is **aimed to introduce listeners to the capabilities of Excel, different tools that can be used to enhance Excel tasks and supply tips and tricks to make everyday work easier**.

- When to use (or not use) Excel
- Setting up workspace
- Range vs Table in Excel
- Pivot Tables
- Errors in formulas, lookup functions and data modification

LECTURER

Ruta Vitkovska has 7 years of experience in data management and in 2021 accepted the challenge of joining MSC Shared Service Center Riga as a part of Reporting & BI Department. There Ruta creates and supports different reports for internal customers based on Excel and Power Query. Ruta holds a bachelor degree in mathematics of the University of Latvia. She likes technical challenges and finding ways to automate daily tasks.

FINANCE IN SHIPPING

CONTENTS

The lecture will delve into various economic concepts, such as supply and demand, shedding light on topics like why "cash is the king", financial tracking, and performance evaluation. To enhance understanding, the material will feature real-life examples of processes and systems met in MSC. Complex subjects will be explained using simple language, ensuring clarity for all participants.

LECTURER

Raivis Trenko has more than 10 years of experience within Shared Service Centers industry. Currently Raivis is Documentation, Pricing & Legal Director, where he makes goods moving world-wide while staying in the office. Raivis is also a Head of MSC Academy, actively sharing his knowledge and supplying lectures upon several topics. Moreover, Raivis continues his studies pursuing MBA at Riga Business School.

PROCUREMENT AND VENDOR MANAGEMENT

CONTENTS

This lecture gives a good **overview of what is procurement and how it is done on practice. Difficult things will be explained in easy language.** Students will be usually actively involved into discussion.

- What Procurement is about
- How do we know that we need to buy something?
- Selection of the vendor, importance of tender
- Importance of defining the criteria
- How the agreement can be as a risk assessment tool
- Successful negotiations

LECTURER

Karina Spungina is an enthusiastic procurement specialist with a unique perspective, having worked both as a client and in client management. She has experience with renowned companies like GE Money A/S, Lattelecom, and Balta AS, and currently serves as a Regional Procurement Officer at MSC Shared Service Center Riga, ensuring optimal value for various agencies. Karina's daily routine involves streamlining procurement processes, conducting negotiations, and meeting KPIs. She is eager to share her knowledge and passion for procurement with anyone interested.

IMPORT AND EXPORT PROCEDURES

CONTENTS

This lecture gives **general introduction to processes from MSC Shipping Line Documentation & Customer Service perspective, introduction to basic concepts as well as genuine business scenarios.**

- End-to-End process and Documentation
- MSC procedures and precedents
- Abandoned cargo – practical insight
- Overview on MSC general concepts

LECTURER

Signe Pikelnere has been in the Shipping industry since 1998, working for prominent companies like Maersk & MSC. Her expertise lies in Import Customer Service, enabling her to share valuable insights from both Liner and Customer perspectives. She shares real life scenarios, case studies and industry to engage the audience in interactive discussions, simplifying complex concepts related to this rapidly expanding industry, which plays a significant role in our lives.

NON-STANDARD SHIPPING PRACTICE

CONTENTS

This lecture gives **general intro to processes from MSC Shipping Line Documentation & Customer Service perspective, introduction to non-standard scenarios as well as genuine business situations.**

- MSC procedures and precedents
- Intermodal shipping- overview on general MSC concepts & practicalities
- Out of Gauge & Project cargo
- Overview on MSC general concepts

LECTURER

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INTRODUCTION TO ROBOTICS PROCESS AUTOMATION

CONTENTS

This lecture gives an overview of **what is Robotics Process Automation (RPA) and why it is so popular nowadays**. Students will also see a demonstration of robot in action. Lecture also includes **RPA market overview and future trends**.

- What is RPA?
- Benefits and challenges of RPA
- Robot in action (demo)
- RPA market overview
- Future trends
- Quiz for students

In the end of lecture students will have a chance to win 3 prizes by answering questions from the quiz.

LECTURER

Svetlana Stewart is an IT professional with more than 20 years of practical experience. She is leading IT Global projects and RPA initiatives in MSC Shared Service Center Riga. Her colleagues in RPA team develop robots for MSC agencies and headquarters all over the world. Besides robot development, the team also is RPA Center of Excellence in MSC helping to establish processes and best practices across RPA sites worldwide.

ENG

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LECTURER

Jeļena Začeste is an IT Business Analyst at MSC Shared Service Center Riga, with more than 10 years of practical experience in logistics. Her team develops robots for MSC headquarters and agencies worldwide. In addition, the robot development team is also an RPA Centre of Excellence at MSC, helping to shape robot development at other agencies.

LVL

POWER BI, INTRODUCTION

This lecture is dedicated to **introducing students to Microsoft Power BI application**. If you have never heard or have never seen Power BI – then this lecture is for you. During the lecture we will have a demo on how to navigate within the application, how to connect the data, how to build simple yet meaningful report. This lecture is your **first steps into the exiting and demanded Business Intelligence world**.

LECTURER

Vjačeslavs Matvejevs is a Microsoft certified Data Analyst working on multiple data related projects in MSC SSC Riga for almost 2 years, has already carried out a bachelor's degree in Logistics Management and currently doing a master's degree in computer science with focus on Data Analytics & Artificial Intelligence. In MSC SSC Riga works on predictive analytics and develops a data driven models using Power BI reports as a final product for business.

Sensitivity: Internal

SHIPPING INDUSTRY AND BILL OF LADING

This lecture gives **an overview of the main shipping document – bill of lading, it's types and functions**. Students will learn the process of creating a bill of lading at MSC and become aware of the importance of legal clauses it holds. Moreover, various claim examples as well as the claim handling process at MSC will be disclaused.

- Functions and types of a bill of lading.
- MSC Terms and Conditions of a bill of lading.
- Types of cargo and container damages.
- Process of claim handling.

Dagne Prikule is a claims specialist at MSC Shared Service Center Riga where she handles various types of claims in relation to containers and goods that are damaged during shipments organized by MSC. She collaborates with other departments, MSC agencies, customers, and vendors in order to successfully protect the interests of MSC. Dagne has acquired Master of Law at Riga Graduate School of Law, however, industry-specific knowledge was obtained at Latvian Maritime Academy. Currently Dagne is proceeding with maritime law studies at the World Maritime University.

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PROJECT MANAGEMENT AT GLANCE

CONTENTS

Do you know that **we can regard every move in our life as a project**? Going to the market, making pancakes - both of those things can be approached as a project. And, of course, we can improve them doing a better planning, execution, and checking of the actions. If you want to be more effective in all your life projects – please, join the course.

LECTURER

Mārtiņš Bērtulis is an experienced IT project manager who has worked for both - internal projects and projects with customers. Unpredictability is he's main fear, so he's trying to plan and be ready even for the smallest trips when going to the market. Martins is also using his project management experience to organize sports and corporate events.

GDPR (GENERAL DATA PROTECTION REGULATION) BASICS IN PRACTICE

CONTENTS

Gain **fundamental knowledge, insights, and real-life examples through practical scenarios to delve into the legal aspects of the GDPR**. Through engaging case studies, students will immerse themselves in the role of an enterprise striving to follow GDPR regulations. This course equips participants with the understanding of how to navigate everyday situations while ensuring lawful processing of personal data.

LECTURER

Sanita Goldberga, Legal Governance Manager of MSC Shared Service Center Riga holds a master's degree in Social Sciences in Law, specialized in International and European Law from Riga Graduate School of Law. With 9 years of experience in Sanctions Compliance, she previously led the cargo claims handling team and is now involved in legal governance matters, including contract review, GDPR and AML requirement implementation. Sanita has further enhanced her expertise through courses, such as Public International and Human Rights Law, European Union Law and Policy, Transborder Commercial Law, and Law and Finance.