

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	LGT3007
Subject Title	Air Transport Logistics
Credit Value	3
Level	3
Normal Duration	1-semester
Pre-requisite	Nil
Role and Purposes	To provide a fundamental knowledge of the intermodal transport of goods, especially by air. To establish an awareness of the range of perspectives, this may be adopted, theoretically, legally and practically towards the air transport system (Outcomes 3 and 11). To provide students with a full understanding of current and future developments in the air transport industry.
Subject Learning Outcomes	<p>The aim of this subject is to meet the demand in air freight industry. Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none">Contribute to the solution of business related problems in commercial, industrial, government and non-profit making organisations; and discharge their duties objectively, ethically, independently, competently and constructively;Foster intellectual and personal development, self confidence and the ability to tackle problems without supervision and develop a sensitivity to the ethical issues involved in business practice;Appreciate the air transport and logistics discipline which provides a good academic and vocational foundation for a career in students' field; and develop realism and practicality as a foundation for good business judgment;Present this discipline in an integrated form which reflects sound business practices;Develop approaches to defining, analyzing and solving problems, whether those problems are structured or unstructured;Secure recognition and advance standing from relevant professional bodies and other institutions; and prepare for further studies in related field. <p>Studying this subject will also help develop students' global outlook, critical and creative thinking, social and national responsibility, cultural appreciation, life-long learning, and entrepreneurship and leadership.</p>

<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Airfreight logistics market overview: the market trend of airfreight volume in worldwide, China and Hong Kong, the key successful factors of Hong Kong being the primary gateway of airfreight, the opportunities and challenges ahead</p> <p>Air cargo demand, air commodities and modal choice: characteristics of demand for air cargo, and factors influencing the choice between air and other modes of transport; multi-modal operation, such as air-road and air-sea operations and their rationales</p> <p>Principle organizations and international policies/regulations of airfreight operations: the international convention, anti-trust law, Air Service Agreement, strategic alliance, and the role/responsibilities of carriers, freight forwarding companies and various regulatory and trade organizations</p> <p>Business models of air cargo carriers: combination carriers, passenger airlines and integrators, the types of aircrafts and the performance, and cost allocation to air freight</p> <p>The contractual relationship of airfreight operations, airfreight forwarders, concept of consolidation, and air freight rates: types of documents being applied in airfreight, the application of Master Airway Bill and House Airway Bill; consolidation rate calculation; TACT rules and regulations, e.g. TACT rates, General Cargo Rate, Specific Cargo Rate, Class Rate, ULD Rate</p> <p>Airport facility and ground operation of air cargo: the facilities in air cargo terminals, apron and logistics center, the loading device of air cargo</p> <p>Other issues: air cargo security and safety, e.g. dangerous goods; the application of E-commerce in airfreight, e.g. the trend of E-freight, the EDI via cargo portal and paperless strategy</p>																																						
<p>Teaching/Learning Methodology</p>	<p>A combination of lectures, tutorials and student-directed learning activities will be included in this subject.</p>																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="536 1435 1481 1839"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> </tr> </thead> <tbody> <tr> <td>Coursework</td> <td>50%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Examination</td> <td>50%</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p><i>To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Exam components.</i></p>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	Coursework	50%	✓	✓	✓	✓	✓	✓	Examination	50%		✓	✓	✓	✓	✓	Total	100 %						
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Student Study Effort Expected	Class contact:	
	▪ Lecture	26 Hrs.
	▪ Tutorial	13 Hrs.
	Other student study effort:	
	▪ Self Study	87 Hrs.
	Total student study effort	126 Hrs.
Reading List and References	<p>References</p> <p>Doganis, Rigas (2010). <i>Flying off Course: Airline Economics and Marketing</i> (4th ed.), Routledge.</p> <p>Manners-Bell, J. (2014). <i>Global Logistics Strategies: Delivering the Goods</i>, London: Kogan Page.</p> <p>Morrell, Peter S. (2011). <i>Moving Boxes by Air: The Economics of International Air Cargo</i>, Ashgate.</p> <p>Sales, M. (2016). <i>Aviation Logistics: The Dynamic Partnership of Air Freight and Supply Chain</i>, Kogan Page.</p> <p>Wensveen, John G. (2011). <i>Air Transportation: A Management Perspective</i> (7th ed.), Ashgate.</p> <p>Zhang, A., Hui, G.W.L., Leung, L.C., Cheung, W. and Hui, Y.V. (2004). <i>Air Cargo in Mainland China and Hong Kong</i>, Ashgate.</p>	