

# The Hong Kong Polytechnic University

## Subject Description Form

<b>Subject Code</b>	LGT4013
<b>Subject Title</b>	Liner Shipping Management
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Normal Duration</b>	1-semester
<b>Pre-requisite</b>	LGT2009 Introduction to Shipping and Transport Logistics Operations <i>OR</i> LGT3003 Intermodalism
<b>Role and Purposes</b>	This subject is designed to help students gain knowledge of logistics and strategic managements in liner shipping companies, and establish full understanding of current developments in liner shipping sector. <b>(Outcomes 2, 8 and 11)</b>
<b>Subject Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. gain a basic understanding of the complex interrelationships regarding different stakeholders interactions as well as strategic and operational activities within liner shipping systems;</li> <li>b. contribute to the solution of business related problems in commercial, industrial, government and non-profit making organisations;</li> <li>c. foster intellectual and personal development, self confidence and the ability to tackle problems without supervision;</li> <li>d. develop realism and practicality as a foundation for good business judgment; and develop the ability to communicate effectively and fluently in both written and spoken form;</li> <li>e. appreciate the shipping and logistics discipline which provides a good academic and vocational foundation for a career in students' field;</li> <li>f. present this discipline in an integrated form which reflects sound business practices and develop approaches to defining, analysing and solving problems, whether those problems are structured or unstructured;</li> </ol> <p>Studying this subject will also help develop students' global outlook, critical and creative thinking, life-long learning, and entrepreneurship and leadership.</p>
<b>Subject Synopsis/ Indicative Syllabus</b>	Supply and demand of container trade. Stakeholders in liner shipping. Liner ship type, cargo and cargo handling. Liner shipping and terminal operations. Structure of liner companies and market behaviour. Strategy and management of a shipping line. Cost and revenue. Pricing and cargo selection. Economies of scale in ship capacity. Liner services (shipping network) design and scheduling. The logistics of container transport. Conference system and the formation of shipping consortium and alliances. Liner Service contract. E-commerce in container shipping. Box logistics and empty repositioning. Legal aspects of the liner trades. Chartering in the liner sector. Green shipping and sustainability.

<b>Teaching/Learning Methodology</b>	Lectures supplemented by small group activities such as tutorials, seminar, and presentations. Students are expected to take an active part in the learning process. Blackboard will be used extensively.																																													
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" data-bbox="536 409 1485 819"> <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>1. Coursework</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Examination</td> <td>60%</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 data-bbox="536 835 1485 902">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p data-bbox="536 913 1485 981"><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	1. Coursework	40%	✓	✓	✓	✓	✓	✓	2. Examination	60%	✓	✓	✓			✓	Total	100 %						
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<b>Student Study Effort Expected</b>	Class contact:																																													
	▪ Lecture				26 Hrs.																																									
	▪ Tutorial				13 Hrs.																																									
	Other student study effort:																																													
	▪ Self Study				87 Hrs.																																									
	Total student study effort				126 Hrs.																																									
<b>Reading List and References</b>	<p data-bbox="536 1451 858 1485"><b><u>Recommended Textbooks</u></b></p> <p data-bbox="536 1503 1401 1536">Brooks, M.R. (2000), <i>Sea Change in Liner Shipping</i>, Pergamon, London.</p> <p data-bbox="536 1554 1441 1588">Dekker N. (2008), <i>Intra-Asia container trades</i>, Drewry Shipping Consultants</p> <p data-bbox="536 1606 1485 1673">Drewry Shipping Consultants (1998), <i>Shiprepair and Conversion</i>, Drewry, London.</p> <p data-bbox="536 1691 1485 1758">Drewry Shipping Consultants (1999), <i>Containership Charter Market</i>, Drewry, London.</p> <p data-bbox="536 1776 1485 1843">Drewry Shipping Consultants (2000), <i>Container Market Outlook: High Risk &amp; High Stakes: Where is the Payback?</i> Drewry, London.</p> <p data-bbox="536 1861 1425 1895">Drewry Shipping Consultants (2000), <i>Fleet Management</i>, Drewry, London.</p> <p data-bbox="536 1912 1485 1980">Drewry Shipping Consultants (2000), <i>Fleet Management: the new paradigm</i>, Drewry, London.</p> <p data-bbox="536 1998 1485 2065">Drewry Shipping Consultants (2002), <i>Container Leasing: Seeking out the Opportunities</i>, Drewry, London.</p> <p data-bbox="536 2083 1469 2116">Farthing, B. (1993), <i>International Shipping</i>, Lloyd's of London Press, London.</p>																																													

Gilman, S. (1983), *The Competitive Dynamics of Container Shipping*, Gower.

Graham, M.G. (1985), *Containerisation in the Eighties*, Lloyd's of London Press, London.

Greve M. (2007), container shipping and economic development: a case study of A P Moller – Maersk in south East Asia, Wendelboe Hansen, Henrik Schaumburg-Müller

Jansson, J.O. and Shneerson, D. (1987), *Liner Shipping Economics*, Chapman and Hall.

Jeffery, K. (1999), *Electronic Commerce and Container Shipping*, IIR Publications Ltd, London.

Lang P. (2004), *The future of liner conferences in Europe: A critical analysis of agreements in Liner shipping under current European competition law*, Europäische Hochschulschriften

Lloyd's List (2001), *Container Shipping: Executive Summit III*, 28-29 November 2001, Island Shangri-La, Hong Kong SAR. Publisher IBC Asia Ltd.

Lambert Academic (2011), *Fuel price risk management in the liner shipping industry*, Lambert Academic Publication

Nair R (2009), *Economic regulation and structural changes: liner shipping industry*, Saarbrücken, Muller

Nair, Rawindaran.(2009), *Economic regulation and structural changes : liner shipping industry : regulatory framework for period 1980 until 2000* , Saarbrücken : VDM Verlag Dr. Müller,

Pozdnakova. A (2008), *Liner shipping and EU competition law*, alphen aan den Rijn, Kluwer Law International

Talley W., (2012), *The Blackwell companion to maritime economics*, John Wiley & sons

**Other publications**

Containerisation International

Dynamar B.V. (2003), *Container Liner Operators: Trading Profiles* [in Disc format]

Fairplay - The International Shipping Weekly

Maritime Economics and Logistics Journal

Maritime Policy and Management

Maritime Transport, OECD Publication

UNCTAD Review of Maritime Transport

