

# 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>Objectives</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>Subject Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>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>contribute to the solution of business related problems in commercial, industrial, government and non-profit making organisations;</li> <li>foster intellectual and personal development, self confidence and the ability to tackle problems without supervision;</li> <li>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>appreciate the shipping and logistics discipline which provides a good academic and vocational foundation for a career in students' field;</li> <li>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. Digitalization in Liner shipping. 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 1482 815"> <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><b>Coursework</b></td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td><b>Examination</b></td> <td>60%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td><b>Total</b></td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p data-bbox="536 837 1482 904">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p>								Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	<b>Coursework</b>	40%	✓	✓	✓	✓	✓	✓	<b>Examination</b>	60%	✓	✓	✓			✓	<b>Total</b>	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 1375 855 1408"><b><u>Recommended Textbooks</u></b></p> <p data-bbox="536 1420 1495 1487">Lun, Y. V., Lai, K. H., &amp; Cheng, T. E. (2010). Shipping and logistics management. London: Springer.</p> <p data-bbox="536 1509 1398 1543">Brooks, M.R. (2000), <i>Sea Change in Liner Shipping</i>, Pergamon, London.</p> <p data-bbox="536 1554 1445 1588">Dekker N. (2008), Intra-Asia container trades, Drewry Shipping Consultants</p> <p data-bbox="536 1599 1495 1666">Drewry Shipping Consultants (1998), <i>Shiprepair and Conversion</i>, Drewry, London.</p> <p data-bbox="536 1688 1495 1756">Drewry Shipping Consultants (1999), <i>Containership Charter Market</i>, Drewry, London.</p> <p data-bbox="536 1778 1495 1845">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 1868 1430 1901">Drewry Shipping Consultants (2000), <i>Fleet Management</i>, Drewry, London.</p> <p data-bbox="536 1912 1495 1980">Drewry Shipping Consultants (2000), <i>Fleet Management: the new paradigm</i>, Drewry, London.</p> <p data-bbox="536 2002 1495 2069">Drewry Shipping Consultants (2002), <i>Container Leasing: Seeking out the Opportunities</i>, Drewry, London.</p> <p data-bbox="536 2092 1495 2107">Farthing, B. (1993), <i>International Shipping</i>, Lloyd's of London Press, London.</p>																																													

	<p>Gilman, S. (1983), <i>The Competitive Dynamics of Container Shipping</i>, Gower.</p> <p>Graham, M.G. (1985), <i>Containerisation in the Eighties</i>, Lloyd's of London Press, London.</p> <p>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</p> <p>Jansson, J.O. and Shneerson, D. (1987), <i>Liner Shipping Economics</i>, Chapman and Hall.</p> <p>Jeffery, K. (1999), <i>Electronic Commerce and Container Shipping</i>, IIR Publications Ltd, London.</p> <p>Lang P. (2004), <i>The future of liner conferences in Europe: A critical analysis of agreements in Liner shipping under current European competition law</i>, Europäische Hochschulschriften</p> <p>Lloyd's List (2001), <i>Container Shipping: Executive Summit III</i>, 28-29 November 2001, Island Shangri-La, Hong Kong SAR. Publisher IBC Asia Ltd.</p> <p>Lambert Academic (2011), <i>Fuel price risk management in the liner shipping industry</i>, Lambert Academic Publication</p> <p>Nair R (2009), <i>Economic regulation and structural changes: liner shipping industry</i>, Saarbrücken, Muller</p> <p>Nair, Rawindaran.(2009), <i>Economic regulation and structural changes : liner shipping industry : regulatory framework for period 1980 until 2000</i> , Saarbrücken : VDM Verlag Dr. Müller,</p> <p>Pozdnakova. A (2008), <i>Liner shipping and EU competition law</i>, alphen aan den Rijn, Kluwer Law International</p> <p>Talley W., (2012), <i>The Blackwell companion to maritime economics</i>, John Wiley &amp; sons</p> <p><b><u>Other publications</u></b></p> <p>Containerisation International</p> <p>Dynamar B.V. (2003), <i>Container Liner Operators: Trading Profiles</i> [in Disc format]</p> <p>Fairplay - The International Shipping Weekly</p> <p>Maritime Economics and Logistics Journal</p> <p>Maritime Policy and Management</p> <p>Maritime Transport, OECD Publication</p> <p>UNCTAD Review of Maritime Transport</p>
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