



THE HONG KONG
POLYTECHNIC UNIVERSITY

香港理工大學

C.Y. Tung ICMS
Career Development
Training Course

MATF*

Business of Shipping and Logistics

19, 26 September and 17,
24 October (Saturday)
2015



Organizer:



CY TUNG
International Centre for Maritime Studies
董浩雲國際海事研究中心

* This programme has been included into the pre-approved list under "Professional Training and Examination Refund Scheme" (ProTERS) of the Maritime and Aviation Training Fund (MATF) in Hong Kong. Each successful applicant will be refunded 80% of their fees, subject to a maximum of HK\$18000 (whichever is less) for the pre-approved course.

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more information for the
Training Course



C. Y. Tung International Centre for Maritime Studies (ICMS)

Vision

Be an international leading maritime centre that excels in professional education, research and partnership for the benefit of maritime, logistics and related sectors.

Mission

- To advance the professional knowledge to meet the changing needs of maritime, logistics and related sectors;
- To support maritime community in which all members can excel through education, research and consultancy;
- To draw on the Centre's expertise and connections to provide analysis and policy evaluation on logistics, shipping and ports for the local and the regional governments and industries;
- To forge new partnership with other institutions and further promote industrial and academic collaboration.

The Message from Director

The main assets for any firm, especially logistics and shipping companies are their human capital. Continuous learning is essential to success. Individuals need to learn to succeed in life and at work. Companies need to ensure their employees continue to learn, so they can keep up with increased job performance, and so the company can gain its competitive advantage.



The C.Y. Tung International Centre for Maritime Studies is dedicated to advancing research and education activities in different fields of shipping and logistics operations at national and international levels. The Centre aims to provide both quality and comprehensive maritime education and engage in application-oriented research, professional training and consulting activities in shipping, maritime and supply chain logistics from both management and economic perspectives.

The Training Course of Business of Shipping and Logistics is designed to provide students with both principles and knowledge in shipping and logistics and establish their network in the field of shipping and logistics. The course covers 8 foundation subjects in which students will learn from experienced instructors.

We sincerely welcome you visit our Centre and enroll in this training course. You will find the training course a rewarding and meaningful experience.

A handwritten signature in black ink that reads "Lu, Chin-Shan".

Professor Chin-Shan Lu
Director

C. Y. Tung International Centre for Maritime Studies

Basic Course Profile

Course Title: Business of Shipping and Logistics

Course Objectives

This course consists of foundation subjects on shipping and logistics. It provides students with both principles and knowledge in shipping and logistics. The course should be suitable for new entrants to the shipping and logistics industry.

Target Participants

This course should be suitable for new entrants to the shipping and logistics industry.

Duration

19, 26 September and 17, 24 October (Saturday) 2015

9:00 am to 1:00 pm and 2:00 pm to 6:00 pm

Total (8 hours x 4 days =) 32 hours

Course Contents

(The course consists of 8 subjects and each subject is about 4 hours long)

Marine Insurance in Shipping and Transport Logistics	Finance for Shipping		
Maritime Economics and Shipping Markets	Shipping Revenue and Costs		
Sales and Marketing in Container Shipping	Container Ports and Cargo Management	Global Sourcing and Supply Management	Carriage of Goods by Sea Law

The subjects are subject to review and change.

Subjects Short Syllabus

Maritime Economics and Shipping Markets	Shipping Revenue and Costs
<ul style="list-style-type: none"> Relationship of shipping with microeconomics and macroeconomics The sea transport system (or the economic model of sea transport) The four shipping market The shipping market cycle 	<ul style="list-style-type: none"> Shipping accounts – the framework for decisions Revenue the ship earns and how to maximize ship revenue Costs of running a ship
Carriage of Goods by Sea Law	Finance for Shipping
<ul style="list-style-type: none"> Shipping documents Use of bills of lading and charter parties Hague-Visby Rules Bills of Lading and Analogous Shipping Documents Ordinance Carriage of Goods by Sea Ordinance 	<ul style="list-style-type: none"> Brief history of shipping finance World financial system for shipping finance (sources of funds for shipping finance) Main methods of raising shipping finance Details of bank shipping finance
Global Sourcing and Supply Management	Marine Insurance in Shipping and Transport Logistics
<ul style="list-style-type: none"> Outline the internationalization strategies of firms in changing global business environments Examine international purchasing decisions and development of global sourcing Evaluate global sourcing functions in context of integrated international value chains Develop global sourcing organization and strategies for effective supply chain management Understand the best practices and contemporary issues of global sourcing and supply 	<ul style="list-style-type: none"> Understand the importance of risk management in shipping and transport logistics Apply the insurance law in Hong Kong, the UK Institute Clauses, the law in relation to cargo insurance, hull and machinery insurance and protection and indemnity insurance Analyse legal cases and interpret legislations and legal documents Discuss how to solve real legal issues by applying the legal method and conducting legal researches
Container Ports and Cargo Management	Sales and Marketing in Container Shipping
<ul style="list-style-type: none"> Business of container port Operations of container ports Port marketing & economics Port development, management & challenges Port development cycle overview 	<ul style="list-style-type: none"> Strategies and Policies Market Intelligence and Competition Yield Management Tariffs Customer Relationship Management Public Relation / Advertising

The course will be conducted in English, with teaching handouts available primarily in English.



The Organizer

C Y Tung International Centre for Maritime Studies (ICMS) is an organisation engaged in application-oriented research in shipping, maritime and supply chain logistics. ICMS also commits itself in quality teaching in maritime education and professional training.

Course Fee

HK\$5,000

The Payment can be made by cash or cheques.

MATF The programme has been included into the pre-approved list under "Professional Training and Examination Refund Scheme" (ProTERS) in Hong Kong. Each successful applicant will be refunded 80% of their fees, subject to a maximum of HK\$18,000 (whichever is less) for the pre-approved course.

Venue

C Y Tung International Centre for Maritime Studies, 4/F, Core D, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong

Certificate

Upon successful completion of the course (more than 70% attendance), students will be awarded with a "Business of Shipping and Logistics" issued by ICMS.

Application Deadline

The application deadline is **15 August 2015**.

If the number of applications is low, the course will be cancelled and applicants will be informed on 28 August 2015 or as soon as possible.

General Enquiries

For more information, please click

www.icms.polyu.edu.hk/training

Application Form to MATF

[http://www.thb.gov.hk/eng/whatsnew/transport/2014/MATF_ProTERS_F1\(Rev7_2014\).pdf](http://www.thb.gov.hk/eng/whatsnew/transport/2014/MATF_ProTERS_F1(Rev7_2014).pdf)

Pre-approved Courses/Examinations List of MATF

[http://www.thb.gov.hk/eng/whatsnew/transport/2014/MATF_ProTERS_L1\(Rev7_2014\).pdf](http://www.thb.gov.hk/eng/whatsnew/transport/2014/MATF_ProTERS_L1(Rev7_2014).pdf)

or contact Dr Xinyu Sun at Tel: 2766 6636, Email:

Xinyu.sun@polyu.edu.hk

Your Professional Instructors



Prof. LU, Chin-Shan

Professor

The Hong Kong Polytechnic University

Consulting, Research and Teaching Interests:

Shipping Operations and Management; Port Operations and Management; International Logistics and Supply Chain Management; Maritime Safety, Sustainable Development in Shipping and Port



Prof. CHOY, Petrus

Professor of Practice (Shipping Finance)

The Hong Kong Polytechnic University

Consulting, Research and Teaching Interests:

Contract Management, Quality Management, Risk Management, Shipping Finance



Prof. NG, Stephen W.K.

Professor of Practice (Purchasing and Supply Management)

The Hong Kong Polytechnic University

President, The Institute of Purchasing & Supply of Hong Kong

Vice President, IFPSM, Asia Pacific Region

Managing Director, QuST Continuation Limited

Adjunct Professor, Beijing Jiaotong University



Dr NG, Jim Mi Jimmy

Assistant Professor

Consulting, Research and Teaching Interests:

Risk Management in Transport Logistics, Legal Aspects of e-Business in Logistics, Shipping and Logistics Law, Arbitration and Mediation



Dr YIP, T. L.

Associate Professor

The Hong Kong Polytechnic University

Consulting, Research and Teaching Interests:

Ports & terminals, Commercial shipping, Transport risk



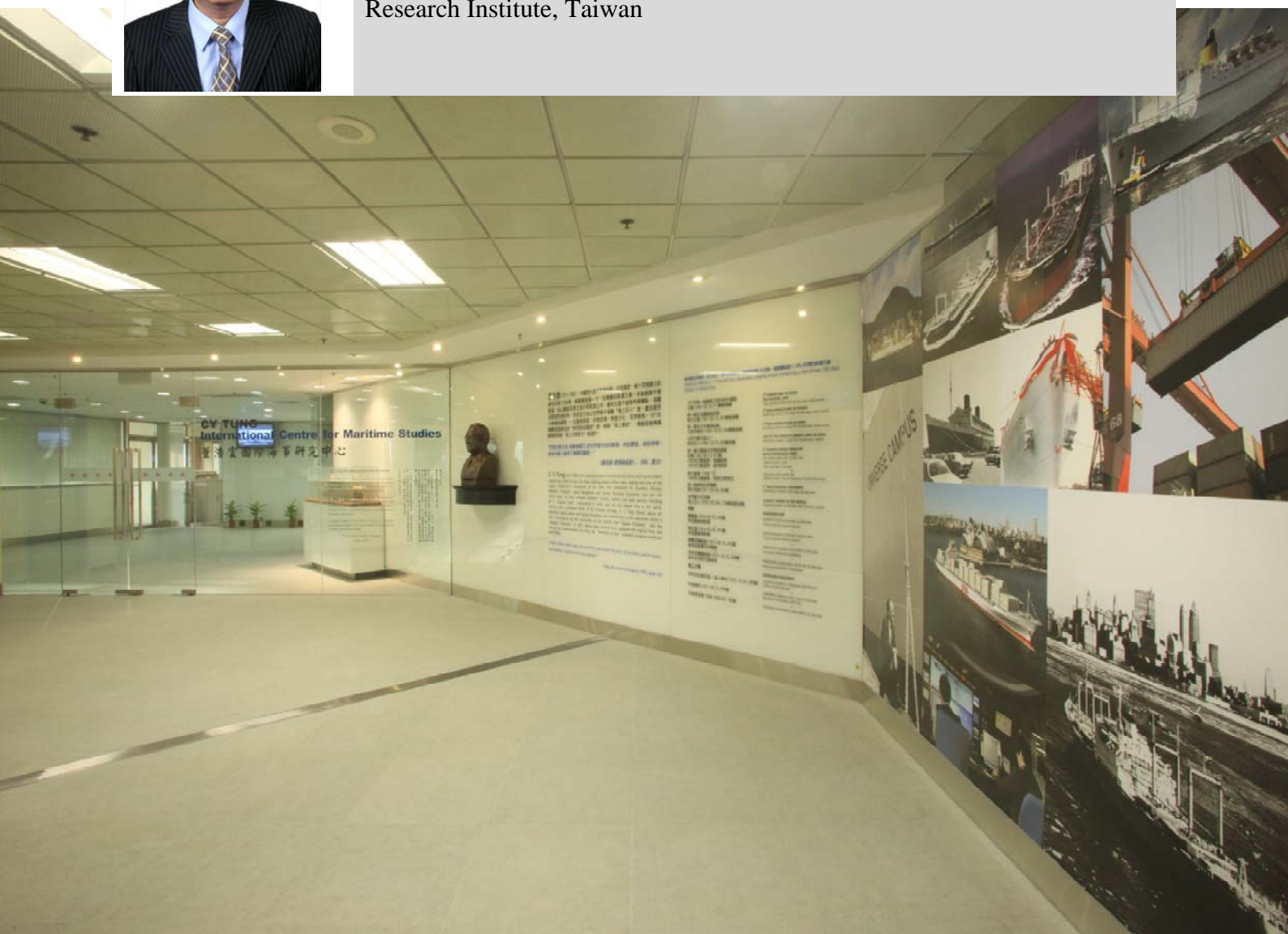
Dr TAI, Sik Kwan
Assistant Professor
United International College, Zhuhai
Consulting, Research and Teaching Interests:
 Carriage of Goods by Sea Law, Marine Insurance Law, Maritime Law



Mr LAM, Wing Chiu
EMBA (CityU)
Operations & Capacity Development Manager
Hong Kong Business Unit
Modern Terminals
 The member of the HKCTOA (Hong Kong Container Terminal Operator Association) Executive Committee



Mr LEE, Michael
B.S. (National Taiwan Ocean University), MSc (University of Wales)
Ex General Manager
Maersk (China) Shipping Company
 The Chairman of Planning and Development Committee, Chinese Maritime Research Institute, Taiwan





Reflections from our training participants

The intakes of four-day Training Course of Business of Shipping and Logistics has successfully completed in September/October 2013, May/June 2014, Jan/Feb 2015 and May/June 2015 respectively. They were very well received by the participants. Here is a selection of the comments we have received.

	Shipping fundamentals were very nicely explained and simplified.
	I have learned many new terms like capital cost, equity share capital and may other new terms pertaining to accounting which is really useful understand them.
	Everything has already been excellent. Thanks for Professor's great teaching & sharing.
	Teacher is great and lively reasoning insight.
	It gives us an overall idea of port operation and actual throughput figure of different ports.
	All critical law terms were explained with easy instances which helped me a lot to clearly.
	The big picture of the supply chain management concepts should be most useful to broaden my thought s and visions.
	Present real-life designed case to demonstrate/practice application of taught concept to effective optimising in sourcing/ management, particularly to juxtapose examples of KPI applied to case of failure versus success.
	Provide adequate reference from present market. Very good knowledge of the material.
	He gives me a concrete, simple understanding on the overall idea.
	His humor and usage of stories makes easy for me to remember the concepts taught.
	Very happy with the lecturer! Continue with the way that you are teaching.
	Very knowledgeable and humorous! Good and informational slides which is easy to follow.
	I appreciated his use of games to supplement his teaching of sourcing concepts.



Training Photos



About C.Y. Tung International Centre for Maritime Studies, The Hong Kong Polytechnic University

With the passion for creating a world-class heartland of maritime studies, education and consultancy in the Asian region, the Department of Logistics and Maritime Studies (LMS) at The Hong Kong Polytechnic University (PolyU) established the International Centre for Maritime Studies (ICMS) in 2005.

Developed under PolyU's Area of Strategic Development (ASD), Scheme, ICMS is the first of its kind in Hong Kong.

Since its establishment, ICMS has actively conducted various activities in the well-defined strategic areas, including research, teaching and consultancy, with encouraging results accomplished. In 2007, ICMS was named after the late Mr. CY Tung as the C.Y. Tung International Centre for Maritime Studies (董浩雲國際海事研究中心), in appreciation of a pledge of HK\$10 million from

The Tung Foundation for the Centre's further advancement.

With the generous donation, ICMS undertook an expansion in the academic year of 2007/2008. Resided on the PolyU campus, the renovated Centre engages an area of approximately 530 square metres on the 4/F of CD Wing. With enhanced facilities, it gears towards providing maritime resources and support for the Department's students, academics, industrial partners and the maritime community as a whole.

4/F, CD Wing
The Hong Kong Polytechnic University
Hung Hom, Hong Kong

Tel: (852) 2766 6636
Website: www.icms.polyu.edu.hk
Email: cyt.icms@polyu.edu.hk



Registration Form

You can register online at www.icms.polyu.edu.hk/training/registration.html

Registration Procedure:

Please complete and send the registration form and fee to the Centre in person / by mail or website.
Mailing Address: *Dr Xinyu Sun, CD407, C Y Tung International Centre for Maritime Studies, The Hong Kong Polytechnic University.* (Please mark the "Training" on the envelope.)

Please complete this form in BLOCK LETTERS.

Personal Particulars:

Title: Mr./Miss/Mrs./Ms.*

Name in English _____ (Surname) _____ (First name)

Name in Chinese _____ (English and Chinese Names must be the same as shown on ID card / Passport)

Telephone _____ (Office) _____ (Mobile)

Highest Achieved Education Level

Primary School Secondary School Diploma to Associate Degree Postgraduate

Email _____

Fax _____

Which channel did you get the information of IMCS training programme?

ICMS website ICMS email ICMS leaflet HKSOA others

Employment Information:

Position _____ **Company Name** _____

Nature of Business

Logistics Liner Forwarders Terminals Trade
 Warehouse Bulk Supply Chains Air cargo Others

*Please delete whichever inappropriate

Method of Payment:

Cheque No. : _____ Company / Private*

(The cheque should be crossed and made payable to “The Hong Kong Polytechnic University”.)

Cash (Must be made in person at ICMS)

Is the course fee sponsored by your employer? YES NO

*Please delete whichever inappropriate

Declaration to be signed by applicants

I, _____ (Full name), hereby apply for admission to the Course. I declare that the information given in support of this application is accurate and complete. I accept that all the data in this form and those the University is an authorized to obtain will be used for purposes related to the processing and administration of my application in the Course context.

Signature _____ Date _____

IMPORTANT NOTE:

1. The Course fee must be accompanied with this form (or photocopy) before the course commences, otherwise registration would be rejected. The Course fee is not refundable.
2. An applicant may, subject to approval from ICMS, nominate a person to attend the course.
3. ICMS reserves the right to reject any application in any circumstances and for whatever reasons.
4. ICMS reserves the right to change the contents, venue and / or time as necessary.
5. Classes in the morning or afternoon will be cancelled if typhoon signal No. 8 or above or black rainstorm warning is still hoisted after (or is announced by the Hong Kong Observatory to be hoisted at/after) 6:00 a.m., 11:00 a.m. and 4:00 p.m., respectively. Students will be notified when the class will be made up as soon as possible.
6. The above “Important Note” is subject to revisions in the course pamphlets and the latest updates in the ICMS’s website.



We are among a small group of business schools worldwide with Triple Accreditation

