

# Professional Diploma



# Shipping and Logistics Management



商界展關懷

caringcompany<sup>2008-10</sup>  
Awarded by The Hong Kong Council of Social Service  
經社局頒發 2008-10 年

**HK** THE HONG KONG  
**MA** MANAGEMENT ASSOCIATION



伴您成長五十年  
Your Learning Partner for 50 Years

## THE PROGRAMME

### Introduction

Hong Kong will become one of the major logistics centres in the East Asia region. If Hong Kong is to remain successful among other logistics centres, it is important to provide an adequate infrastructure and sufficient manpower for the various services related to transportation of cargoes and logistics management. Also individual companies must enhance the efficiency and quality of their services in order to survive in a competitive business environment.

### Objectives

The programme aims at providing formal and systematic training to middle-level and front-line executives in the various services related to shipping, distribution and logistics management while Hong Kong is becoming one of the major logistics centres in the South East Asia region and mainland China.

### Designed for

The diploma aims at newly promoted officers, junior managers, as well as experienced executives without formal training.

### Structure

The diploma includes seven modules, one of which is a management report. Apart from the management report, each module consists of fifteen sessions, comprising of total 30 hours. The curriculum is designed to help participants develop a thorough knowledge of shipping and distribution management in both theoretical and applied dimensions. The management report helps to consolidate learning with on-the-job application. Case studies, group presentations, discussions and field visit will be used to facilitate learning.

## PROGRAMME STRUCTURE

The programme consists of seven short modules, with a diploma being awarded upon successful completion of the course.

FIRST TERM			
Shipping Economics	Law of Business and Carriage	Logistics Management	
SECOND TERM			
Shipping Practices and Documentation	Intermodal Operations	Electronic Commerce	Management Report

## ADMISSION REQUIREMENTS

### Applicants must:

1. be secondary school graduates; AND
2. possess 2 or more years' working experience; and
3. have a reasonable command of written/spoken English.

## LANGUAGE MEDIUM

Cantonese 粵語 (supplemented with English)  
Course materials, mid-term assessments and final examinations will be in English.

## ACADEMIC ADVANCEMENT

PDSL graduates are eligible to apply for the following programmes:

### Master's Degree

- **Master of Management (Logistics & Operations Management / International Management / Management / Marketing Management)** Articulation via successful completion of Postgraduate Diploma (PGDip) (18 months)  
Macquarie Graduate School of Management, Sydney
- **Master of Business (around 1 year)**  
The University of Newcastle, Australia
- **Master of Business Administration (2 years, Chinese & English class)**  
University of Wales, UK

### Bachelor's Degrees

- **BA (Hons) Business Studies\* (1 Year)**
  - Logistics
  - Marketing
  - Marketing Management
  - Business StudiesUniversity of Greenwich, UK
- **BA (Hons) (1 year)**
  - Global Business and Logistics Management
  - International Business
  - Marketing ManagementUniversity of Huddersfield, UK
- **Bachelor of Science in Business Administration (Business Management) (1.5 years)**  
Bulacan State University, Philippines

*Admission is on a competitive and individual basis entirely at the discretion of the respective universities. Admission criteria and procedures are set by them and are subject to change without prior notice. The Association does not give any warranty and will not accept any liability regarding the above.*

\* Registration in Progress.

## FEE (each module) - payable by 4 instalments

HKMA member: HK\$2,840 (First instalment: HK\$710)

Non-member: HK\$2,980 (First instalment: HK\$745)

Application Fee: HK\$ 200

\* *Participants enrolling in module(s) / programme(s) commencing next year can enjoy the member rate only if they continue to subscribe for the HKMA membership the following year.*

## CONCESSION FOR SENIOR CITIZENS



To provide a lifelong learning incentive for senior citizens, a 20% discount off the regular fee of this programme is now offered for senior participants aged 60 or above.

Applicants are required to provide documentary evidence during enrolment as proof of their eligibility.

## EXEMPTION

Applicants can apply for exemptions for up to 2 modules of the programme before the programme commences. Application will not be accepted after the course has commenced. For details, please contact the Customer Service Department on 2774-8500. The application form for exemption can be downloaded from our website ([WWW.HKMA.ORG.HK](http://WWW.HKMA.ORG.HK)).

## REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

Name of Institution: HKMA    CEF Institution Code: 300    CEF Course Code: 25F00316-8

CEF Course Title: Professional Diploma in Shipping and Logistics Management

This Programme (all 7 modules) has been included to be reimbursable under the CEF. Participants MUST submit their applications directly to the Office of the CEF before the commencement of the programme. For details, please visit the website: <http://www.info.gov.hk/sfaa/cef> or contact the CEF enquiry hotline: 3142 2277.

# SYLLABUS

## SL1. Shipping Economics

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### Aims

- To provide students with theoretical and practical knowledge of the shipping industry and the economics of shipping
- To enable students to make practical and optimal decisions

### CONTENTS

#### A. Overview of Shipping Market

economic importance of shipping, role of seaborne trade in economic development, market segmentation in shipping, shipping market organization, charter market, freight market

#### B. Economics of Seaborne Trade and Cargo

bulk cargo, general cargo

#### C. Economics of Ship

ships for: liner trade, general dry bulk trade, liquid bulk cargo trade, specialist dry bulk trade, and marine service vessels

#### D. Supply, Demand and Shipping Market Cycle

economic principles: elasticity of demand, factors affecting the demand elasticity, implication on freight rate determination, the sea transport supply and demand functions, shipping market balance, determination of ship prices

#### E. International Framework of Maritime Economics

political and economical influences, Third World shipping and the UNCTAD Liner Code, international systems of maritime law, the law of the sea, registration and open registry

#### F. Economics of Liner Shipping

Liner conference systems: closed conference and open conference, outsiders, conference economics, type of general cargo, palletizations, containerization, container movement: port to port service and through transport services, liner tariffs and the price mechanism: basic liner pricing policy, price making process, freight rate: GRI, open rate, general cargo rate, oligopoly model

#### G. Economics of Bulk Shipping

main bulk trades: liquid bulk cargo, dry bulk cargo, minor bulk trades cargo and refrigerated cargo, perfect competition model

#### H. Role of International Shipping Organization

FMC, UNCTAD, IMO, GCBS, CENSA, INTERTANKO, ICHCA, ICC, ILO IMF, OECD, OPEC, SITPRO, UNCITRAL

## SL2. Law of Business and Carriage

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### Aims

- To provide students with knowledge of the key areas of law as they apply to shipping and distribution management
- To enable students to identify the legal aspects involved in their daily operations and management decisions

### CONTENTS

#### A. The Legal Framework

- The legal system of the HKSAR
- The law of contract
- The law of agency

#### B. The Sales of Goods

- The contract of sale and purchase
- The Sales of Goods Ordinance and its implied terms
- Duties of the buyer and the seller
- Remedies

#### C. International Trade

- International sale and purchase contracts
- Payment of international trade
- Incoterms
- Bill of lading

#### D. Law of Carriage of Goods

- The contract of carriage
- The Hague-Visby Rules and the Carriage of Goods by Sea Ordinance
- The Bill of Lading and Analogous Shipping Document Ordinance

### SL3. Logistics Management

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#### Aims

- To familiarize students with the main elements of logistics and distribution management
- To enable students to develop effective and efficient logistics arrangements

#### CONTENTS

##### A. Introduction to Logistics Management

- The total distribution concept
- Integrated logistics management

##### B. Customer Service

- Logistics and customer service
- Customer service versus costs

##### C. Channel Strategy and Network Strategy

- Channels and their networks, channel selection
- Choosing the optimum channel strategy
- Depot strategy and optimization

##### D. Modal Selection and Transport Systems

- Transport infrastructure
- Factors determining modal selection

##### E. Transport and Fleet Management

- Transport considerations
- Legal requirements for safe operation
- Transport performance and cost considerations

##### F. Planning the Logistics System

- The logistics audit
- Logistics and corporate strategy
- Duties and liabilities of the carrier
- Duties and liabilities of the shipper
- Introduction to the carriage of goods by air
- Introduction to the carriage of goods by road

##### G. Insurance

- Principles of insurance
- Institute Cargo Clauses
- Liability Insurance

### SL4. Shipping Practice and Documentation

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#### Aims

- To provide students with comprehensive knowledge of shipping operations
- To enable students to perform their duties with confidence and efficiency

#### CONTENTS

##### A. The Shipping Industry

owners, charterers, shippers, brokers, ship-managers, various agents

##### B. Ship Types

ships for dry cargo, container and tanker trades, basic design and features, capacity, general arrangement and stowage plans

##### C. Cargoes

cargo nature and characteristics, stowage factor, specific gravity and stowage plans

##### D. Maritime Transport Geography

time zones and time differences in various ports and countries, international date line, standard time, local time, UTC (GMT), continents, countries and coastlines

##### E. Packaging

packing, marking and special cargoes, marking and labelling

##### F. Carriage of Goods by Sea

selection of suitable shipping carrier, rights, duties and responsibilities of a carrier, documents, carriage of dangerous goods, carriage of goods in containers, freight rates and cargo claims

##### G. Carriage of Goods by Air

international air transport organizations and geography, rights, duties and responsibilities of carrier, documents, air cargo agency, aircraft, air transport and air cargo rates

##### H. Customs and Port Procedures

custom law and regulations, port procedures, airport procedures

##### I. Consolidation and Intermodal Transport

consolidation, intermodal transport, carriage of goods by road and rail

##### J. Freight Forwarding Documents

##### K. Incoterms

##### L. Documentary Credits

### SL5. Intermodal Operations

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#### Aims

- To provide students with the knowledge of the concepts of international trade incorporating transport of goods by sea, road, rail and air.
- To ensure students are aware of the impact of intermodal operations on international shipment.

#### CONTENTS

##### A. Through Transport Concept

##### B. Modal Choice

##### C. The Development of Containerisation

##### D. Port/Terminal Development

##### E. Concept of Inter-modalism and Freight Carriers

##### F. Organization and Services of Sea-freight Terminals

##### G. New Techniques and Port Development

##### H. Cargo Handling at Sea Freight Terminals

##### I. Introduction to Air Transportation

##### J. Cargo Handling at Air Freight Terminals

##### K. Cargo Handling at Rail Cargo Yard

##### L. Port/Terminal Charges and Documentation

##### M. Field Visit to Freight Terminals

## SL6. Electronic Commerce

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### Aims

- to provide students with insights on using the internet for business purpose
- to help students to familiarize with the tools and techniques of electronic commerce
- to help students to appreciate the legal environment of electronic commerce

### CONTENTS

#### A. Internet Application in Business

- the use of internet in a business environment
- concepts of e-commerce
- types of e-business interaction

#### B. Electronic Commerce Technologies

- hardware and software used in the electronic commerce system
- E-commerce business models

#### C. Electronic Marketing

- the electronic marketing mix
- components of an internet marketing plan
- tools of electronic marketing

#### D. Legal Issues in Electronic Commerce

- legal issues of running an e-commerce business
- on-line contracts, international issues and payment mechanisms

## SL7. Management Report

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The management report is to allow students to demonstrate their ability in applying their knowledge and skills to a real business situation, usually within their own organization. Under the supervision of a report guide, students are required to complete a comprehensive management report including a logical sequence of analysis, decision rationale, steps of implementation, control and financial projection.

Course contents of all modules may be subject to change if required without prior notice.

## COMPLETION OF A MODULE AND AWARD OF DIPLOMA

### Satisfactory Completion of a Module

A minimum of 70% attendance is required for satisfactory completion of a module. Failure to achieve this level of attendance will disqualify a student from sitting for the final written examination. Students must obtain an aggregate of 50% at least in the mid-term assessment and the final examination.

For the management report, the student is required to achieve a pass grade in the report.

### Completion of the Professional Diploma in Shipping and Logistics Management

Completion of the PDSL Programme requires a registered student to pass the continuous assessments and final written examinations of all seven modules in two consecutive terms. A candidate who has satisfied all the requirements will be awarded the Professional Diploma in Shipping and Logistics Management.

### Unsatisfactory Performance in a Module

If a student fails in any one module at the first attempt, he/she may sit once only for the remedial examination in the following term, paying an appropriate fee. Participants who fail the remedial examination are allowed to retake the module by paying full module fees.

However, the maximum time for participants to complete the whole programme is 2 years.

## ENQUIRIES

For enquiries, please call 2774-8501/2774-8500 (Customer Service Department). For course details, please contact Ms Josephine Chow on 2774 8536.