



Making a difference in logistics education

發揮理大精神 鞏固物流優勢

Nature has put Hong Kong in a great geographical position to serve as a regional transportation centre. But as technology is reshaping the global economic landscape, PolyU, as Hong Kong's pioneer in training logistics professionals, is mounting programmes and plans to spearhead logistics studies in the new economy.

The new helmsman of PolyU's Department of Logistics Department tells *Profile* how the Department will play the PolyU CARD, that is, Collaboration, Application, Real world connection and Differentiation, to make the University an elite home for logistics education.

為鞏固物流業於本港享有的特殊地位及歷史優勢，物流學系將發揮理大精神，透過夥伴合作、應用為本、聯繫世界及建立獨特優勢，務求令理大成為物流教育的龍頭。《步伐》專訪新上任的物流學系系主任，了解他對香港物流業的發展及理大應扮演的角色。



Courtesy of Modern Terminals Limited

Since the HKSAR Chief Executive identified logistics as one of the key pillar industries of Hong Kong's economy in his Policy Speech in 2003, logistics has captured increasing attention in the community. Basing on recent statistics, the total port handling capacity of year 2004 is estimated to reach 22 million TEUs — an increase of 7.5 per cent over 2003, setting a new record for Hong Kong and again making Hong Kong the world's largest cargo port.

The rapid development on the Chinese mainland and the increased transport logistics activities within the region has led to a high demand of manpower. According to a manpower survey of the Transport Logistics Training Board of Vocational Training Council, the total number of employees engaged in logistics-related industries is projected to hit 84,927 in 2005, of which, 2,135 will be new hands.



Courtesy of Hong Kong Air Cargo Terminals Limited

Logistics: a hit among JUPAS applicants

In the Maunsell Report released by the HKSAR Government in 2003, PolyU has been designated as the Maritime University of Hong Kong. With its high reputation, rich heritage in maritime studies, and above all, a unique niche in logistics that can integrate expertise in business and engineering, PolyU has seen a fast growing demand for its logistics programmes. The Department of Logistics Department offers, apart from a Higher Diploma in International Transport Logistics, Bachelor's degree, Postgraduate Diploma and Master's degree programmes in Global Supply Chain Management, International Shipping and Transport Logistics and MSc in Strategic Purchasing and Supply Management. The Department of Industrial Systems Engineering offers a Master of Science in Industrial Logistics Systems programme.

For several years, PolyU's degree programme in International Shipping and Transport Logistics has been one of the five most sought after programmes among JUPAS applicants. The JUPAS statistics released in December 2004 showed that 851 applicants have chosen the Programme as one of their top three choices, reflecting keen competition with a high application-to-place ratio of 28:1.

In this 21st Century, employers in a broad range of logistics-related industries are looking for versatile talents who have competence in business management as well as literacy in the design, control and execution of logistics and engineering systems. In anticipation of this, the University is launching, starting 2005/06, the BSc (Hons) in Logistics Engineering and Management — a new, government-funded double discipline programme — jointly delivered by the Department of Industrial and Systems Engineering of the Faculty of Engineering and the Department of Logistics of the Faculty of Business.

Graduates much sought after by industry

Prof. John Liu Jianhua, who assumed headship of the Department of Logistics since last September, said: "Currently there are limited logistics programmes available in Hong Kong and many of them focus on either business or engineering perspective. PolyU's logistics training produces truly all-round talents for the industry." Prof. Liu is also Chair Professor of Maritime Studies.

At PolyU, the logistics students will undertake in their first year study a common curriculum which provides them with fundamental training in business and general knowledge in transport and logistics.

As their study progresses, they will have a selection of focused modules, arming them with in-depth knowledge on sea, air and land transportation, legal study, warehouse and inventory handling systems, green supply, total quality management, business management, finance and accounting and other logistics-related subjects.

"These studies, together with the training they received from field trips, overseas visits and internships, explain why our graduates enjoy very high employment rates. In fact,



Students at PolyU receive all-round training through the orchestration of classroom lectures, field trips, study tours and internships.

International Centre for Maritime Studies

The logistics research team of PolyU comprises faculty members primarily from the departments of Logistics, Industrial and Systems Engineering, Applied Mathematics, Civil and Structural Engineering, and Land Surveying and Geo-Informatics. With their expertise in various aspects of logistics research, the team has remarkable capacity to offer total logistics solutions for industry.

In 2004, the University established the International Centre for Maritime Studies (ICMS) to coordinate and manage the



(From left) Prof. John Liu, Mr Tsui Shung-yiu, Director of Hong Kong Marine Department, Mr E.E. Mitropoulos, Secretary-General of IMO, and Dr Kevin Li of ICMS.

research, education and consultancy services performed by the Department of Logistics in maritime management.

With support from trade and government, the Centre has invited leading industry members to sit on its Advisory Board. Chaired by Mr Frank Tsao, Chairman of Hong Kong Shipowners Association, the Board has members like Mr Raymond Fan, Deputy Secretary of the HKSAR's Economic Development and Labour Bureau; Mr Victor Mok, Chairman of the Hong Kong Association of Freight Forwarding and Logistics; Mr Wang Chunlin, Managing Director of SinoTrans Shipping Ltd; and Mr Kevin Schellack, Managing Director of the Mediterranean Shipping Company, to name a few.

Led by Prof. John Liu, the Centre aims to provide the highest quality of teaching and research on four major areas, namely, maritime law and policy, maritime logistics and operations, marine insurance and finance, and maritime and transport economics.

So far, members of the Centre have carried out consultancy projects for the International Maritime Organization (IMO), a specialized agency of the United Nations based in London, and for governments of Hong Kong, the Chinese mainland, Vietnam, Mongolia, and other shipping companies and organizations.



Prof. Liu

a number of local and mainland companies have expressed interest to hire our graduates as our programmes are deemed practical and thorough in the eyes of industry."

Prof. Liu said that the unique programme design also explained why our programmes have been so popular in the mainland. In 2001, PolyU first launched its MSc in International Shipping and Transport Logistics in collaboration with Nankai University in Tianjin – a leading university in the mainland – and it proved a big hit. Last November saw the celebration of PolyU's first batch of 80 graduates from the Nankai University.

More collaboration such as student exchange is underway between PolyU and the Shanghai Maritime University and the Zhejiang University to provide students with more learning opportunities in the mainland and enhance PolyU's contribution to the mainland.

New logistics head sets sight on Hong Kong

A graduate of the Huazhong University of Science and Technology, Stanford University and Pennsylvania State University, Prof. Liu is a prominent academic who has been on the list of *Who's Who Among Asian Americans* (1994/95).

With primary research interests in maritime studies, incentive games, manufacturing and distribution systems, Prof. Liu also possesses extensive knowledge on the logistics industries in the US, the Chinese mainland and Hong Kong.

When asked why he has chosen to come to Hong Kong and PolyU, Prof. Liu said, "Hong Kong earns worldwide reputation as one of the most experienced and efficient seaports in the world. Unlike the US and the mainland which rely heavily on land and air transport, maritime is a core business in Hong Kong and PolyU is a leader in maritime education."

According to Prof. Liu, 95 per cent of Hong Kong logistics companies are regular operators in the Chinese mainland. This reinforces the immense potential of Hong Kong and its strategic role as the gateway for China.

Logistics students visited the Cold Store Warehouse of Nippon Express and the Mitsui Shipyard during their Study Tour in Japan in October 2003.



Internship at leading shipping company

A close partner of PolyU, the Mediterranean Shipping Company (MSC) – the world's second largest ship liner in terms of capacity employed – has supported our logistics training since 2002 by offering scholarship. The award package includes a paid internship within MSC's Hong Kong office, one year's tuition fee and the possibility of employment offer upon graduation.



Mr Charles Lee (left), Marketing Service Manager of MSC poses next to Ms Fiona Lam who is our 2003 logistics graduate, a former winner of MSC scholarship and now a permanent staff of MSC.

Strategic partnership with China

The Department of Logistics has a long track record of conducting research and consultancy services in support of trade and industry.

Just recently, the Department has taken part in a consultancy project for the Garden Hotel Group in Guangzhou to help review its inventory control and re-design the logistics flow within the group. The City of Sanya in Hainan has also invited the Department to conduct a port feasibility study for its logistics park.

“Consultancy service is important as it helps stimulate research output and provide academics a channel to build up quality and valuable data for research and development purposes,” added Prof. Liu.

Since the introduction of CEPA (the Closer Economic Partnership Arrangement between Hong Kong and the Chinese mainland) in 2003, the preferential role of Hong Kong as a major gateway to the Chinese mainland was officially established. The signing of the Pan-Pearl River Delta Regional Cooperation Framework Agreement by nine mainland provinces/region and two SARs including Hong Kong, also known as “9+2”, in June 2004 is further speeding up the integration of Hong Kong and the mainland.

“With its strategic location, coupled with its heritage in shipping and transportation, Hong Kong is poised to be a leading logistics hub in Asia and the world.”

Being a key logistics education provider in the region, PolyU will continue to groom preferred graduates for industries in both Hong Kong and the motherland. “It's time for us to play the PolyU CARD, meaning the four strategies adopted by the Department: Collaboration, Application, Real world connection and Differentiation.

“At PolyU, we are different: Some learn about the real world, while we learn in it! I believe only through real world participation can an institution learn and bring the highest quality of teaching, research and consultancy into classes, which will bring benefits for industry and the community as a whole,” concluded Prof. Liu with a confident smile. ❖



Teresa Lee, winner of the Kalitta Air Scholarship, had a fruitful summer internship in the Kalitta Air.

零零三年，行政長官於施政報告中正式確認物流業為本港經濟支持之一。事實上，有關統計數字亦肯定了物流業的重要性。單就二零零四年，香港港口吞吐量便預計達二千二百萬標準貨箱，較去年上升百份之七點五，創本港港口業歷史新高，也令香港蟬聯全球第一大貨櫃碼頭。

隨著內地迅速發展，加上區內交通流量日增，導致業界出現人才短缺。根據職業訓練局物流貨運業訓練委員會進行的人力調查報告，從事物流或相關行業的僱員人數將於二零零五年達八萬四千九百二十七人，其中二千一百三十五人為新入行人士。

物流學：聯招大熱學科

本校物流學系一向提供多元化的課程，其中以海事教育最為聞名。二零零三年，香港特區政府發表茂盛(Maunsell)顧問公司研究，把理大訂位為本港海事培訓大學。目前，該系除開辦國際物流管理高級文憑、學位及深造課程外，亦提供全球供應鏈管理學位及深造課程，以及策略採購及供應管理碩士課程。另工業及系統工程學系亦開辦工業物流系統理學碩士課程。

一直以來，理大的國際物流管理學位課程大受聯招申請人的歡迎，連續數年擠身理大五大熱門學科之一。按零四年底的聯招統計，合共八百五十一名中六生以該課程為首三名選擇，平均每二十八人爭一席學位。

踏入二十一世紀，物流業漸趨高技術及國際化，僱主對畢業生的要求亦有所改變。畢業生除要對物流業及商管有專業知識外，更要對物流工程系統的設計、控制及應用有一定程度的認識。有見及此，理大集合工商管理學院轄下的物流學系及工程學院轄下的工業系統工程學系之所長，於二零零五／零六年度，推出全新跨學科課程，名為物流工程及管理理學士學位，為業界培育「首選畢業生」。

業界眼中的首選畢業生

剛於九月份上任的物流學系系主任兼海事研究講座教授劉建華教授稱：「目前，本港提供的物流課程，主要集中在商管或工程。而理大的課程則提供最全面的學科培訓，真正了解業界的需要。」

理大的物流學生均於首年修讀相同的學科，以便在工商、交通及物流學方面紮好根基。之後，同學將在多個與物流相關的學科中選讀有興趣的科目，以作深入的認識，學科包括海、陸、

空運物流、法律、倉儲及貨物處理系統、環保供應管理、優質管理、工管、金融及會計等。

「同學亦可透過公司探訪、遊學團及暑期實習等課外活動，增進對行業的認識。事實上，本系畢業生一向就業率極高，我亦曾在不同場合得知業界樂意聘請理大生，表示他們對本校課程的認可及支持。」

劉教授又指出，由於該系課程設計獨特，因此在中國內地亦備受歡迎。二零零一年，理大首次透過位於天津的國家重點大學——南開大學，開辦國際物流管理理學碩士課程，大受當地學員歡迎。去年十一月，理大慶祝該課程首屆約八十名內地畢業生。

另外，學系亦積極夥拍上海海事大學及浙江大學，推動學生交流等活動，務求為本校同學提供更多的學習機會，加強理大對內地教育的貢獻。



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新領導看漲香港前景

新上任的劉教授為學術界知名人士，先後畢業於華中科技大學、史丹福大學及賓夕凡尼亞州大學，多年來獲獎無數，並入選一九九四／九五年度《Who's Who Among Asian Americans》。劉教授的研究主要集中海事研究、激勵博奕論、生產及分銷系統，並熟知美國、內地及香港物流業的發展。

當被問及為甚麼選擇前來香港，任職理大，劉教授說：「香港一向在國際航運業上首屈一指，更被譽為最具經驗及效率的港口之一。有別於美國及內地的物流業，香港的物流業以海運為核心業務，而在海事教育方面，理大佔有領導的地位。」

劉教授又表示，百份之九十五的本港物流公司與內地有著緊密的聯繫，肯定了香港龐大的發展潛力及其擔任中國門戶的特殊角色。

中國的策略夥伴

教學以外，物流學系一直積極為業界提供研究及顧問服務。最近，該系向廣州花園酒店集團提供顧問服務，協助檢討及重新設計集團的貨物流程及有關運作。另外，海南島三亞市亦邀請該系為其物流園的港口進行可行性研究。

劉教授表示：「有關的研究及顧問服務不單可促進學系的研究數量，更為研究員提供額外途徑，收集優質及寶貴的資料，以作研究及發展之用。」

自從中央政府與香港於二零零三年簽訂《內地與香港關於建立更緊密經濟關係的安排》，正式確立香港於內地市場享有的特殊優勢；之後由內地九個省／區及兩個特區，包括香港，於零四年六月簽訂的《泛珠三角區域合作框架協議》，又名「9+2」，進一步加速香港與內地融合。

劉教授指出：「由於香港地利位置優越，加上在船運及交通方面享有優勢，我相信香港將繼續成為亞洲區甚至國際上的物流樞紐。」

作為區內重點物流業教育單位，理大將繼續為本港及祖國培育「首選畢業生」。劉教授於總結時說：「這正是發揮理大精神的最好時機，便是透過夥伴合作、應用為本、聯繫世界及建立獨特優勢，把理大物流學系的教學及科研提升至最高水平。」

「理大的物流教育與別不同，因為我們相信只有通過參與，才有助院校把最新的知識帶進課室，同時為業界及社會帶來最大的裨益。」



物流學系學生於去年一月前往台中港實地參觀



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