

Global Supply Chain Management programme nurtures all-round talents



Faculty of
Business
工商管理學院

Innovation-driven Education and Scholarship



Dr Anthony Pang,
Programme Leader of
GSCM and Silvia Ho,
graduate of GSCM

In a trading and logistics hub like Hong Kong, PolyU's Bachelor degree programme in Global Supply Chain Management has responded to industry calls by pumping much needed fresh blood into the talent pool.

Citing her experience of setting up chain stores on lighting, she points out that one needs to be knowledgeable on a wide range of subjects, including sourcing, purchasing, contract management, warehousing and material management, and retailing. Any slip up along the chain means failure in meeting your client's needs in terms of timeliness and quality, she says.

The broad-based approach adopted by the GSCM programme has been of enormous help to Silvia's career progression. "Rather than a specialist, I would describe myself as a generalist – a person who is able to keep tabs on every aspect of the business operations," she observes.

Work-Integrated Education and Oversea Immersion

To equip students with on-site experience, the programme also features a mandatory Work-Integrated Education (WIE) component, in which students complete at least 300 hours of placement in different organizations or activities. Due to its strong partnership with big manufacturers, trading firms and numerous shipping and logistics companies, the faculty is able to line up internship or training opportunities from these potential employers to provide work experience for students. "Our close partnership and connection with the industry is invaluable, and the practical work experience will stand our students in good stead in the job market," adds Dr Pang.

"We expect students to learn in the process of doing," says Dr Pang when introducing a course titled "Study Tour and Visits in Global Supply Chain Management". In this elective course, students are required to design and plan a themed study trip to an overseas country by themselves. A class of 40 students is divided into 4 groups, with each preparing a presentation on its chosen destination and target companies to be visited. At the end of the semester, students will proceed on the tour unescorted, as the course teacher's role is to monitor and not to intervene.

"Planning a business trip is akin to building up a mini supply chain," says Silvia as she recalls her experience of drafting a proposal to Singapore. The process includes such components as booking air-tickets, arranging intra-city transportation, and pitching target companies. "Take the tour T-shirt as an example, we need to decide on the material, identify and negotiate with the supplier, and work out the logistics," she explains. "Each step links up to form a supply chain."



GSCM study tour to
Osaka in 2015.

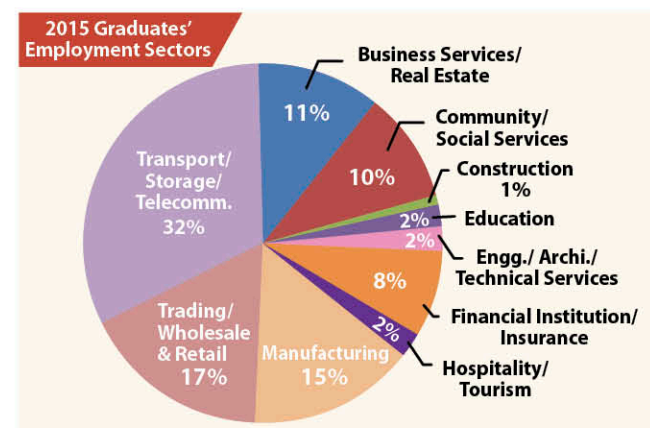
To further groom students to develop a global mindset and an independent personality, the faculty devotes enormous efforts to establishing exchange programmes with renowned universities in Europe, the US and Southeast Asia. Each year, an average of 30% of GSCM students would participate in outbound exchange programmes, a higher figure than most other undergraduate programmes in PolyU. "In view of the global perspective of the programme, the international learning experience is crucial," notes Dr Pang.

Professional Recognition and Graduates' Prospect

As a reflection of the stature of the programme, graduates of GSCM are granted full exemption from the Professional Qualifying

Examination (PQE) (Logistics Stream) of The Chartered Institute of Logistics and Transport (CILT), and partial exemption from the qualifying examinations of The Chartered Institute of Marketing (CIM) and The Chartered Institute of Procurement and Supply (CIPS). For those who have passed certain required courses, they may satisfy the partial educational requirements for membership of The International Institute of Management (IIM).

Graduates of GSCM are generally well-placed in the job market. In 2015, the employment rate was as high as 90%, with the majority employed within three months after graduation, while the rest continued with further study in higher degree qualification. In fact, according to a survey done by HKUPOP and education18.com, PolyU's graduates are ranked the second most employer-favored employees out of seven other government-funded universities in 2016.



"Owing to the broad education they receive, our graduates meet the requirements of many business sectors," says Dr Pang. "They are certainly not confined to jobs on supply chain and logistics."

In pursuit of excellence and keeping in pace with world trends, the GSCM programme will be placing more emphasis on such new technologies as big data analytics, as well as supplier and contract management for its future development direction. In the light of rapid developments in information technology and the social media, Dr Pang notes the switch of consumer behavior to online shopping and e-commerce, and the consequent changes in the ecology of global supply chain and logistics. "We are at the threshold of a new economic order, and we will make sure that our students are ready for it," emphasizes Dr Pang.



Silvia joined DHL's MT programme when she graduated.

Strategically located in the booming Asia-Pacific region and right at the doorsteps of Greater China, Hong Kong is a logistics and trading centre of global stature with an insatiable demand for talents in this field, especially those possessing an international horizon and a global mindset.

Since its inception 15 years ago, the Bachelor degree programme in **Global Supply Chain Management (GSCM)** offered by the Faculty of Business at The Hong Kong Polytechnic University (PolyU) has been nurturing students with its all-round business education and specialization in supply chain management. In order to meet the current and future needs of such expertise in Hong Kong, the programme has been imparting to student skills and knowledge on such topics as operations management, information technology, cross-functional management, international business and transport logistics, using a multi-pronged approach of academic studies, on-site experience and oversea immersions to help students embark on professional careers in different sectors and enterprises.

Incubating Generalists

"Our students will become managers, not engineers," says Dr Anthony Pang, Programme Leader of GSCM. This explains why the curriculum focuses on broad-based learning. Aside from specialist subjects such as International Operations Management, Logistics and Distribution Management, and Purchasing Management, students are required to take at least 19 common business administration courses throughout their 4 years of study to sharpen their problem-solving skills.

"Instead of a vertically-integrated approach with specialist fields like human resources management, accounting or finance, our unique horizontal approach to a supply chain strings up all parts of a business model," explains Dr Pang. "A good practitioner, especially on management level, should be well-versed with all aspects of supply chain management."

Silvia Ho, one of Dr. Pang's outstanding students and a graduate of the programme six years ago, is currently senior project manager of an internationally renowned consultancy. She underlines Dr. Pang's emphasis on a broad-based education "because it is only through the perspective of the supply chain that one can best observe the operations of a business from beginning to end."

As the leader of a team of 70 staff members, Silvia is responsible for market expansion in the Asia-Pacific region, and fully appreciates the importance of a thorough approach she learned from the GSCM programme. "Every little detail counts in operating a store," she stresses. "This is where my supply chain knowledge comes in really handy."

Bachelor of Business Administration (Honours) in Global Supply Chain Management

Study Duration: 4-year or 2-year Senior Year Curriculum

Fund Type: Government-funded

Tel: (852) 2766 4607

Email: lms.enquiry@polyu.edu.hk

Website: www.lms.polyu.edu.hk