

# LOG353 Ocean Freight Management

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

## **Synopsis:**

The ocean freight industry is one of the oldest industries in the world and it remains the conduit of international trade today. It is essential for key players to balance environmental issues and technological changes with economic concerns. LOG353 Ocean Freight Management aims to equip students with knowledge and skills for maritime business using techniques based on economic, operational and managerial principles. Students will learn how the adoption of Industry 4.0 technologies generates value for the maritime industry. There will be references to the current developments in the industry to ensure the practicality of the concepts. At the end of the course, students would be able to appreciate the ocean freight industry and recognise its significance in international trade and global supply chains in a post-COVID-19 world.

## **Topics:**

- Introduction to the Maritime Industry
- Seaborne Trade and Global Economy
- Maritime Transport Systems and Services
- Competition in Maritime Transport
- Productivity in Shipping
- Operations in Shipping
- Ports and Shipping
- Shipping and Logistics
- Investments and Risks in Shipping
- Maritime Freight Market
- Sustainable Maritime Transport
- Digital and Technology Transformation of the Maritime Industry

## **Textbooks:**

Branch, A.E. and Robarts, M.: Branch's Elements of Shipping (Canvas) Routledge  
ISBN-13: 9781317662587

**Learning Outcome:**

- Show the importance of maritime transport in global supply chains.
- Examine ways of enhancing productivity in shipping and optimising shipping operations.
- Appraise the financial and economic aspects of the maritime business.
- Develop an understanding of the operating environment in maritime industry.
- Discuss the relationships between ports, shipping and logistics.
- Propose solutions to manage the challenges for a sustainable maritime industry.

**Assessment Strategies (Daytime Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	TUTOR-MARKED ASSIGNMENT 1	18
	GROUP BASED ASSIGNMENT 1	20
	PARTICIPATION 1	6
Overall Examinable Components	Written Exam	50
<b>Total</b>		<b>100</b>