

LOG356 Port Management and Technology

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

Ports and terminals are essential to global logistics and supply chain systems where they serve as important interfaces for ocean-going or river vessels to come alongside shore to discharge or load traffic. Port activities are also critical enablers of seaborne trade and they have a major impact on the economy. LOG356 Port Management and Technology aims to equip students with insights and understanding of the role of ports and terminals in enabling the essential functioning of the international trade and maritime transport sectors. The course will examine the operational, managerial and organisational aspects of the port industry. In view of the industry's unique characteristics, the course will also examine and analyse key challenges and issues that pertain to the port sector.

Topics:

- Nature of port demand
- Technology, innovation and port supply
- Port competition and competitiveness
- Port contestability and governance
- Port operational and financial performance
- Port customer segmentation and management
- Risk management for ports
- Port traffic forecasting
- Port infrastructure development and financing
- Sustainability and the environment for ports
- Port safety and security
- Port policy and planning

Textbooks:

Yap, W.Y. (2020): Business and Economics of Port Management, 1st edition (eText) 1st edition
Routledge - Taylor & Francis
ISBN-13: 9780429801471

Learning Outcome:

- Show the nature of port demand and impact of technology and innovation on port supply.
- Demonstrate the concept of competition, competitiveness, contestability and governance in the port business.
- Differentiate the techniques of assessing port operational and financial performance, port customer segmentation and management.
- Analyse the risks for ports and port traffic forecasts.
- Appraise key issues and challenges related to port infrastructure development, financing, sustainability and the environment.
- Criticise matters regarding port safety, security, policy and planning.

Assessment Strategies (Daytime Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-COURSE QUIZ 2	2
	PRE-COURSE QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	18
	GROUP BASED ASSIGNMENT 1	20
	PARTICIPATION 1	6
Overall Examinable Components	Written Exam	50
Total		100

Assessment Strategies (Online Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-COURSE QUIZ 1	2
	DISCUSSION BOARD 1	10
	GROUP BASED ASSIGNMENT 1	10
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	18
Overall Examinable Components	Written Exam	50
Total		100

