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WESTERN AUSTRALIA  
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# Unit Outline\*

**TRLO853 I**

**Special Topics in Logistics, Transport and Supply Chain in  
China: Research Methodology**

**D5A-OFF 2011**

**Shanghai**

**Professor Xin Shi**



**Business School**

[www.business.uwa.edu.au](http://www.business.uwa.edu.au)

\* This Unit Outline should be read in conjunction with the Business School **Unit Outline Supplement** available on the Current Students web site <http://www.business.uwa.edu.au/students>

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# UNIT DESCRIPTION

## Introduction

With the development of globalization and progress of international trade, transport, supply chain and logistics play an important role in promoting economics and trade. During this unit, we pay more attention to some hot points in this field, such as international shipping centre, shipping market and economics and maritime insurance by inviting some guest speakers. You will find some updated and useful information about these to enhance your understanding of transport, supply chain and logistics.

## Unit content

The unit covers subject matter related to international shipping centre, shipping market, transport economics, maritime insurance. In a course like this, with a broad overview, we touch on key themes delving into some in greater depth. However, the discussion in class after each lecture and in assignments will provide opportunities to explore the themes in more detail.

## The goal of the unit

The goal of the unit is to assist you explore more detailed and updated information and develop the foundations of the concept of shipping centre, shipping market, transport economics, and maritime insurance.

## Learning outcomes

The objective is to develop both knowledge and skill. On completion of this unit, you should be able to:

- Describe the trends and drivers of shipping market.
- Identify the new elements of international shipping centre in Shanghai and in order to achieve this aim, what kind of policy should be published.
- Critically evaluate the importance of insurance and law in maritime and transport.

## Educational principles and graduate attributes

In this unit, you will be encouraged to develop the ability to:

- Develop more effective communication skills through a class presentation on the findings of your discussion task from logistics and transport perspective and by responding to any questions that arise following that presentation.
- Develop competencies to work more effectively through the completion of an assignment relating to your selected business context.

# TEACHING AND LEARNING RESPONSIBILITIES

## Teaching and learning strategies

In this unit, you will be provided with the opportunity to:

- Master the subject matter, concepts and techniques of shipping centre and shipping market, and maritime insurance.
- Communicate in English clearly, concisely and logically.
- Acquire the skills needed to embrace rapidly-changing technologies in a global environment.
- Think and reason logically and creatively.
- Undertake problem identification, analysis and resolution.
- Question accepted wisdom and be open to new ideas and possibilities.
- Acquire mature judgement and responsibility in ethical, moral, social, and practical, as well as academic matters.
- Work independently and in a team.
- Acquire cross-cultural and other competencies to take a citizenship and leadership role in the local, national or international community.

## Teaching and learning evaluation

You may be asked to complete two evaluations during this unit. The Student Perception of Teaching (SPOT) and the Students' Unit Reflective Feedback (SURF). The SPOT is optional and is an evaluation of the lecturer and the unit. The SURF is completed online and is a university wide survey and deals only with the unit. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete the forms as your feedback is extremely important and can be used to make changes to the unit or lecturing style when appropriate.

I will greatly appreciate any comments and opinions regarding this lecture which will benefit the future students and improve future lectures. Please feel free to contact me by email or telephone if you have any questions or suggestions on this subject.

## Attendance

Participation in class, whether it be listening to a lecture or getting involved in other activities, is an important part of the learning process, therefore it is important that you attend classes. More formally, the University regulations state that 'to complete a course or unit students shall attend prescribed classes, lectures, seminars and tutorials'. Where a student, due to exceptional circumstances, is unable to attend a scheduled class, they are required to obtain prior approval of the unit coordinator to be absent from that class. Any student absent from class without having had such absence approved by the unit coordinator may be referred to the faculty for advice and may be required to withdraw from the unit.

Seminars represent an important part of your learning experience. One purpose of seminar is to give you an opportunity to improve your understanding and technical competence. Seminar discussions and questions are used to encourage you to play an active role during the seminar sessions. The seminar questions consist of multiple-choice type problems and will be handed out only during the seminar.

You must attend and participate in the seminars. Except for extenuating circumstances, absence from classes will not be permitted. Permission will not be granted for reasons due to work commitment. Please also note that students who come late and/or leave early for each seminar session will be deemed absent.

## CONTACT DETAILS

We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

<b>Unit coordinator/lecturer</b>	
<b>Name:</b>	Prof Xin Shi
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<b>Lecture times:</b>	14 <sup>th</sup> May to 21 <sup>st</sup> May 2011
<b>Lecture venue:</b>	Room 110 in the Management Building at Shanghai Maritime University

**Prof. SHI Xin**

Dr. Shi Xin, Dean of School of Transportation and Communications of SMU, PhD. Supervisor of Transport & Communications Planning & Management. He received his PhD from Shanghai JiaoTong University and conducted research as post-doctor in Fudan University, Shanghai, and Erasmus University of Netherlands. Prof. Shi has completed 23 scientific projects sponsored by the National Fund of Natural Science, the Ministry of Education of China, Shanghai Municipality respectively. He has also published 5 books (2 are co-authored), and 42 academic articles. He was awarded the “Outstanding Teacher” by Ministry of Communications of China, “Outstanding Youth” of Pudong New District, Shanghai.

**Guest Lecturers****Prof. MA Shuo**

Dr. Ma is a professor of Maritime Economics, International Logistics and Shipping and Port Marketing at World Maritime University (WMU). He has held the position of Vice-President (Academic) of WMU. Dr. Ma is an active teacher, researcher, writer and consultant in the area of maritime and port economics and management. He acts as External Examiner at the University of Cardiff and he is a Research Fellow of the University of Wales in Swansea, UK. From 1996 to 2000, he served as a Council Member of the International Association of Maritime Economist. He has been involved in many research projects for private as well as public organizations such as government agencies, European Union and the United Nations. He holds a PhD degree in economics from the University of Paris. He received the French Marine Academy Prize for his book on International Competition and National Shipping Policy. He was awarded the Chevalier du Merite Maritime by France. He has been published widely and is the author and co-author of 3 books on economics of maritime transport and various articles. He is serving as a member of the Editorial Advisory Board of the WMU Journal of Maritime Affairs, and of the Editorial Board of the Journal of Maritime Economics and Logistics.

**WANG Baocai**

CEO of CMA-CGM China Region.

**Prof. Ying Dong-nian**

Professor of Law of Shanghai Maritime University, his academic achievements cover the legal systems on carriage of goods by sea, the bill of lading, charter parties, admiralty law, marine insurance and public shipping polices.

Professor Yin was one of the key persons of the drafting of *Maritime Code of China* and a series of other shipping legislations. He was former vice chairman of China Maritime Law Association, and is the consultant or advisor for Chinese government, legislating agency, Courts and shipping industries on shipping affairs.

Professor Yin practices as arbitrator under China Maritime Arbitration Commission (CMAC) and is taking charge of the advisory committee under CMAC.

**Prof. CAI Cunqiang**

Prof. Cai is the captain maritime lawyer and maritime arbitrator. He also holds the position of Vice President of Shanghai Maritime University.

Prof. Cai is invited by many famous associations and is one of the key persons in these associations, such as Vice-president of transportation education and research of China Communication, Vice president of maritime education and research branch, Director of Shipowners Association--China Maritime Law Association-- China Navigation Association and General Counsel of Chinese Pilot Association.

Meanwhile, he is also an excellent consultant and arbitrator such as Expert Consultant of Chinese water experts, traffic accident investigation committee, Shanghai Higher Court Distinguished Consultant, Distinguished experts in maritime Shanghai Higher Court, Arbitrators of Shanghai Arbitration Court of International Shipping and Arbitration Committee of Experts, Arbitrators of Shanghai Maritime Arbitration Court and Arbitration Committee of Experts.

### **Prof. YU Shicheng**

President of Shanghai Maritime University, expert in Maritime Law and Private International Law, high-ranking consultant of Ministry of Communications as well as Shanghai Higher Professor, Yu was one of the key persons of the drafting of *Maritime Law* and a series of other shipping legislations. He is the consultant or advisor for Chinese government, legislating agency, Courts and shipping industries on shipping affairs. The main research field of Prof. Yu covers Maritime Law, Private international law in maritime.

## **TEXTBOOK(S) AND RESOURCES**

### **Recommended/required text(s)**

There is no required textbook for this unit but students should read some useful books and papers.

#### **Reference readings:**

1. Hsua Chaug-ing, Hsieha Yu-ping. Routing, ship size and sailing frequency decision-making for a maritime hub-and-spoke container network[J]. *Mathematical and Computer Modelling* 45(2007): 899-916
2. Lu Chin-shan, Lai Kee-hung, Cheng T C E. Application of Structural Equation Modeling to Evaluate the Intention of Shippers to Use Internet Services in Liner Shipping, *European Journal of Operational Research* 180(2007): 845-867.
3. AKIO I, KAZUYA S, ETSUKO N, et al. Multi-objective Simultaneous Stowage and Load Planning for a Container Ship with Container Rehandle in Yard Stacks. *European Journal of Operational Research*, 2006, 171(2):373-389
4. Christopher Hill, *Maritime Law*, 6th ed., LLP, 2003
5. Edgar Gold, Aldo Chircop & Hugh Kindred, *Maritime Law*, 1st ed., Irwin Law (Canada), 2003
6. Jhon Wilson, *Carriage of Goods by Sea*, 5th ed., Pearson Longman, 2004
7. Amstrong J.S. (2001) Standards and practices of forecasting in J S Amstrong (Ed) *Forecasting Principles* pp.679-738. Norwell Kluwer Academic Publishers (e-copy)
8. Parola F. and Musso E. (2007) Carrier-stevedore relationship, *Maritime Policy and Management* Vol34 No. 3
9. S. J. Veldman, E T H. Buchmann (2003) A Model on Container Port Competition: An Application for the West European Container Hub-Ports, *Maritime Economics & Logistics*, 2003, 5, (3–22)
10. B Vernimmen, W. Dullaert, S. Engelen (2007), Schedule Unreliability in Liner Shipping: Origins and Consequences for the Hinterland Supply Chain, *Maritime Economics & Logistics*, 2007, 9, (193–213)
11. Lopez Charles (2007), Sea–river shipping competitiveness and its geographical market area for the Rhone–Saone corridor, *Journal of Transport Geography*
12. BRS-Alphaliner (2006) *Liner Shipping Report*

### **Software requirements**

No

### **Additional resources and reading material**

- Books
- Journals
- Databases
- Websites

# UNIT SCHEDULE

## **Day 1 Saturday 14th May, session 1: 1:30pm-9:00pm – Introduction to “Main elements of International Shipping center from government perspective.”**

(Dinner 17.00-18.30)

Prof. SHI Xin

- Class introductions.
- Introduction to the content and structure of the unit.
- Introduction to the assignment
- Introduction to the topics about Shanghai Shipping center
- An introduction to the establishment of Yanshan port.
- Examples of government policies on how to improve international transfer and how to upgrade shipping service.

In-Class Exercises discussion about the topic

## **Day 2 Sunday 15th May, session 1: 9am-5:00pm – Introduction to “Shipping Market segmentation and analysis”**

(Lunch 12.30-1.30)

Prof. MA Shuo

- Introduction to the demand and supply of shipping market from economics perspective
- Introduction to the shipping market segment according to various cargo style
- Introduction to price set in shipping market
- Analysis on balance of shipping market according to segmentation

In-Class Exercises discussion about the topic

## **Day 3 Monday 16th May, session 1: 6pm-9pm – Introduction to “The trends of Shipping industry and recovery of shipping industry from world economic crisis ”**

(Lunch 12.30-1.30)

WANG Baocai CEO of CMA-CGM China region

- Introduction to the topics about the trends of Shipping industry
- An introduction to the recovery of shipping industry from world economic crisis.

## **Day 4 Wednesday 18th May session1: 6 pm to 9 pm. In-Class Exercises discussion about the topic held two days ago**

## **Day 5 Friday 20th May session1: 6pm to 9 pm-Introduction to :Settlements of Marine in ship collision and common damage”**

Prof. and Captain CAI Cunqiang

- Introduction to ship collision and common damage
- Introduction settlements of marine
- Analysis of how to avoid risks and take measures under ship collision

## Day 6 Saturday 21st May, session 1: 9am-5pm – Introduction to “The operation of bill of lading and review of Rotterdam Rules “

Prof. YU Shicheng

- Introduction to the topics
- Introduction to the bill of lading and the operation process
- Analysis of law issues with bill of lading during shipping transport
- An introduction to Rotterdam rules and how to deal with maritime risks

In-Class Exercises discussion about the topic.

## ASSESSMENT MECHANISM

### The purpose of assessment

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work provides you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

### Assessment mechanism summary

Item	Weight	Due date	Remarks
Class participation	30%	ongoing	
Assignment	70%	12 <sup>th</sup> Jun 2011	Maximum 3000 words

**Note 1:** Results may be subject to scaling and standardisation under faculty policy and are not necessarily the sum of the component parts.

**Note 2:** Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning outcomes as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the unit.

### Assessment components

#### Class Participation (30%)

Your contribution to class discussions, presentations and case analysis is an essential element of this course. The mark allocated to class discussions will be assessed by the lecturer using the following criteria. Some surprise quizzes may be given at the beginning of class to insure that the assigned materials are read in preparation for class.

#### Grade Evaluation Criteria

D-HD : Excellent preparation and participation: demonstrates understanding of the concepts and relates them to personal experience, offers analysis of concepts, responds well to other students comments, demonstrates ongoing and active involvement in the class

CR-D : Good preparation and participation: demonstrates understanding of the facts presented in the readings, offers interpretation of concepts, contributes to discussions, demonstrates consistent ongoing participation

P-CR : Adequate preparation and participation: demonstrates basic understanding of the material but no further analysis, sporadic involvement

### **Individual assignment (70%)**

Choose the most interesting topic and analyse what you learn from it and how you make use of this theory to your practice. This assignment draws on your wider readings, class presentations and discussions. It requires an analysis and synthesis of a range of factors. You should ensure you understand each of the terms being used in the question as that will help to inform your thinking. You should take an international perspective.

### **Student Guild**

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### **Charter of Student Rights and Responsibilities**

The Charter of Student Rights and Responsibilities outlines the fundamental rights and responsibilities of students who undertake their education at UWA (refer <http://handbooks.uwa.edu.au/undergraduate/poliproc/policies/StudentRights>).

### **Appeals against academic assessment**

The University provides the opportunity for students to lodge an appeal against assessment results and/or progress status (refer <http://www.secretariat.uwa.edu.au/home/policies/appeals>).