Unit Outline*

TRLO8520
Shipping Management

Term D14  2010
Shanghai

Unit Coordinator: Associate Professor GU Weihong

Business School
www.business.uwa.edu.au

* This Unit Outline should be read in conjunction with the Business School Unit Outline Supplement available on the StudentNet web site http://www.business.uwa.edu.au/studentnet
UNIT DESCRIPTION

Introduction

I am, Gu weihong, Chinese, associate professor, has started teaching since 1993 in Shanghai Maritime University(SMU). I had got double bachelor degrees in SMU and World Maritime University respectively in 1993 and 2006. I am studying for the doctorial degree now major in the transportation engineer in Tongji University in Shanghai. I have finished tens of research projects referring to the strategic decision-making for China’s shipping industry or enterprises. In this course, I would like very much to share my expertise and knowledge with you, which I got from my tens of years’ teaching and research work relating to the shipping industry. Hope it will be interesting and helpful to you.

Unit content

• Characteristics of shipping industry
• Demand of shipping market
• Supply of shipping market world fleet scale as well as different ship types, their features and specialties
• The organization and optimization of tramp shipping
• The organization and optimization of liner shipping
• Fleet management
• Some important issues in shipping industry: safety and security, the challenge to the climate changing

The Goal of the unit

As shipping is the main part of international logistics chain, it will be helpful if the students understand how the shipping works and how to deal with it efficiently. For this concern, the goal of this unit is try to show how the liner shipping and tramp shipping works and identify significant problems associated with them, to demonstrate how to improve the performance of fleet management, and to clearly see the challenge to the shipping industry in future.

Learning outcomes

On completion of this unit, you should be able to:

1. aware the relationship between world economy, trade and shipping Industry
2. analysis how the factors impact on the supply and demand of shipping market
3. Understand how the tramp shipping and liner shipping operated and some optimization issues.
4. how to maintain a fleet safely, economically and environment-friendly
5. The challenges to the shipping industry
Educational Principles and Graduate Attributes

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

- “Develop more effective communication skills through a class presentation on the findings of your team marketing analysis project and by responding to any questions that arise following that presentation”;
- “Develop competencies to work more effectively in teams through the completion of a group case analysis project relating to your selected business context”;
- “Demonstrate self-management and independent learning skills through the completion of independent reading before the class. and
- “Develop ethical and cultural awareness in an international context through completion of various case studies”

TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning strategies

There are several reasons for assessable tasks in an academic program, such as encouraging you to explore and understand the subject more fully. That we grade your work indicates to you of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

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 would appreciate very much for your comments and opinions on this unit, which will benefit the future students and the lecturer to improve their lecturing. Please feel free to contact me by email or telephone. The contact details are mentioned in this unit outline. Please do not hesitate to contact me when you have any questions and 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. It is therefore 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’. Students should not expect to obtain approval to miss more than two classes per unit unless there are exceptional circumstances.
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.

<table>
<thead>
<tr>
<th>Unit coordinator/lecturer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name:</strong></td>
<td>Gu weihong</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:whgu@shmtu.edu.cn">whgu@shmtu.edu.cn</a></td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>38282300</td>
</tr>
<tr>
<td><strong>Consultation hours:</strong></td>
<td>10am – 4pm on Wednesday</td>
</tr>
<tr>
<td><strong>Lecture times:</strong></td>
<td>25 December – 2 January 2011</td>
</tr>
<tr>
<td><strong>Lecture venue:</strong></td>
<td>Shanghai Maritime University</td>
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</tbody>
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TEXTBOOK(S) & RESOURCES

Recommended/required text(s)

Stopford M (1997), Maritime Economics. London: Unwin Hyman Ltd

Additional resources & reading material

Drewry Shipping Consultants Ltd. Ship(July 2007), Operating Costs Annual Review and Forecast–2007/08
Clarkson Consultants: various issues
ISL: shipping statistics and market review, various issues
Maritime Policy and Management Magazine, various issues
Fearnleys: various issues
SSY Consultancy and Research, Annual statistics
WTO Annual report (vol. 1&2), yearly
UNCTAD: Review of Maritime Transport, various years
<table>
<thead>
<tr>
<th>Day #</th>
<th>Topic</th>
<th>Lecture</th>
<th>Seminar/tutorial/questions</th>
<th>Independent activity (e.g. readings)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to the unit</td>
<td>yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>demand of shipping market</td>
<td>yes</td>
<td></td>
<td>1-2 hours home reading</td>
</tr>
<tr>
<td>3</td>
<td>Supply of shipping market</td>
<td>yes</td>
<td></td>
<td>1-2 hours home reading</td>
</tr>
<tr>
<td>4</td>
<td>Liner shipping</td>
<td>yes</td>
<td></td>
<td>1-2 hours home reading</td>
</tr>
<tr>
<td>5</td>
<td>Tramp shipping</td>
<td>yes</td>
<td></td>
<td>1-2 hours home reading</td>
</tr>
<tr>
<td>6</td>
<td>Fleet management</td>
<td>yes</td>
<td></td>
<td>1-2 hours home reading</td>
</tr>
<tr>
<td>7</td>
<td>Some important issues</td>
<td></td>
<td>Presentation &amp; discussion by groups</td>
<td></td>
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<tr>
<td>8</td>
<td>Challenges in shipping future</td>
<td>Half lecture</td>
<td>Half discussion</td>
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ASSESSMENT MECHANISM

The purpose of assessment

There are three parts of assessment to conclude your unit mark. The first is the assessment for your attendance, which is mandatory for a student to attend the lecture not less than 3 times during this unit. If not you will receive a grade of FC (“Failed Component”) for it. The second is to evaluate your performance in the group discussion or presentation during the lecture, which encourage you share your expertise with your classmates and critical thinking is welcome when you given your opinion in such kind of discussion. The third is the home assignment, in which you’d better show your comprehensive understanding on the given topic using the knowledge we have learned from this lecture.

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
<th>Due date</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tutorial exercises/activities</td>
<td>20%</td>
<td></td>
<td></td>
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<tr>
<td>Presentation on the nominated topics</td>
<td>30%</td>
<td></td>
<td></td>
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<tr>
<td>Assignment</td>
<td>50%</td>
<td>20 January 2011</td>
<td></td>
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<tr>
<td>Final exam</td>
<td>none</td>
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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: The grade FC indicates failure to complete an identified essential assessment component and means failure of the unit.

Note 3: 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

Assessment item #
- description and guidelines
- marking criteria (in terms of grade-related standards)

you are required to finish a given-topic assignment with no more than 2500 words in English before the due date of submission. In the case of words exceed 2500, 10 will be degraded from your assessment. In the case of submitting late, one day postpone will result 10 reduce from your mark and 7 days delay will be seen as failed in this unit.

Topic: The topic will be given no later than the end of the lecture.

Format: The assignment should be prepared in Word for Windows, and in one of two fonts: either 11-point Arial or 12-point Times New Roman. Your text should be justified on both sides, the line spacing set at 1.5.

Text length: not more than 2500 words in English

Submit date: not later than 20th January, 2011 with hard and electronic copy to Mrs. Huangying, program secretary, Shanghai, China

To pass this unit, students are required to achieve a score of at least 50 in the final assignment. Students who fail to achieve the minimum standard in the final assignment but achieve an accumulated score based on all assessment components for the unit of 50 and above will be awarded a final mark of 48%.

Submission of assignments

Please remember to attach an Assignment Cover Sheet to the front of your assignment. You can download and print your Assignment Cover Sheet from the Business School webpage.
http://www.business.uwa.edu.au/students/assessments

Student Guild

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