


*Bachelor of Engineering (Honours) in  
e-Logistics and Technology Management  
(BEeLTM)*



*Student Orientation*

**2010 - 2011**

*Dr. Richard Y. K. Fung*

**Programme Leader**

**Department of Manufacturing Engineering and  
Engineering Management**

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# *Preamble*



- ⌘ China joined the World Trade Organisation (WTO) in November 2001
- ⌘ Signing of the Closer Economic Partnership Arrangement (CEPA) and between Hong Kong and the Mainland in September 2003
- ⌘ Huge opportunities for Hong Kong to advance herself to become an international logistics hub for the world's major manufacturing base in the Pan-Pearl River Delta Region (namely the 9+2)

*<http://www.tdctrade.com>*

# *The Four Pillars of HK's Economy*

⌘ **Logistics**

⌘ **Finance**

⌘ **Service**

⌘ **Tourism**

⌘ The logistics industry contributes over 5% of GDP and provides 200,000 jobs (6% of total labour force in Hong Kong)



Source: Census and Statistics Department

# What is Logistics?



- ⌘ *Logistics*, rooted from *logistikos* (Greek) & *logistique* (French), has a strong military connection
- ⌘ Nowadays, the term *Logistics* has been widely used in the commercial world to mean accomplishing business missions under diverse local / global competitions and constraints
- ⌘ In the context of BEeLTM, *e-Logistics* means to make use of the latest computing systems and information technology to conduct logistics functions responsively in a cost effective manner

# *21<sup>st</sup> Century View of Logistics*



## **⌘ Business Logistics**

Supply chain process that plans, implements, and controls the efficient, effective flow of goods, services, and related information from the point of origin to the point of use or consumption in order to meet customer requirements.

*e.g. Toyota, Sony, Samsung, IBM, Microsoft, ...*

# *21<sup>st</sup> Century View of Logistics*



## **⌘ Service Logistics**

Acquisition, scheduling, and management of the facilities/assets, personnel, and materials to support and sustain a service operation or business.

*e.g. Cathay Pacific, DHL, MTR, Container Terminals, Hotels, Hospital Authority, Consulting Services, ... etc.*

# *21<sup>st</sup> Century View of Logistics*



## **⌘ Event Logistics**

Network of activities, facilities, and personnel required to organize, schedule, and deploy the resources for an event to take place and to efficiently withdraw after the event.

*e.g. Exhibitions, Conferences, Sales / Marketing Promotion, Sporting Events like the Olympic, Expo 2010, other functions ...*

# 21<sup>st</sup> Century View of Logistics



## ⌘ Military Logistics

Design and integration of all aspects of support for the operational capacity of the military forces, and their equipment to ensure readiness, reliability, and efficiency.

*e.g. The arrangements & movements of troop, weapons, inventory, medicine, equipment, etc. during military training and at war time ...*

# BEE LTM -

## *A Multi-disciplinary Programme*

- ⌘ To offer a timely response to the escalating demands and opportunities.
- ⌘ The Programme is jointly offered by
  - ⊞ Dept of Manufacturing Engineering and Engineering Management (MEEM), &
  - ⊞ Department of Computer Science (CS)
- ⌘ Our Graduates are professionally recognised by the Hong Kong Institution of Engineers in the disciplines of Logistics & Information Technology

# *Programme Mission*



- ⌘ To equip a new generation of professionals and potential managers with diverse logistics and information technology (IT) knowledge / expertise to meet dynamic and evolving global challenges
- ⌘ To enable our graduates to capitalise on opportunities in logistics and related business sectors worldwide

# *Careers Outlook*



- ⌘ Career opportunities in a wide range of logistics-related areas, such as:
  - ☒ international shipping and transportation
  - ☒ logistics / distribution management
  - ☒ supply chain planning and management
  - ☒ industrial / manufacturing services
  - ☒ systems analysis / development
  - ☒ research & consulting, and others ...

# Hong Kong Port - One of the World's Busiest Ports

Handled 23,539,000 TEU in 2006



# Aerial View of Kwai Tsing Terminals



# Impact from Mega Vessels (ULCS)

*ULCS brings new standard of requirements*

- *Deeper Channel and Berth Draft*
  - *Up to 16m*
- *Bigger Handling Equipment Size*
  - *22 rows Outreach*
- *Higher Vessel Productivity*



# Hong Kong International Airport (HKIA)- One of the World's Busiest Airports

Annually, HKIA supports

- ☑ Around 300,000 Flights
- ☑ 50 M Passengers
- ☑ Over 5 M Tonnes of Cargo



# Super Terminal 1 - Facilities

Potential Handling Capacity	Around 5.0 million tonnes (P.A.)
Total Floor Area	328,702 sq. metres
Total Site Area	171,322 sq. metres
Number of Truck Docks	353
Number of Automatic Transfer Vehicles	40
Number of Empty ULD Standard Positions	1803



# Airport Passengers / Cargo Logistics

Baggage Handling



Cargo Handling



Service



# Other BEE LTM Jobs Opportunities

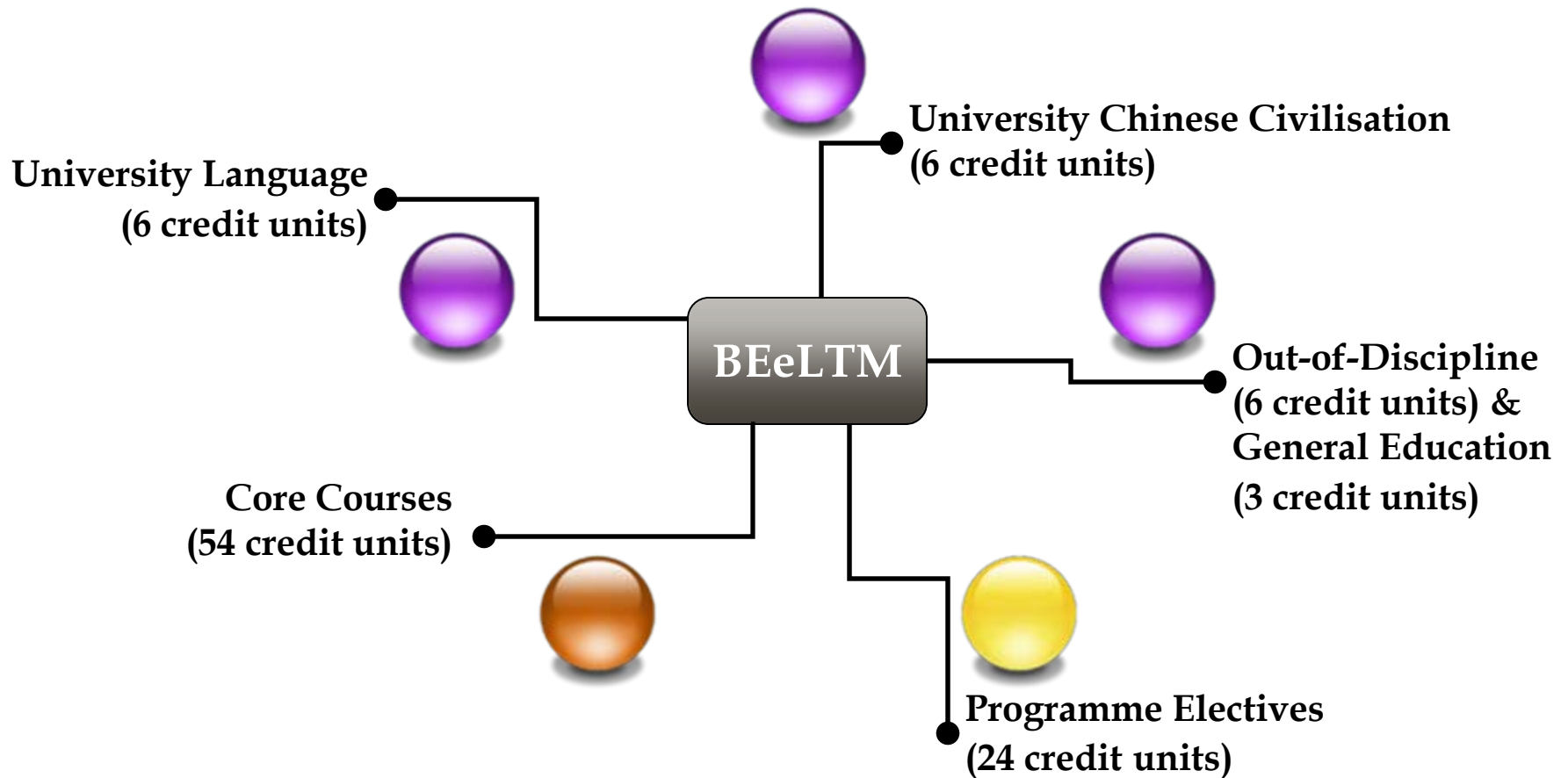


- Consultancy
- Planning
- Conceptualizing
- Simulation
- Project Management
- Service

- Material flow optimization
- Software design and development
- Supply Chain Management
- Warehouse management systems

- Integrated Security Systems
- Conveying for baggage, palettes and ULD
- Automatic storage systems
- Work stations for build up and break down
- Truck loading systems
- Control systems

# Programme Structure



# *Required MEEM Courses*



## *Year 1 Semester A*

- ⌘ Introduction to Logistics Industry (MEEM2037)
- ⌘ Basic Calculus and Linear Algebra (MA2176)

## *Year 2 Semester A*

- ⌘ Engineering Economic Analysis (MEEM3020)
- ⌘ Logistics and Materials Management (MEEM3027)

## *Year 3 Semester A*

- ⌘ Systems Modelling and Simulation (MEEM4026)
- ⌘ Final Year Project

## *Year 1 Semester B*

- ⌘ Electrical and Electronic Principles I (MEEM2029)
- ⌘ Engineering Mathematics and Statistics (MA2177)

## *Year 2 Semester B*

- ⌘ Engineering Management Principle and Practice (MEEM3056)
- ⌘ Facilities and Distribution Management (MEEM4051)

## *Year 3 Semester B*

- ⌘ Final Year Project

# *MEEM Electives*



- ⌘ Work Design (MEEM3034)
- ⌘ Reliability and Quality Engineering (MEEM3042)
- ⌘ Industrial Marketing for Engineers (MEEM3057)
- ⌘ Operations Research (MEEM3060)
- ⌘ Project Management (MEEM4024)
- ⌘ Management of Technological Innovation (MEEM4031)
- ⌘ Global Operations Management (MEEM4043)
- ⌘ Container and Air Cargo Management (MEEM4052)
- ⌘ Aviation Management (MEEM4055)
- ⌘ Airport Safety, Security & Business Continuity Management (MEEM4056)
- ⌘ Shipping Law (LW4636)
- ⌘ Co-operative Education Scheme (FS4001) , and more ...

# *CS Required Courses & Electives*



## *Student Orientation*

**2009-10**

*Dr Ken C. K. Law*

**Deputy Programme Leader  
Department of Computer Science**

# CS Required Courses

## Year 1 Semester A

- ⌘ Java Programming (CS2360)

## Year 2 Semester A

- ⌘ Introduction to Database Systems (CS3462)
- ⌘ Software Engineering (CS3354)
- ⌘ E-Commerce Technology (CS3282)

## Year 3 Semester A

- ⌘ FY Project (Elective)
- ⌘ CS Electives

## Year 1 Semester B

- ⌘ Fundamentals of Internet and Applications Development (CS2204)
- ⌘ Fundamentals of Computer Network and Internet (CS3270)

## Year 2 Semester B

- ⌘ E-Logistics Application System (CS3371)
- ⌘ Enterprise Systems Development (CS3372)

## Year 3 Semester B

- ⌘ FY Project (Elective)
- ⌘ CS Electives

# CS Electives



- ⌘ Managing Software Projects (CS3356)
- ⌘ Web Usability Design & Engineering (CS3382)
- ⌘ Object-Oriented Methodology (CS3345)
- ⌘ Advanced Internet Applications Development (CS4280)
- ⌘ Internet and Distributed Systems Programming (CS4282)
- ⌘ Mobile Computing (CS4284)
- ⌘ Internet Security and E-Commerce Protocols (CS4286)
- ⌘ Data Warehousing and Data Mining (CS4483)
- ⌘ Advanced Database Systems (CS4482)
- ⌘ Information Retrieval (CS4485)
- ⌘ AI Scheduling (CS4387)
- ⌘ Digital Media and Rights Management (CS4290)
- ⌘ Sensor Networks (CS4294)
- ⌘ Data Analysis & Modelling Application Development (CS4384)
- ⌘ FY Project on Logistic Systems (CS4516)

# Course Grade

<b>A-, A, A+</b>	<b>Excellent</b>
<b>B-, B, B+</b>	<b>Good</b>
<b>C-, C, C+</b>	<b>Adequate</b>
<b>D</b>	<b>Marginal</b>
<b>F</b>	<b>Failure</b>

⌘ Additional CSE requirement:

To pass a course, students must obtain at least 30% in the examination

# *Grade Point Average (GPA)*

A+, A, A-	4.3, 4.0, 3.7
B+, B, B-	3.3, 3.0, 2.7
C+, C, C-	2.3, 2.0, 1.7
D	1.0
F	0.0

⌘ To graduate, you have to earn at least 99 CUs and with a minimum GGPA of 1.7

# *Failure on Courses*



- ⌘ If you failed a course in the Programme
  - ☒ Required courses: you must re-take the same course or its equivalent.
  - ☒ Electives: you can re-take the same or another elective on the programme electives list.
  - ☒ Maximum 2 re-takes for each course / elective are allowed.
  
- ⌘ It may take you longer to complete the Programme !

# *Administration Information Management System (AIMS)*



- ⌘ Access via CityU **e-Portal** - an important system for all students.
- ⌘ Provide personal information, student status, class schedule, course registration (add/drop), examination timetable, grades, account summary, etc.

# *Useful Web Sites*



**City University of Hong Kong**

<http://www.cityu.edu.hk>

**Department of MEEM**

<http://www.cityu.edu.hk/meem>

**Department of CS**

<http://www.cs.cityu.edu.hk>

# *BEE LTM Programme Contacts*



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# *Question & Answer*