

Enhancement and Start-up Grant Scheme for Self-financing Post-secondary Education (ESGS)

Summary of Approved Project

Part A – Basic Information	
Project Title:	Upgrading Teaching and Learning Facilities and Resources to Support A New Programme - Bachelor of Maritime Services and Operations Management (Hons)
Institution:	UOW College Hong Kong
Approved Grant (in \$ million):	8.6
Round of Applications:	2020/21
Designated Project Period:	January 2022 to December 2025
Title of Programme(s) to be Launched:	Bachelor of Maritime Services and Operations Management (Hons)
Part B – Project Summary	
<p>Hong Kong has long been an international maritime centre and a regional logistics hub. Its maritime sector has been an important driver of the city’s economic growth for decades. However, the sector has been facing grave challenges of manpower shortages and an ageing workforce, given its unpopularity with the local younger population. In recent years, new technologies have been swiftly adopted by the sector to improve its efficiency and productivity, requiring its existing workforce to adjust themselves to the new work environments. To address these challenges and enhance Hong Kong’s position as an international maritime centre, the government has implemented policies to support the further development of high value-added maritime services, including ship management, shipping finance, marine insurance ship registration and legal services. These policies also aim to provide subsidies to encourage logistics firms to incorporate the latest technologies in their operations.</p> <p>In response to these policies and society’s need for new talent in the maritime sector, UOW College Hong Kong proposes a new Bachelor of Maritime Services and Operations Management (Honours) programme. The proposed programme will cover all major aspects of maritime services and operations management and the use of technology to enhance the efficiency and productivity of the maritime sector. The goal of the programme is to produce a new generation of young maritime professionals who are well-versed in business and maritime sector’s operations and services, together with the knowledge of the latest technologies adopted in the sector. These professionals</p>	

will be in high demand, given the opportunities generated by the rapid development of the Greater Bay Area.

The programme development team will partner with industry practitioners to ensure that the programme contents remain updated and appropriately aligned with market needs. The programme team will take advantage of the institution's place in the University of Wollongong (UOW) network by actively building links with UOW to enhance students' exposure and employability. Some possible arrangements include offering students the option to earn an UOW's Graduate Certificate in Maritime Studies through a concentration taught by UOW faculty members and semester exchange programmes with other campuses in the network. These links will further distinguish the proposed programme from other similar programmes offered in Hong Kong.

The proposed project aims to support the development and delivery of the newly designed programme. The approved ESGS grant will help implement the project by funding the recruitment of two academic staff to develop and teach courses offered by the proposed programme. The grant will also be used to set up a maritime simulation laboratory to enhance students' learning experiences. The laboratory will help them acquire updated knowledge in maritime operations management and familiarise them with the latest technologies used to improve efficiency and productivity in the modern maritime industries.

Part C – Contact Details

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Note: The details of the approved project are provided by the institution. The operation of the relevant programme(s) is(are) subject to the applicable legal and accreditation requirement(s).