SMART ports need SMART people

Dr Nick Hubbard
Background

- Ports are complex places and their performance may be influenced by a range of factors including:
  - Location
  - Size
  - Ownership
  - Entrepreneurship
  - Infrastructure
  - Facilities
- But above all, PEOPLE are the most vital resource
Can you easily source qualified, competent, adaptable, knowledgeable and intelligent people to work in your organisation?
Maritime & Ports’ education – the weaknesses

- Leader firms should engage with educational institutions in port clusters (De Langen, 2008)
- Maritime students in Hong Kong thought studies too theoretical (Lau & Ng, 2015)
- Importance of industrial relevance (Pallis & Ng, 2011)
- Attrition rates on maritime courses in the UK should be addressed by increased employer involvement (Gekara, 2009)
- Gender inequality may hinder progression of women in the maritime industry (Horck, 2010)
- Intercultural communication required (Ungurueanu, 2013)
Logistics & SCM – the problems

- Mismatch between graduate employer needs and course content in UK (Wong et al., 2014)
- Need for problem analysis and tools and lack of focus on people skills (Lutz & Birou, 2013)
- Is there a relationship between logistics performance and educational attainment of your workforce? (Yildiz, 2015)
- Do we need to respond to specialist needs? – e.g. humanitarian (Bolsche et al, 2013) or food (Dani, 2015)
New approaches

- Distance education in port training (Ircha & Balsom, 2005)
- Internet and augmented reality (Luis et al, 2013)
- Flipped classroom (James et al, 2014)
- In Egypt
  - Competence in textile industries (El Zarka, 2010)
  - Blended learning opportunities and challenges in logistics education (Noour & Hubbard, 2015)
But is this enough?

- At present, only limited numbers of young people opt to study the subjects at degree level, with demand for such graduates massively outstripping supply and a resultant skills shortage.

- Novus Trust and Logistics & SCM at University of Huddersfield UK
Solving current and future supply chain and logistics industry skills gaps
NOVUS: The Context
The Logistics & Supply Chain Sector

2.3 million people working across 188,445 businesses

250 supply chain undergraduate students graduate each year in the UK

500k workers by 2017

1 in 12 of all jobs in the UK

Employees
- Male: 76%
- Female: 24%

Age range
- Under 25: 47%
- 25-45: 44%
- Over 45: 9%
**Purpose:** To ensure that there is a supply of highly capable, ‘future-proofed’ and commercially focussed new managers providing the talent pipeline for the industry.

- The NOVUS Trust is a charity, administered through CILT(UK)
- Partnership between award-winning University of Huddersfield and Industry
- Founded by Industry
The aims of the programme:

- Grow the pool and capability of graduate talent entering the Industry to bridge the future skills gap.

- Raise awareness and increase the profile of Logistics and Supply Chain as a real career of choice for the brightest and best.

- Create an Industry led “Centre of Excellence” for Logistics and Supply Chain development and learning in the UK.

- Create an alumni of Logistics and Supply Chain talent for the future.

- Foster partnerships with higher education and industry, focussing on logistics and supply chain.
The NOVUS Model

An award winning, industry pioneering unique proposition: ‘A business management degree with a guaranteed graduate job’.

1. Degree programme created and managed in partnership with industry
   - BSc (Hons) Logistics and Supply Chain Management
   - BA (Hons) Business with Supply Chain Management

2. Robust selection processes

3. Commercially focussed and relevant syllabus
   - Industry sponsorship
   - Work experience and placements
   - Seminars and site visits
   - Professional qualifications
   - Mentoring
   - Accelerated career development

4. Guaranteed job upon graduation
Year 1
Business and Business Environment
Professional and Academic Skills
The Role of Logistics and Supply Chain Management

Year 2
Elements and Integration of the Supply Chain
Analytical and Project Management Skills
Managing People

Year 3
Placement in a Salaried Position with a Leading NOVUS Employer
Gaining Experience in the Workplace in a Role within the Supply Chain

Year 4
Global and Strategic Aspects of Logistics and Supply Chain Management
Leadership Skills
Major Industry-based Project

Graduate Job with a NOVUS Company
Alex Heard

Work experience
Dixons Carphone, Newark
Operations

Placement
DHL, Heathrow
British Airways contract

“I have a keen interest in supply chain and I’m delighted to be joining DHL to work on the British Airways contract. I will be in a projects and customer service role involved in the end-to-end supply chain for in flight catering and comfort products.”

Rachel Pearson

HOYER

Work experience
Hoyer, Huddersfield
Transport Planning

Placement
DHL, Heathrow
British Airways contract

Ellie Langdon

Work experience
Arla, Hatfield
Procurement

Placement
ASOS, London
Supply Chain

“I’m really excited - I’ve got a placement looking at inbound supply and I get to join the ASOS team at their head office in Central London.”

Azell Banton

Work experience
Smiths News, Manchester
Operations

Placement
PZ Cussons, Manchester
Supply Chain

“I worked with PZ Cussons on a project and really liked the people I met and being in a manufacturing business. I am joining the supply chain team working with supplies and production.”
Collaboration
Sponsor Support
Cradle to Grave

- **Marketing:** Financing web / social media / UCAS fairs
- **Promotion:** Resourcing UCAS fairs & school visits
- **Selection:** Assessment Centre Resource
- **Curriculum:** Design & Development
- **Learning Enrichment:** Guest lectures, site visits
- **Professional Development:** Mentoring, qualifications
- **Experience:** Work experience and placements
- **Employment:** Guaranteed graduate job
An Award Winning Initiative

‘Innovative Supply Chain Project of the Year’, 2014

‘Excellence in the Development of People’, 2014

‘Excellence in Training & Professional Development’, 2015
Conclusion

Applied vocational education needs to be about:

PARTNERSHIPS

I hope that this brief presentation has provided you with some evidence of how successful some of those partnerships can be.

THANK YOU FOR LISTENING
References


