

Transcript

Title: Swinburne International Webinar Series: Logistic and Supply Chain Management

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Venus Liao

Officially, good afternoon, everyone. My name is Venus Liao. I'm the regional recruitment manager from Swinburne University. I look after Australia Onshore and New Zealand region. Thank you for joining us for virtual training today on Supply Chain and Logistics.

This is part of the Onshore Webinar Series that I'll be running from the month of May to July. Today, we will be hearing about how supply chain and logistics has been impacted by COVID-19 and how are we, as a university, preparing our students to deal with this situation, and also preparing for future scenario. We will also be talking about the projection on emerging jobs in this field.

During the presentation, I would like to encourage every one of you to raise your question, if you have any, in the Q&A box. At the end of this webinar, we will leave 5 to 10 minutes to go through the questions together with Justin Tay, the international recruitment manager from Faculty of Business and Law. I would like to introduce today's speaker, Dr. Hadi Ghaderi, senior lecturer from Department of Business at Swinburne University. Thank you, Dr. Ghaderi.

Hadi Ghaderi

Thank you very much, everyone. Very welcome to this interesting time. God, actually supply chains are facing quite a lot of challenges. So yes. My name is Hadi Ghaderi. I'm the Discipline Leader for Logistics and Supply Chain Management.

So what is logistics and supply chain? So logistics, supply chain management is vital to ensuring suppliers and manufacturers operate within a seamless network, ensuring that products and services are delivered efficiently to locations where they are in demand. We understand that supply chain management and logistics are the driving forces behind how businesses operate in the 21st century. And that's why we offer a very good undergraduate and postgraduate program at Swinburne Business School.

So why a student has to choose logistics and supply chain management as a career pathway? What makes it attractive? So first of all, there is a growing job market, internationally and locally. And this has been the case for the last 30, 20 years. Second, the skills are specialised. And it's hard to copy. So if you have experience and skills in logistics and supply chain, it's not easy to copy it and actually create a new workforce in a short period of time.

Third, salaries are by average much higher compared to other areas. And finally, it's a very rewarding and exciting career, because as goods are moving, you have to also sometimes move with them. And

this requires a lot of travel. There's a lot of international engagement involved as-- for someone who's involved in logistics and supply chain.

Most interestingly, a survey by the Council of Supply Chain Management Professionals 2017 says "81% of young professionals working in logistics and supply chain say they have made the right career choice." This is quite significant. It's very high. If I ask you, all of you in this virtual meeting, I'm not sure if we'd arrive to the 81%, that everyone happy, even within academic sector, say 81%. They are happy with the career choice.

I have extracted some information for you to tell me how the market is operating, what's the job outlook. This information has been extracted from Seek and Job Outlook, which is the Australian government initiative. So a graduate position is around 65,000 to 70,000 package, including super in the top tier fast moving consumer goods company. This is far higher than other graduate positions in other, especially business related fields. A supply chain manager could get around \$160,000 plus super-- plus bonuses, supply chain director, 200,000 plus, and supply chain executives are just all by negotiating pretty high salary.

From the Job Outlook website, and we can see the weekly pay is more than 2,500, which is above average. The future growth is strong. It has lower employment ratio compared to other sectors, and it requires high skills. And very importantly, the full time ratio is quite high compared to other sectors. So demand for supply chain-- supply and distribution managers between now and 2030 is expected to grow strongly. And this is why parents and students are looking.

So what if-- what happens after completing my degree? Will I get a job? Will I get a-- get a job that really ensures a quality life? We are confident. We are looking at our past graduates, the last four years. I've been teaching in logistics and supply chain management in Australia for the last eight, nine years in two different universities. Actually, I've not experienced too many students having difficulties in finding a job, really. So it's quite interesting.

So look at this. Do you know these companies? Probably, yes. These are key transport freight related companies, couriers-- Linfox, Mainfreight, Toll, TNT, DHL-- companies that are actually mainly focusing on providing logistics service. These companies were only companies that 10 years ago, they were offering graduate position in logistics and supply chain management. But look at now. These are the companies that are looking for graduate position in logistics, supply chain.

Things have changed. We are seeing retail. We're seeing food processing. We see cosmetic, fashion. We see mining, finance. It's supermarket. It's quite a wide range. And why these things happen? Because all those positions that were more round procurement, purchasing is now transformed to logistics and supply chain related position. And as-- as companies are operating globally with a lot more outsourcing activity, there is a need for people with logistics and supply chain inventory management forecasting skill to help them to grow and maintain competitive.

What type of position are we looking? There is a background that-- wrong-- wrong understanding. If I get involved in logistics, supply chain, I have to basically do warehousing jobs, in terms of like packing, or-- No. This is wrong. No offense to those jobs. It's just we-- here, we are aiming to educate students to do managerial supply chain and logistics skill.

So it could be operations role in warehousing, terminal operations, transporting-- either shipping, or rail, or road, or a transport. There are procurement related, purchasing related positions, and even in production and manufacturing. But most importantly, recent-- in the last couple of years, we have

observed a growing demand for consulting services in operations and supply chain. Even the Big Fours are focusing on this a lot. Some of our students are actually working on consulting positions in - with Big Four businesses.

So now we come to this topic of COVID-19 and supply chain. And what does it mean? What is the link? Before, I would like to give you some examples to show you how things work, how COVID-19 actually impacted these supply chains.

So from the workforce perspective, this is quite interesting. Probably many of you have seen these. Woolworths's hiring 20,000 workers to cope with Coronavirus buying demand. These workers were hired from Qantas. People who were used to working passenger airline industry now are working in the backbone of operations in Woolworths. So even with this current-- and Coles is same. These are supermarkets and other businesses involved in transport logistics have faced significant surge from e-commerce and so on. So the need for people to handle such demand is actually a challenge for them as well.

The other example is about reconfiguring-- reconfiguring the supply chain assets. More airlines are removing seats from their fleet to move freight instead of passengers. Examples are Air Canada, and others. So see, the market goes on-- the market goes up. I always tell this my students supply chain and logistics will be on high demand. People need to eat. People need to wear. And people need to drive. You know? So we always need goods around this.

Most interestingly was the lockdown. You know? It's locked down. But not for logistics and supply chain. When stage three of the lockdown was announced by Victorian government, by the premier, the freight and logistics and home delivery were considered as essential. And they had to remain open. I was talking with a lot of our industry partners. They were like on full steam to meet the demand. So it was quite interesting. And even the government realises that this is nothing we can exclude from basically the list of essential activities.

We also-- here, I'm showing you some recent examples of online orders go up 80% in America since January as a result of this COVID-19. Lockdowns continue to produce growth for pure e-commerce brands in Europe. So all these businesses-- warehousing, transport, and all other logistics and supply chain related businesses-- what-- they used to support the physical shops and basically delivering goods. Now, they are doing a different service, which is, again, supply chain related, but more dealing with e-commerce and online shopping.

This is a slide that actually I created just this morning. So I was just keen to see what's the job demand on Seek. And this is just on Seek. And 10:40 AM, I did search. And the number of available job with the key word of logistics in Australia was 2,920. Less than an hour later, I did search and 14 jobs were added into this list. It's quite amazing, because if you do this search now in other career, you will see that there are very few available jobs. So I would like to actually, once we finish this, I would like to search again and see what is the number. It's quite interesting.

So why study at Swinburne? Why study supply chain and logistics at Swinburne? There are a couple of very good reasons for it. Our content is innovative. It's updated. It's a lot of focus around data orient-- data and technology. We are strongly industry engaged. We work on a daily basis with key players in logistics, supply chain-- CEVA Logistics, as example, a key player in the world, Coca-Cola Amatil. We provide our graduates with feasible and good employment pathways through our internship and placement and other industry engage opportunities.

Our classes are not as big as some others. Therefore, we provide better learning experiences and more personalised learning. And also, we are very famous in providing flexible learning and teaching options through Swinburne Online, open university, and other partnerships. So true blended and online model-- modules.

As you know, a lot of our students are now working full time. Things have changed. But we have to provide them the option to choose. And within our logistics, supply chain undergraduate, they can choose whatever they want. Even within our postgraduate, most of our classes are actually during the weekends in a blotch mode to offer the flexibility for full time people.

So in our undergraduate, we have a Bachelor of Business majoring in logistics and supply chain management, which has eight core units, eight logistics and supply chain units. And they can go to two minors or a co-major. The focus of these program is more around big data and analytics. We have now introduced new business analytics units into this, which is quite a high demand skill for many companies.

In the postgraduate, we have the Master of Supply Chain Innovation. This is the only one in the world as far as I know, because all the other offerings are around supply chain management. And why we actually included this? Because we thought supply chains are facing a lot of disruption. And the new graduates, new workforce in logistics, supply chain must know these technology.

And it's not only about knowing them, but how to embrace and implement such technologies to improve the competitiveness of the supply chain and basically organisational, overall productivity. And the focus of this master is run artificial intelligence, innovation, and analytics. And it's actually delivered with some-- we have applied project units that are delivered with our industry partners.

And as I mentioned before, we are strongly industry engaged. We have key industry leaders in our partner network, including GS1 Australia, Tableau, Chartered Institute of Logistics and Transport, Vative, CEVA Logistics, Coca-Cola. This means we co-develop, and we co-deliver our offerings with our industry partners. This is essential for us to help our graduates to remain on top of new trends and become, basically, workforce ready.

So thank you very much for listening. I will be happy to answer questions. I see two people have raised hands. [INAUDIBLE] If I'm not pronouncing wrong, please feel free to ask question. Hello.

Venus Liao

Thank you, Dr. Hadi Ghaderi for a wonderful presentation. I will encourage you, for those of you have raised your hands, if you have questions, that you put it in the text, in the Q&A box, at the bottom of the menu bar of this window. OK. We have these question. Out of-- I'll read out the question. So Dr. Hadi Ghaderi, you can answer that or--

Hadi Ghaderi

Sure.

Venus Liao

OK. So this question is from Savita asking, "What will be the duration of the internship?"

Hadi Ghaderi

So apologies, Venus. I'm going through these questions. And they are open, five of them open, from the top. If I'm not wrong, 222, the question by Evelyn, if I'm right.

Venus Liao

Yes. I'm reading that question from the chat box. But that was the only question. If you could--

Hadi Ghaderi

Sorry. I was seeing more. Yeah. Yeah. So I'll answer one--

Venus Liao

I'll come back to--

Hadi Ghaderi

--by one.

Venus Liao

Thank you.

Hadi Ghaderi

Yeah. No problem. So will the work role of supply chain management be replaced by IT technology for its operations and management in five year's time? Should this role need to get more training with IT tech? Absolutely. I don't think it will be replaced. It doesn't show that way. But you have mentioned a very good point that the role of IT will be incorporated into-- not only IT. We're more around data, data analytics.

More skill will be incorporated into the role of a supply chain or logistics manager. And that's why we're addressing that need. We're including big data analytics, business analytics techniques in our unit class. Swinburne Business School is very well known for its business information system offerings. Our students will get exposed to these units as part of the unit-- core units, again, eight units. Also have a great chance to do their minors, which is suggested by us to do their minors in business analytics and information systems.

So but I don't think there would be a replacement, because IT is a part of the supply chain. In supply chain, we have three flows of goods-- good-- flow-- huge flows. The flow of goods, information and finance. So definitely, there would be more integration. But there is-- I don't think there'd be replaced. I hope that answered your question.

The next slide is can we have this slide or recording after this seminar? I think I have to consult with Venus and Justin. I don't have any problem. I don't know from a university perspective. So I'll check back with them. If that's not-- not a problem, I'm happy to share it.

Next question, Sheila say, "Hello. Hi Hadi." Hi, Sheila.

So there is a question here. [INAUDIBLE] asking which academic backgrounds can apply for this course? To answer that, I have to ask you that are we talking about the bachelor, or are we talking about the master? Can you let me know which one you're-- are we talking about the master course?

Venus Liao

Hadi, sorry to--

Hadi Ghaderi

Master. Yeah.

Venus Liao

Yeah, OK. Perfect.

So I got it, a master. So with the master, we have introduced-- we are actually restructuring our master in a way that we can capture more of audience, more wider group of students. If the student does not have any background in-- basically, does not have any background, they have to complete-- They can enter, definitely. They have to complete a four foundation units. If they have the background, they will pass that. So there is no limitation in applying for this course.

So could you share about internship? With relation to internship, we have different products for different students. Because if you are a international student, we have a internship program. But if you are a local student, we have two ways of placement. I think it's 6 months and a 12 months. So but information about that can be found online. The internships, we help our students to find the right internship.

And there is no week, I would say, that one of our industry contacts are approaching us. We have good graduates. Yes. We have and then we connect them to-- to the partner. And it's interesting. I have not, actually, experienced any student that failed to find a job or find an internship. So demand is quite high in this area.

When does the internship occur, and for how many hours? So the internship, as I said-- For international students, I don't recall the numbers. It's shorter. It's definitely shorter. But I think it's four. I'm not sure. I don't want to provide you with the wrong information. It's for 12 days. I'm not sure. We have to check. But I can-- I can dig in, if you're keen. If you contact Venus, I'm happy to provide you. But because we have a separate group taking care of the internships and placements, at Swinburne.

Venus Liao

Yes. Thank you, Hadi. I'm just going to take over from there, considering the time living-- limits. We've got two minutes left to 2:30. Just jumping through quickly, some of the questions were about the questions for entry requirement into both undergrad and postgraduate program. Can I just pass it to Justin quickly to go through that?

Justin Tay

Yep. I'm just looking at those questions. Most of the question is for the entry requirements mainly from the subcontinent. So for the subcontinent, essentially for our bachelor of business degree, our percentage entry requirement is 65% average from your all Indian secondary school.

And for postgrad, the masters of supply chain innovation, we need them to have a 60% average from their bachelor degree. You can always contact our India team. If you need more specific info and details and likewise, we've agents from other regions. Feel free to contact our respective regional managers or in country staff [INAUDIBLE]

Venus Liao

OK. Thank you, Justin. This question is for you, Hadi. Small class size. So how many students normally in the class for this course?

Hadi Ghaderi

So for example, for the master of supply chain innovation, we are now having for our specialised courses, we're talking about this semester, for example, classroom 11. So we spend quite a lot of time with these students. For the undergraduate, when it comes to some of our specialised course, I'm talking about 40, 50, 30, depending on the entry. But from a tutorial perspective, this has been the case. That tutorial will happen in class of 25, so not more. If there is more, any tutorial would be created. So we definitely create this face to face individual engagement with our students.

Venus Liao

Thank you. And this question was about is this a paid internship? So either you or Justin can answer or provide information on that.

Hadi Ghaderi

Hi. It's Justin. I know-- generally, I don't want to say but-- for local student, definitely, I think it's a-- there are pathways for paid internships. But Justin, please feel free to answer.

Justin Tay

If the intern--

Hadi Ghaderi

--for the placements.

Justin Tay

Generally, the internship will varies, depending on which industry partner it is with. But yes. The standard would be it would be paid internship, because we don't really expect our students to go out and yeah.

Hadi Ghaderi

Justin, the placements, as far as I know, are paid. But I don't think they, intern-- internships for the short term internship, I'm not sure they are paid, because they're quite short. These are more an experience-- experience gathering journey, rather than a working journey. But after that, a lot of students stay there or they actually continue with the placements.

Venus Liao

I do see a lot of questions about internship. But it's either between paid or unpaid. The reality is for students joining Swinburne University, there is always opportunity for internship or even for professional placement. So I encourage you to speak to the regional recruitment manager that looks after your region for further information.

So conscious about timing, we're just going to take this one last question before we bring to the end of this webinar. So does student need to have a logistic and supply chain background to enter the master of supply chain management?

Hadi Ghaderi

The answer is no. So as I mentioned, if you don't have the background, they have to take a four foundation units. And that will be part of the units. But if they have background, they will just directly jump to the core units. They don't need. So the answer is no.

Venus Liao

Thank you. Just to let everyone know that we will be sharing today's recorded video. And also, we'll be sharing the PowerPoint, the presentation slide from Dr. Hadi Ghaderi as well. If you do have more questions that we are unable to answer you on the spot today, we do send our apologies. But we will cover that in a follow-up email from your regional recruitment managers.

So thank you, again, for joining us. That will bring us to the end of today's webinar. We do encourage you to tune in again, joining us on the upcoming webinar this Friday at 2:00 PM on IT and Computer Science. And again, I wanted to send my big thank you to Dr. Hadi Ghaderi and for our International Recruitment Manager Justin Tay on Faculty of Business and Law today for today's webinar. And we thank you for your participation from all around the world.

Hadi Ghaderi

Thank you very much, everyone, as well. Thank you, Venus and Justin. Apologies for my late joining. This was a computer malfunction. But it's good to see everyone. Take care and keep safe.

[END OF TRANSCRIPT]