

Executive Certificate in Railway Operations Management (ECROM)

NEW Mixed
Delivery
Mode

Available Summer 2020

Hear from MTR's experts and other industry leaders on the core strategic principles of managing railway operations as well as best practices in daily operations management, with applications drawn from MTR's considerable expertise in metro operations management.

The ECROM programme will be predominately delivered through virtual classrooms and supplemented with a one-day site visit in Hong Kong. At the end of the site visit, a graduation ceremony and networking event will be held.



Live Stream
Virtual Classroom



Live Training
Site Visit



Networking
Group

Flexible

Take advantage of the flexibility offered by the new delivery mode. Maximise your investment by matching your learning focus against the available choices of "Premium Pack", "Design-my-own Pack" or the "Hot-topic Module".

Who Should Attend

Executives, managers and decision-makers employed by railway operators and authorities, who are keen to broaden their knowledge in rail operations and management.

Language

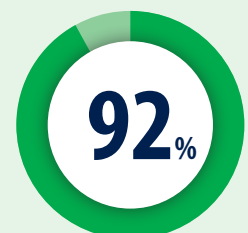
English

Participants Feedback

2017 – 2019 statistics



Satisfaction Rating



Recommend to Others

Executive Certificate in Railway Operations Management (ECROM)

Overview

The modular syllabus kicks off with macroscopic discussions on high level transport policy as pertaining to the development of modern societies. Subsequent sessions take a practical look at MTR's strategies for meeting passenger demand and service benchmarks, with special focus on customer service, maintenance strategies, safety management, planning and upgrades, as well as sustainability. Practical customer service tactics and cash-cow horizon on transit-oriented development will also be examined.

Objectives

- Understand railway operations management from the perspectives of transport policy and transport system integration;
- Exchange first-hand experience and lessons learnt on various aspects of railway operations management;
- Gain practical takeaways on railway operations management through a case study, group discussions and interactions with experts and peers from across the globe; and
- Develop ways to improve the efficiency of railway network operations in a local context.



Schedule

Core Modules

Mode: Online



Live Stream
Virtual Classroom



Networking
Group

Module No. & Name	Session No. & Name	Date	Time (UTC +8)
Module 1 Knowing Transport Policy in Hong Kong – From Government Perspective	1.1 Transport Policy and Planning	4 June 2020	10:00 - 13:00
	1.2 Integrated Transport System	9 June 2020	10:00 - 12:00
Module 2 Transforming Project to Operations & Stakeholder Management	2.1 Project and Operations Readiness	10 June 2020	10:00 - 13:00
	2.2 Stakeholders Management in Operating Railway	11 June 2020	10:00 - 12:00
Module 3 Operating a Customer Centric Railway Network	3.1 Operation Management (Metro Systems)	16 June 2020	10:00 - 13:00
	3.2 Railway Incident Management – Case Study	17 June 2020	10:00 - 12:00
Module 4 Managing Railway Safety & Maintenance Regime in Model Railway System	4.1 Safety Management in Model Railway System – MTR Practices	18 June 2020	10:00 - 13:00
	4.2 Maintenance Regime	23 June 2020	10:00 - 12:00

Hot-topic Modules

Mode: Online



Live Stream
Virtual Classroom



Networking
Group

Module No. & Name	Session No. & Name	Date	Time (UTC +8)
Module 5 Managing Customer Experience in Railway Industry	5.1 Customer Experience Management In Railway Industry	24 June 2020	10:00 - 12:00
Module 6 Transit-Oriented Development	6.1 Transit-Oriented Development – Worldwide Trend & Successful Case in Hong Kong	30 June 2020	10:00 - 13:00

Technical Visit, Networking & Graduation Ceremony

Mode: Face-to-Face (Venue: Hong Kong)



Live Training
Site Visit



Networking
Group

Module No. & Name	Session No. & Name	Date	Time (UTC +8)
Module 7 Technical Visit	7.1 Site visits to MTR Facilities - Station Visit & Crowd Management (Admiralty) - FAO Experience (SIL Train Ride) - Operations Control Centre (Tsing Yi) - Transit-oriented Development (Elements) Networking Event & Graduation Ceremony	22 October 2020	08:30 - 18:00

Module Description

Core Module 1

Knowing Transport Policy in Hong Kong – From Government Perspective

Session

1.1 Transport Policy and Planning –

Speaker: Ir. Prof. Mak Chai-Kwong (3 hours)

Learn about transport policy and the needs of urban mobility in terms of population growth and economic development from Government perspective through different case study.

1.2 Integrated Transport System –

Speaker: Dr. Victor Leung (2 hours)

Consider the principles and needs of integrated transport systems, integration methodologies, as well as stakeholders and supporting systems including big data applications. As a partnering session of Transport Policy and Planning, successful local cases and their impact on society will be examined.

Core Module 2

Transforming Project to Operations & Stakeholder Management

Session

2.1 Project and Operations Readiness –

Speaker: Mr. Stephen Chik (3 hours)

Witness how a new line system is planned, including interfacing management for seamless integration.

2.2 Stakeholders Management in Operating Railway –

Speaker: Mr. Francis Li (2 hours)

Appreciate how stakeholder engagement is crucial to achieving a desirable outcome and continuous business performance improvement. Hear about the factors and considerations in identifying major stakeholders and defining the responses that need to be invoked through different examples.

Recommended

Module 6 as supplementary learning



Core Module 3

Operating a Customer Centric Railway Network – Speaker: Head of Operating

Session

3.1 Operation Management (Metro Systems) – (3 hours)

Trace MTR's journey from good to better over 40 years and examine how MTR's organisation structure facilitates the daily management of train services in line with its operating standards, including service planning, station management and traffic scheduling.

3.2 Railway Incident Management – Case Study – (2 hours)

Gain insights as MTR's Head of Operating recounts an actual MTR case and shares the mitigating measures, the reactions from involved parties and the lessons learnt.

Recommended

Module 5 as supplementary learning



Core Module 4

Managing Railway Safety & Maintenance Regime in Model Railway System

Session

4.1 Safety Management in Model Railway System – MTR Practices – Speaker: Mr. Alex Lau (3 hours)

Learn about MTR's models and practices for cultivating a corporate culture that believes "Safety is Everyone's Responsibility".

4.2 Maintenance Regime – Speaker: Mr. Felix Ng (2 hours)

Understand the art and science of balancing cost control, service reliability and asset management, and learn about MTR's maintenance strategy, approach and best practices.

Hot-topic Module 5

Managing Customer Experience in Railway Industry – Speaker: Ms. Annie Leung (2 hours)

Consider MTR's strategy and approach through a case study on value mapping, value creation and measuring customer experience.



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Module Description

Tactical Module 6

Transit-Oriented Development –

Speaker: Mr. Steve Yiu (3 hours)

Discover a win-win-win approach to delivering social and economic benefits to the public, government and the railway operator, all backed by town planning and a supportive transport policy.



Mixed-use Over Station Development

Technical Visit 7

Technical Visit, Networking & Graduation Ceremony (one day)

Technical Visit, Networking & Graduation Ceremony

A line up of technical visits to the various MTR facilities (Admiralty Station and Operations Control Centre)

Connect with Senior MTR Executives

Meet senior MTR executives and tap into their vast experience through a networking event and develop your professional network.



Satisfied Participants

"I am impressed by the framing of the content delivered for all segments. Both the breadth and depth of all segments were adequate."

3rd Intake

"Good lectures with relevant course studies. Presenters were knowledgeable & professional."

1st Intake

"The quantitative aspects of the 'customer experience management' are exceptionally convincing and unexpectedly excellent."

5th Intake

"Very informative and inspiring, particularly in respect of the Transit-Oriented Development. It is inspiring in the sense of highlighting the importance of financing in the effective operation and sustainable maintenance of a railway."

4th Intake

Very good sharing based on the best practice of MTR, and the ideas/initiatives that work. Sharing experience of MTR is most useful by presenters & should be continued.

2nd Intake

"Very appreciative of Mr. Alex Lau for sharing freely his experience, case studies etc. Sharing of real cases brightens up the session and increases the interest and participation would be great to discuss about real cases more."

3rd Intake

Organisations who have sponsored their Executives to the Executive Programmes (Partial List) since Year 2017

Geography

22 countries / regions within Asia, Europe, Middle East and Australia

Operators & Contractors (Metro & Light Rail)

- Bangkok Expressway and Metro Public Co.
- Chennai Metro Rail Limited
- CRRC Changchun Railway Vehicles Co. Ltd.
- Hong Kong Tramways
- Hop Yuen Construction
- Lausanne Public Transport Company
- Light Rail Manila
- Myanmar Railway
- Metro Sao Paulo
- MRT (Kuala Lumpur)

Regulators

- Land Transport Authority (LTA) of Singapore
- Electrical and Mechanical Services Department, The HKSAR Government
- Highways Department, The HKSAR Government
- The Transportation Infrastructure Office (GIT) of Macau

- Kum Shing Group
- Mass Rapid Transit Jakarta
- Metro Jeddah Company
- Metro Trains – Melbourne
- Metroselskabet
- SBS Transit – Singapore
- Seoul Metro
- SMRT – Singapore
- Tokyo Metro

Utilities

- Hongkong Electric

University, R&D

- Feati University
- Railway and Transport Strategy Centre, Imperial College London

Our Speakers



Ir. Prof. Mak Chai-Kwong
*Honorary Professor, Civil Engineering Department,
Hong Kong University*

A civil engineer by profession, Ir. Prof. Mak is a regional authority who has played a considerable role in steering Hong Kong's development, serving as Permanent Secretary for Environment, Transport and Works (Works) (2006-2007) as well as Permanent Secretary for Development (Works) from 2007 to 2010.

In recognition of his invaluable contributions over 37 years of civil service, Ir. Prof. Mak was awarded the Gold Bauhinia Star in 2010 by the Hong Kong SAR Government.



Dr. Victor Leung
DMgt, MSc, BCom, DipM, FHKQMA

Dr. Leung is a respected force in the fields of public transport and tourism, with more than 38 years of experience in strategic railway operations and business management, marketing and branding, transport planning, fare management and service quality management.

He currently devotes his time to sharing his expertise with others in the field, serving as an adjunct lecturer at HKU SPACE as well as a part-time lecturer at the University of Hong Kong and the MTR Academy.



Mr. Stephen Chik
Engineer Advisor

In his former role as General Manager of Planning & Civil Engineering, Mr. Chik led the planning, design and construction of major railway projects for more than 26 years. He was later engaged with MTR as Principal Advisor of Engineering from August 2019 to March 2020.



Mr. Francis Li
Principal Consultant – Operations, MTR

Mr. Li was the Chief of Operating, managing the train service of the whole Hong Kong heavy rail and light-rail network. In the past few years, he was also in charge of the preparation for operations readiness for several new lines in HK. He acted as the Corporation spokesman, and conducted frequent liaison with various government bureaus, political parties and the public.

In 2019, he embarked on his new role as Principal Consultant-Operations while maintaining his status as MTR's Honourable Ambassador.



Mr. Alex Lau
General Manager – Safety & Quality, MTR

A Chartered Engineer with a career spanning over 20 years in railway safety, quality and productivity management, Mr. Lau is responsible for overseeing the safety and quality management systems of the operating railways in Hong Kong, including risk management, passenger safety, occupational health and safety, rules and procedures, accident investigations, audits and inspections.



Mr. Felix Ng
Senior Manager – Global Operations Standards, MTR

Mr. Ng brings extensive experience in the transport management field, specialising in performance management as well as system and equipment analysis.

In his current role, he is spearheading the establishment of Global Operations Standards to strengthen the governance of overseas operations that continue to enhance the corporate values and contribute to the well-being of the communities in which MTR is operating. Besides, he also manages the international benchmarking programme.



Ms. Annie Leung
General Manager – Customer Experience Development, MTR

Ms. Leung has been instrumental in MTR's vision of becoming a global leader in customer service. Over the years, she has helped MTR maintain MTR's market competitiveness by driving strategic enhancements in customer journeys and bringing customer service into the digital realm to enhance overall satisfaction.



Mr. Steven Yiu
Principal Advisor – Property Planning, MTR

Mr. Yiu has been forging new pathways in managing MTR's property development planning for integrated transit-oriented developments under Hong Kong's unique "rail-plus-property" model for more than 20 years. The approach is a leading international example of how land value capture can be used to fund railways and build communities. He participated in a number of major integrated projects, some of which are large and complex by world standards.

In July 2017, he retired from the position of Head of Town Planning and was appointed as Principal Advisor of Property Planning to provide valuable strategic support and advice on the company's local and international property business.

System Requirements

For the system requirements and test link, please refer to the registration form. Details are listed in the form's reverse page.

Computer and Internet Connection: High speed broadband access (LAN, Cable or DSL) is required for an optimal learning experience. Your organisation's broadband network is recommended. Use of a mobile phone, such as a smartphone or tablet, is not recommended for joining the virtual class.

Intake Scheme and Programme Fees

For details, please click [here](#) to download the registration form.

Programme Enquiry

Please contact Ms. Ng at slng@mtr.com.hk or call +852 2520 3453.

