University of St. Francis
College of Business and Health Administration
Joliet, Illinois

Aug 1, 2012

Course Information

Course Title, Number and Section   MGMT 411 Transportation Management Z (online)
Co/Pre-requisites: MGMT 150 and MATH 175 (For B.S. Management majors MATH 105).
Semester and Year   Fall 2012
Meeting Date/Time   N/A
Location/Site/Online Online
Required Books/Materials

- Coyle/Novack/Gibson/Bardi. *Transportation*, 7e Edition. ISBN-13: 9780324789195. Available from the USF bookstore or as an e-book (rental for 180 days) at http://www.coursesmart.com/9780324789195.
- Technology: MS Word, Powerpoint and Excel are required in this course. Other free open source software may be required by the instructor.
- Other materials may be made available by the instructor through eReserves at the USF Library, or within Canvas.

Professor Information

Name   Dr Bruce Hartman   My Contact Info
Office Hours   TBD
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Course Description (From USF Catalog including IAI if applicable)

> **MGMT 411 TRANSPORTATION MANAGEMENT** (3) [offered every year] – provides a broad survey of transportation concepts, methods, problems, and strategies. Emphasis will be placed on the domestic (US) motor carrier system. Topics include: modes of transportation, logistics and freight pricing, the relationship of inventory to logistics decisions, and the impact of security on logistics. Analysis and discussion will be presented from various perspectives, including the motor carrier, the shipper, and third party service providers. Prerequisites: MGMT 150 and MKTG 175.

Why this course

> In most businesses transportation plays a role; we are either sending products somewhere, or are buying raw materials somewhere else. In logistics and supply chains, you need to understand the structure of the transportation business, how contracts are negotiated, and what kinds of

performance guarantees you can obtain. Transportation is also a field with a large amount of regulation, despite the trend to deregulate portions of it. And careers in the transportation and logistics field abound, especially in mid-America; they pay well if you have the detailed knowledge expected. You'll be able to step right in and use what you learned in this course.

Course Objectives/Outcomes

You will be able to:

1. Identify, analyze, and appraise transportation networks, contracts, processes, regulations and policies that apply to domestic and global supply chains.
2. Interpret and debate the economics of transportation modes in the US and global economy, especially pricing theory and practice.
3. Identify and describe performance measures, and be able to explain and assess the kinds of decisions made in transportation.
4. Discuss the modes of transportation and assess their strengths and weaknesses for different kinds of supply chain or distribution applications.
5. Describe and complete appropriate documents and contracts for the transport of goods.
6. Prepare a risk assessment for transport in a supply chain.
7. Describe and assess the use of 3PL and private transport for an organization.
8. Use your professional communication skills (visual/oral and in writing) and work in group situations to lead discussions and write case reports, analyses, and papers.
9. Exercise critical thinking by preparing and appraising discussions, articles, or presentations, and reviewing other peer products and articles in the field.

Course Requirements (assignments/expectations/activities)
- Prepare answers to Pair or Individual **Challenges**, of scenarios based on course resources. Your answer might be a report or a Powerpoint, as assigned. [1,2,3,6,8]
- Write a **Final Paper/Presentation**. Each student will be required to submit a written term paper on a transportation plan for a specific commodity movement. The paper is to be in APA or MLA format and be a minimum of 5 pages long. The student will also prepare and present a PowerPoint presentation regarding the written paper itself. These issues, including due dates for the presentations, will be addressed further during the semester. Topics must be approved by the instructor prior to October 10, 2012. Each paper will be peer reviewed by a fellow student onor before December 1, 2012. The completed paper will be due no later than December 10, 2011. Late term papers will receive a zero. [3,4,5,6,8,9]
- Take **Mastery Quizzes** (random questions, take as many times as you like) on certain topics [1,2,3,4,5,7]
- Participate in **Discussions** about scenarios or about developments and advances in operations of real enterprises, using info from your course readings or research. [1,2,3]
- **Lead a discussion** about a case or topic by preparing notes/audio and Powerpoint slides. [1,2,3,4,7]

Methods of Evaluation (grading scale)

Item		Points	Percentage
Participation		100	10%
Mastery Quizzes	5 quizzes	150	15%
Term Paper/Presentation		300	30%
Challenges		200	20%
Discussions/Case Analyses		200	15%
Discussion Leadership		100	10%
Total Points		1000	100%

- I expect that 90% or above will earn an A, 80% or above a B, 70% or above a C, and 60% or above a D.

Attendance Policy (or **Participation Policy** for online courses)

CANVAS AND INTERNET: All communication related to this course should take place in Canvas, inside the course. You need a high speed internet link to use Canvas to obtain class material, participate in discussions, collaborations and activities, and to communicate with me and with classmates. You'll find you can easily record video and audio and use white board capability, post images, attach documents, and the like, in Canvas. I will have in-person office hours on campus, and you are always welcome to come see me, drop in at other times, or make an appointment with me. I will also have scheduled chat sessions Canvas for the courses I am teaching.

TECHNOLOGY: Tell your instructor if you are having a technology problem with your online course. If you need help resolving it or simply want to know more, consult http://learnit.stfrancis.edu or the Center for Instructional Development, whose contact information appears below.

SHOWING UP ONLINE: You need to attend online those scheduled sessions which are required. There is no allowance or exception for personal or business responsibilities. If you must be absent from a scheduled session, for a legitimate purpose, give me as much notice as possible. Use the Private Communication option in Canvas to notify and communicate with the instructor! If you find you are unable to meet your commitment, let me know as much in advance as possible so we can deal with your loss. Remember, the only way I know you are there is if you communicate something!

MAKEUP ACTIVITIES: There is no planned makeup of activities missed. If you need to miss an important mandatory event, give me as much notice in advance as you can.

PARTICIPATION: Your participation in discussions and webinars, and other collaborative web activities will be measured in Canvas, and part of your grade for an activity will be based on participation. You should ask questions-- chances are, if you have a question then someone else in the class does also. I will also always explain or answer a question in the chat sessions. I hope Canvas implements the recording of Chat Sessions soon, so they can be distributed afterward, but at present you must be there to hear and see.

PREPARATION: In order to be successful in this course, you should read each day's reading assignment and think about it BEFORE a required session on the topic. You should spend a minimum of 2 hours on your reading and homework for each nominal course 'hour' per week. This means you are expected to spend at least 9 hours per week outside class studying for a 3-credit course.

Other Course Policies
CONDUCT IN CLASS: Conduct yourself appropriately, with respect for each other, for faculty and staff, and for college property, just as you would in a business setting. This includes proper behavior online. Check out online etiquette from the University of Wisconsin Colleges or Kent State's policy, or SUNY's discussion group thoughts.

PROFESSIONAL STANDARDS FOR YOUR WORK: All work products need to be completed in a professional, neat, clear, and interesting manner. Your score will be reduced for unprofessionally submitted products. See the Video on Canvas about professional writing, multimedia, and spreadsheets.

RESPONSIBILITY FOR MATERIAL: Students are responsible for comprehending all reading assignments and problems regardless of whether or not they are directly covered in a session. Clarify issues you have in your mind about this by consulting your instructor.

STUDY GROUPS: You are encouraged to work in study groups to discuss and master the subject. There are collaboration tools available in Canvas that could make this easier to do than exchanging emails. We'll discuss them and practice using them as the class proceeds.

CHANGES: While every effort will be made to follow the rules stipulated in this outline, change may sometimes be necessary. I reserve the right to make changes, and when this happens, due care will be taken to give as much notice to you as possible.

TURNITIN: Students should be aware that suspect assignments will be submitted to the **Turnitin** system by the instructor for the purpose of detecting possible plagiarism. The term "plagiarism" includes, but is not limited to, the use by paraphrase or direct quotations, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency who may or may not be engaged in the selling of term papers or other academic materials.

Students agree that continued enrollment in this course after the receipt of this syllabus constitutes permission that all required papers may be submitted to **Turnitin** for the detection of plagiarism and that all submitted papers will be retained as source documents in the **Turnitin** reference database and used solely for the purpose of detecting plagiarism of such papers.

Students are responsible for ensuring that their work is consistent with USF's expectations about academic integrity.

Turnitin is an electronic resource that assists in the detection and deterrence of plagiarism by electronic comparison for textual similarity. Additional information about the **Turnitin** plagiarism prevention tool is available at http://www.turnitin.com/

Course Outline/Schedule

Module	Tentative Start Date	Topic(s)	On-Line Activities	Readings
1	8/20	Welcome Linking Supply Chains	Welcome message Transportation video	Syllabus/Course Information Read Chapter 1
2	8/27	Transportation and Economy	Discussion: Case 2-2 The Green Team	Read Chapter 2 (selected)
	9/3	LABOR DAY	NO CLASS	
3	9/4	Public Policy for Transportation	Discussion: Case 3-1 Who Pays? Discussion: Case 3-2 Public support for Air? Treasure Hunt:	Read Chapter 3
4	9/10	Costing and Pricing	Discussion: Case 4-1 Hardee A Challenge: Hardee B	Read Chapter 4
5	9/24	Motor Transport	Discussion: Case 5-2 Squire Treasure Hunt: Find Image or Video of one type of equipment; classify and describe it. **Mastery Quiz:** Motor	Read Chapter 5 (selected)
6	10/1	Rail Transport	Discussion: Case 6-1 CBN Rail Treasure Hunt: Find Image or Video of one type of equipment; classify and describe it. **Mastery Quiz:** Rail	Read Chapter 6
7	10/8	Air Transport	Discussion: Case 7-1 Airspace Airlines **Hunt and Peck:** Image or Video of one type of freight equipment; classify and describe its functions and features.	Read Chapter 7

			Mastery Quiz: Air	
	10/15-10/19	FALL BREAK	NO CLASSES	
7	10/22	Water and Pipeline Transport	Discussion: Case 8-2 Great Lakes Carriers **Hunt and Peck:** Image or Video of one type of cargo ship equipment **Mastery Quiz:** Water and Pipe	Read Chapter 8
8	10/29	Risk Management	**Hunt and Peck:** Short video of risk situations **Discussion:** Case 9-2 Tiger **Challenge:** Case Analysis of Young Again p317	Read Chapter 9
9	11/5	Planning Transport	**Discussion:** Case 10-1 Music Explosion **Challenge:** Case 10-2 Megapixel	Read Chapter 10 (selected)
10	11/12	Executing Transport	Discussion: Case 11-1 SSI Discussion: Case 11-2 Blade **Mastery Quiz:** Execution	Read Chapter 11 Question 4 p 391
11	11/19	3PLs in Transport	Discussion: Case 12-1	Read Chapter 12
	11/22-11/25	THANKSGIVING BREAK	(NO CLASSES)	
		3PLs in Transport Private Transport/Fleet Management	Discussion: Case 12-2 Jetstream Discussion: Case 13-2 Naperville Hardware **Mastery Quiz:** 3PL/Private	Read Chapter 12 Read Chapter 13
12	11/26	Issues in Transport	Discussion: Case 14-2 Bald Eagle	Read Chapter 14 Sources on p480-481
13	12/3	Papers and	**Presentation Webinar**	

		Presentations	**t**his week; schedule TBD **Paper** due 12/10	
14	12/10-12/14		FINAL EXAM WEEK	

USF Mission Statement:
As a Catholic university rooted in the liberal arts, we are a welcoming community of learners challenged by Franciscan values and charisma, engaged in a continuous pursuit of knowledge, faith, wisdom, and justice, and ever mindful of a tradition that emphasizes reverence for creation, compassion, and peacemaking. We strive for academic excellence in all programs, preparing women and men to contribute to the world through service and leadership.

Mission Statement of the College of Business and Health Administration: The mission of the College of Business and Health Administration is to offer undergraduate and graduate degree programs that are career oriented with a strong focus on academic excellence. Undergraduate programs are designed for traditional and non-traditional students providing academic and practical knowledge combining the effective use of technology with a global perspective and socially responsible leadership. Graduate and certificate programs are practitioner-based and designed for working professionals driven by real-world knowledge, emerging research, and the development of critical thinking skills. The College is guided by the University's Franciscan values of respect, compassion, integrity, and service.

(For Business Courses Only)
School of Business ACBSP Statement: All programs in the School of Business are accredited by the Accreditation Council for Business Schools and Programs. ACBSP is a leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. ACBSP promotes continuous improvement and recognizes excellence in the accreditation of business education programs around the world.

ADA Statement:
The University strives to be in compliance with Americans with Disabilities Act (ADA) regulations. To this end, a student who requires special support or arrangements due to a disability should contact the Academic Resource Center, Library L 214, 815-740-5060 to coordinate accommodations. This contact should occur no later than the first week of classes in order to allow for sufficient time to provide accommodations. Should a need arrive after the start of a semester, the student is encouraged to contact the ARC as soon as possible. Each case will be reviewed on an individual basis.

Academic Integrity:
Students have an obligation to exhibit honesty in carrying out their academic assignments. Students may be found to have violated this obligation if they plagiarize or cheat. Plagiarism is presenting the work of others as one's own: cheating is taking, giving, or accepting any illicit advantage for any course work inside or outside of the classroom. See the narrated Powerpoint on Canvas about examples of some academic integrity violations.

Student Academic Resources: If you need academic-related resources or assistance, please contact the Academic Resource Center located on the second floor of the USF Library, room 214, or contact them at (815) 740-5060 or ARC@stfrancis.edu .

Technical Support:
The Center for Instructional Delivery (CID) administers the online course management system, Canvas, and provides technical support to those students and faculty using Canvas. If you are experiencing difficulties using Canvas or need technical assistance, you have several options to receive support:

1. Locate Help Resources Online. A student user guide and other resources for solving issues related to Canvas can be found at learnit.stfrancis.edu/.

2. Report a Problem Online. If you have questions regarding technical difficulties, you can report a problem by clicking on the orange **Help** button located in the upper right corner of your online course. You will receive a response from the CID support team within 24 hours.

IMPORTANT NOTE: Responses to Help requests will go to your USF **stfrancis.edu** email account, **NOT** your personal email.

To learn how to access your USF email account, go to: learnit.stfrancis.edu/canvas/canvas-guides-students.htm

3. Telephone Support. You can also phone the Center for Instructional Delivery for personal help at (815) 740-5080 or (866) 337-1497 (toll-free) between 8:00 AM and 4:00 PM Central Standard Time.

Policies not covered in this document will be handled in accordance with the USF catalog.