

Washtenaw Community College Comprehensive Report

BMG 226 Transportation and Logistics Effective Term: Winter 2018

Course Cover

Division: Business and Computer Technologies

Department: Business

Discipline: Business Management

Course Number: 226

Org Number: 13210

Full Course Title: Transportation and Logistics

Transcript Title: Transportation and Logistics

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Consultation with all departments affected by this course is required.

Course description

Outcomes/Assessment

Objectives/Evaluation

Rationale: An assessment was completed for Winter 2017 that indicated changes were needed to the course. The outcomes were OK, it was how those outcomes were to be achieved through objectives that needed to change.

Proposed Start Semester: Winter 2018

Course Description: In this course, students learn how transportation moves freight, information, and finances through the global supply chain. Since transportation expense often represents one of the largest single costs faced by a company, students learn how transportation strategy is created and implemented. Finally, they learn about the latest innovations, current security issues, and recent sustainability efforts in the freight transportation industry. The title of this course was previously Transportation Management.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

General Education

Request Course Transfer

Proposed For:

Central Michigan University
College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Recognize the diversity and similarities of the basic modes of transportation.

Assessment 1

Assessment Tool: Departmental exams
Assessment Date: Winter 2021
Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: All students
How the assessment will be scored: Answer sheet
Standard of success to be used for this assessment: 70% of students will score 70% or better
Who will score and analyze the data: Exam will be online with scoring done by computer. Lead instructor will analyze the data and share with department.

Assessment 2

Assessment Tool: Discussions/blogs
Assessment Date: Winter 2021
Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: All students
How the assessment will be scored: Departmentally-developed rubric
Standard of success to be used for this assessment: 70% of students will score 70% or better
Who will score and analyze the data: Lead instructor will analyze the data and share with department

2. Identify and apply the basic economics of transportation costing and pricing in a free market economy.

Assessment 1

Assessment Tool: Discussions/blogs

Assessment Date: Winter 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 70% or better

Who will score and analyze the data: Lead instructor will analyze the data and share with department

Assessment 2

Assessment Tool: Departmental exams

Assessment Date: Winter 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer sheet

Standard of success to be used for this assessment: 70% of students will score 70% or better

Who will score and analyze the data: Exam will be online with scoring done by computer. Lead instructor will analyze the data and share with department.

3. Identify the current and emerging issues in transportation planning.

Assessment 1

Assessment Tool: Discussions/blogs

Assessment Date: Winter 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 70% or better

Who will score and analyze the data: Lead instructor will analyze the data and share with department

Assessment 2

Assessment Tool: Departmental exams

Assessment Date: Winter 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

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Course Objectives

1. Identify the role freight transportation plays in the overall supply chain.
2. Compare and contrast ground (truck), rail, air, ocean, and intermodal modes of freight transport.

3. Identify the issues related to the service provider, buyer, and transportation.
4. Identify how transportation contributes value to any organization and can act as a competitive advantage.
5. Recognize the criteria used when choosing how to manage the transportation.
6. Identify the criteria used when choosing a differentiation, cost leadership, or focus (segmentation) transportation strategy.
7. Recognize how quality is incorporated into the transportation function, the important six sigma tools, and the most common performance measures.
8. Identify the steps in Transportation Management (TM) to determine what must be moved, where and when it must be moved, and the best way to move it.
9. Compare and contrast dedicated fleets, carrier management, and freight forwarding.
10. Identify important innovations in the freight transportation industry.
11. Compare and contrast the security issues facing ground (truck), rail, air, ocean, and intermodal transportation.
12. Identify measures used to ensure cargo, equipment, and personnel security.
13. Identify ways the transportation industry is reducing the carbon footprint contributed by the transport of freight.

New Resources for Course

Course Textbooks/Resources

Textbooks
 Manuals
 Periodicals
 Software

Equipment/Facilities

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Cheryl Byrne</i>	<i>Faculty Preparer</i>	<i>Jun 22, 2017</i>
Department Chair/Area Director: <i>Julianne Davies</i>	<i>Recommend Approval</i>	<i>Jul 14, 2017</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Jul 14, 2017</i>
Curriculum Committee Chair: <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Sep 27, 2017</i>
Assessment Committee Chair: <i>Michelle Garey</i>	<i>Recommend Approval</i>	<i>Sep 28, 2017</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Oct 05, 2017</i>