Traffic and Transportation Management
University of Missouri -St. Louis
SP18-Marketing 3771
Instructor
Michael G Edwards
240 JC Penny North
Center for Transportation Studies
Office Hours: Tues-Thurs 9am -12pm or By Appointment
E-mail: edwardsmg@umsl.edu
Telephone: 314.516.7273

Lecturer in Marketing, Transportation Management, Business Logistics, Global Supply Chain Management, Sustainability, Outsourcing, Procurement and Related Curricula for Graduate or Undergraduate Studies

Summary of Qualifications
Experienced, hands on operating executive with proven responsibilities and accomplishments in multi industry global supply chain management roles with a passion to share and excite students with real world learning, principles, strategies as well as future career opportunities in Transportation, Logistics and Supply Chain management. Experienced in both forward as well as reverse logistics, trade compliance, network design, technology application and procurement. Experienced in all sizes and types of organizations – public, private and entrepreneurial. Skilled in raising awareness, influence and importance of supply chain management principles, strategy, theory and tactics in achieving corporate goals. Demonstrated success in applying these skills in real world business environments to build corporate competitive advantage and value through supply chain management.

Please see the “Faculty Information” tab for work related experience
Student-Faculty Communication

As a former business executive and practitioner, your inquiries or questions will be answered as close to real time as possible, 24/7. The best and fastest way to reach me is via UMSL e-mail, edwardsmg@umsl.edu. Mail comes directly to my mobile as well as Outlook.

Weekly assignment grades will be posted no later than Tuesday following the Saturday due date, see course schedule beginning on page 14 for due dates.

Office hours are shown above.

Prerequisite

Minimum campus GPS of 2.0; Junior standing, completion of Marketing 3770, Introduction to Transportation or Instructor consent.

Subject to Change

This syllabus is subject to change at the discretion of the instructor to accommodate instructional and/or student needs. It is the student’s responsibility to keep abreast of such changes. I use ‘Announcements’ to highlight any changes.
Course Description and Format

Let’s start with the good news -- **NO book and NO Final.**

Believe me, you will earn your grade.

This fifteen-week online **CANVAS** course is offered by the Center for Transportation Studies through the Marketing Department as an elective available to complete the Undergraduate degree. Your enrollment in this class signifies an interest beyond a basic transportation understanding provided by the Introduction to Transportation class.

As such, a minor or ‘track’ certificate of emphasis is not beyond reach. There are different paths available to the student depending if the student is, or is not, a Business Major. Then is, or is not, a Marketing Major. Marketing Majors are eligible to receive ‘Marketing Certification with emphasis in Transportation’ upon completion of a 21 hour program. Please discuss with your advisor or the Instructor.

The Spring ’18 edition of Marketing 3771 reflects a challenging business landscape that is characterized by geopolitical tensions in various parts of the world, policy uncertainty, steadily increasing trade among countries and across continents, supply chain risk management vulnerabilities caused by severe natural disasters, cyber attacks, security concerns as well as an unabated pace of technological advancement. Although these and other events present both challenges and opportunities for Transportation and Logistics managers, the discipline remains fun, exciting, dynamic and in demand.

Marketing 3771 is the companion course to ‘Introduction to Transportation’, MKTG3770. The 3771 course content will take the student to the next step in transportation management continuing the focus and importance on the role of the Transportation manager as an integral part of the Logistics, Supply Chain as well as Corporate organization. The course will explore the collaborative nature and influence of Transportation across the organization including Marketing, Supply Chain, Finance, Legal, Information Technology, Quality, Procurement, Engineering, Manufacturing/Production and Corporate functions.
This course is also designed to provide the student with an understanding of the managerial aspects of transportation management as a function of the firm's global logistical strategy. This course is further designed to provide the student with a basic and practical understanding of the issues and work performed by transportation managers and the management of modern transportation firms in a global economy.

In this course students are urged to think and write critically about transportation both in the US and around the world, how the transportation system reflects the interplay between technological, societal, and economic factors. Methodologies employed in this course consist of quizzes, article reviews, case studies and discussion forums.

The reality is that the speed at which the transportation & logistics industries are changing are breathtaking. Now, not all of these trends are moving at the pace that technology is moving. One of the core trends you’ll see weaved thru out this semester’s year’s course content is a stronger focus on the fundamentals such as adhering to risk management, collaboration, focusing on core competency, and using expert vendors to achieve your goals. It is vital that, despite all new technology, transportation & logistics practitioners lean on tried and true practices. Why? Well, the great Bill Gates once said this: “The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.”

Transportation is a lot like life in that the only thing constant in the industry is change. New technology that is so new it touts as being disruptive even though the infrastructure necessary to attain the technology is still emerging at a slower pace. Other trends include globalization, emerging markets, rising client and consumer expectations, the “Amazon Effect” and overall disruptive impact of e-Commerce that demand the near-impossible sometimes and the near-immediate delivery of product whenever and wherever they are ordered always.

Managing, maintaining and growing all of that is the responsibility of transportation and logistics. I know this because I have been in the supply chain/logistics business for over 40 years. The changes in the industry are like night and day or, more accurately, like paper and semi-conductor. Remember there weren’t PC’s or mobile devices when I started -- “You did paperwork and you helped your customers do paperwork.”. The change is clearly in digitalization and automation, topics we will explore every week.
To handle the new and growing list of responsibilities and tasks associated with today’s complex supply chains, incoming industry professionals need to have much more than a good work ethic and a sharp pencil. Nowadays they must have exceptional communication skills, be adept at not only making connections vertically within organizations but horizontally with supply-chain partners. They must be able to keep up with new, constant and, yes, disruptive technological advances while, in a globalized economy, be able to navigate myriad social, cultural and geographic differences with ease, knowledge and sensitivity.

And in that world of rapid change and innovation there is yet another bit of change that could be potentially devastating to the industry: Currently anywhere from 25 to 33 percent of supply chain professionals are at or quickly approaching retirement age. That means about a quarter of available jobs in the supply chain industry will become available between now and 2020. But as the demands of the profession have never been greater, 3PLs are wary of a coming talent shortage. Consider that the demand-to-supply ratio of jobs to qualified individuals in the industry is a disturbing six to one.

“Supply chain managers are retiring faster than they can be replaced,” says Christiane Beimel, vice president of Value Added Service for DHL-Germany. “There simply aren’t enough young people to backfill the pipeline.”

You’ll notice Beimel said “young people” and did not invoke the “M-word,” i.e. millennials. Folks get a little callous when they hear that word and are pretty quick to complain millennials are always on their phones, always connected to social media.

Which is a shame because, like it or not, it will be the people from that generation who will have to pick up the logistics torch and carry it forward. What’s more, the very things that people look down on millennials for are actually the qualities that could make them terrific supply chain managers of the future. Let’s get started!!
Learning Objectives

- Learn about current world and domestic economic outlooks and their importance in today’s Transportation management strategy for both industry and society.
- Understand organizational relationships between Finance and Transportation management including budgeting, metrics and KPI’s, relevance of organizational dynamics and managing risk.
- Discover the importance of supply chain and logistics technology convergence in transportation management, current Transportation technology topics, digitalization of transportation, optimization, simulation and total cost of ownership models.
- Understand the critical importance of packaging, dimensionalization, density and package testing to Transportation execution.
- Experiment with third party systems for packaging, managing rate quotes, freight claims and carrier comparisons.
- Learn about strategic freight procurement strategies, transportation contracting, carrier and service provider management, inbound freight management and digital platforms.
- Understand best practices across and between transportation modes, documentation, data collection and pricing.
- Examine the disruptive nature of domestic and international e-Commerce on Transportation and Channel Management.

Student Technology Requirements

As a student in an online course, you are expected to have access to the internet almost every day. This course is taught through the new UMSL CANVAS Learning Management System. If you have computing problems, it is your responsibility to address these, or come to campus to use the student computing labs. Problems with your computer or other technology issues is not an excuse for any delays in meeting expectations and deadlines for the course. So, if you have a problem, get help in solving it immediately. At a minimum, you will need the following software/hardware to participate in this course:
1. Computer with an updated operating system (e.g. Windows, Mac, Linux) and to an Internet browser (e.g. Mozilla Firefox and Chrome suggested)
2. Ability to navigate CANVAS
3. Minimum Processor Speed of 800 MHz, 1 GHz or higher speed is recommended.
4. DSL Internet connection or a connection speed no less than 7 Mbps
5. Media player such as Windows Media Player to open course media. Flash player may be required by some aspects of the course and is available as a free download here: [http://get.adobe.com/flashplayer/](http://get.adobe.com/flashplayer/)
6. Adobe Acrobat to open PDF files throughout the course – available as a free download here: [http://get.adobe.com/reader/?promoid=HRZAC](http://get.adobe.com/reader/?promoid=HRZAC)

**Class Format**

This class **does not** require a text. This class **does not** have a FINAL exam. The student is quizzed each week and will be required to complete several assignments using third party tools in areas of pricing, packaging, freight claims and TMS systems.

The format of each class block will include the following:

A. Instructor Panopto Mini-lectures of the Weeks Topic supported by PowerPoint materials
B. Selected Student Article Reviews from Prior Week
C. Selected Videos and/or Web Links on Current Transportation and Supply Chain Topics
D. Selected Articles on Transportation Specific to the Weeks Topic, e.g Motor, Ocean
E. Weekly Discussion Boards
F. Weekly Quizzes
   a. The quizzes may include a combination of multiple choice, short answer, problem solving and essay
   b. The quiz will cover material presented through lectures, readings, articles and videos
G. Assignments
   a. Assignments may use licensed third party software or educational portals limited to student use over the course of the semester
   b. Assignments are applied learning, that is rate a shipment, compare to different ship modes and different carriers within a mode, load a truck, build a customer pallet, file a freight claim, experience carrier selection and data base management strategies for shipment optimization.

Each class block will be available on “CANVAS” the Monday of each week and is due by Sunday of the next week. For example, module 1 will be available Monday August 21, 12:00am and test responses due Sunday August 27 by 11:59pm. Once released, it will be available on line for the balance of the semester. I am flexible in meeting each students needs with notice.

Grade Center

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<tr>
<td>Icebreaker</td>
<td>20pts</td>
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<tr>
<td>Weekly Module Quizzes</td>
<td>305pts</td>
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<tr>
<td>Supply Chain Article Review</td>
<td>150pts</td>
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<td>Assignment Case Studies (4)</td>
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<td>Total Points Available</td>
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Grade Scale

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<td>A-</td>
<td>534-500</td>
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<td>349-400</td>
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<td>499-460</td>
<td>C-</td>
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<td>B</td>
<td>459-425</td>
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<tr>
<td>B-</td>
<td>424-390</td>
<td>F</td>
<td>300 OR BELOW</td>
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Please note that late submissions are subject to a five (5) point deduction for every day late

Discussion Boards

You will also be able to earn extra credit by participating on CANVAS Discussion Boards. I use Discussion Boards a lot to bring current as well as relevant SCM material to your attention. To get the extra credit points, students will need to post a response and respond to two other student posts. Personal or business experience is always appreciated. Additional extra credit can be earned by responding to a student’s post. I will monitor, but may or may not participate. All posts subject to UMSL academic guidelines below.

Academic Honesty

Plagiarism is the use of another person’s words or ideas without crediting that person. Plagiarism will not be tolerated and may lead to failure on an assignment up to dismissal from the University of Missouri-St. Louis
Civility

Adherence to the Student Code is expected. My commitment is to create a climate for learning characterized by respect for each other and the contributions each person makes to the class. Please make a similar commitment.

Privacy

Each faculty member is accountable for ensuring the confidentiality of all student educational records. All records and data maintained by UMSL is governed under the Family Educational Rights and Privacy Act (FERPA) of 1974

Online Class Netiquette/Behavior

1. **Be self-reflective** before you post an emotional response and reread what you have written to be sure it is positive. Think of your comments as printed in the newspaper. Your online comments will be seen, heard and remembered by others in the class.

2. **Use effective communication.**
   
   - Avoid the use of all caps or multiple punctuation elements (!!!, ???).
   - Be polite, understate rather than overstate your point, and use positive language.
   - If you are using acronyms, jargon or uncommon terms, be sure to explain them so everyone can understand and participate in the discussion.

3. **Ask for clarification** to a point if you feel emotional from a classmate’s post. It is likely that you misunderstood his/her point. This strategy will also help you step away from the intensity of the moment to allow for more reflection.

4. **Sign your name.** It is easier to build a classroom community when you know to whom you are responding.
5. **Foster community.** Share your great ideas and contribute to ongoing discussions. Consider each comment you make as one that is adding to, or detracting from, a positive learning environment for you and your classmates.

6. **Be constructive.** You can challenge ideas and the course content, but avoid becoming negative online. When you disagree politely you stimulate and encourage great discussion. You also maintain positive relationships with others with whom you may disagree on a certain point.

7. **Keep the conversation on topic** by responding to questions, adding thoughtful comments about the topics at hand. Online dialogue is like conversation. If there is a particular dialogue going on, please add to it, but if you have something new to say, please post it in another thread.

8. **Define your terms.** When using acronyms or terms that are particular to your field (or new to our course), please define them for others.

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**Title IX Policies**

Under Title IX, all UMSL faculty, staff, and administrators (with limited exception) are obligated to report any incidents of sexual harassment, sexual misconduct, sexual assault, or gender discrimination to the Student Affairs office and/or other University officials. This ensures that all parties are protected from further abuses and that victim(s) are supported by trained counselors and professionals. Note: There are several offices at UMSL (e.g., Counseling Services, Health Services, Community Psychological Service, Center for Trauma Recovery, and Student Social Services) whose staff are exempt from Title IX mandated reporting, when the information is learned in the course of a confidential communication.
Participation

✓ Present in class for online courses is determined by participation in an “academically related activity”, i.e. submission of an assignment, assessment or discussion forum posting

✓ Documentation that a student has logged into an online class is not sufficient by itself to demonstrate academic attendance

✓ Participation in the course should maintain a positive work and learning environment as outlined in the UMSL Student Planner

✓ Postings should be well written with proper punctuation, spelling and grammar

✓ Avoid short one word postings, for instance “I Agree” unless accompanied by supporting statements

✓ There will undoubtedly be online discussions via blackboard discussion boards. Google “Hang Ups” has been selected as the third party media tool. Your success will depend on your ability to communicate, engage and participate in all course activities including discussion boards.

✓ It is a violation of University of Missouri policy to distribute recordings without my authorization and the permission of others recorded

Access, Disability and Communication

Students who have a health condition or disability, which may require accommodations in order to participate effectively in this course, should contact the Disability Access Services Office. Information about your disability is confidential.

1. 144 Millennium Student Center (MSC)
2. Phone: (314) 516-6554
3. Email
4. Website
Office of International Students and Scholar Services
If you have difficulty communicating in English with the instructor of this course, contact ISS.

1. 261 Millennium Student Center (MSC)
2. Phone: (314) 516-5229
3. Email
4. Website

Student Retention Services
SRS provides comprehensive support and intervention strategies that support your road to graduation!

2. 225 Millennium Student Center (MSC)
3. Phone: (314) 516-5300
4. Email
5. Website

Technical Support

GOAL Office
The GOAL was created to provide centralized direction and support to online and reentering adult students seeking degree completion at the University of Missouri-St. Louis (UMSL). Whether you are returning to school to complete an undergraduate degree started long ago or you desire to earn a Ph.D., we are here to guide you to completion. The GOAL staff will support and guide you, providing access to valuable resources. You may choose to continue your education in an online environment, traditional courses or blended opportunities. We are here to see you achieve academic success.

1. 306 Social Sciences and Business Building (SSB) - Tower
2. Phone: (314) 516-4211
3. Email
4. Website
My Gateway (Blackboard)
If you have problems logging into your online course, or an issue within the course site, please contact the Technology Support Center:

1. Phone: (314) 516-6034
2. Email
3. Website

If you are having difficulty with a technology tool in MyGateway (wiki, voicethread, Kaltura, etc.) consider visiting the Online Course Orientation in your MyGateway course list. The orientation has overviews of each tool and tutorials on how to use them.

Academic Support

The Online Writing Center
At the OWC MyGateway site, students can send their papers to our tutors, who will read them and send them back with suggestions. Students can also access Turnitin, which identifies quoted material in their essays.

1. 222 Social Sciences and Business Building (SSB)
2. Website
3. Visit the OWC page on MyGateway to submit drafts online.
4. The OWC usually responds within 48 hours. Please allow ample time.

Math Academic Center (Math Lab)
The Math Academic Center offers free individual assistance on a walk-in basis to students needing help with any mathematics from basic math through calculus or any course involving mathematical skills.

1. 222 Social Sciences and Business Building (SSB)
2. Website

NetTutor

Online tutoring in many subjects is now available through NetTutor. In your courses on MyGateway, click on Tools and select NetTutor® to log in. You can access NetTutor from the MyGateway homepage.
## COURSE SCHEDULE

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>TEXT READINGS</th>
<th>ASSIGNMENTS DUE</th>
<th>QUIZ</th>
<th>DISCUSSION BOARDS **</th>
<th>ASSIGNMENTS</th>
<th>POINTS AVAILABLE</th>
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<tbody>
<tr>
<td>Course Welcome, Announcements, &quot;Icebreaker&quot;, Syllabus</td>
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<td>Role of Transportation in Society</td>
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<td>Motor Carrier Modal Management</td>
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<td>X</td>
<td>X</td>
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<td>30-Apr</td>
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<td>Disruptive Role of e-Commerce &amp; Transportation Mega Trends</td>
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<td>6-May</td>
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