About the Instructor:
Contact information:
Name Jill Bernard Bracy, PhD
Phone number 314-516-7270
Email address bernardji@umsl.edu
Campus office 240 JC Penny North
Office Hours: Tuesdays and Thursdays from 1:30pm-3:30pm

Welcome:
Welcome to Transportation in Supply Chain Management! Transportation is an exciting field with fun and interesting concepts that are very important to today's businesses. I am excited to be teaching this subject, since it closely relates to my PhD area of study (Logistics and Supply Chain Management). I am particularly interested in transportation safety and the application of data analytics to make informed decisions. Enjoy the course content! I hope that you find it beneficial not only for industry application, but also for everyday life.

Instructor Bio:
I currently serve as an Assistant Teaching Professor in the Marketing Department and the Assistant Director of Program Development for the Center for Transportation Studies. Before joining UMSL faculty, I served as an Assistant Professor of Business and Director of the Master of Science in Supply Chain Management at Fontbonne University and worked as a Marketing Coordinator and consultant in the real estate industry. I hold a Bachelor's of Science in Business/Marketing from Fontbonne University, an MBA from Southern Illinois University - Edwardsville, and a PhD in Business Administration with an emphasis in Logistics and Supply Chain Management and Marketing as a supporting field from UMSL. I serve as the Vice President of Operations for the Council of Supply Chain Management Professionals- St. Louis Roundtable, I am a former Boeing Fellow, and I am currently pursuing research interests in transportation safety.

Teaching Philosophy:
Transportation courses afford unique industry related discussion, and my teaching approach expects such conversation. It is essential for you to learn the basics, such as terminology, as well as application. Transportation and supply chain management decisions also affect our everyday lives, and it is important to appreciate this connection. Be prepared to go beyond the provided lecture and reading material to explore other facets of transportation and the integration of academic concepts and real-world application. Do not hesitate to continue exploring areas that you find interesting, to learn from one another, and to ask questions!

About this Course:
Required texts:
A traditional textbook is not used for this course. Information on how to purchase the course e-text: Operations: Managing Supply Chain Processes by Dr. Brain Gibson can be accessed via Canvas and at http://www.operationsscmn.org.

Time Requirements:
If this course were offered on campus, you’d be in class 2.5 hours/week plus travel time. The online version is no different in terms of expectations for your involvement. This is an active online course that requires 3 hours of your time each week in addition to the time it takes you to read the required materials, watch the videos, and complete the assignments. That means that you need to plan to spend a minimum of 6 hours
every week on activities related to this course. If you are worried about your preparedness, consider taking the Online Readiness Survey to help decide if an online course is right for you.

**Technology Requirements:**
As a student in an online course, you are expected to have reliable internet access almost every day. If you have computing problems, it is your responsibility to address these or to use campus computing labs. Problems with your computer or other technology issues are not an excuse for delays in meeting expectations and missed deadlines for the course. 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)
2. Updated Internet browsers (Apple Safari, Internet Explorer, Google Chrome, Mozilla Firefox)
3. Ability to navigate MyGateway (Canvas Learning Management System)
4. Minimum Processor Speed of 1 GHz or higher recommended.
5. DSL or Cable Internet connection or a connection speed no less than 6 Mbps.
6. Media player such as VLC Media Player.
7. Adobe Flash player (free)
8. Adobe Reader or alternative PDF reader (free)
9. Oracle Java plugin (free)
10. Microsoft Silverlight plugin (free)
11. A webcam and/or microphone is highly recommended.

**Course Description:**
Transportation is often the most expensive and important link in most modern supply chains. This on-line course allows the student to examine and learn the role transportation plays in supply chain management. This course is designed for undergraduate business students minoring in Transportation, but can be taken by any College of Business major as a business elective with no pre-requirements.

This course will help you to understand the role of supply chain management and business process management in manufacturing and service operations. You will learn about supply chain planning, network design, procurement, fulfillment processes, technology, and global operations, and the role and integration of transportation with these concepts.

Learning objectives will be accomplished through various assignments, article analysis, cases, quizzes, discussion boards, exams, and group reports.

**Goals of the Course:**
Upon completion of this course, you will be able to:

- Analyze the role of transportation in the supply chain and in supply chain management.
- Explain transportation's role in order fulfillment and final delivery.
- Discuss the primary international transportation decisions.
- Evaluate the impact of global trade on transportation.

For your final report, you will thoroughly examine the role of transportation in supply chain management by considering the following:
Transportation in Supply Chain Management

- Transportation’s role in the supply chain and importance to successful supply chain management implementation.
- Supply chain management concepts discussed in this course that you believe are most closely interconnected with transportation strategies and operations.
- The implications of transport decisions on supply chain management decisions.
- The effect of supply chain management strategies and decisions on transportation.

How to Succeed in This Course:
Each module in this course will contain recorded lecture episodes, accompanying PowerPoint presentations, supplemental reading, and various assessments. It is your responsibility to watch each episode lecture and review the materials before participating in the discussion boards or completing the module assessments.

Instructional Technology:
The following tools will support the instructional strategies for this course: web searches, PowerPoint, Canvas, UMSL library, GoogleDocs, Java, Flash. Microsoft Office and Google Chrome are also recommended.

Assessment/Grading:
Grades for the course will be based on performance in five areas:

1. Exams: There will be three exams during the semester. Questions will emphasize the ability to analyze/synthesize episode lectures, reading materials, and related assignments.
2. Quizzes: Quizzes will cover content from the current week’s video, reading and/or presentation slides.
3. Discussions: Eight discussion will be posted throughout the semester. Your original discussion post will be due by Thursday at 11:59pm of the assigned week. At least two thoughtful responses to your classmates’ posts will be due by Sunday at 11:59pm of the assigned week.
4. Assignment Points: There will be a variety of activities, articles, and problems with varying point totals. Assignments will be due on Sunday at 11:59pm of the assigned week.
5. Final Report: A final group report assessing the role of transportation in supply chain management will be due on the final day of class, Saturday 12/16 at 11:59pm.

Point Distribution:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>150</td>
</tr>
<tr>
<td>Quizzes</td>
<td>45</td>
</tr>
<tr>
<td>Discussions</td>
<td>75</td>
</tr>
<tr>
<td>Assignments</td>
<td>200</td>
</tr>
<tr>
<td>Final Report</td>
<td>50</td>
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<td>Max Possible</td>
<td>520</td>
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</tbody>
</table>
Grading Scale: The UMSL Grading System is based on a four-point scale. The grade value for each letter grade is as follows:

- A = 4.0
- A- = 3.7
- B+ = 3.3
- B = 3.0
- B- = 2.7
- C+ = 2.3
- C = 2.0
- C- = 1.7
- D+ = 1.3
- D = 1.0
- D- = 0.7
- F = 0
- EX = Excused
- DL = Delayed
- FN = Failure/Non Participation

Feedback and Grading Timeline:
Response to email/calls: Weekdays, 9:00am – 4:00pm: 5 hours; Evenings, Weekends, and Holidays: 24 hours
Grades for discussions: 48 hours after due date for replies
Grades for assignments: 72 hours after due date
Grades for exams and papers: one week after due date

You can access your grade information in the Grades tab on Canvas. If there is a rubric attached to the assignment, you can click your score to see feedback on the rubric.

Rubrics:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Good (5 pts)</th>
<th>Fair (3 pts)</th>
<th>Developing (1 pt)</th>
<th>Missing (0 pts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original Post</td>
<td>Use of analysis, synthesis and evaluation.</td>
<td>Use of comprehension and application.</td>
<td>Repeats basic correct information related to discussion, but neglects to extend conversation or critically analyze course content.</td>
<td>No postings throughout the week</td>
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<tr>
<td></td>
<td>Critical and/or creative contribution.</td>
<td>Incorporates readings into responses, demonstrating solid understanding.</td>
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<td></td>
<td>Incorporates readings and course content well into responses, demonstrating excellent understanding.</td>
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<td></td>
<td>Contributes new information and identifies the source when appropriate.</td>
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</tr>
<tr>
<td>Replies to Classmates</td>
<td>Makes insightful comments to classmates’ posts.</td>
<td>Exhibits fair comments to classmates’ posts.</td>
<td>Repeats basic information related to discussion.</td>
<td>Did not reply to any classmates.</td>
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<td></td>
<td>Asks questions that extend the discussion and makes insightful, critical comments.</td>
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</tbody>
</table>
Assignment Rubric (10/20/50 points)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Exceeds Expectations (6/12/35 pts)</th>
<th>Meets Expectations (5/10/29 pts)</th>
<th>Below Expectations (3/6/18 pts)</th>
<th>Missing (0 pts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Development</td>
<td>Includes all required materials and is well organized.</td>
<td>Includes all required materials.</td>
<td>Fails to address all required materials.</td>
<td>Information is missing.</td>
</tr>
<tr>
<td></td>
<td>Use of analysis, synthesis and evaluation.</td>
<td>Use of comprehension and application.</td>
<td>Repeats basic correct information, but neglects to critically analyze course content.</td>
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</tr>
<tr>
<td></td>
<td>Critical and/or creative contribution.</td>
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<td></td>
<td>Applies principles and terminology correctly.</td>
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<td></td>
<td>Materials include unique ideas and perspectives.</td>
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<tr>
<td>Sources and Evidence</td>
<td>Contributes new information and identifies the sources.</td>
<td>Incorporates readings into responses, demonstrating solid understanding.</td>
<td>Repeats basic information related to discussion.</td>
<td>Lacks sources and evidence.</td>
</tr>
<tr>
<td></td>
<td>Incorporates readings and course content well into response, demonstrating excellent understanding.</td>
<td>Materials contain minor clarity or mechanics errors.</td>
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<tr>
<td></td>
<td>Materials are clear, concise and free of grammatical or spelling errors.</td>
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<tr>
<td>Online Class Netiquette/Behavior:</td>
<td>• <strong>Be self-reflective</strong> 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.</td>
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<td>• <strong>Use effective communication.</strong></td>
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<td>o Avoid the use of all caps or multiple punctuation elements (!!! , ??? etc).</td>
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</table>
Syllabus: MKTG 3778, Fall 2017
Transportation in Supply Chain Management

- 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.

- **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.

- **Sign your name.** It is easier to build a classroom community when you know to whom you are responding.

- **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.

- **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.

- **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.

- **Define your terms.** When using acronyms or terms that are particular to your field (or new to our course), please define them for others.
<table>
<thead>
<tr>
<th>Module #/Name</th>
<th>Dates</th>
<th>Lectures/Readings</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 1</td>
<td>08/21-08/27</td>
<td>Start Here Documents; Supply Chain Concepts</td>
<td>1. Introduction Discussion</td>
</tr>
<tr>
<td>Supply Chain Concepts</td>
<td></td>
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<td>2. Transportation’s Role in the SC Discussion</td>
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<td>3. Supply Chain Management Definition Assignment</td>
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<td>4. Supply Chain Concepts Quiz</td>
</tr>
<tr>
<td>Module 2</td>
<td>08/28-09/03</td>
<td>Network Design</td>
<td>1. Site Location Matters Discussion</td>
</tr>
<tr>
<td>Network Design</td>
<td></td>
<td></td>
<td>2. Transportation Network Design Article</td>
</tr>
<tr>
<td>Module 3</td>
<td>09/04-09/10</td>
<td>Long Range Planning; Capacity Planning Presentation</td>
<td>1. Drone Capacity Planning Assignment</td>
</tr>
<tr>
<td>Long Range Planning</td>
<td></td>
<td></td>
<td>2. Supply Chain Planning Quiz</td>
</tr>
<tr>
<td>Module 4</td>
<td>09/11-09/17</td>
<td>Short Range Planning</td>
<td>1. Scheduling and Sequencing Assignment</td>
</tr>
<tr>
<td>Short Range Planning</td>
<td></td>
<td></td>
<td>2. Group Introductions and Guidelines</td>
</tr>
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<td>3. Prepare for Exam 1</td>
</tr>
<tr>
<td>Module 5 Exam 1</td>
<td>09/18-09/24</td>
<td>The Procurement Process</td>
<td>1. Benefits of Strategic Sourcing Discussion</td>
</tr>
<tr>
<td>Module 6</td>
<td>09/25-10/01</td>
<td>The Procurement Process</td>
<td>2. Stages of the Procurement Process Assignment</td>
</tr>
<tr>
<td>The Procurement Process</td>
<td></td>
<td></td>
<td>3. Total Cost of Ownership Assignment</td>
</tr>
<tr>
<td>Module 7</td>
<td>10/02-10/08</td>
<td>The Production Process</td>
<td>1. Impact of 3D Printing on Transportation Discussion</td>
</tr>
<tr>
<td>The Production Process</td>
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<td>2. Type of Production Quiz</td>
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<td>3. Lean Production and Transportation Article</td>
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<tr>
<td>Module 8</td>
<td>10/09-10/15</td>
<td>The Fulfillment Process</td>
<td>1. The Last Mile Discussion</td>
</tr>
<tr>
<td>The Fulfillment Process</td>
<td></td>
<td></td>
<td>2. State of Logistics Analysis</td>
</tr>
<tr>
<td>Module 9</td>
<td>10/16-10/22</td>
<td>The Post-Sales Process</td>
<td>1. Transportation’s Role in Post-Sales Discussion</td>
</tr>
<tr>
<td>The Post-Sales Process</td>
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<td>2. Post-Sales Process Quiz</td>
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<td></td>
<td>3. Prepare for Exam 2</td>
</tr>
<tr>
<td>Module 10 Exam 2</td>
<td>10/23-10/29</td>
<td></td>
<td>Exam 2: Modules 6 through 9</td>
</tr>
<tr>
<td>Module 11</td>
<td>10/30-11/05</td>
<td>Supply Chain Technology</td>
<td>1. Business Analytics and Transportation Discussion</td>
</tr>
<tr>
<td>Supply Chain Technology</td>
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<td></td>
<td>2. Technology and Information Assignment</td>
</tr>
<tr>
<td>Module 12</td>
<td>11/06-11/12</td>
<td>Global Operations 1</td>
<td>1. Role of Ports in Global SC Operations Discussion</td>
</tr>
<tr>
<td>Module 13</td>
<td>11/13-11/19</td>
<td>Global Operations 2</td>
<td>1. INCOTERMS Quiz</td>
</tr>
<tr>
<td>Global Operations 2 – Preparation to Export</td>
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<td>2. Transportation of Exports Assignment</td>
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<td>3. Review the Final Report Guidelines</td>
</tr>
<tr>
<td>Fall Break</td>
<td>11/20-11/26</td>
<td></td>
<td>Have fun!</td>
</tr>
<tr>
<td>Module 14</td>
<td>11/27-12/03</td>
<td>Global Operations 3</td>
<td>1. International Transportation Decisions Assignment</td>
</tr>
<tr>
<td>Global Operations 3 – Import to Receipt</td>
<td></td>
<td></td>
<td>2. U.S. Customs and Border Protection Assignment</td>
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<td></td>
<td>3. Prepare for Exam 3</td>
</tr>
<tr>
<td>Module 15 Exam 3</td>
<td>12/04-12/10</td>
<td></td>
<td>Exam 3: Modules 11 through 14</td>
</tr>
<tr>
<td>Module 16</td>
<td>12/11-12/16</td>
<td></td>
<td>Final Report</td>
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<tr>
<td>Course Conclusion</td>
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</table>

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Course Policies:

Participation:

- It is vitally important that our classroom environment promote the respectful exchange of ideas. This entails being sensitive to the views and beliefs expressed during discussions whether in class or online. Please speak with me before recording any class activity. It is a violation of University of Missouri policy to distribute such recordings without my authorization and the permission of others who are recorded.
- I will not respond to each post, but will be monitoring each discussion. I will participate when appropriate, and I will provide a response to the discussion posed at the close of the discussion board.
- Your success in this course will heavily depend on your ability to communicate, engage and participate in all course activities. Successful completion of this course requires that a student keep up with all assignments, coursework and discussions. Timely participation in online discussions is a very important part of this course and participation in these discussions, and other activities as assigned, is not optional. You are expected to prepare and post to discussions in a timely manner consistent with the requirements contained within the course syllabus and discussion rubric.

If you are unable to participate in the scheduled class activity or discussions you must notify the instructor within the week of that class module or discussion. An unexcused failure to engage or participate with the class will be counted as an absence; unexcused absences may result in failure. The instructor reserves the right to make judgment to accept and/or make–up assignments missed because of failed participation in the course activities.

Online Discussion Protocol:

- Participation in the course should maintain a positive work and learning environment, as outlined in the Triton Manual.
- Postings should be evenly distributed during the discussion week.
- Postings should be a minimum of three sentences, or one short paragraph, and a maximum of two paragraphs.
- Responses should be well written with proper punctuation, spelling and grammar.
- Avoid short one-word postings, for instance, “I agree,” unless accompanied by supporting statements from the readings or prior knowledge (work and life experience).
- Stay focused on the topic.
- Ask questions; challenge other postings that lack supporting evidence or present incorrect information.
- Encourage further discussion by building on current threads.
- Check your postings for responses from others and respond in kind.
- Use proper “netiquette.”

Attendance Policies:

- 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. The last day of attendance is the last day a student is academically participating in the online course.
- Documentation that a student has logged into an online class is not sufficient by itself to demonstrate academic attendance.
Academic Integrity/Plagiarism:
- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the University’s Campus Policies and Procedures in the Triton Manual (p. 30).
- Academic dishonesty is a serious offense that may lead to probation, suspension, or dismissal from the University. One form of academic dishonesty is plagiarism – the use of an author’s ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by copying information from another student. **Plagiarism and cheating are not acceptable.**
- Academic dishonesty will be reported to the Office of Academic Affairs for possible action. The instructor will make an academic judgment about the student’s grade on that work and in that course. The campus process regarding academic dishonesty is described in the “Policies” section of the Academic Affairs website.
- File submissions and citations should follow APA formatting using 12-point type, double-spaced, Times New Roman font, and one-inch margins, unless otherwise indicated.
- Author Last Name, First Initial. (Date of Publication). Title of article. *Title of Publication*, Volume Number (Issue number), Page numbers.
- Plagiarism is the use of another person’s words or ideas without crediting that person.
- Plagiarism and cheating will not be tolerated and may lead to failure on an assignment, in the class, and dismissal from the University, per the **UMSL academic dishonesty policy**.
- Students are responsible for being attentive to and observant of campus policies about academic honesty as stated in the **University’s Student Conduct Code**.
- To avoid accusations of academic dishonesty, please submit all written work to the Turnitin System before finalizing what you submit for evaluation. Check information about The Writing Center @UMSL that is linked to MyGateway Home.

Title IX Policies:
- **Mandatory Reporting:** 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.

Student Resources:
**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.
- 144 Millennium Student Center (MSC)
- Phone: (314) 516-6554
- Email
- Website
Office of International Students and Scholar Services:
If you have difficulty communicating in English with the instructor of this course, contact ISS.
- 261 Millennium Student Center (MSC)
- Phone: (314) 516-5229
- Email
- Website

Student Retention Services:
SRS provides comprehensive support and intervention strategies that support your road to graduation!
- 225 Millennium Student Center (MSC)
- Phone: (314) 516-5300
- Email
- 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.
- 306 Social Sciences and Business Building (SSB) - Tower
- Phone: (314) 516-4211
- Email
- Website

My Gateway (Canvas):
If you have problems logging into your online course, or an issue within the course site, please contact the Technology Support Center:
- Phone: (314) 516-6034
- Email
- 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.

Collaborate:
If you have any questions regarding Collaborate, contact the Faculty Resource Center:
- Phone: (314) 516-6704
- Email
- Website
Outside normal office hours, you may also contact Collaborate for 24/7 assistance:

- Phone: (877) 382-2293
- Chat

**VoiceThread:**
- Online Contact Form
- Website

**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.

- 222 Social Sciences and Business Building (SSB)
- Website
- Visit the OWC page on MyGateway to submit drafts online.
- 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.

- 222 Social Sciences and Business Building (SSB)
- 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.

**GOAL Mentors:**
This course may be assigned a GOAL Mentor who will be able to assist with technology issues and answer non-content questions regarding online courses.