

SYLLABUS

DIVISION: Business and Engineering Technology

REVISED: Spring 2014

CURRICULA IN WHICH COURSE IS TAUGHT: Marketing, Warehousing & Distribution Specialization

COURSE NUMBER AND TITLE: BUS 223, Distribution & Transportation Management

CREDIT HOURS: 3 HOURS/WK

LEC: 3 HOURS/WK

LAB: NA

- I. CATALOG DESCRIPTION:** Examines the background and history of transportation, emphasizing the fundamental role and importance the industry plays in companies, society, and the environment in which transportation service is provided. Provides an overview of carrier operations, management, technology, and strategies including transportation regulations and public policy. Lecture 3 hours per week.
- II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES:** As a required course for all students enrolled in Marketing with a Warehousing & Distribution specialization, BUS 223 will address the following Marketing—Warehousing and Distribution Specialization Program Outcomes. DCC Marketing—Warehousing and Distribution Specialization graduates will demonstrate the ability to:
- think logically and analytically in proposing plans and creating strategies that may be considered in complex warehousing and logistics issues facing organizations;
 - recognize and evaluate the components of a warehousing and logistics organization including layout, material handling, communications, shipping utilities, and building design;
 - understand the basic concepts associated with business ethics and the importance of developing and adhering to a strong set of generally-accepted ethical principles;
 - demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting;
 - understand the concepts necessary to address warehouse and logistics tradeoffs between space and time in optimizing a modern warehousing and logistics organization while recognizing the social and ethical responsibilities within an organization to function effectively in the environment.
- The students, upon completion of the course, will be expected to understand how business enterprises manage the various aspects of logistics, product distribution, transportation, warehousing, and inventory control. Students will be familiar with the vocabulary and concepts associated with the content items listed in section IV and VI.
- III. REQUIRED BACKGROUND/PREREQUISITIES:**
- If student has developmental requirements, MTE 1 and MTE 2 are prerequisites for BUS 223.
- IV. COURSE CONTENT:**
- Domestic Transportation
 - Trucking
 - Air Freight
 - International Logistics
 - Importing and Exporting
 - Ocean Freight
 - Air Freight
 - Warehousing
 - Inventory Management
 - Information & Logistics Technology
 - Negotiation Strategy
 - Customer Service

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE

(Place X by all that apply)

- ☒ Communication
- ☒ Critical Thinking
- ☒ Cultural and Social Understanding
- ☐ Information Literacy
- ☐ Personal Development
- ☒ Quantitative Reasoning
- ☐ Scientific Reasoning

VI. LEARNER OUTCOMES

VII. EVALUATION

<ul style="list-style-type: none"> Understand what logistics entails and know what various career opportunities are available in the logistics field. Explain the reasons for regulation of the transportation industry and their consequent deregulation. Explain the purpose of the hours-of-service (HOS) rules and know basic details. List and explain in detail the documents used in truck freight transportation in the United States. Define the class rate system and briefly describe how it works. 	<ul style="list-style-type: none"> Chapter quizzes and exam Homework questions Research paper
<ul style="list-style-type: none"> List some of the key data elements a logistics manager should assemble before entering into negotiation with a potential carrier partner. Know how the Uniform Commercial Code relates to logistics. Explain the general rules of loss and damage claims. List the things that qualify a company as a hazmat employer. 	<ul style="list-style-type: none"> Chapter quizzes and exam Homework questions Research paper
<ul style="list-style-type: none"> List and describe the different types of ocean going vessels used in the transport of commerce. Know the difference between a non-vessel operating common carrier (NVOCC) and a freight forwarder. List and explain the typical components of door-to-door ocean freight pricing. Define C-PAT and know its importance to the international trade community. Understand the basics associated with Incoterms (International Commerce Terms). Differentiate between the two major types of letters of credit. Explain the various methods used for settling payment in international trade transactions. Name and explain some key highlights of various free trade agreements between the U.S. and its trading partners. 	<ul style="list-style-type: none"> Chapter quizzes and exam Homework questions Research paper
<ul style="list-style-type: none"> Know the purpose of a Shipper's Export Declaration. Describe the use and purpose of some of the common documents in international trade. Explain what ITAR is and what it regulates. Describe the roles and responsibilities of U.S. government agencies involved in the import/export processes. Explain the basics of country of origin marking requirements. Describe the Customs clearance process. Explain the concept of duty drawback. 	<ul style="list-style-type: none"> Chapter quizzes and exam Homework questions Research paper

<ul style="list-style-type: none"> • List and describe the major functions of a warehouse. • Understand several of the primary factors to consider when choosing a site to locate a warehouse or distribution center. • Explain the concept of cross-docking. • Know the definition and importance of ISPM #15. • Describe various methods of inventory valuation. • Understand the general concepts associated with Material Requirements Planning (MRP). • Explain the purpose of an ABC analysis. • Explain the use and application of the economic order quantity (EOQ) method of inventory control. • Name and describe various methods for achieving inventory cost reduction. 	<ul style="list-style-type: none"> • Chapter quizzes and exam • Homework questions • Research paper
<ul style="list-style-type: none"> • Compare and contrast the just-in-time approach with the more traditional approach to managing inventory and manufacturing. • Describe the benefits of Auto ID. • Know what RFID is, why it is important, and understand the various cost factors associated RFID. • Define and describe the purpose and application of computerized TMS, WMS, and EMS. 	<ul style="list-style-type: none"> • Chapter quizzes and exam • Homework questions • Research paper
<ul style="list-style-type: none"> • Understand the reasons an organization would choose to outsource their logistics processes. • Describe how the SWOT analysis process is a useful business tool and how it ties in to the logistics process. • Describe various key points and tactics associated with negotiation as it related to supply chain management and logistics. • Explain the differences between quid pro quo and quid pro nihilo as it pertains to negotiation tactics. • Develop a personal philosophy regarding business negotiation tactics. 	<ul style="list-style-type: none"> • Chapter quizzes and exam • Homework questions • Research paper