

## Tidewater Community College Distribution and Transportation (BUS 223)

### Course Syllabus

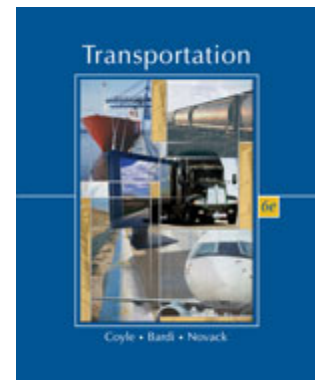
#### **BUS 223 – Distribution and Transportation - 3 credits**

**Professor:** Calvin R. Scheidt, Jr., Ph.D.<sup>2</sup>, MPA, MBA, BS. Office – 757-822-1195. Available before or after class for consultation, and/or by appointment. E-mail: Office – [cscheidt@tcc.edu](mailto:cscheidt@tcc.edu).

**Course Description, Content and Objectives:** Examines the background and history of transportation, emphasizing the fundamental role and importance the industry plays in companies and society, and the environment in which transportation service is provided. Course provides an overview of carrier operations, carrier management, and technology and strategies included in transportation regulations and public policy. Specific course content includes the review of: transportation and the economy; transportation regulation and public policy; modes of transportation; international transportation; private transportation; costing and pricing in transportation; relationship management; technology and strategies; information management and technology; and, shipper and carrier network strategies. Students will complete the following course objectives: (1) examine the relationship between transportation and the economy; (2) explain transportation regulation and analyze related public policy; (3) list the characteristics of various carrier operations to include motor carriers, railroads, domestic water carriers, air carriers, pipelines, inter-modal and special carriers, international and private transportation; and, (4) describe carrier management principles and practices related to: costing and pricing in transportation; relationship management; technology and strategies; information management and technology; and, shipper and carrier network strategies.

#### **Textbook(s):**

John J. Coyle, Edward J. Bardi, Robert A. Novack. Transportation 6<sup>th</sup> Edition, Cincinnati: Thomson South-Western, 2006. ISBN: 0324-202148.



#### **Reference(s):**

Stephen P. Robbins and Mary Coulter, Management, 9th Edition, Upper Saddle River, NJ: Pearson-Prentice Hall, 2007.

Ronald H. Ballou, Business Logistics/Supply Chain Management, 5<sup>th</sup> Edition, Upper Saddle River, NJ: Pearson-Prentice Hall, 2004.

John V. Thill and Courtland L. Bovée, Excellence in Business Communication, 7<sup>th</sup> Edition, Upper Saddle River, NJ: Pearson-Prentice Hall, 2007

**Methods:** This course will be conducted in a hybrid-independent study format. Hybrid-independent study format includes material discussion and review using the assigned textbook and references, course work, problem solving and individual research using the internet and college library resources. The course will require student completion of chapter readings, active discussion during limited class times, and written analysis and research of assigned outside classroom course work.

**Course Schedule and Readings:**

	<b>Part/Chapter/Case</b>	<b>Topic</b>
	Part 1	The Role and Importance of Transportation
Week 1	Chapter 1	Transportation, the Supply Chain, and the Economy
	Case 1-1	Hardee Transportation
	Appendix A	Selected Transportation Publications
	Appendix B	Transportation-Related Associations
Week 2	Chapter 2	Transportation Regulation and Public Safety
	Appendix 2-A	Department of Transportation
	Case 2-2	The U.S. Airline Industry Public Support
	Part 2	Overview of the Transportation Providers
Week 3	Chapter 3	Motor Carriers
	Case 3-1	Hardee Transportation
		Topic Issue Selection
Week 4	Chapter 4	Railroads
	Case 4-1	CBN Railway Company
Week 5	Chapter 5	Air Carriers
	Case 5-1	Hardee Transportation
		Topic Outline Presentation
Week 6	Chapter 6	Domestic Water Carriers and Pipelines
	Case 6-2	CBN Pipeline Company
Week 7	Chapter 7	Intermodal and Special Carriers
	Case 7-2	Rare Book Sellers
Week 8	Chapter 8	Global Transportation
	Case 8-2	Ohio Plastics
Week 9	Mid-Term Exam	Chapters 1 through 8
	Part 3	Transportation Management
Week 10		Initial Draft Issues Paper Presentation
Week 11	Chapter 9	Costing and Pricing in Transportation
	Appendix 9-A	Cost Concepts
	Appendix 9-B	LTL and TL Costing Models
	Case 9-1 and 9-2	Hardee Transportation
Week 12	Chapter 10	Carrier Strategy
	Case 10-1 and 2	Shiner International Transportation Company (A) and (B)
Week 13	Chapter 11	Information Management and Technology
	Appendix 11-A	Transportation Sites on the Internet
	Case 11-1	Hardee Transportation

Week 14		Final Issue Paper Presentation
Week 15	Chapter 12	Transportation Management—Shipper Strategy
	Chapter 13	Transportation Management—Shipper Process
	Case 12-1	Hardee Transportation
Week 16	Final Exam	Chapters 9 through 13

**Method of Evaluation:**

Mid-Term and Final Exams	40 %
Distribution and Transportation Issue Paper	30 %
Chapter Case Studies	<u>30 %</u>
	100 %

**Mid-Term and Final Exam:** A comprehensive mid-term and final exam will be given. The mid-term comprehensive exam will cover material presented in Chapters 1 through 8 and the final exam will cover Chapters 9 through 13, and the information gathered from your independent research and study of distribution and transportation.

**Distribution and Transportation Issue Paper:** Using Appendix A – Selected Transportation Publications and Appendix B – Transportation-Related Associations from the Transportation textbook, each student will prepare a Distribution and Transportation Issue Paper on a current distribution and transportation issue; such as:

- Homeland Security Distribution and Transportation Issues.
- National System of Interstate and Defense Highways Issues.
- Intermodal Distribution and Transportation Issues.
- Importance of an Effective Distribution and Transportation System.
- Service Choices and Their Characteristics.

The Distribution and Transportation Issue paper should not exceed 20 pages in length, not counting the cover, table of contents, references, attached charts and/or graphs, and professor comments page. Topic issues selection is due by beginning of class Week 3; topic outline is due by beginning of class Week 5; initial issues paper draft is due by beginning of class Week 10 (electronically via e-mail to [cscheidt@tcc.edu](mailto:cscheidt@tcc.edu), with Subject Line: BUS 223 - Distribution and Transportation Issue Paper - Draft; and, final issue paper is due by beginning of class Week 14 (electronically via e-mail to [cschedit@tcc.edu](mailto:cschedit@tcc.edu), with Subject Line: BUS 223 - Distribution and Transportation Issue Paper – Final).

**Chapter Case Studies:** Review and analyze the assigned Chapter case study and answer the assigned questions. Limit your answer to the assigned case study questions to one page or less. Submit your answers electronically via e-mail to [cscheidt@tcc.edu](mailto:cscheidt@tcc.edu), with Subject Line: BUS 223 - Distribution and Transportation Case Questions. Your answers to the case questions are due at the beginning of the following class; i.e., Case 1-1 Hardee Transportation case questions are due on Thursday, by 6 PM, Week 2.

**Academic Misconduct Policy:** The Tidewater Community College Student Handbook which is located at the following website: <http://www.tcc.edu/forms/handbook/20042005/chapter10.pdf> provides the Academic Misconduct Policy. All student(s) are expected to be honest in every phase of their academic life and to present as their own work only that which is genuinely theirs, and should be familiar with the provisions of the Academic Misconduct Policy. Additionally, familiarize yourself with the college's policy on "Expectation for Civility and Safety" and "Student Conduct." All expectations for civility, safety and honesty in your academic work in this class will be expected and enforced.

**Library/Learning Resource Centers:** Library/Learning Resource Centers are available to all Tidewater Community College students. Information on available library/learning resource centers for TCC students are available at the <http://www.tcc.edu/lrc/> website. As a research paper is required for this course, all students are directed to review the library resources available as listed under Library/Learning Resource Centers, Current Students.