



COB Vision

Our vision is to be recognized as the business college of choice for undergraduate and masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

COB Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current, responsive, and innovative curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the local, regional, national, and global business community.

In carrying out this mission, the College of Business is guided by the following core values and expects the following outcomes:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to impact and promote life-long and experiential learning, research, service, and community engagement.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MGMT/MKTG 3365
Course Name:	Transportation
CRN:	16332 (MGMT) or 16654 (MKTG)
Semester:	Fall 2014
Location:	COB 107
Class Hours:	3:00-5:50pm Mon. & Wed.

Instructor Information

Name:	M. Douglas "Doug" Voss
Office Location:	COB 312L
Work Email:	voss@uca.edu
Phone:	501-450-5320
Office Hours:	11:00am-2:00pm Mon. & Wed.

Prerequisites

None

Textbook and Instructional Materials Required

Coyle, John J., Robert A. Novack, Brian J. Gibson, and Edward J. Bardi, Transportation: A Supply Chain Perspective, 7th edition, South-Western Cengage, 2011.

Course Description

Transportation is a class designed to familiarize students with the importance, characteristics, and nuances of the global and U.S. transportation system and infrastructure. This is an eight week class that focuses on the role of transportation in the supply chain, the different types of carriers, costing and pricing of transportation, and strategies used by both carriers and shippers. Students are expected to develop an ability to make decisions with appropriate analyses and learn to communicate ideas both orally and in writing.

Course Objectives

This course has the following objectives: 1) to apply the basic transportation tools to organizational problems/issues; 2) to further develop analytical, communication, and cooperation skills; and 3) to research and re-think the manner in which business and personal decisions are made

Course Delivery Method

In-class Lecture

Grading

Grades will be assigned according to the following scale:

- A. = 90 or above
- B. = 80 to 89.9
- C. = 70 to 79.9
- D. = 60 to 69.9
- F. = 59.9 or less

The various components of your grade are weighted as follows:

Exams (3 x 100 points) 300pts
Class assignments (50 points) 50pts
Presentation (25 points) 25pts
375pts

DESCRIPTION OF MAJOR DELIVERABLES/COURSE REQUIREMENTS

Class Schedule:

DATE TOPIC

8/25	Introduction to course
8/27	Lecture 1 (Chapters 1-3: Transportation: the Supply Chain, Economy, and Public Policy)
9/1	LABOR DAY (NO CLASS!!!)
9/3	Lecture 1 (Chapters 1-3) cont. Lecture 2 (Chapter 5: Motor Carriers)
9/8	Lecture 2 (Chapter 5) cont.
9/10	Lecture 3 (Chapter 4: Costing and Pricing in Transportation)
9/15	Lecture 3 (Chapter 4) cont.
9/17	Lecture 4 (Chapter 6: Railroads)
9/22	EXAM #1 (Lectures 1-3)
9/24	Lecture 5 (Chapter 7: Air Carriers) Lecture 6 (Chapters 10-11: Global Transportation)
9/29	EXAM #2 (Lectures 4-6)
10/1	Lecture 7 (Chapter 9: Transportation Risk Management)
10/6	JOB PRESENTATIONS EXAM REVIEW
10/8	EXAM #3 (Lectures 7-8) (schedule for major tests and deliverables at minimum)

Evaluations (Fall & Spring)

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the

thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

POLICIES AND PROCEDURES

Attendance and Drop policies

In accordance with University policy, you are expected to punctually attend all class meetings. Your grade will be significantly affected by absenteeism in the form of missed class assignments and information presented in class. Students should not expect to perform well if many classes are missed. Students will miss points for any in-class assignments missed due to an unexcused absence. An absence may be excused for appropriate University activities (i.e., athletic team participation) or at the prior discretion of Dr. Voss. If you are sick and cannot attend class, you will be expected to present a doctor's note in order to gain the opportunity to make-up missed points. Proof will be required from any absence for it to be excused. |

Assignment Submission

All assignments will be submitted in hard-copy format during class. No e-mail submissions please. |

Makeup Exams

None |

Classroom Policies

You are expected to be professional and civil at all times in class. To create a learning conducive environment, appropriate conduct is required. This includes turning off cell phones/laptops/tablets and putting them away. Students using cell phones/laptops/tablets for any reason during class will have their device confiscated until the end of that class day and will have to write a 5 page paper on business etiquette. Failure to write an acceptable paper or failure to write a paper of sufficient quality will result in a 10 point penalty on your final grade. All penalties are at Dr. Voss' discretion.

Please refrain from sleeping or chatting when class is in session. If you are caught sleeping in class the following penalties will apply:

1st Offense: Warning

2nd Offense: 5 Page Paper on Business Etiquette (10 point penalty on final grade if disregarded or not of appropriate quality)

3rd Offense: Banned from Class |

Academic Integrity Statement

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

Emergency Procedures Summary (EPS)

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources:

Teamwork: Students will work in teams for certain in-class assignments. Group work is important in that it allows each member to learn from others, learn to work with others and develop communication skills, which are some of the most important ingredients to success in business and life in general. You will choose your own groups.

Exams: Exams are worth 100 points. The exams will include multiple choice questions that require students to integrate material and provide managerial assessments of business situations.

Presentation: Due to requests from industry, each student will be required to give a short (5 to 10 minute) presentation on what the student feels he/she has gained from their internships, or job experiences, that have prepared them for a career in the field of their choice. The purpose of this is to make the student think, and prepare a detailed answer to interview questions sure to arise when endeavoring in a job search. If you have not had a job, discuss other ways your life has prepared you for a job. You are required to turn in a copy of your resume' as part of this assignment. Students will be asked at random to do their presentation so please bring your resume' to class every day.

In-Class Assignments: Brief assignments will be given frequently at the conclusion of a lecture or as a stand-alone class exercise. Only those present for the assignment will receive credit. There is no set number of assignments to be given. The 50 possible points will be divided by the number of assignments a student completes. If a student is present for, and satisfactorily completes, EACH assignment, that student will receive 50 points. If 10 in-class assignments are given, and a student is only present for, and satisfactorily completes, 5 of them (1/2 of the assignments), the student will receive 25 points out of 50. This is to encourage students to attend class and pay attention during lectures.

ACCREDITATION & ASSURANCE OF LEARNING

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

Learning Goals

NA

Learning Objective

NA

Measure

NA

Benchmark

NA