



UNIVERSITY OF CENTRAL ARKANSAS

COLLEGE OF BUSINESS

VISION, MISSION, AND CORE VALUES STATEMENT

Vision

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

Statement of Mission and Core Values

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

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 the application and creation of knowledge in business practice and education.
- 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 promote life-long and experiential learning, research, service, and community interaction.

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 4385
Course Name:	Safety and Motor Carrier Policy
CRN:	31053
Semester:	Spring 2019
Location:	COB 214
Class Hours:	1300 - 1545

Instructor Information

Name:	M. Douglas "Doug" Voss
Office Location:	COB 312F
Work Email:	voss@uca.edu
Phone:	501-450-5320
Office Hours:	1000 - 1200 M &W

Prerequisites:

Transportation and Motor Carrier Management (MKTG/MGMT 3365)

Textbook and Instructional Materials Required:

Ronald R. Knipling (2009), Safety for the Long Haul: Large Truck Crash Risk, Causation, and Prevention, American Trucking Association, Arlington, VA, p. 620. ISBN978-0-692-00073-1.

FMCSA Safety Regulations Handbook, JJ Keller

Course Description:

The motor carrier industry is one of the most heavily regulated businesses in America, and for good reason. Trucks may exceed 80 feet in length and weigh in excess of 80,000 pounds, traveling at 70 miles/hour within a few feet of the traveling public with whom they share the roads. Safety and Motor Carrier Policy specifically focuses on motor carrier safety regulations, implementation, and government policy issues. The course provides a high-level integration of safety theories (e.g., high-reliability theory and normal accident theory) along with a thorough examination of safety technologies, protocols, and regulations. A great deal of attention will be given to how a safety culture can be created within the firm. Guest speakers will be regularly featured in this class including motor carrier safety managers, regulators and law enforcement, and the makers of government policy including legislators and lobbyists. Speakers and lectures will allow students to remain abreast of past, current, and future motor carrier regulations, safety issues, and safety best practices. Students

are also required to read one to two book chapters each week from the text Safety for the Long Haul. Lectures will be drawn from current event articles and research into relevant phenomenon.

Course Objectives:

This course has the following objectives: 1) to learn and learn to apply safety and policy concepts 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: Hybrid

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 percent
- F. = 59.9 or less

The various components of your grade are weighted as follows:

Class participation	50 pts
Weekly quizzes (5 x 20 pts each)	100 pts
Final paper and presentation	100 pts
Final exam	<u>100 pts</u>
	350 pts

Tentative Course Schedule

<u>Week</u>	<u>TOPIC</u>
WEEK 1 3/4 - 3/6	Syllabus overview and introduction to course Chapter 1: Introduction and Overview Chapter 2: The Science of Safety
WEEK 2 3/11 - 3/13	Week 1 quiz due 3/13 Chapter 3: Driver Risk Chapter 4: Driver Error
WEEK 3 3/18 - 3/20	NO CLASS (SPRING BREAK)
WEEK 4 3/25 - 3/27	Week 2 quiz due 3/27 Chapter 5: Driver Fatigue Chapter 6: 4-Wheelers
WEEK 5 4/1 - 4/3	Week 4 quiz due 4/3 Chapter 8: The Roadway and Traffic Environment Chapter 9: Focus: Selected Crash Types

WEEK 6 4/8 - 4/10	Week 5 quiz due 4/10 Chapter 10: Carrier Safety Management Chapter 11: Special Topics in Carrier Operations and Safety
WEEK 7 4/15 - 4/17	Final Project Presentations - WHOLE CLASS (4/17) Week 6 quiz due 4/17 Chapter 12: What about Regulation, Enforcement, and Compliance Chapter 13: Beyond Compliance
WEEK 8 4/22 - 4/24	Final Project Presentations - TOP TWO GROUPS (4/22) Final Papers Due (4/24)
4/29	Final Exam at 1100

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. At Dr. Voss' discretion, students will be administratively dropped from the class if more than two absences occur. An absence *may* be excused for appropriate University activities or at Dr. Voss' prior discretion. If you are sick and cannot attend class, you will be expected to present a doctor's note for the absence to be excused. Proof of the reason for any absence will be required for it to be excused.

Assignment Submission:

All assignments will be submitted in hard-copy format during class. Work submitted via e-mail will not be accepted.

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. Please be advised of the following. All penalties are at Dr. Voss' discretion.

1. Turn off and put away all cell phones, laptops, tablets, and/or associated wearable devices unless Dr. Voss gives prior permission for their use.
2. Please refrain from sleeping when class is in session.
3. Please refrain from arriving late to class unless you first make Dr. Voss aware that you will be tardy. Arriving after the lecture begins is disrespectful and distracting to all. You should plan to arrive and be in your seat by 1PM every day class is scheduled.

Violation of the above will result in the following:

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

Other Required Materials/Competencies/Resources:

Class participation: Students are expected to participate in class. This is especially true when speakers are gracious enough to donate their time to visit with us. Students are expected to ask questions of ***every*** speaker. Students should write down the question they asked and hand it in at the conclusion of the class during which the speaker presented. Failure to ask questions or hand in the question asked will result in lost class participation points.

Students will also be required to regularly present their progress on the truck parking project (see below). Failure to present or present adequate progress will result in lost class participation points.

Weekly quizzes: Students will be given take-home, open book, open note quizzes that will be due as indicated on the tentative class schedule. Quiz questions will be primarily drawn from the textbook readings but also from other sources. Students are expected to read the textbook on their own. The textbook is primarily the student's responsibility.

Final paper and presentation: Throughout this class students will be exposed to a great deal of information. Students are required to propose an **INNOVATIVE** method(s) or solution(s) they feel would significantly improve **THE TRUCK PARKING SITUATION**. Papers should be 10 pages in length, typed, double spaced, 12pt font, with one inch margins. Plagiarism will not be tolerated. Students will present to the class and share the information contained in their paper. Presentations should be 10 minutes in length and accompanied by PowerPoint (or other, similar software) slides. Professional dress is expected.

Dr. Voss will evaluate each presentation. The two highest scoring teams will present their work to ARDOT Director Scott Bennett on April 22 and will have the option of skipping the final exam at no penalty and no gain.

Final exam: Students are required to complete a comprehensive final exam. This exam may consist of a combination of question types (multiple choice, essay, true/false, matching, etc.) drawn from everything we learn in class. Students should use the weekly quizzes as a study guide. The exam will be held at the date and time presented in the UCA final exam schedule.

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 Disclosure

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member (as it relates to “student-on-student” or “employee-on-student”), 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 the specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <https://uca.edu/titleix>. **Disclosure of sexual misconduct by a third party who is not a student and/or employee is also required if the misconduct occurs when the third party is a participant in a university-sponsored program, event, or activity.*

Building Emergency Plans

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.

Evaluations

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 sixth week of instruction through the end of finals week by logging in to myUCA and clicking on the Course Evaluations task.

Drop Date

April 12 is the final date to officially withdraw from Mar 4 - May 3 classes with a W grade unless already dropped for non-attendance. After this date, no withdrawals are permitted and no W grades are recorded.

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

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Students work will be assessed according the the UCA Core – Effective Communication Rubric B (Written) as provided at <http://uca.edu/core/assessment>. Specifically, students will be assessed via quality and consistency of:

1. Central Message
2. Organization
3. Supporting Material/Evidence

4. Context and Audience
5. Control of Syntax and Mechanics

Students work will also be assessed for COB Learning Goals 4a (ability to produce quality written documents) and 8 (assess major specific knowledge). Students will be evaluated using the MGMT 3385 rubric. Specifically, students will be assessed via quality and consistency of:

1. Content
2. Organization
3. Purpose
4. Tone
5. Sentence Structure and Word Choice
6. Grammar, Spelling, and Mechanics
7. Use of References or Supporting Analyses