



UNIVERSITY OF CENTRAL ARKANSAS

COLLEGE OF BUSINESS

VISION, MISSION, AND CORE VALUES STATEMENT

COB Vision

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

COB 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.

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. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

| | |
|-----------------------|-------------------------------------------|
| Course Number: | MGMT 3365 |
| Course Name: | Transportation & Motor Carrier Management |
| CRN: | 30616 |
| Semester: | Spring 2019 |
| Location: | COB 105 |
| Class Hours: | 9:25-10:40 TU & TH |

Instructor Information

| | |
|-------------------------|--------------------------------------------------------------------------|
| Name: | Jim Dittrich |
| Office Location: | COB 115C |
| Work Email: | jdittrich@uca.edu |
| Phone: | 501-256-8870 (cell) |
| Office Hours: | Call me for an appointment....501-256-8870 or come before or after class |

Prerequisites: None

Textbook and Instructional Materials Optional:

Coyle, John J., Robert A. Novack, Brian J. Gibson, and Edward J. Bardi, Transportation: A Global Supply Chain Perspective, 8th edition, Cengage, Learning, 2016.

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 a semester 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. This is also a business and supply chain course and topics within those areas will be emphasized.

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; 3) to research and re-think the manner in which business and personal decisions are made; and we will discuss ethical decision making and work to improve your global awareness.

Course Delivery Method: In-class Lecture

Grading:

Grades will be assigned according to the following scale:

- A. = 89.5
- B. ≥ 79.5 to < 89.5
- C. ≥ 69.5 to < 79.5
- D. ≥ 59.5 to < 69.5
- F. < 59.5 or less

The various components of your grade are weighted as follows:

| | |
|------------------------------------|----------------|
| Exams (3 x 50 points) | 300pts (66.6%) |
| Class assignments (50 points) | 50pts (11.1%) |
| Resume & Job Interview (50 points) | 50pts (11.1%) |
| Class Presentation (25 points) | 25pts (.055%) |
| Class Participation* (25 points) | 25pts (.055%) |

*(1 point awarded for every class attended up to 25) 450pts

Description of Major Deliverables/Course Requirements

Class Schedule (Tentative)

| DATE | TOPIC |
|--------|----------------------------------------------------------------------------------------|
| 10 Jan | Introduction to Course, the 24 Hour Clock & Violence in the Workplace |
| 15 Jan | Lecture 1: Transportation: the Supply Chain, Economy, and Public Policy (Chapters 1-3) |
| 17 Jan | Lecture 2.1: Motor Carriers I (Chapter 5) |
| 22 Jan | Lecture 2.2: Motor Carriers II (Chapter 5) |
| 24 Jan | Lecture 3: Costing and Pricing in Transportation (Chapter 4) |
| 29 Jan | Lecture 4: Big Retailers & Ethics in Business |
| 31 Jan | Lecture 5.1: Railroads I (Chapter 6) |
| 5 Feb | Lecture 5.2: Railroads II (Chapter 6) |
| 7 Feb | Exam 1 (Lectures from Intro to 1-5) |
| 12 Feb | Lecture 6: 3PLs & Risk Management |
| 14 Feb | Lecture 7.1: Air Carriers I (Chapter 7) |
| 19 Feb | Lecture 7.2: Air Carriers II |

| | |
|--------|------------------------------------------------------------------------------|
| 21 Feb | Lecture 8: Resume Writing & Job Interviews |
| 26 Feb | Lecture 9.1: Inland Waterways |
| 28 Feb | Lecture 9.2: Global Transportation I & Ocean Freight (Ch.10-11) |
| 5 Mar | Lecture 10: Global Transportation II & Sourcing Overseas (Chapters 10-11) |
| 7 Mar | Lecture 11: Pipelines |
| 12 Mar | Exam 2: Lectures 6-11 |
| 14 Mar | Lecture 12: Cars & Highways |
| 26 Mar | Job Interviews |
| 28 Mar | Job Interviews |
| 2 Apr | Lecture 13: Bridges & Mass Transit |
| 4 Apr | Lecture 14: The Art of Negotiating |
| 9 Apr | Lecture 15.1: Space - The Future of Transportation |
| 11 Apr | Lecture 15.2: Space - The Future of Transportation |
| 16 Apr | Lecture 16: Metrics & Managing People |
| 18 Apr | Lecture 17: P&Ls & Investing/Money Management |
| 23 Apr | Lecture 18: Getting a Job & Making It Outside of College |
| 25 Apr | Lecture 19: Project, Time & Meeting Management & Exam Review |
| 30 Apr | Final Exam: Lectures 12-19 |

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 my UCA and clicking on the Evals button on the top right.

POLICIES & PROCEDURES

Attendance and Drop policies:

- In accordance with University policy, you are expected to punctually attend all class meetings.
- **If you arrive late or leave class early without prior permission, you can expect to lose an attendance point and the class may be counted as an absence.**
- If you miss more than 1/3 of the classes (10), expect to be dropped from the course.
- Conversely, you are awarded attendance points for every class you attend up to 25 points. Missing more than 5 classes will reduce your attendance points and lower your grade.
- Exceptions can be made for athletic team participation and other special circumstances.
- Don't come to class if you are sick. A doctor's note is only required to make up a test or quiz.

Assignment Submission:

All assignments will be submitted in hard-copy format, preferably typed, during class. E-mail submissions are allowed and due on the same day as the class.

Makeup Exams: Only with a doctor's note or a similar proof of excuse.

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. You must turn off cell phones/laptops/tablets and put them away. Students using cell phones/laptops/tablets for any reason during class will have their device confiscated until the end of that class.

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: Removal from Class

3rd Offense: Banned from Class

Other Required Materials/Competencies/Resources:

Exams: The 3 Exams are each worth 300 points. The exams will include multiple choice questions that require students to integrate material and provide managerial assessments of business situations.

Resume & Job Interview: You will be required to submit a resume for grade (worth 25 points). You will also be required to do a mock job interview in front of your class for a position that you may make up or you can apply for a Transportation Analyst job (either is worth 25 Points). More detail will be provided in class.

In-Class Assignments: Students are expected to define class terminology. There are typically 5 assignments, each worth 10 points.

Class Participation: This will be based on your attendance and participation in class. One point awarded for class attendance up to 25 points. More than 5 Absences will cost you point(s).

Class Presentation: Each student is expected to make a 5 minute presentation on a Transportation topic. This is worth 25 points.

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.

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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