Santa Monica College

Course Outline For
BUSINESS 81, Transportation Management

Course Title: Transportation Management Units: 3.00
Total Instructional Hours (usually 18 per unit): 54
Hours per week (full semester equivalent) in Lecture: 3.00 In-Class Lab: 0 Arranged:

Date Submitted: May 2011
Date Updated: November 2014
Transferability: Transfers to CSU
IGETC Area: Does NOT satisfy any area of IGETC:
CSU GE Area: Does NOT satisfy any area of CSU GE:
SMC GE Area: Does NOT satisfy any area of SMC GE:

Degree Applicability:
Prerequisite(s): None
Pre/Corequisite(s): None
Corequisite(s): None
Skills Advisory(s): None

I. Catalog Description
The class provides an overview of the alternative modes, systems, rates, services, and regulations in global transportation. Transportation systems and providers will be examined including ocean, air, and surface carriers, as well as intermodal and special carriers.

II. Examples of Appropriate Text or Other Required Reading: (include all publication dates; for transferable courses at least one text should have been published within the last five years)

III. Course Objectives
Upon completion of this course, the student will be able to:

1. Define the role of transportation in logistics and customer service.
2. Explain the interrelationship of transportation and the economy.
3. Distinguish the impact of transportation on the environment.
4. Describe social and political aspects of transportation.
5. Explain the nature of transportation regulation including laws, courts and various agencies.
6. Describe government transportation policy and its effect on the various modes of transportation.
7. Compare operation and service characteristics in ocean, air, and surface carriers, as well as intermodal and special carriers.

IV. Methods of Presentation:
Lecture and Discussion, Other (Specify)
Other Methods: guest speakers, small group work, on-line communication

V. Course Content
### VI. Methods of Evaluation: (Actual point distribution will vary from instructor to instructor but approximate values are shown.)

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<thead>
<tr>
<th>Percentage</th>
<th>Evaluation Method</th>
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<tbody>
<tr>
<td>60 %</td>
<td>Exams/Tests - 4-5 Exams</td>
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<tr>
<td>20 %</td>
<td>Final exam</td>
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<td>20 %</td>
<td>Written assignments</td>
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<td>100 %</td>
<td>Total</td>
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### VII. Sample Assignments:
1. Participate in a threaded discussion on a current issue in the transportation industry.
2. Create a transportation solution for a client, including identification of the transportation type and its relationship to the client’s overall logistics and customer service considerations.

VIII. **Student Learning Outcomes**

1. Solve a problem in transportation management, such as identifying an appropriate transportation solution for a customer.
2. Evaluate costing and pricing characteristics for a transportation bid.
3. Demonstrate a level of engagement in the subject matter that reveals their understanding of the value of the course content beyond the task itself, specifically as it relates to linking the relevance of course content to careers in business and accounting and their personal lives.