

NorthWest Arkansas Community College
Business & Computer Information Systems Division
Business Department Course Outline

TRLG 2013 Transportation Management (On Demand)

Catalog Description:

This course is designed to provide the student with an exposure to the managerial aspects of transportation management as a function of the firm's logistical strategy. It includes an introduction to the management of the various transportation modes: rail, motor, air, water, and pipelines. This course provides the student with a basic understanding of the issues and work performed by traffic managers and the management of modern transportation firms.

Prerequisite:

TRLG 1013 with a grade of "C" or better.

Credit Hours/Contact Hours/Load Hours:

3/3/3

Target Audience/Transferability

This course is for students interested logistics management and is designed for students seeking the AAS Degree in Business Management with the logistics management option. This course WILL NOT transfer to the Walton College of Business and might not transfer to other 4-year institutions.

Student Learning Outcomes:

Students completing this course will:

- Describe the modes of transportation and modal interrelationships and competition in the context of the transportation market: commodities, goods, products and customers.
- List the flow of goods from the end of the production line to the customer.
- Evaluate how the operating and service characteristics of each mode affect cost, performance, and the products moved.
- Prepare a cost/benefit analysis of various modes of transportation to determine appropriate mode.
- Apply the knowledge of transportation to determine what method best suits various situations.
- Relate inbound logistics to just-in-time inventory philosophy.
- Identify the economic principles that provide a foundation for transportation costing and pricing;
- Identify shipper and carrier strategies employed to reduce costs and improve performance.

Topics:

- Government role in transportation
- Highway carriers
- Railroads
- Pipelines
- Air transportation
- Outbound logistics
- Inbound logistics
- Traffic management

- Managing carriers
- Emerging carriers
- Managing transportation in the public sector
- International Transportation

Forms of Assessment:

Written exams, quizzes, projects, presentations, exercises, and case studies.

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