COURSE INFORMATION FORM

DISCIPLINE  Business Administration

COURSE TITLE  Transportation Operations and Management

CR.HR  3  LECT HR.  3  LAB HR.  CLIN/INTERN HR.  CLOCK HR.

CATALOG DESCRIPTION
This course covers the significance of an integrated, well-organized, transportation system to a market-driven economy. The development of the transportation system of the U.S. from both historic and economic perspectives is included.

PREREQUISITES
None

EXPECTED STUDENT OUTCOMES IN THE COURSE
Upon completion of this course, the student will be able to:
1. Define and discuss the nature of the transportation service.
2. Demonstrate the relationship between transportation and the user.
3. Describe the nature of transportation regulation.
4. Describe the nature, characteristics, and organization of the various transportation modes.
5. Explain cost and pricing in transportation.
6. Identify the role of the United States in international transportation.
7. Explain transportation and traffic management.
8. Describe the basics of carrier management.
CLASS-LEVEL ASSESSMENT MEASURES

Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Course projects to assess the comprehension outcomes.
2. Role-play exercises to assess the application outcomes.
3. Examinations to assess the knowledge outcomes.

PROGRAM-LEVEL OUTCOMES ADDRESSED

General Education Outcomes
Specify which general education outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes and assessment measures.

Occupational Program Outcomes
Specify which occupational program outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes to assessment measures.
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An asterisk can be used to mark an item as optional.

I. Transportation and the economy
   A. Economic and historical importance of transportation in our society
   B. Social and political role of transportation
   C. Role of modern transportation in our society

II. Transportation and the government
   A. Nature and scope of the legal classifications of carriers
   B. Federal and state safety regulation
   C. Department of transportation

III. Transportation modes
   A. Motor carriers
   B. Railroads
   C. Air carriers
   D. Water carriers
   E. Pipelines
   F. Special carrier forms

IV. International transportation
   A. Role of the United States in international commerce
   B. Problems, issues, and policies related to international transportation
   C. Port authorities in international transportation
   D. Future of international transportation

V. Cost and pricing in transportation
   A. Four basic price market structures
   B. Relevant transportation market areas
   C. Approaches to analyzing cost structure
   D. Value and cost of service pricing

VI. Transportation and traffic management
   A. Line aspects of traffic management
   B. Staff and administrative aspects of traffic management

VII. Private transportation
   A. Modal applications of private transportation
   B. Advantages and disadvantages of private trucking
C. Operational and control functions of a private truck fleet

VIII. Carrier management

A. Techniques of transportation efficiency related to operations and equipment technology
B. Hub and spoke route structure
C. Functions performed at pickup and delivery and long-haul or break-bulk terminals
D. Strategies for large and small terminals