Global Logistics/Transportation – MKT478ONL - CRN46522

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Location         Online Only
Start Date       01/19/2016 – 5/07/2016
Course Credits   3.0

Required Text

Suggested Readings
There will be several required and suggested documents to read. These are posted in the Content section or are referenced as a hyperlink in the Resources section. You will be instructed as to the key documents or directed to key references to use to complete your assignments.

Course Description
This is a 100% online course. No class meetings have been scheduled. In your decision to take an online course you have accepted taking a class in a different environment. This course does not attempt to emulate the on-site classroom experience using computer technology. If you need help the best way is to contact me by email. Based upon the emails received, I may post hints and instructional materials. The primary focus of this course is on acquiring and applying knowledge regarding global logistics and only to a limited extent on quantitative problem solving skills. With a primary focus on knowledge acquisition and its application you will be asked to review materials available on government and industry web sites as well as the textbook. An online course format should be appropriate for the knowledge acquisition requirements of this course.

Learning Goals and Objectives

| College, Program and Major Learning Goals | This course is designed to help students achieve one or more College Core, Business Program and/or Major level learning goals and objectives. You can see the specific College, Program or Major level learning goals and objectives associated with the course from this page on the College website: http://bit.ly/bcoreLG |

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Course Learning Objectives
The objective of this course is to provide broad exposure to a range of key topics in global logistics. Students are strongly encouraged to read materials of interest beyond what is required for this course. Upon completion of this course students are expected will have:
1. Demonstrated knowledge of basic concepts of global trade, directional imbalances.
2. Demonstrated knowledge of the challenges in humanitarian and disaster relief logistics.
3. Demonstrated knowledge of the common terms of international trade, transportation contracts and forms
4. Demonstrate knowledge of the advantages and disadvantage of different or competing modes of transportation.
5. Demonstrate ability to recognize the logistical challenges of intercontinental freight movements.

Activities
A. 4 Quizzes and 1 Final Exam – (200 Points in Total)
There are 4 true-false, multiple-choice quizzes and 1 final exam. The questions for the quizzes are taken from the material in the textbook. All quizzes and the final exam are open-book and administered through Angel. You need to complete each quiz and the final exam on or before the following dates:
Quiz 1 From textbook chapters 1,2,3,4. This quiz is worth 25 points.
Quiz 2 From textbook chapters 6,7,8,9. This quiz is worth 25 points.
Quiz 3 From textbook chapters 10,11,12,13,14. This quiz is worth 25 points.
Quiz 4 From textbook chapters 15,16,17,18. This quiz is worth 25 points.
Final Exam This will be available during exam week. This exam is worth 100 points.

You be able to take each test only once.

B. 4 Assignments – (200 Points in Total)
There are 4 assignments for this course. Each assignment corresponds to the topics covered for each quiz. Assignment 5 is a group assignment (4 to 5 students in a group) worth 75 points each. Rubrics will be provided indicating how each assignment will be assessed. The topic and schedule for each assignment is listed below:
Assignment 1 Individual Assignment 2 – 25 points. Logistics Performance Index
Assignment 2 Individual Assignment – 75 points
Modes of global transportation, equipment and trade routes.
Assignment 3 Individual Assignment 3 – 25 points
This will be a case study from your text book.
Assignment 4 Group Assignment – 75 points
This assignment is about the critical role of global logistics in the success of humanitarian and disaster relief. The case study in your textbook, “Humanitarian Aid Supply Chains” is an introduction to this area of global logistics.
C. 4 Forums with Discussions (100 points in Total)

*Forum 1*  
Discussion 1 (10 points)  
In Forum 1, Discussion 1 please say hello to everyone, give your name and list no more than topics in global logistics that you would like to learn about.

*Forum 2*  
Discussion 1 (20 points)  
Learn about sea ports and ocean shipping lanes

*Forum 3*  
Discussion 1 (30 points)  
Learn about airports and air freight routes

*Forum 4*  
Discussion 1 (40 points)  
Learn about HS codes, commodities, and international imports & exports

**Course Requirements**
You must complete all quizzes, the final exam and all assignments when they are due.

**Course Prerequisites**
Enrolled as an undergraduate student. Have completed MKT201 Principles of Marketing

**Grading**
Your final grade is based upon the percentage of 500 points you earn on tests and assignments. 200 points can be earned on tests, 200 points earned on assignments and 100 points on discussions. Grade distributions are: A range (450 to 500 points), B range (400 to 449 points), C range (350 to 399 points), D range (300 to 349 points), F range (below 300). Assignment of +/- grades is at the discretion of the instructor.

**Academic Integrity**
Students are expected to follow the Canisius College Code of Ethics regarding academic behavior. Referencing source material correctly is important in this type of course.

**Disability Policy**
Please contact me at the beginning of the semester to advise me as to how I can help you.