## Instructor:
Dr. Gang Wang  
CCB, Room 214  
(508) 999-8870 (office)  
E-mail: gwang1@umassd.edu

## Time/Place:
Online

## Office hours:
T Th: 12:30-2:00PM; W: 2:00-3:00PM; or by Appointment

## Prerequisites:
POM 345 and junior standing

## Website:
https://umassd.umassonline.net/webapps/blackboard

## Course description:
Managerial, policy, and analytical matters that influence the creation of time and place utility through the movement of products and people. The course covers both business and policy topics that shape the environment in which the transportation service operates. Transportation modes, regulation, and management issues that affect market access to goods and services are examined.

## Course objectives:
The course aims to improve students’ capabilities for problem solving, decision making, and critical thinking. Upon completion of this course, students should be able to:

1. Describe the basic transportation-related terminology and operations processes.
2. State the role and importance of improved transportation in the global supply chains and in the economic development of countries or regions.
3. Analyze how transportation affects the price of goods, services, and market areas.
4. Explain the bases for the regulation of transportation in the United States, as well as the need for transportation policy, public promotion, and user charges.
5. Examine the relationship between a rate and a price.
6. List the various types of market structures found in the transportation industry
7. Discuss the differences between cost-of-service and value-of-service pricing as well as the different forms of rates used in transportation.
8. Contrast the service characteristics and cost structure of transportation modes.
9. Identify transportation risk and disruptions, the general process and four techniques of risk management
10. Discuss the role of Incoterms in determining transportation responsibilities, risks, and costs.
11. Analyze the key issues in effective international transportation mode and carrier selection, as well as route design for international shipments.
12. Discuss the different types of third party logistics service providers, and the reasons why companies seek integrated third party logistics services.

## Required text:
Grading policy:

Grades will be based upon performance on the following:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Case reports</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>Discussion Participation</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Homework Assignments</td>
<td>200</td>
<td>10%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>700</td>
<td>100.00%</td>
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</table>

Assignment details and policies:

1) **Exams.** There are three exams in this semester, each worth 20%.

   a. The exams may consist of questions drawn from the readings, lectures, and class assignments, and focus on the text chapters contained in the class schedule.
   b. Each exam may have multiple choice questions, short answers, and/or problems that may require formulation, solution, and interpretation.
   c. You are responsible for all materials even if they are not emphasized during the lectures.
   d. There will be no makeup exams available, except in extraordinary situations, where you must email your excuses and explanations in writing to obtain my approval before the scheduled exam; after the scheduled exam, you will have to submit proofs to Student Affairs office.
   e. You may not discuss the answers to questions with others during exams.
   f. You will have to show sufficient work to receive credits for problems on the exams.
   g. If you are late for exams, no extra time will be given and you are responsible for any loss your late arrival causes.
   h. Each exam takes three hours and you can take anytime of the week.

2) **Homework.** There are two homework assignments, each worth 5%.

   a. HW1 includes Chs 1-5 and HW2 covers Chs 6-10 & 12.
   b. Homework is NOT accepted if submitted as email attachments.
   c. You must type your assignments into the Word document. PDF is accepted, but other formats are NOT accepted (e.g., picture, text, or write answers in the Instructor comment areas).
   d. Your names must appear in the upper left hand corner with the date of assignments.
   e. Homework must be submitted through the Blackboard website by due dates as my e-mail address is just for messages.
   f. You must show questions, No. of questions, page number, and your answers clearly and in well-organized manner, and are responsible for any loss due to confusion.
   g. Submission failure cannot be an excuse for late submission if there is no office notice from CITS.
   h. You must show sufficient work to receive credits.
   i. All homework assignments must be submitted on MyCourses.

3) **Case study.** There are ten case reports (each worth 2%).

   a. Teamwork is encouraged. You can create your own team and discuss the cases each week on a team basis. You can also share case-related materials through OneDrive, which is free for UMass. But you will have to write up your case reports individually.
   b. You will have to submit case reports for each case on MyCourses and follow policies in 2) for Homework.
   c. Grades for case studies are determined by rubric.
d. I will grade your case reports each week and give the feedback on the MyCourses.

4) **You must take full responsibility for all your missing assignments and all due assignments.**

5) **Correct spelling, grammar, and punctuation will be considered in the grading of all assignments.**

### Late work policy:

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<thead>
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<tbody>
<tr>
<td>a.</td>
<td>All assignments, unless otherwise specified, are due on the day shown in the syllabus.</td>
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<tr>
<td>b.</td>
<td>All assignments must be submitted by the due date.</td>
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<tr>
<td>c.</td>
<td>A 50% penalty will be assessed for late submissions within 24 hours after assignments are due (one day late). You will have to submit a hard copy of your late assignments with submitted date and your signature, and make appointment to check out evaluations as they never return (This policy applies to partial assignment submissions.)</td>
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<tr>
<td>d.</td>
<td>Assignments submitted are unacceptable if more than 24 hours late after due dates. (This policy applies to partial assignment submissions.)</td>
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### Discussion board participation

Discussion board participation is mandatory. Each student will earn up to five credits for each discussion threads. The full credits will be given to those who post at least one interesting post by yourself and at least one full response to each discussion board question and comment on posts. I will also award three extra points each for the most thought-provoking post and the most entertaining post. **Please try to start posting by Wednesday or Thursday of each week.** This allows us to have a meaningful discussion rather than just a casual airing of everyone's spontaneous thoughts.

### Incomplete grade policy

The incomplete policy for this course is that at least 70% of the course must be already completed and an exceptional circumstance (e.g. medical issue) must exist. If you feel you require an incomplete for an exceptional reason, you need to email me and state your reasons for the incomplete in writing and at the same time you will need to contact Student Affair office. We will then decide on a course of action.

### Communication Plan

**Expectations for electronic communication**

If you have any questions or concerns, please feel free to contact me via email at gwang1@umassd.edu or via phone at 508-999-8870. Whenever possible, you should pose questions on the discussion board about course content, assignments, and any other general matters, instead of emailing me directly, as my responses may benefit other students in the class. I check my email daily Monday through Friday during normal business hours only. You can expect a reply from me via email within 24 hours during the work week. You may get an email reply during the weekend, but that would be an exception not the rule. I will also check the discussion forums daily during the work week. I will post often during the first weeks of the course and then drop off in Activity while expecting participants to fill any void. Rest assured, however, I will be participating in what I hope will be lively discussions and will always reply to any discussion comment directed specifically at me. To respond to inquiries in a timely manner, I strongly encourage the inputs from other students because they are also valuable. If you really need my quick response, please set the priority to the most important in the email, I will respond as quickly as possible.

**Time Considerations**

Students should be prepared to spend a minimum of 3 hours a week on reading and on course assignments. While you may feel that I’m displaying a lot of information to you on a weekly basis remember that in a traditional “live” course you would be coming to class for 3 hours and then spending an additional 3-6 hours (at least) outside of class on assignments and reading. In our online course environment, my expectation is that you will be spending those 3 “class hours” on your own, working on the concepts that you would usually get in a live lecture. Please be sure to budget your time accordingly!

**Substantive participation should:**
- Add value to the discussion and avoid simply repeating, agreeing with, or answering yes or no to peer’s comments
- Challenge comments in class, including those of the facilitator
- Ask insightful questions
- Answer other people’s questions
- Exemplify the point with real-life events, when possible
- Make comments that are relevant to the course content and objectives

**Things to keep in mind as you write discussion posts and communicate with other students:**

- Share an experience that is related to the discussion. Comment on other participants’ experiences that are related to the course.
- Ask others the questions about their ideas and experiences that are related to the course
- Challenge a point that another participant made in a respectful manner. Offer a different perspective on an idea that is being discussed
- Give insights gained from readings that were assigned for the week. If you need more information, ask the participants a question about the week’s reading
- Discuss a work issue that is related to the course or discussion and ask for feedback
- Relate how you have applied what you have read, learned or discussed regarding the course to your personal and professional life
- Share another resource such as Web links, books, etc. that you have used to answer other participants’ questions or as you explore the topics of the course (as it is a violation of copyright law to copy the actual page)

### Course Conduct

UMass Dartmouth policies regarding equal opportunity, discrimination, harassment, and sexual violence apply to all learning environments wherever they are located and from wherever they are taught. This applies to all UE face-to-face, off campus, blended, and online courses. Please see the Office of Diversity, Equity & Inclusion brochure for information at [https://www.umassd.edu/studentaffairs/departments/studentconductanddisputeresolution/](https://www.umassd.edu/studentaffairs/departments/studentconductanddisputeresolution/)

### Student Academic Integrity Policy

All UMass Dartmouth students are expected to maintain high standards of academic integrity and scholarly practice. The University does not tolerate academic dishonesty of any variety, whether because of a failure to understand required academic and scholarly procedure or as an act of intentional dishonesty.

A student found responsible of academic dishonesty is subject to severe disciplinary action which may include dismissal from the University. The procedure for responding to incidents of academic dishonesty may be found in Section III of this document. You may also refer to the Student Handbook for information about the judicial process.

A high standard of academic integrity promotes the pursuit of truth and learning and respect for the intellectual accomplishments of others. These are values that are fundamental to the mission of this University. Such values are undermined by academic dishonesty.

Academic freedom is a fundamental right in any institution of higher learning. Honesty and integrity are necessary preconditions of this freedom. Academic integrity requires that all academic work be wholly the product of an identified individual or individuals. Joint efforts are legitimate only when the assistance of others is explicitly acknowledged and deemed appropriate by the instructor of the course. Ethical conduct is the obligation of every member of the University community, and breaches of academic integrity constitute serious offenses.
Maintenance of the standards of academic integrity and the successful administration of this policy depend on the cooperation of faculty and students.

Faculty cooperation is essential for successful application of the procedures defined by this Academic Integrity Policy. Faculty members promote academic integrity by making clear on their syllabi their expectations concerning homework assignments, collaborative student efforts, research papers, examinations, computer-based infractions, and the like. Efforts should be made to detect and to prevent cheating and plagiarism in all academic assignments. If faculty members have evidence of academic dishonesty, they are expected to report such evidence promptly.

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Students are also expected to report incidents of academic dishonesty to the instructor or dean of the instructional unit.

The intent of this policy is to make clear the standards of academic integrity at UMass Dartmouth.

*For additional information on violations, infractions, and consequences visit the UMass Dartmouth Student Academic Integrity Policy at the link below.

https://www.umassd.edu/policies/activepolicylist/academicaffairs/academicintegritypolicyandreportingform/

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**Center for Access and Success**

In accordance with University policy, if you have a documented disability and require accommodations to obtain equal access in this course, please meet with the instructor at the beginning of the semester and provide the appropriate paperwork from the Center for Access and Success. The necessary paperwork is obtained when you bring proper documentation to the Center, which is in Liberal Arts, Room 016; phone: 508.999.8711.

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**Resources for UMass Dartmouth Students**

**Tutoring**

If you are having difficulty with the class please:

- Contact me directly using the contact information listed at the top of this document.
- Contact the Academic Resource Center (ARC) for support:
  - Academic Resource Center, Liberal Arts - Room 7
  - Phone: 508.999.8708, Fax: 508.910.6404
- For help with writing assignments you can also make use of online writing tutoring.
  - eTutoring can be accessed at [this link](#) or by clicking the "Online Tutoring" link at the top of the myCourses Dashboard.

**Technical Help**

Technical support for myCourses is available 24/7:

- Students can visit [http://ithelp.umassd.edu](http://ithelp.umassd.edu) or call the Student Help desk at **508-999-8505** during normal business hours. (Mon-Fri 9:00 a.m.-5:00 p.m. EST)
- During off-hours, weekends, and holidays, technical assistance is available for students at [http://umd.echelp.org/](http://umd.echelp.org/).

Support information for all other UMass Dartmouth technologies can be found here: [http://www.umassd.edu/extension/technicalresources/](http://www.umassd.edu/extension/technicalresources/)

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**Course disclaimer:**

This syllabus is a guide and every attempt is made to provide an accurate overview of the course. However, circumstances and events may make it necessary for the instructor to modify the syllabus during the semester and may depend, in part, on the progress, needs, and experiences of the students.
Schedules, policies, and assignments contained in this course syllabus or on my website are subject to changes at the instructor’s discretion.

### Tentative Class Schedules:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Case Study</th>
<th>Note</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>CH 1 – Transportation &amp; Global SC</td>
<td>Case 1-1: Transportation: A Global Supply Chain Perspective</td>
<td>Case 1-1 due on 9/10</td>
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<tr>
<td>(9/4-9/10)</td>
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<tr>
<td>Week 2</td>
<td>CH 2 – Transportation &amp; the Economy</td>
<td>Case 2-2: Sustainability Team</td>
<td>Case 2-2 due on 9/17</td>
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<td>(9/11-9/17)</td>
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<tr>
<td>Week 3</td>
<td>CH 3 – Regulation &amp; Policy</td>
<td>Case 3-1: Who Pays the Price?</td>
<td>Case 3-1 due on 9/24</td>
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<tr>
<td>(9/18-9/24)</td>
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<tr>
<td>Week 4</td>
<td>CH 4 – Costing and Pricing</td>
<td>Case 4-1: Hardee Transportation (A)</td>
<td>Case 4-1 due on 10/1</td>
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<tr>
<td>(9/25-10/1)</td>
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<td></td>
<td>HW 1 due on 10/1</td>
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<tr>
<td>Week 5</td>
<td>Exam 1</td>
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<tr>
<td>(10/2-10/8)</td>
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<tr>
<td>Week 6</td>
<td>CH 5 – Motor Carriers</td>
<td>Case 5-1: Hardee Transportation</td>
<td>Case 5-1 due on 10/15</td>
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<td>(10/9-10/15)</td>
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<tr>
<td>Week 7</td>
<td>CH 7 – Airlines</td>
<td>Case 7-1: Airspace Airline</td>
<td>Case 7-1 due on 10/22</td>
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<tr>
<td>(10/16-10/22)</td>
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<tr>
<td>Week 8</td>
<td>CH 6 – Railroads</td>
<td>Case 6-1: CBN Railway Company</td>
<td>Case 6-1 due on 10/29</td>
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<td>(10/23-10/29)</td>
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<tr>
<td>Week 9</td>
<td>CH 8 - Water Carriers and Pipelines</td>
<td>NO CASE</td>
<td>DISCUSSION BOARD DUE</td>
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<td>(10/30-11/5)</td>
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<tr>
<td>Week 10</td>
<td>Exam 2</td>
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<tr>
<td>(11/6-11/12)</td>
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<tr>
<td>Week 11</td>
<td>CH 9 - Transportation Risk</td>
<td>Case 9-1: Young Again Pharm</td>
<td>Case 9-1 due on 11/19</td>
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<tr>
<td>(11/13-11/19)</td>
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<tr>
<td>Week 12</td>
<td>CH 10 - Global Transportation Planning</td>
<td>Case 10-1: Music Explosion</td>
<td>Case 10-1 due on 11/26</td>
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<td>(11/20-11/26)</td>
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<tr>
<td>Week 13</td>
<td>Thanksgiving</td>
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<tr>
<td>(11/27-12/3)</td>
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<tr>
<td>Week 14</td>
<td>CH 12 – Third Party Logistics</td>
<td>Case 12-1: Jetstream Aerospace</td>
<td>HW 2 due on 12/10</td>
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<td>(12/4-12/10)</td>
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<td>Case 12-1 due on 12/10</td>
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<tr>
<td>Week 15</td>
<td>Exam 3</td>
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<tr>
<td>(12/11-12/16)</td>
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