

TRAN 432
Intermodal Systems Management
Spring 2017

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Office Hours: MWF: 9-10am
TR: 2-3:00pm
and by appointment

COURSE DESCRIPTION

This course is the capstone for the Global Logistics & Transportation Program. As such, there are three components to the class. First, students will synthesize their knowledge through the group analysis, presentation and discussion of twelve case studies. Second, each student will participate in a weeklong visit to the Port of Rotterdam, in the Netherlands. Each person will select a term project topic that will, to some extent, require observational research during the trip. This requirement involves topic research in preparation for the trip, participation during the visit, and integration of the overseas experience into the final paper. Finally, the course will provide each student the opportunity to interact with leaders in the transportation industry via a shadowing program. The shadowing experience is a crucial component of this class. Students will follow an executive as he/she goes about his/her regular work routine. The student will observe, question as necessary, and record his/her experience. Student and executive will agree on the best accommodation possible—time and place during the designated periods on the semester schedule. More information will follow.

COURSE OBJECTIVES

- A. To develop an appreciation for the importance of intermodal transportation and logistics to both individual organizations and global business in general;
- B. To expose students to the real world of global intermodal systems management;
- C. To identify current issues in intermodal transportation and logistics;
- D. To develop an understanding of the systems nature of intermodalism;
- E. To develop oral and written communication skills;
- F. To prepare students for, and maximize the benefit of, their international travel experience.

SCHOOL OF BUSINESS (SB) LEARNING OBJECTIVES

Course objectives are intended to address school learning goals as discussed below. The SB learning goals are:

- **Effective Communications:** Students will write professional documents that are technically correct and concise and make effective presentations utilizing technological tools and ability utilizing relevant discipline specific knowledge.
- **Ethical Awareness:** Students will recognize and be able to appraise ethical dilemmas involved in business decisions and competently engage in discourse aimed at resolution of these dilemmas utilizing relevant discipline specific knowledge.
- **Global Awareness:** Students will recognize and examine the global implications of business decisions while evaluating and integrating innovative applications of these implications utilizing relevant discipline specific knowledge.
- **Problem Solving Ability:** Students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the business environment and apply analytical techniques to formulate creative solutions utilizing relevant discipline specific knowledge.

COURSE TEXTS

Door to Door, by Edward Humes; HarperCollins Publishers, 2016;
ISBN-13: 9780062372079

EVALUATION AND GRADING POLICY

A. The evaluation of each student is based on performance in the following areas:

1. **Each** student will complete a term project on a topic of his/her choosing. The topic is open; however, it must somehow encompass the Rotterdam trip. Topics should be selected quickly, so that initial research can be completed before departing for the Netherlands. The instructor will approve all topics; no duplication will be permitted. Topics are due to the instructor on February 8th. Projects will NOT be written; rather, students will have up to 20 minutes to present their work to the class on April 5 and April 12. The grade will be based on the quality of the presentation as graded by class members. More information will be provided later.

2. **Each** student will read *Door to Door*.

a. Beginning on January 25th, an in-class discussion of the book will take place. All students are expected to read the assigned chapters and actively participate in the discussion, which will be student-led as shown below. The rest of the class (including me) will grade each facilitating group on their ability to develop and foster a lively discussion. The rubric posted on Oaks will be the grading mechanism utilized.

b. In addition, each student will turn in an individual book report at the end of the semester. Specifically, I want to know what your impressions of the book were: what did you like/dislike about it; how did it contribute to your understanding of

transportation/logistics both in the U.S. and abroad, etc. Then I want you to sum up the whole experience: what did you take away from the book?

3. Because of the capstone nature of this class, case analyses will be used to draw the entire program together. Students will form into six groups of three; each group will then be responsible for both a case analysis and book discussion facilitation. No written report will be required for the case analysis; the grade will be based on the quality of the oral presentation as determined by the class and me. All cases, along with a grading rubric for the presentations, have been posted on Oaks. Students are expected to read all cases and come to class prepared to (a) actively participate in the discussion and (b) cogently grade the quality the presentation. **A hard-copy of all slides must be turned in to me BEFORE the start of each presentation.** The following model will be used to structure all analyses:

- a. A SHORT introduction/background section.
- b. The major problem/issue in the case.
- c. Organization strengths/weaknesses
- d. Opportunities/threats
- e. Based upon your SWOT you can then answer the questions posed in the case.

4. Class participation is essential in this course. Students are expected to actively participate in all class discussions, to include keeping up with the readings from *Door to Door*. Class participation extends to the Rotterdam trip as well. I expect *quality* participation from all students during the site visits: be alert, ask questions, make comments, etc. I will also consider things like personal appearance, punctuality and attitude in assigning a daily trip participation grade to each student which will be applied to the overall participation grade for the course. The instructor reserves the right to award zero class participation points for particularly egregious behavior. More information will be provided later.

B. These efforts are worth the following percentages of the final course grade:

Project Presentation	25%
Book Report	20%
Case Presentations	15%
Book Discussions	15%
Class Participation	<u>25%</u>
	100%

C. There are no predetermined cutoff points for letter grades and no predetermined percentages of various grades to be given to the class.

D. Class attendance is strongly encouraged. To that end, excessive absences will adversely affect your final grade. Furthermore, there is **NO** provision for late work; all assignments are due at the beginning of class on the date specified. Attendance will be taken. In addition, repeated instances of coming to class late will also be reflected in the participation portion of the final grade since I view that as "negative" participation too.

E. Students will maintain academic integrity at all times. Cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty will not be tolerated. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be removed from the class and the College of Charleston. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

Course Schedule

Class Meeting	Assignment	Group Presenting
11-Jan	Introduction	
18-Jan	TBD	
25-Jan	Book Discussion, Chapter 1	1
	Case: Goodwill Industries of Oklahoma	9
	Book: Chapter 2	2
	Case: DSM Manufacturing	8
1-Feb	Book: Chapter 3	3
	Case: Chabot Wallpaper	7
	Book: Chapter 4	4
	Case: Humanitarian Logistics	6
8-Feb	Book: Chapter 5	5
	Case: Kiwi Medical Devices	Dr. G.
	Book: Chapter 6	9
	Case: Suape Container Terminal	1
	Term Project Topics Due	
15-Feb	Book: Chapter 7	8
	Case: Supply Chain Resilience	2
	Book: Chapter 8	7
	Case: Consort	3
22-Feb	Book: Chapter 9	6
	Case: ForSale Magnets	4
	Book: Chapter 10	Dr. G.
	Case: FarmCo	5
1-Mar	Final Trip Prep/Announcements	
8-Mar	Spring Break: Rotterdam Trip	
15-Mar	No class: Trip Recovery/Catch-up	

22-Mar	Book: Chapter 11 Book: Chapter 12 Book: Chapter 13	Dr. G. Dr. G. Dr. G.
29-Mar	Project Preparation	
5-Apr	Project Presentations	
12-Apr	Project Presentations	
19-Apr	TBD Book Report Due Course Evaluations in Class	
26-Apr	Course/Program Wrap-up	