



Academic Learning Compact

Transportation & Logistics

Program Mission Statement

The Transportation & Logistics curriculum is designed to provide students with the content of the Logistics discipline and its interrelationships with other business functions within and across firms, as well as with supply chain management. Accordingly, the curriculum and its interaction with, and support from, logistics professionals in the business community provide students with the knowledge, skills and experience to be successful in the rapidly expanding logistics field.

Most important to the efficacy of the UNF Transportation and Logistics Program is the curriculum it offers. The content and quality the curriculum offers, qualifies Transportation and Logistics graduates for the ASTL certification (CTL) blanket waiver, a designation given to only 28 programs nationwide. The UNF curriculum emphasizes the perspective of logistics role as an integrated part of Supply Chain Management. Students are exposed to courses in information systems, quantitative methods, transportation, warehouse management, distribution, international logistics, logistics management, subsystems, and Capstone in Supply Chain Management. In addition, students are strongly encouraged to complete a semester long internship with a company engaged in logistics and/or supply chain management. The internship provides first-hand experience in applying their education to problems and issues confronting logistics firms.

In addition to the College BBA core requirements, the major requires successful completion of 21 semester hours are required. Grade of C or better is required in all major coursework. ISM4011 Intro Management Info Systems; MAN4550 Introduction to Mngmt Science; TRA3035 Foundations of Transportation; TRA4155 Supply Chain Management; TRA4202 Logistics Systems Management; TRA4210 Logistics Subsystems Analysis.

Student Learning Outcomes

Graduates will be able

Content/Discipline-Specific Knowledge/Skills

- Students will demonstrate knowledge and understanding of the global economy and the ability to recognize the impact of diverse socioeconomic and cultural factors on business operations.
- Students will demonstrate the ability to utilize technology to enhance decision-making skills and improve productivity.
- Students will demonstrate content knowledge in the major functional areas of business: Accounting, Economics, Management, Marketing, Quantitative Business Analysis, Information Systems, Finance, and the Legal and Social Environment.

Communication Skills

- Students will demonstrate effective business communication skills.

Critical Thinking Skills

- Students will demonstrate the ability to identify and reconcile ethical issues in decision-making.
- Students will demonstrate the ability to think critically to identify problems, and propose alternatives to these problems and implement solutions.

Assessment Approaches

The Coggin College of Business operates a college-wide strategy to assess its six learning objectives. Each of the 11 programs of study (housed in 4 departments) has adopted these as its learning objectives, which links to the university's three broad learning categories. While each of these objectives is differentially emphasized in the various programs of study, they are common to the core body of knowledge provided to all students majoring in a sub-field of business. The college utilizes a multi-year time horizon to assess alternating objectives. This time horizon corresponds to the AACSB (re)accreditation cycle.

Oral communication (objective 1) is assessed by student performance during SPC 4064 (Public Speaking for Professionals), using a standardized, anchored grading rubric.

Written communication (objective 1) is assessed in MAN3025, via a standardized written evaluation system.

Electronic communication (objective 1) is assessed in MAN3025, via a standardized evaluation system.

Ethics (objective 2) is assessed via a standardized test in the capstone policy course.

International business knowledge (objective 3) is assessed on the international assessment indicator (sub-score) of the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course.

Technology use (objective 4) is assessed on the information system assessment indicator (sub-score) of the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course.

Critical thinking (objective 5) is assessed via the Educational Testing Service (ETS) Proficiency Exam, with plans to administer a standardized test via MAN3504. It is administered in each student's last term in his/her program of study via the capstone policy course.

Content knowledge in the functional areas of business (objective 6) is assessed via the Major Field Test in Business, an instrument of the Educational Testing Service (ETS). It is administered in each student's last term in his/her program of study via the capstone policy course. Content knowledge is measured by the overall score, as well as the score on each of eight assessment indicators (sub-scores), including accounting, economics, management, quantitative analysis, finance, marketing, legal / social environment, and information systems.

Assessment mechanisms may change over time.