



Academic Learning Compact

Transportation & Logistics Bachelor of Business Administration

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 to:

Content/Discipline-Specific Knowledge/Skills

- Students will understand the global economy and recognize the impact of diverse socioeconomic and cultural factors on business operations.
- Students will acquire knowledge in the major functional areas of business (accounting, economics, management, finance, marketing, and quantitative business analysis) and understand the interrelationships among them.
- Students will demonstrate a foundational knowledge in the principles of transportation and logistics.

Communication Skills

- Students will communicate effectively in both oral and written formats.

Critical Thinking Skills

- Students will identify and reconcile ethical issues in decision making.

Assessment Approaches

The Coggin College of Business operates a college-wide strategy to assess its learning objectives. Each of the 11 programs of study (housed in 4 departments) has adopted these as its learning objectives, which link 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. In addition, each program of study has a discipline-specific learning outcome reflecting disciplinary learning students gain in their specific field of interest. The college utilizes a multi-year time horizon to assess alternating objectives. This time horizon corresponds to the AACSB (re)accreditation cycle.

Written and oral communication are assessed by student performance during ENC3202 Professional Communication for Business, using standardized, anchored grading rubrics.

Ethical reasoning is assessed via a written essay in response to a case in MAN4720 Strategic Management and Business Policy.

Discipline-specific learning in the major field of study as well as content knowledge in the functional areas of business 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. A measure of discipline-specific learning in the major field of study is being developed. Functional business content knowledge is measured by the overall score, as well as the score on each of eight assessment indicators (sub-scores), including economics, management, quantitative analysis, finance, marketing, legal/social environment, and information systems.

Assessment mechanisms may change over time.