



YAŞAR UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
INTERNATIONAL LOGISTIC MANAGEMENT DEPARTMENT
COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Yaşar Credit	ECTS
Principles of Transportation	LOGI 202	Spring	Theory 3	Practice 0		5
Course Type						
1. Compulsory Courses						
1.1. Programme Compulsory Courses						X
1.2. University Compulsory Courses (UFND)						
1.3. YÖK (Higher Education Council) Compulsory Courses						
2. Elective Courses						
2.1. Program Elective Courses						
2.2. University Elective Courses						
3. Prerequisites Courses						
3.1. Compulsory Prerequisites Courses						
3.2. Elective Prerequisites Courses						

Language of Instruction	English	
Level of Course	Associate Degree (Short Cycle)	
	Undergraduate (First Cycle)	X
	Graduate (Second Cycle)	
	Doctoral Course (Third Cycle)	
Prerequisites of the Course (compulsory)		
Special Pre-Conditions of the Course (recommended)	Basic knowledge on microeconomics (ECON 101)and business concepts BUSN 101/102) are recommended	

Course Coordinator	Dr. Deniz Ozdemir	Mail: deniz.ozdemir@yasar.edu.tr Web: dozdemir.yasar.edu.tr
Course Instructor(s)	Dr. Deniz Ozdemir	Mail: deniz.ozdemir@yasar.edu.tr Web: dozdemir.yasar.edu.tr
Course Assistant(s)/Tutor (s)		Mail: Web:
Aim(s) of the Course	This course aims to teach the fundamentals of transportation from the perspective of SCM. In this context the role of transport in the economy and in the global trade, the transport industry with its components, and the transport strategies of carriers and shippers are aimed to be taught.	

Learning Outcomes of the Course	<p>By the end of the course , the students should be able to:</p> <ol style="list-style-type: none"> 1. Define the role of transportation in; - SCM, - the economy, - global trade planning and execution. 2. Identify and distinguish the main components (modals) of transportation industry. 3. Evaluate the costing and pricing issues on transportation 4. Understand transport strategies of carriers and shippers.
Course Content	<p>Global transportation is the main and essential interface of the logistical processes. Thus, Principles of Transportation which is one of the most important lessons in the logistics education provides students vital knowledge about the fundamentals of transportation.</p>

COURSE OUTLINE/SCHEDULE (Weekly)			
Week	Topics	Preliminary Preparation	Methodology and Implementation (theory,practice, assignment etc)
1	Transportation's Role in logistics	Study the special nature of transportation demand and the influence of transportation on companies and their supply chains operating in a global economy.	Theory and real-life business cases
2	Transportation's Role in the Economy	Study the impacts of the transportation on the social and political dimensions of an economy or region.	Theory and real-life business cases
3	Transportation's Role in Global Trade Planning	Study the relationship between international trade and global transportation and the importance of intermodal service in global transportation execution.	Theory and real-life business cases
4	Economics of transportation	Study the pricing factors, strategies, and techniques for transportation management	Theory and real-life business cases
5	The Motor Carrier Industry	Study the development of motor carriers and their contributions to the Turkey's economy.	Theory and real-life business cases
6	The Railroad Industry	Study the improvements of Railroad industry in Turkey. Learn the dynamics of privatization process	Theory and real-life business cases
7	The Airline Industry	Study the operating and service characteristics of airline transportation.	Theory and real-life business cases
8	Midterm		
9	The Bulk Carrier Industries	Study the service and operating characteristics of water carriers as well as their cost structure and equipment challenges.	Theory and real-life business cases
10	3PL Service Providers	.	Theory and real-life business cases
11	Carrier Strategies	Study the carrier marketing and coordination alternatives.	Theory and real-life business cases
12	Shipper Strategies	Study the shipper strategies on transportation.	Theory and real-life business cases
13	Information Management and technology	Study the IMT implementations of national transport companies.	Theory and real-life business cases
14	Transportation Challenges and Issues	Study the challenges and issue related to congestion and infrastructure among the major modes of transportation in the Turkey.	Theory and real-life business cases

15	Presentation of Research Projects		Theory and real-life business cases
Required Course Material (s) /Reading(s)/Text Book (s)		Langley,C.J., Coyle, J.J., Gibson, B.J., Novack, R.A., Bardi, E.J. (2011) Management of Transportation 7th Edition, Canada: South Western Cengage Learning.	
Recommended Course Material (s)/Reading(s)/Other			

ASSESSMENT		
Semester Activities/ Studies	NUMBER	WEIGHT in %
Mid-Term	1	25
Attendance		
Quiz	3	15
Assignment (s)	5	15
Project		
Laboratory		
Field Studies (Technical Visits)		
Presentation/ Seminar	1	10
Practice (Laboratory, Virtual Court, Studio Studies etc.)		
Other (Placement/Internship etc.)		
TOTAL		65
Contribution of Semester Activities/Studies to the Final Grade		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade		
		35
TOTAL		100

CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME OUTCOMES						
No	Programme Outcomes	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	To ascertain how to become a manager in national and international logistics companies.	1				
2	To identify various activities of logistics: purchasing, stock management, warehouse and transportation management, sale and distribution, transporting, handling, traffic management, packaging, customer relationship management and reverse flow in supply chain management		2			
3	To explain modes of international transportation including road, sea, air, pipeline and multi-modal transportation systems					5
4	To distinguish and explain the concepts in supply chain management and logistics		2			
5	To develop efficient logistics and supply chain strategies by using appropriate theory, tools and methods, to design logistics systems and make decisions that will support the mission and goals of business.	1				
6	To analyze companies from a managerial point of view		2			
7	To evaluate logistics and supply chain management practices critically, identify and analyze problems in logistics processes.			3		
8	To create innovative solutions for logistics problems to achieve a higher performance in logistics activities and developing recommendations for performance improvements	1				
9	To recognize the main actors, challenges and dynamics of the international logistics			3		
10	To identify and distinguish the legal framework of international logistics operations, and assess conformity of logistics operations to the national and international rules and regulations		2			

11	To recognize the importance and the need of adaptation to the rapidly evolving global business environment.		2			
12	To demonstrate effective written and verbal communication skills with people having different organizational cultures and from inside or outside of the organization	1				
13	To illustrate leadership skills in teamwork and contributing to the team while recognizing the contribution of teamwork to success			3		
14	To examine and adopt to the sophisticated and rapidly changing IT and computer technologies	1				
15	To appraise the appropriateness of data collection, interpretation, application, and announcement of the results with the social, scientific, cultural and ethical values.		2			
16	To appraise the appropriateness of data collection, interpretation, application, and announcement of the results with the occupational safety rules and environmental regulations		2			
17	To recognize the significance of lifelong learning and apply the learning skills that have been developed through this program in other areas of life while attributing ethical values	1				

ECTS /STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (14 weeks* total course hours)	14	hrs	3	42
Preliminary Preparation and finalizing of course notes, further self- study	14	hrs	2	28
Assignment (s)	5	hrs	3	15
Presentation/ Seminars	1	hrs	7	7
Quiz and Preparation for the Quiz	3	hrs	2	6
Mid- Term(s)	1	hrs	10	10
Project (s)				
Field Studies (Technical Visits, Investigate Visit etc.)				
Practice (Laboratory, Virtual Court, Studio Studies etc.)				
Final Examination/ Final Project/ Dissertation and Preparation	1		15	15
Other (Placement/Internship etc.)				
Total Workload				123
Total Workload/ 25				4.92
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)
<ul style="list-style-type: none"> - Plagiarism is intentionally failing to give credit to sources used in writing regardless of whether they are published or unpublished. Plagiarism (which also includes any kind of cheating in exams) is a disciplinary offence and will be dealt with accordingly. - Make-up exams for Mid-term and Final Exams will be given only if the student provides a medical report from a government doctor or university health centre and by the approval of the lecturer. - Regarding the format of the course as a courtesy to your fellow classmates, please switch your mobile phones to silence mode during class and turn off cell phones during exams. Students must abide general ethic rules, including “do no harm” principle .

ASSESSMENT and EVALUATION METHODS:
Final Grades will be determined according to the Yaşar University Associate Degree, Bachelor Degree and Graduate Degree Education and Examination Regulation

Prepared by	Dr. Deniz Ozdemir
Last Update	28.09.2015
APPROVAL PROCESS:	
Departmental Board Decision Date& Number	
Faculty Board Decision Date& Number	
Senate Decision Date& Number	