

# GLOBAL COMMERCE AND TRANSPORTATION (GLBL)

---

## **GLBL 3100 Procurement, Sales, and Customer Relationships (4 Credits)**

This course exposes students to the theory and practices commonly used by best-in-class organizations relative to procurement, sales, and customer relationship management. The focus of the course is on the tactical approaches involved in marketing to potential customers, the procurement process, account set-up, quality customer experience, and customer relationship management including customer retention strategies.

## **GLBL 3200 Transportation Modes and Nodes (4 Credits)**

This course provides an overview of the role of freight transportation to drive global economic development from its historical roots into the future. Global supply chains are built on a foundation of transportation modes. This foundation has evolved with value derived from speed, cost, capacity, flexibility, reliability, and technological adaption. Greater risk is now present in this foundation stemming from cyberthreats, political volatility, and public health crises. Transport modes have grown over time to include maritime (ships and barges,) surface (rail, trucks, and vans,) air (planes, helicopters, and drones,) and underground (pipelines.) Students will learn about the characteristics of these modes and the nodes with which they interact including ports, terminals, distribution centers, and flow centers. Whether working for a manufacturer, distributor, retailer, or e-tailer, students learn how effectively manage transportation, which is a key factor in profitability and customer satisfaction.

## **GLBL 3250 Supply Chain and Logistics Systems (4 Credits)**

This class provides an overview of supply chain management as a key business function that holistically integrates functions such as planning, purchasing, inventory control, transportation, and warehousing. Students learn about topics such as designing supply and distribution networks aligned with the firm's business and supply chain strategy as well as improving supply chain performance via SCOR, Lean, and Six Sigma techniques. Students explore how various aspects of supply chain management are integrated within the firm as well as coordinated with suppliers, trading partners, and logistics/transportation providers to deliver superior customer satisfaction. Making sound strategic and tactical decisions are learned by managing a global consumer electronics supply chain via an online simulation. Best practices are investigated by studying some of the world's top supply chains.

## **GLBL 3275 Warehouse and Asset Management (4 Credits)**

Learn the essential elements of warehouse management, focused on the role of an operations manager to lead people, develop and manage processes, and design and implement technologies. The scope of the course will be related to both warehouses and distribution centers within the supply chain. Gain an understanding of the role of warehouses and distribution centers in relation to the overall global supply chain system.

## **GLBL 3300 Transportation Policy, Safety, & Security (4 Credits)**

This course provides an overview of the many public policy dimensions of transportation systems. It examines government regulations affecting transportation businesses, environmental regulations, labor laws, finance, public welfare, and the general relationship between economic policy and transportation investment. The class focuses on personal mobility (autos, highways, urban transit, and airlines), including freight transport (rail, ports, and pipelines). Future directions in transportation-related public policy are also addressed.

## **GLBL 3325 Integrated Operations Planning and Inventory Management (4 Credits)**

The world of interconnectedness requires sophisticated planning and execution to supply the world. Sales, Inventory, and Operational Planning (SIOP) are parts of an integrated business management process through which the executive/leadership teams can continuously achieve focus, alignment, and harmonization among all functions of an organization. In this course, students will learn the essential components of this process, how strategic operational plans are developed and synchronized, the inputs and outputs of the process, and the ways Key Performance Indicators (KPI) influence and guide the organization.

## **GLBL 3350 Transportation Safety and Security (4 Credits)**

Transportation security in the 21st century challenges the capabilities of our global transportation infrastructure. This course explores the ever-evolving requirements imposed on industry practitioners and encourages students to develop skill sets and knowledge required to embed security in transportation systems. We examine the evolution of the industry's concerns about safety, including concerns about security, and analyze how these concerns drive workforce training and resource allocation. Students assess technological and economic challenges to ensure safe and secure transportation systems. In addition to physical security issues, this course also examines the issues of resilience and preparedness, and how they drive industry practitioners, policy planners, and stakeholders.

## **GLBL 3500 Field Experience in Transportation and Supply Chain (4 Credits)**

This course is an experiential learning collaboration between a student, a faculty advisor, and a professional supervisor, offering students an opportunity to apply their content knowledge to a professional setting. Students will integrate academic theory with practical experience in a professional field of interest. Additional site-specific learning outcomes are established in conjunction with the site supervisor.