**PROPOSAL for Logistics & Transportation Concentration:**

**Overview / Rationale**

In order to meet growing demand, we are proposing to develop a concentration in Logistics and Transportation for business majors. Logistics faculties have been working with the Board of Regents and the Center of Innovation for Logistics (a division of the Georgia Department of Economic Development) to meet the significant gap of educated logistics professionals in the state of Georgia (*see attached supporting documents*). Currently, we are experiencing an increase in logistics and transportation companies participating in our career fairs and internship programs seeking students who have an understanding of the logistics and transportation industry. Students who are graduating and working in the industry are requesting opportunities to come back and share about their profession and the opportunities that are available for upcoming graduates with an interest and knowledge of the industry. Additionally, current students have started a Georgia College Logistics Association club, which will promote the industry and partner with industry executives to help students network at professional associations and events and provide opportunities for professional development. With the increased opportunities in the logistics and transportation industry in the state of Georgia and the southeastern region of the country, along with the increase in demand and interest among logistics and transportation firms of our students at Georgia College, we believe that it would benefit both the students and the university to develop a concentration in Logistics and Transportation.

Two of the proposed courses for the concentration; *MGMT* *3180 (Introduction to Business Logistics) and MGMT 3181 (International Logistics)*; have been approved by the COB faculty to become permanent elective classes after successful development as special topics courses. These classes, along with a third proposed class, *MGMT 3182 (Logistics Analytics),* will provide the students with a strong base of knowledge to be able to enter the logistics/transportation industry confident that they are prepared to be a valuable asset to their future employers. Please see the course description below for more information regarding the content of the concentration.

**Proposed courses for the concentration:**

**MGMT 3180 – Introduction to Business Logistics**

Prerequisite MGMT 3141 and 3101: This course provides an introduction to the concepts, functions, processes and objectives of logistics and supply chain management activities. It covers those activities that are involved in physically moving raw materials, inventory, and finished goods from point of origin to point of use or consumption. The topic of logistics management is significant because if done effectively it can improve a firm's marketing effort by establishing consistent and dependable customer service levels. It covers the planning, organizing, and controlling of such activities, and examines the role of supply chain processes in creating competitive advantage with respect to quality, flexibility, lead-time, and cost. Topics include customer service, inventory management, transportation, warehousing, supply chain management, and an introduction to international logistics.

**MGMT 3181 – International Logistics**

Prerequisite MGMT - 3101, MGMT 3141; Corequisite – MGMT 3180: The course has two major objectives: first, to acquaint students with managerial issues in international logistics and transportation specifically related to modern international trade, the interface of logistics processes with international trade considerations, how trade agreements, barriers, and regulations impact organizational strategies, the infrastructure utilized to procure, produce, and transport products around the globe, and second, to provide students with an understanding of procedures related to import/export management.

**MGMT 3182 – Logistics Analytics**

Prerequisite MGMT 3101, MGMT 3141 and MGMT 3180: An examination of the design and management of logistics and transportation operations in selected settings. Particular emphasis is placed upon the areas of traffic management, carrier operations, carrier selection and contract negotiation, and warehousing. Each area is analyzed in terms of organizational differences, operational processes, variations in information needs, and performance control mechanisms.