

First of 2-course sequence

(revised September 15, 2019)

Spring 2020 – North American Freight Transport for Consumers

The Transport of Materials & Goods Through International Supply Chains

Dr. William J. DeWitt, Transportation Professional and Professor

INSTRUCTOR

Bill DeWitt worked at Burlington Northern Railroad (BNRR) in Operations, Financial/Strategic Planning, and as VP Marketing/Sales. After BNRR he was professor, dean and executive director at Tennessee, Maryland, Maine Maritime Academy, and University of Denver, including executive education for Black & Decker and for executive Masters programs. He loves transportation!

COURSE DESCRIPTIONS

❖ **Course Description for OLLI Course #1 (Proposed Spring 2020): North American Freight Transport for Consumers**

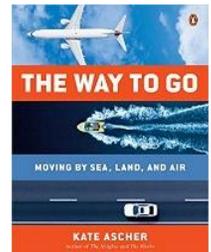
OLLI Course Title: “Freight Transport for Consumers”

Explore how the creation and delivery of consumer products is enabled by the transportation modes of Air, Truck, Rail, and Ocean. How modes work and the raw materials, components and products they carry for our everyday lives. Text required *The Way To Go*, ISBN 978-0143127949.

TEXT BOOKS

❖ **Text for “Freight Transport For Consumers”:**

- *The Way To Go*, Kate Ascher, Penguin Books, 2014, ISBN 978-0143127949 (Amazon \$16.00)



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Week #	OLLI Course #1: North American Freight Transport for Consumers
Week # 1	<p>Introduction to Moving “Stuff”: Importance of Freight Transportation In Our Everyday Lives</p> <p><i>Instructor PPT:” Flowers to Delaware: A transport case study”</i></p> <p><i>Handout: “Freight Transport Taxonomy: Six (6) Categories Fourteen (14) Modes Three (3) Groups”</i></p>
Week # 2	<p>Evolution & Geography of Freight Transportation Within Logistics</p> <p><i>Reading Assignment: The Way To Go</i></p> <ul style="list-style-type: none">• <i>Introduction (pgs. 10-17)</i>
Week # 3	<p>Freight Transport</p> <p>(1) Taxonomy: 6 Categories; 14 Modes; 3 Groups</p> <p>(2) Transportation Infrastructure and Control</p> <p><i>Student Assignment Discussion: Three Modes and Three “Unrelated” Products (one for each mode)</i></p> <p><i>Reading Assignment: The Way To Go</i></p> <p><i>Chapters:</i></p> <ul style="list-style-type: none">• <i>Bridges & Tunnels (pgs. 112-126)</i>• <i>Navigation (pgs. 38-58)</i>
Week # 4	<p>Freight Transport Category: Air</p> <p><i>Reading Assignment: The Way To Go</i></p> <p><i>Chapters:</i></p> <ul style="list-style-type: none">• <i>Flight (pgs. 126-148)</i>• <i>Airport (pgs. 148-166)</i>
Week # 5	<p>Freight Transport Category: Air</p> <p><i>Transport Mode 1: Package</i></p> <p><i>Transport Mode 3: Heavy Air</i></p>
Week # 6	<p>Freight Transport Category: Truck</p> <p><i>Reading Assignment: The Way To Go</i></p> <p><i>Chapter:</i></p> <ul style="list-style-type: none">• <i>Behind The Wheel (pgs. 76-98)</i>

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Week #	OLLI Course #1: North American Freight Transport for Consumers
Week # 7	Freight Transport Category: Truck Transport Mode 1: Package Transport Mode 2: Less than Truckload (LTL) Transport Mode 4: Truckload (Private Transportation)
Week # 8	Freight Transport Category: Rail Transport Mode 5: Rail Intermodal Transport Mode 9: Rail Carload Transport Mode 10: Rail Unit Train <i>Reading Assignment: The Way To Go</i> <i>Chapter:</i> <ul style="list-style-type: none">• <i>On The Rails (pgs. 98-112)</i>
Week # 9	Freight Transport Category: Ocean Transport Category 4: Ocean Transport Mode 6: Ocean Container Transport Mode 7: Ocean RoRo Transport Modes 8: Ocean Break-bulk Transport Mode 12: Ocean Bulk-Dry Transport Mode 13: Ocean Bulk-Liquid <i>Reading Assignment: The Way To Go</i> <i>Chapter:</i> <ul style="list-style-type: none">• <i>Life At Sea (pgs. 20-38)</i>
Week # 10	Freight Transport Category: Ocean Transport Category 4: Ocean Transport Mode 6: Ocean Container Transport Mode 7: Ocean RoRo Transport Modes 8: Ocean Break-bulk Transport Mode 12: Ocean Bulk-Dry Transport Mode 13: Ocean Bulk-Liquid <i>Reading Assignment: The Way To Go</i> <i>Chapter:</i> <ul style="list-style-type: none">• <i>Life At Sea (pgs. 20-38)</i>
Week # 11	Discussion of Future Freight Transport Issues with Student Inputs Potential Topics (to be predetermined by class and instructor): Environment/Fossil Fuel; Autonomous Vehicles (Land, Sea, & Air); Safety <i>Reading Assignment: The Way To Go</i> <i>Chapter:</i> <ul style="list-style-type: none">• <i>The Future (pgs. 185-196)</i>

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Week #	<i>OLLI Course #1: North American Freight Transport for Consumers</i>
Week # 12	Individual/Class Discussion of Student-Selected Modal Assignments
Week # 13	Individual/Class Discussion of Student-Selected Modal Assignments

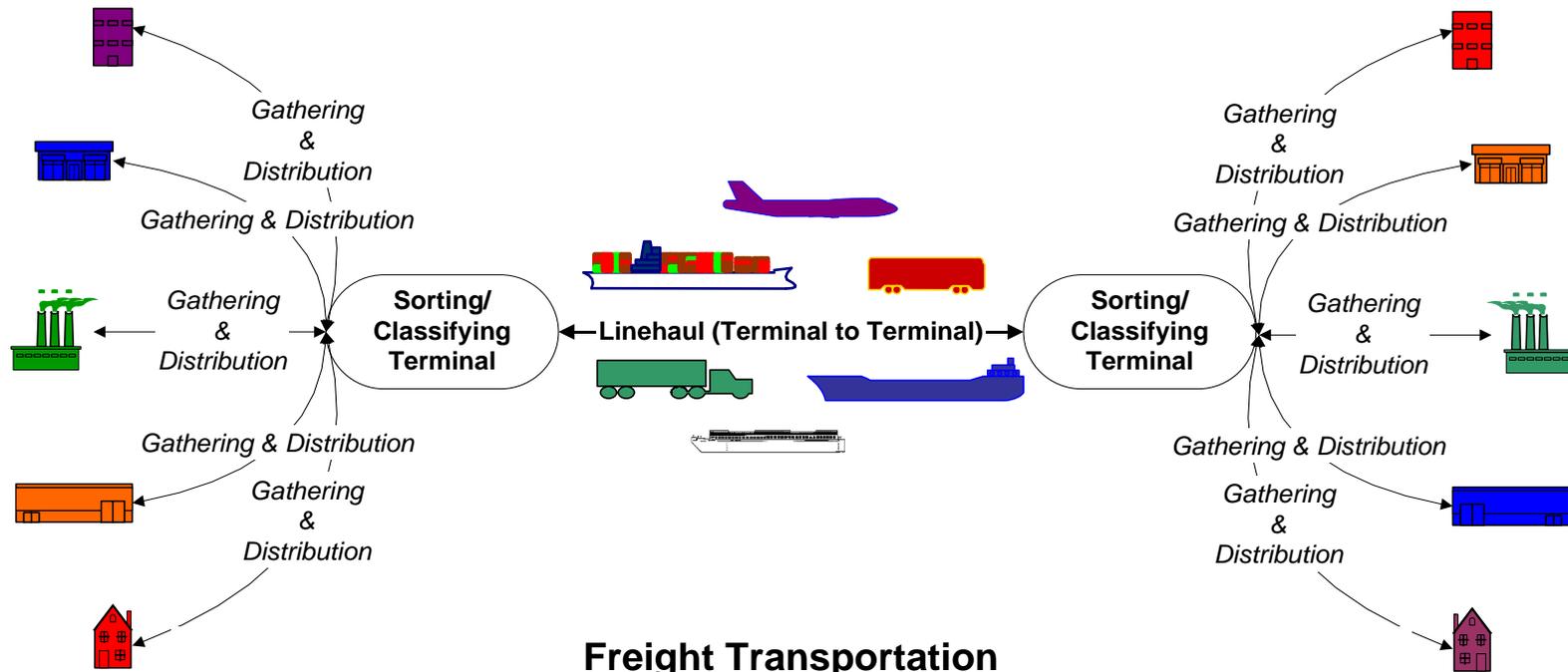
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Freight Transportation

Few, if any, materials, parts, or products move directly by a single means of transportation from source to destination.

“The carrying or movement of materials or goods from one point to another powered by combustion, mechanical, electrical, animal muscle, gravity, or fluids of some type, or any combination, and includes the staging of these materials and goods incidental to the process of carrying them.”

This definition would not only include conventional dock-to-dock modes, but also materials handling capabilities such as conveyor belts, augers, clam shells, forklifts, people, etc, as well as operations in warehouses, distribution centers, break-bulk/cross-dock and package sort facilities.

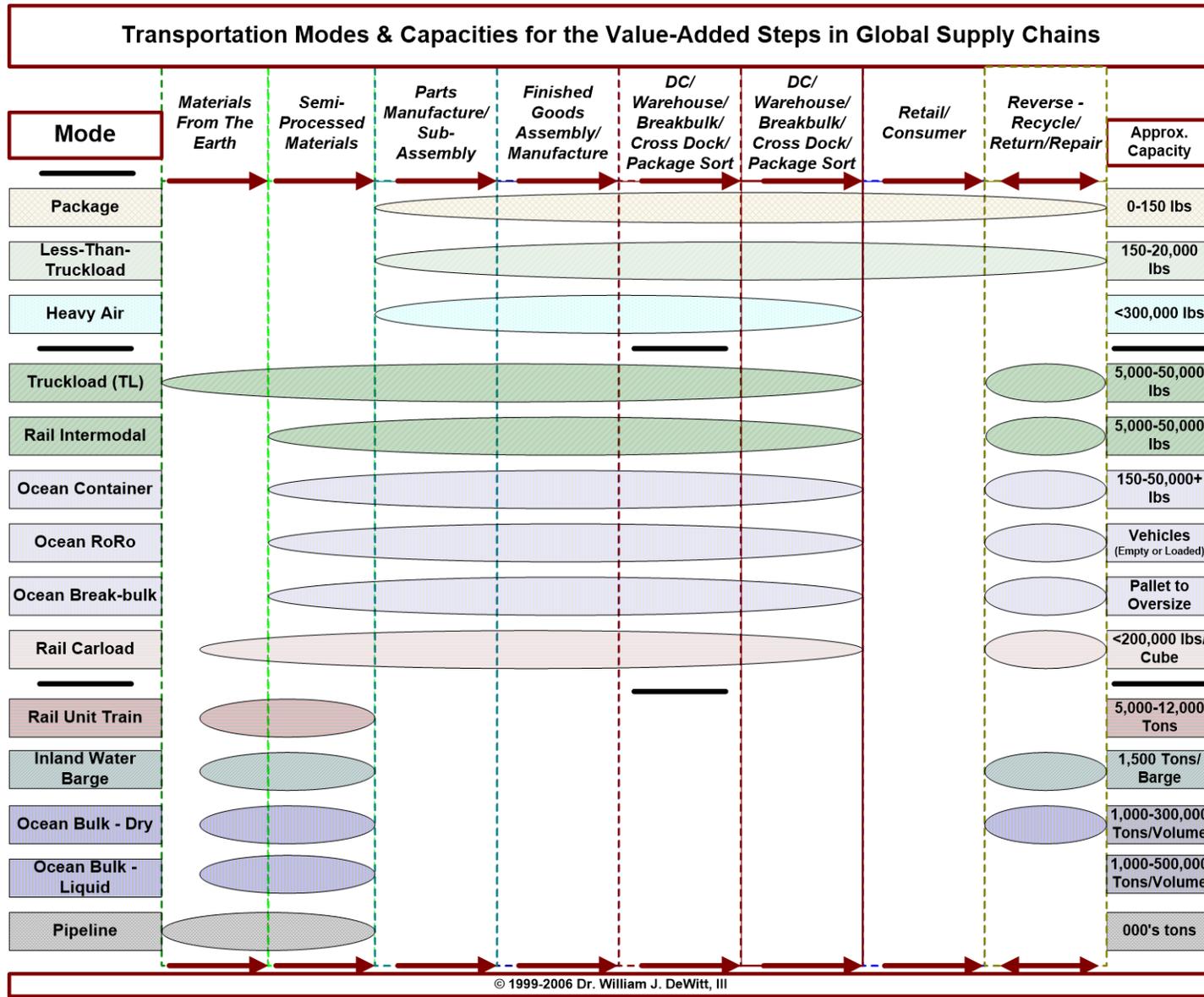
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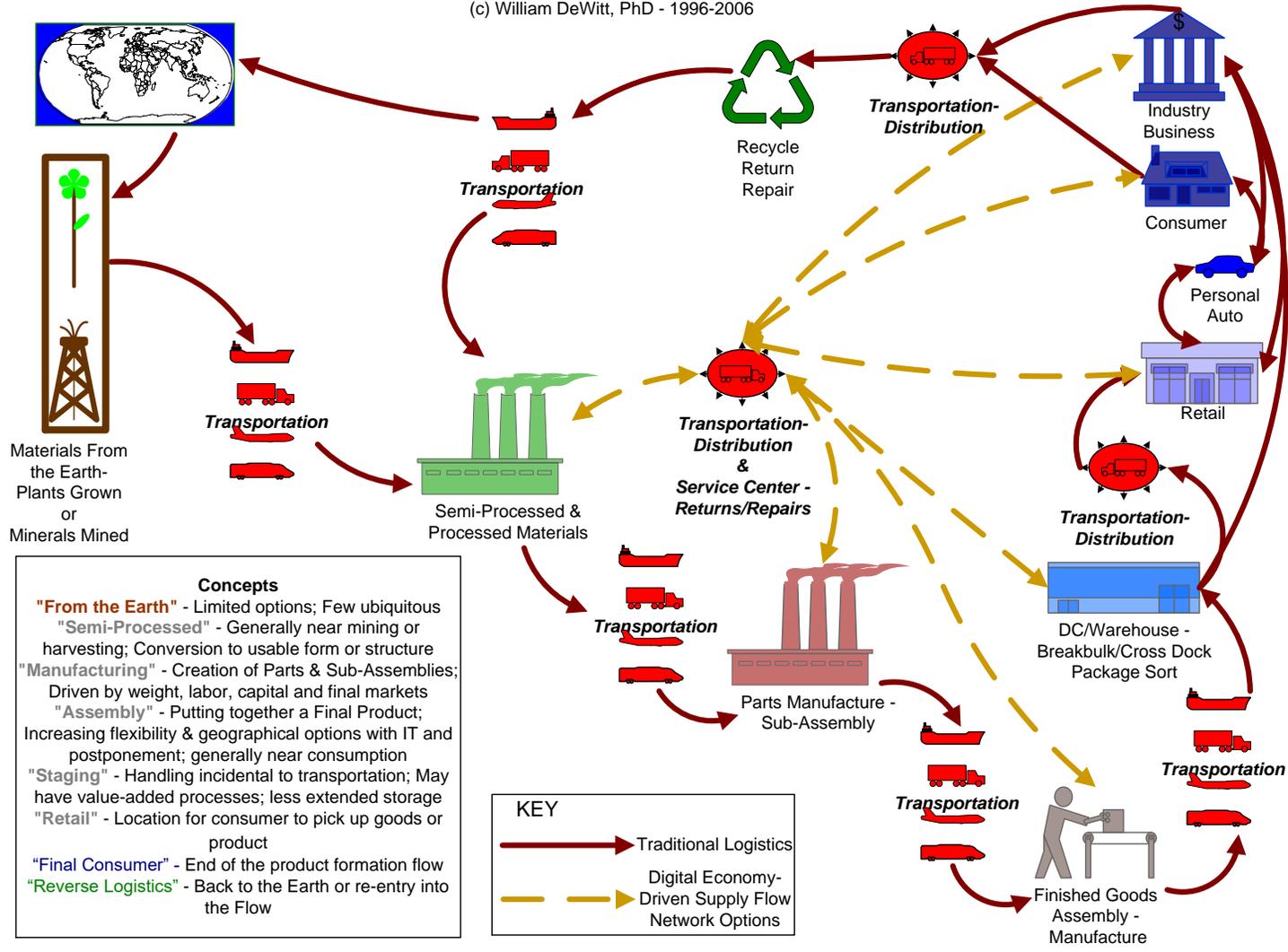
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Supply Flow Networks

"Earth to Earth Flows With Value-Added Processes Connected by Transportation and Logistics"

(c) William DeWitt, PhD - 1996-2006



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