

## **QSO 450 Final Project Milestone One Guidelines and Rubric**

**Overview:** Transportation is not only a critical component of societies and the global economy, but the effective management of transportation is important to the sustainable success of organizations. Many small and mid-size firms do not have a comprehensive transportation strategy to manage their inputs (such as supplies) or outputs (such as finished goods). Fast-growing firms also stumble during growth phases when customers from across the country or across the globe begin to demand their products. Because there are constant changes in geopolitics, regulations, and business needs, even large multinational organizations require constant evaluation of their transportation networks.

In the summative assessment for this course, you will draw from the information covered in the course modules, as well as from relevant research, to develop a comprehensive transportation plan for the scenario provided below.

Milestone One addresses the following course outcomes:

- Assess various transportation methods for determining the optimal modal mix that meets operational requirements
- Develop comprehensive managerial strategies for planning and executing a global transportation network

**Prompt:** You work for a company in Manchester, NH that manufactures a unique running shoe that has grown in popularity beyond the local region and is now being demanded across the United States. Your current distribution centers are located in Albany, NY, Phoenix, AZ, and Jacksonville, FL. Your company has also begun to receive inquiries from retailers in the European Union that are interested in selling your shoes. To begin selling overseas, your company has partnered with a company that will manage a distribution center in Munich, Germany.

While looking into your current distribution plans, you find that you have no comprehensive transportation plan. You see that transportation in your company is typically an afterthought; this will not do if you are going to begin selling across the United States and Europe, as planned.

For this assessment, you will begin developing a comprehensive strategy for planning and executing a global transportation network. You will analyze your company's transportation needs and make a recommendation for mode selection to each of the distribution hubs. You will need to address the intermodal linkages of your logistical network and explain how you plan to minimize cost while keeping efficiency at a high level. Be sure to refer to concepts learned in this course and include additional peer-reviewed research to support your conclusions.

Specifically, the following **critical elements** must be addressed in this milestone:

- I. Modes of Transportation
  - A. **Choose** various modes of transportation to move your product to your distribution centers in Albany, NY, Phoenix, AZ, and Jacksonville, FL. Which mode(s) of transportation do you propose to transport large quantities of shoes to each location? Be sure to provide logical explanations for your choice of transportation to each distribution center.



- B. **Summarize** how you would construct an intermodal network to reach Munich, Germany on a consistent basis from Manchester, NH. Be sure to describe and justify your choice of ports, shipping container, and mode. Because cost is the biggest concern for the company, expedited shipments are not a priority currently, though they might be in the future.
- C. Considering your modal choices to transport goods to the continental United States and Europe, **research** existing carriers that you could use for each route and choose the most preferable providers. Be sure to consider third-party logistics providers and freight forwarders, if applicable. Using a weighted decision matrix may help you decide which vendors to utilize. Provide a brief overview of the companies that you chose, why these were your preferred vendors, and support your answer with appropriate sources.
- D. Considering your modal choices above, **compare and contrast** the environmental impacts of each. Considering consumers' value judgments, what weight should be given to these choices? It may be helpful to use a decision matrix when deciding how to weight these choices. Explain how these factors (environmental impact and consumers' value judgments) interact with one another to affect your ultimate strategic transportation plan.

**Guidelines for Submission:** Your paper should be submitted as a Microsoft Word document and should be 3–5 pages in length, including a reference page. Your paper should include at least three peer-reviewed journal articles or other scholarly sources. References and any in-text citations must be formatted in APA (6<sup>th</sup> edition) style.

## Rubric

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Modes: Choose	Meets "Proficient" criteria and supports modal choice with financial data from trustworthy sources	Logically explains choices of transportation to each distribution center	Explains choices of transportation to each distribution center but explanation is cursory or illogical	Does not explain choices of transportation to each distribution center	20
Modes: Summarize	Meets "Proficient" criteria and integrates a contingency plan in case additional stocks need to be expedited at some time in the future	Summarizes how to construct an intermodal network to reach distribution center in Munich from Manchester, NH and logically justifies choices of elements	Summarizes how to construct an intermodal network but is not specific to Munich and Manchester or justification of choices is illogical	Does not summarize how to construct an intermodal network to reach distribution center in Munich from Manchester, NH and does not justify choice of elements	20
Modes: Research	Meets "Proficient" criteria and includes a decision matrix that justifies the choice	Provides a brief overview of chosen transportation vendors, logically justifies choice of vendors, and supports answers with appropriate source(s)	Provides an overview of chosen transportation vendors but overview is not brief, or it justifies choice of vendors but justification is not logical	Does not provide a brief overview of chosen transportation vendors and does not justify choice of vendors	20



Modes: Compare	Meets "Proficient" criteria and	Compares and contrasts	Compares and contrasts	Does not compare and	20
and Contrast	includes a weighted decision	environmental impacts of	environmental impacts of chosen	contrast environmental	
	matrix to determine which	chosen transportation	transportation vendors but	impacts of chosen	
	factors should be given greatest	vendors, includes what	comparisons and contrasts are	transportation vendors,	
	attention	weight is applied to	cursory, or does not include what	including what weight is	
		consumers' value judgments,	weight is applied to consumers'	applied to consumers' value	
		and logically explains how	value judgments, or explains how	judgments, and how these	
		these environmental impacts	these environmental impacts and	environmental impacts and	
		and value judgments interact	value judgments interact with	value judgments interact	
		with one another	one another but explanation is	with one another	
			illogical or cursory		
Sources	Meets "Proficient" criteria and	Includes at least three	Includes at least three sources,	Includes fewer than three	12
	integrates research clearly and	professionally legitimate	but some sources are not	sources OR all sources are	
	logically into the paper	sources	professionally legitimate (i.e., not	not professionally legitimate	
			peer reviewed and/or have	(i.e., not peer reviewed	
			uncertain reliability)	and/or have uncertain	
				reliability)	
Articulation of	Submission is free of errors	Submission has no major	Submission has major errors	Submission has critical errors	8
Response	related to citations, grammar,	errors related to citations,	related to citations, grammar,	related to citations,	
	spelling, syntax, and organization	grammar, spelling, syntax, or	spelling, syntax, or organization	grammar, spelling, syntax, or	
	and is presented in a professional	organization	that negatively impact readability	organization that prevent	
	and easy-to-read format		and articulation of main ideas	understanding of ideas	
				Earned Total	100

## **Rubric Annotations**

Term	Context for Instructor/Definition
<u>elements</u>	ports, shipping container, mode, etc.