

## **QSO 450 Final Project Milestone Two 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 Three addresses the following course outcomes:

- Evaluate the relationship between the transportation industry and local, national, and global economies for informing organizational decisions
- Develop comprehensive managerial strategies for planning and executing a global transportation network

**Review:** 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.

**Prompt:** For this assessment, you continue developing a comprehensive strategy for planning and executing a global transportation network by predicting what long-term issues will affect your plan and how your network may adapt to these challenges. In addition, you will analyze how the massive increase in transportation coming from your production hub will affect the local area in terms of economy, sustainability, and corporate image. Be sure to include both the positive and adverse effects your operation will have on the local area. 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:

## II. Impact on Economy

A. Considering the transportation **infrastructure** in the United States, what long-term sustainability considerations will the transportation plan affect? How might such considerations affect the plan? For example, consider the infrastructure improvements that will be necessary in the upcoming decade to sustain current levels of operation. Support your answers with real-world examples or evidence.



- B. How might specific current and potential **geopolitical** factors affect your transportation to the European Union? How can you plan to allay future disruptions? Support your answers with citations from current news sources.
- C. Explain how **issues** may arise surrounding transportation to and from the immediate area around the central production plant in Manchester, NH as demand for the product increases. Consider factors such as noise, pollution, jobs, and environmental concerns. Be sure to include support for your answers.
- D. From a managerial standpoint, **compare** the advantages and disadvantages of partnering with firms headquartered in the United States versus firms headquartered outside of the United States. Which decision would you ultimately make? Explain your rationale.

**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
Impact: Infrastructure	Meets "Proficient" criteria	Logically explains how long-	Explains how transportation	Does not explain how long-	20
	and includes local, state, and	term transportation	infrastructure sustainability	term transportation	
	national regulatory issues	infrastructure sustainability	considerations will affect the	infrastructure sustainability	
		considerations will affect the	transportation plan but	considerations will affect	
		transportation plan and	explanation is cursory, illogical,	transportation plan	
		supports answers with real-	or does not account for long-		
		world examples or evidence	term considerations, or support		
			is not from the real world		
Impact: Geopolitical	Meets "Proficient" criteria	Explains how specific current	Explains how current and	Does not explain how	20
	and includes historic	and potential geopolitical	potential geopolitical factors	specific current and	
	examples of geopolitical	factors might affect	might affect transportation to	potential geopolitical	
	issues that inform reasoning	transportation to the EU and	the EU but geopolitical factors	factors might affect	
		logically explains how it is	are not specific, and explains	transportation to the EU	
		possible to allay future	how it is possible to allay future	and does not explain how it	
		disruptions, providing support	disruptions, but explanation is	is possible to allay future	
		with citations from current	illogical, or support provided is	disruptions	
		news sources	not from current news sources		
Impact: Issues	Meets "Proficient" criteria	Explains how issues may arise	Explains how issues may arise	Does not explain how	20
	and explanation of these	surrounding transportation	surrounding transportation	issues may arise	
	issues affects global	around the central production	around the central production	surrounding transportation	
	transportation plan	plant as demand for the	plan but explanation is not	around the central	
		product increases and includes	focused on times when demand	production plant as	
		support for answers	increases or support provided is	demand for the product	
			irrelevant, inappropriate, or	increases	
			missing		



Issues: Compare	Meets "Proficient" criteria	Compares the advantages and	Compares the advantages and	Does not compare the	20
	and specifically addresses	disadvantages of partnering	disadvantages of partnering	advantages and	
	maritime and international	with domestic and foreign firms	with domestic and foreign firms	disadvantages of partnering	
	law	and logically explains the	but comparison is cursory or	with domestic and foreign	
		ultimate decision made	explanation of the ultimate	firms	
			decision is cursory, illogical, or		
			missing		
Sources	Meets "Proficient" criteria	Includes at least three	Includes at least three sources,	Includes fewer than 3	12
	and includes integrates	professionally legitimate	but some sources are not	sources OR all sources are	
	research clearly and logically	sources	professionally legitimate (i.e.,	not professionally	
	into the paper		not peer reviewed and/or have	legitimate (i.e., not peer	
			uncertain reliability)	reviewed and/or have	
				uncertain reliability)	
Articulation of Response	Submission is free of errors	Submission has no major errors	Submission has major errors	Submission has critical	8
	related to citations, grammar,	related to citations, grammar,	related to citations, grammar,	errors related to citations,	
	spelling, syntax, and	spelling, syntax, or organization	spelling, syntax, or organization	grammar, spelling, syntax,	
	organization and is presented		that negatively impact	or organization that	
	in a professional and easy-to-		readability and articulation of	prevent understanding of	
	read format		main ideas	ideas	
Earned Total					