

Community College Academic Program

International Business & Logistics

James A. Mucci, MBA



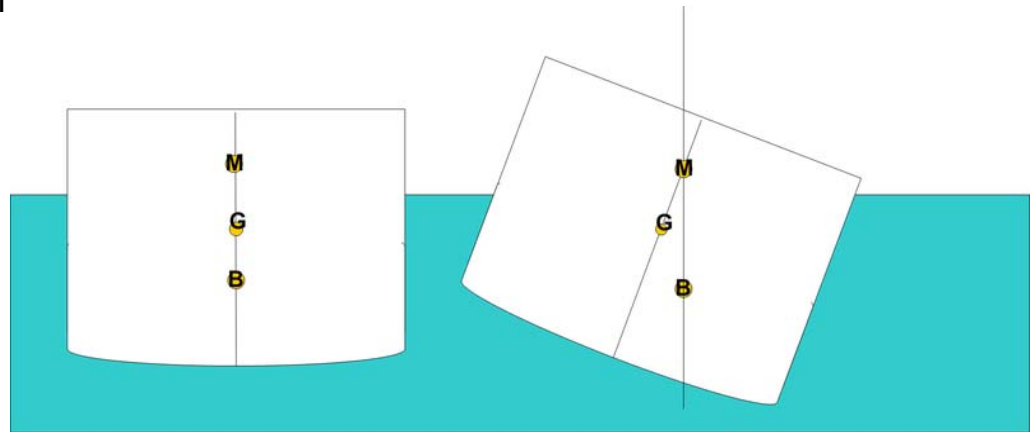
The Need

- International Logistics Growing in So Cal
- Top Ten Jobs
- Limited Accessible Academic Training Programs
- Employers Passive Towards Academic Training



Proposed Program

- Employer Supported Academic Program
 - High School – CC – CSU
 - Linked to CC Business Programs
 - Academic, Technical & Practical Skills
 - Intro to Intl Bus with Logistics (Transfer CSU)
 - International Logistics (Transfer CSU)
 - Transportation Management (Transfer CSU)
 - Supply Chain Management (Transfer CSU)
 - Maritime Transportation



Industry Survey

- Academic Requirements

- Customer Service
- Communication Skills
- Team Orientation
- Planning and Problem Solving
- Safety
- Process Orientation
- Logistics Modes and Channels
- How to Make Money
- Basic Math and Finance
- Real Life Classroom Case Work
- Practical Skills
- MS Office Suite
- How to Handle Ambiguity
- Basic Transportation Transaction
- Basic Warehousing Transaction

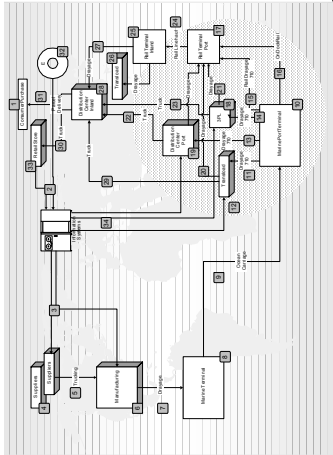
- Participating Firms

- Performance Team
- TTAX
- Tioga Group
- California Cartage
- American President Lines
- Secure Data One
- SSA Marine
- Arlon
- Vistage
- Tri-Modal
- Union Pacific Railroad
- Federal Express
- Grubb & Ellis
- Crocker Warehouse
- SafeFreight
- American Bureau of Shipping
- Reverse Logistics Association
- Council of Supply Chain Management Professionals
- Pacer International
- Northwest Logistics Terminals
- Jacobsen Pilot Service
- Qualcomm
- United Sates Merchant Marine Academy
- Ports of Los Angeles, Long Beach, San Diego, Oakland
- Orient Overseas Container Line

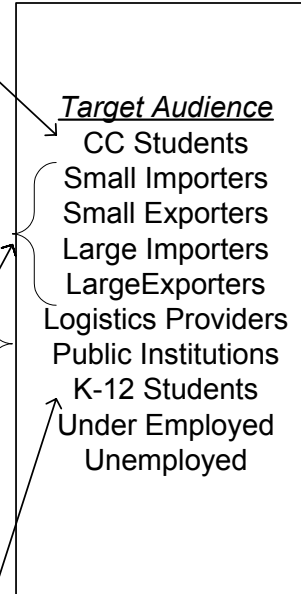
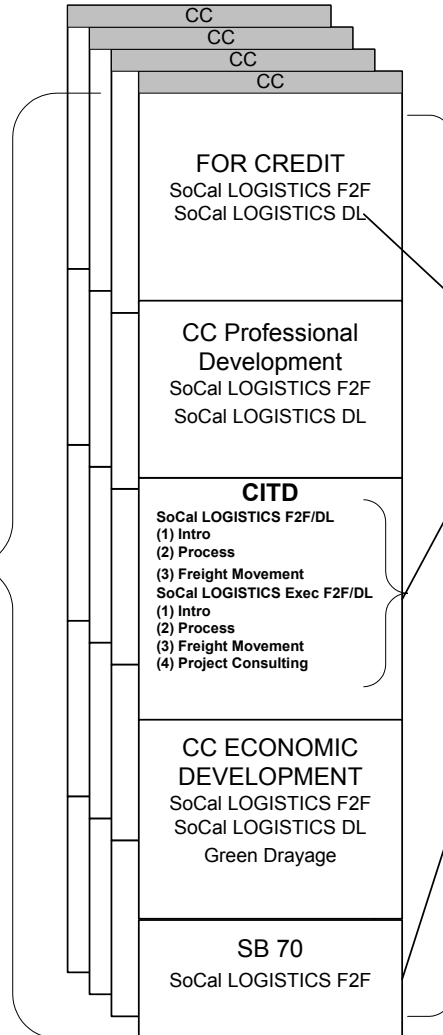
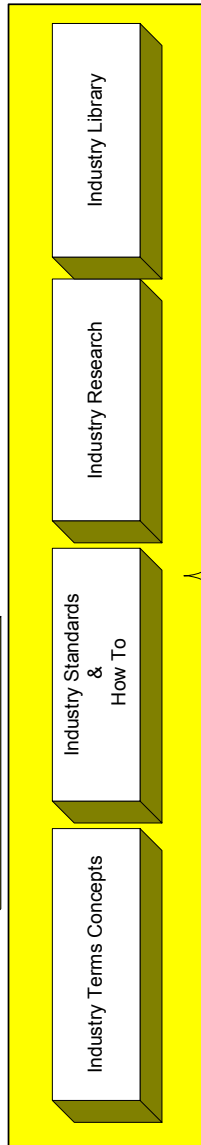


Logistics Curriculum for Community Colleges

To advance California's economic growth and global competitiveness through quality education and services focusing on continuous work force improvement, technology deployment, and business development.

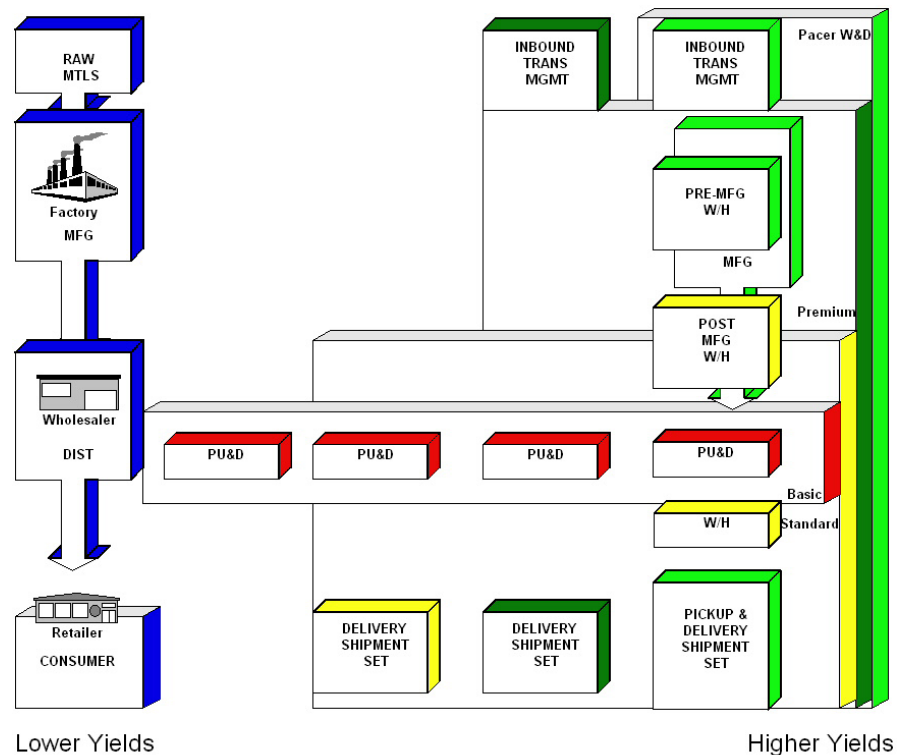


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Implemented (F2F & DL)

- Intro to Intl Bus with Logistics (Transfer CSU)
 - Work Force Development Seminars (4)
 - High School Seminars (2)
- International Logistics (Transfer CSU)
- Maritime Transportation
- Grant Funding \$800,000
- In Class Industry Projects
- Industry Expert Videos
- Community Based Clean Trucking Initiative (Students)
- Web Reference with Recorded Transcribed Lectures
- Current Industry Reference Library
- 500 Students



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