

# Community College Academic Program

International Business & Logistics

James A. Mucci, MBA



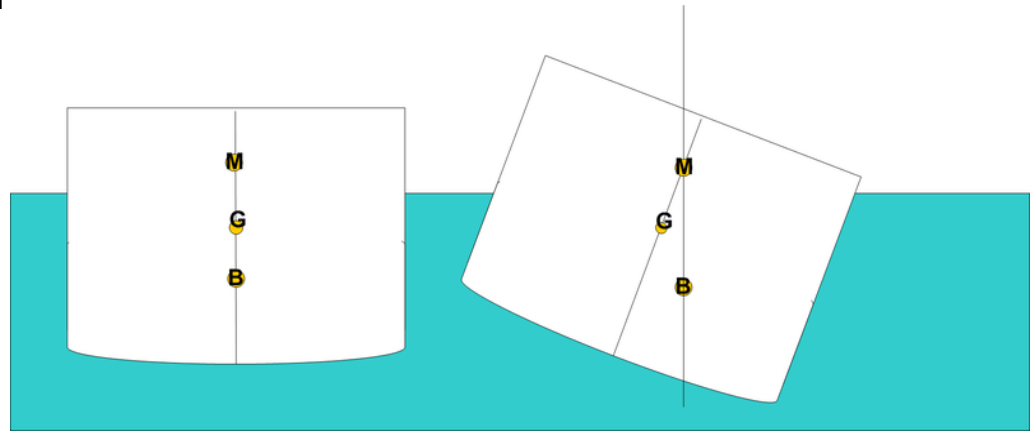
# The Need

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



# 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

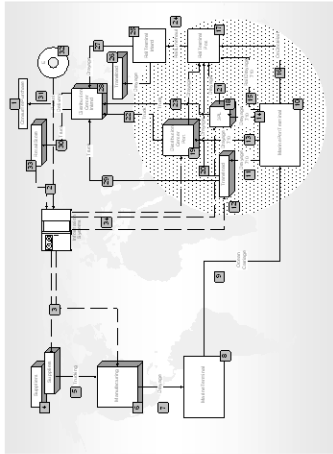
- Participating Firms

- 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 States Merchant Marine Academy
- Ports of Los Angeles, Long Beach, San Diego, Oakland
- Orient Overseas Container Line



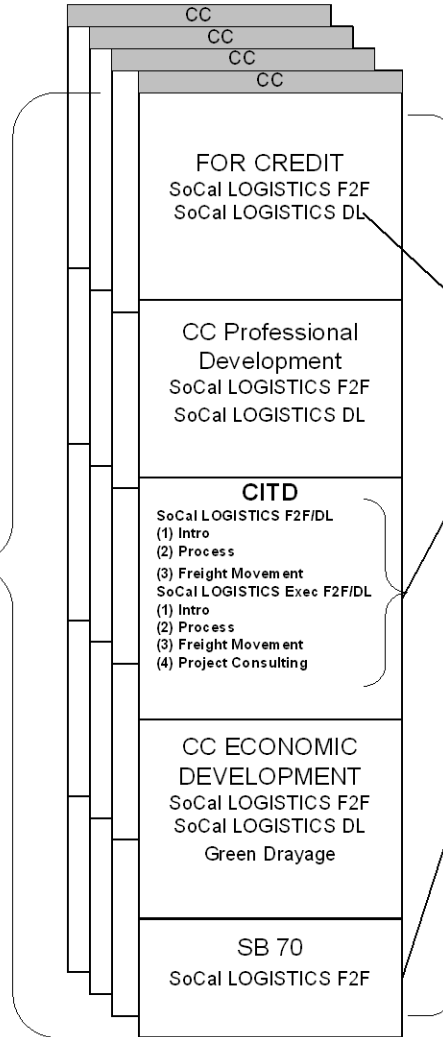
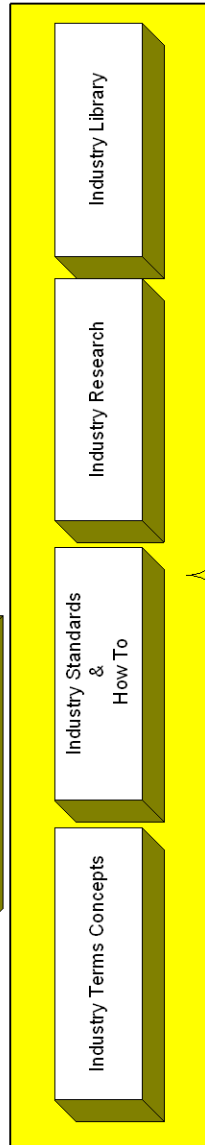
# Logistics Curriculum for Community Colleges

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.

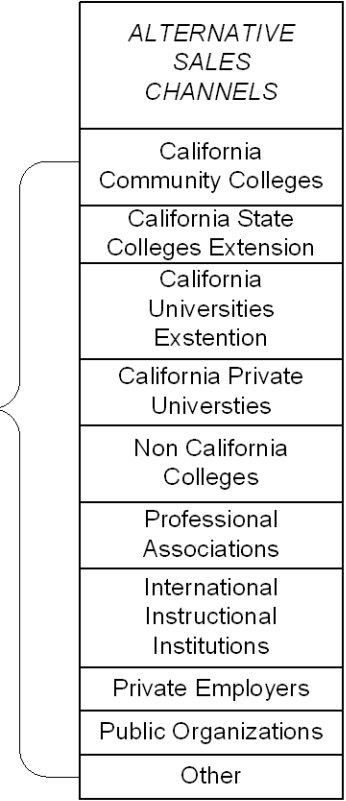


**California  
Logistics  
Training**

James A. Mucci  
Eric. W. Hoffman, Inc.

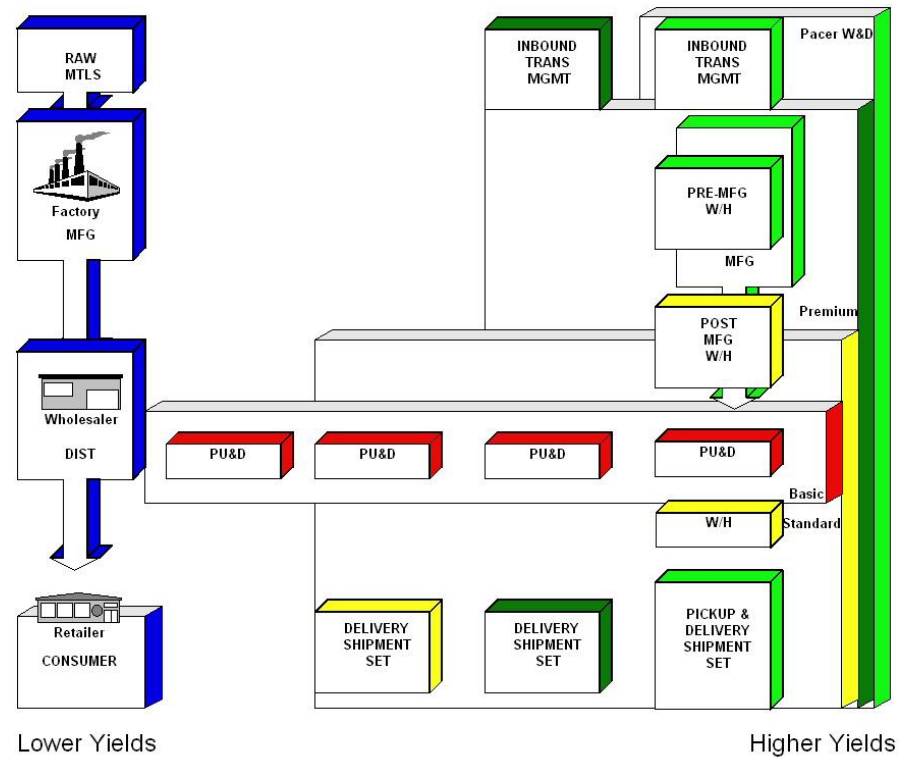


Target Audience  
 CC Students  
 Small Importers  
 Small Exporters  
 Large Importers  
 Large Exporters  
 Logistics Providers  
 Public Institutions  
 K-12 Students  
 Under Employed  
 Unemployed



# 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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