**Transportation: Principles, Strategies, and Decisions for the Effective Flow of Goods and Services**

**Book Title:** Transportation: Principles, Strategies, and Decisions for the Effective Flow of Goods and Services  
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**Description:**  
The proper management of transportation processes and issues is critical to fulfilling customer demand, and to the ultimate success of a supply chain. This course focuses on the key principles, strategies, and decisions required for the cost-efficient, effective flow of goods between sellers and buyers.

**Outcomes:**
- Explain basic transportation management concepts and their essential roles in demand fulfillment, including transportation links, efficiency, and aligning capabilities with customer requirements
- Describe key elements, processes, and interactions of transportation operations management, including transportation modes, execution, and control
- Explain design principles and strategies for establishing efficient, effective, and sustainable transportation operations, including functional control, terms of sale, outsourcing, modal and carrier selection, rate negotiation, contracting, consolidation, 3PLs, sustainability, and overcoming barriers to success
- Describe the critical role of technology in managing transportation operations and product flows, including the latest TMS tools for routing, scheduling, load planning, carrier selection, load tendering, status tracking, appointment scheduling, performance reporting, scorecarding, and auditing
- Explain requirements and challenges of planning and moving goods between countries, including freight flows, intermodal options, planning/execution, ocean shipping and international air services; customs; global challenges, and regulation
- Describe best practices for assessing performance using standard metrics and frameworks, including KPIs, tradeoff analysis, and more