

# LOGISTICS, CERTIFICATE OF ACHIEVEMENT (COA)

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## Program Information

### College

Oxnard College

### Program Title

Logistics, Certificate of Achievement (COA)

### Start Term

Fall 2024

### Catalog Edition

2024-2025

## Program Narrative

### Program Goals and Objectives

**Must address a valid transfer, workforce preparation, basic skills, civic education, or lifelong learning purpose.**

The birth of our Logistics academic program stemmed from a collaborative effort initiated when the Navy approached Oxnard College with the aim of enhancing the local workforce. This endeavor entailed several meaningful dialogues, wherein the Naval Sea Systems Command recognized the Chief Logistician as the ideal content expert to join forces with OC in shaping the curriculum.

In addition, a partnership with the Port of Hueneme, a key local entity, was welcomed into these discussions, given their close ties with OC and the potential advantages they could glean from this program.

The initial and primary goal of this program is to provide a certificate program that would help educate and develop people to: 1) be better prepared for employment at our partner locations (or any other location where logistics is involved), 2) increase employee aptitude in an effort to help people become more valuable employees, and 3) give current employees a better foundation so they can increase their chances & opportunities for promotion or workplace advancement.

### Evidence of Need

**The proposal must demonstrate a need for a program that meets the stated goals and objectives in the region the college proposes to serve with the program.**

According to Research and Markets, “the global logistics market was worth 10.32 Billion USD in 2017 and it is estimated to grow to 12.68 Billion USD by 2023 with a CAGR (compound annual growth rate) of 3.49% between 2017 and 2023.”

Reasons cited for this predicted growth are an increase in global trade activities in developing economies, a rise in trade-related agreements, and advancements in information technology and transportation. The Asia Pacific region is predicted to be the leader of the global logistics market in the future, but the United States is not far behind. Currently, the U.S. is among the top ten leading global logistics markets and is the third-highest market in the world for third-party logistics (3PL) companies.

In addition, the U.S. economy is predicted to continue the pattern of growth we’ve seen in the past few years, with an increasing gross domestic product (GDP), as well as unemployment and inflation rates rising slower than federal target estimates. This trend will result in job growth, particularly in industries like construction, which is a key indicator of freight demand, according to Avery Vise (vice president of trucking research at FTR Freight Intelligence).

Lastly, as the growth of e-commerce makes logistics more dynamic and complex, logisticians will be in demand to move products more efficiently, solve problems, and identify areas for improvement. The increased volume of inventory and need to manage multiple supply chains have made logisticians’ work critical. In addition, as more goods are purchased online, timeliness of delivery remains a priority for companies, further increasing demand for these workers.

## Program Student Learning Outcomes

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**Upon completion of this program a student will be able to:**

Determine the role of logistics in modern production, operations & manufacturing

Define supply chain management and understand challenges involved in creating and maintaining supply chain strategies

Explain essential elements of the global supply chain

Select the best mode of transportation given product attributes and costs associated with the selected transportation mode  
Identify the basic concepts and practices of importing and exporting goods

## Catalog Description

**Includes program requirements, prerequisite skills or enrollment limitations, student learning outcomes, and information relevant to program goal.**

This certificate signifies students have learned the various elements of logistics. In addition, the information gained by earning this certificate will include information on logistics in relation to manufacturing, commercial transportation and Naval operations. Topics will include logistics systems, supply chain management, order, demand inventory and warehouse management, and the control systems and automated components of logistics systems. Logistics concepts will focus on the system integration and automation and lean manufacturing applications.

## Program Requirements

**Includes course requirements and sequencing that reflect program goals.**

Course ID	Title	Units/Hours
<b>Required Courses</b>		
LOGI R100	Introduction to Logistics	3
LOGI R101	Supply Chain Management	3
LOGI R102	Transportation Systems	3
LOGI R103	Imports and Exports	3
<b>Total Units</b>		<b>12</b>

## Plan of Study

**Includes a list of courses organized by the suggested semester a student should enroll. Make sure to align the plan of study with when courses are typically offered.**

Year 1		
Fall Semester		Units/Hours
LOGI R100	Introduction to Logistics	3
LOGI R101	Supply Chain Management	3
LOGI R102	Transportation Systems	3
LOGI R103	Imports and Exports	3
	<b>Units/Hours</b>	<b>12</b>
	<b>Total Units/Hours</b>	<b>12</b>

## Master Planning

**Address how the degree/certificate fits in the mission, curriculum, and master planning of the college and higher education in California.**

As Oxnard College is physically located in the 22nd largest city in California and the largest city in the Tri-Counties (Ventura, Santa Barbara and San Luis Obispo Counties), we take pride in knowing that our college is the fastest growing among our sister campuses and has continued to outpace others in the semester over semester student registrations since Covid-19.

We are also home to dual-base military installation known as Naval Base Ventura County, the largest employer in Ventura County and home to the Naval Air Station at Pt. Mugu and Construction Battalion Center and port operations at Naval Base Port Hueneme which represents the only west coast operation for the construction battalions and one of two located for the U.S. Navy (the other is located in Gulfport, Mississippi). We also have the only deep water port between San Francisco and Los Angeles/Long Beach located at Port Hueneme responsible for millions of imports and exports including automobiles, bananas, machinery, etc.

With that said, we believe the Logistic Program fits the mission, curriculum and master planning of the college and higher education in California. Our department was originally approached by employees from the U.S. Navy for consideration of a single Logistics course. We quickly realized the creation of a certificate with a number of courses can provide the foundation to lead to a wonderful career with a solid financial future. In addition, the certificate of achievement can also lead to building a pathway to lower and upper division coursework and careers.

Our current business department provides solid foundational courses for transfer and Business Management degree, but there is also an opportunity to interweave several courses into our Logistics certification to create a more well-rounded and poised field of study to support ongoing logistics and business degree opportunities for career advancement and depth of knowledge for technicians, managers and directors of the future. This would help not only the military and port operations components, but also a vast array of other home-based manufacturing, biomedical, start-up, and technology-related companies shared and spread out along the 101-corridor.

The opportunity to provide the Logistics Program at Oxnard College helps us build on the interconnectedness of this program that allow us to enhance community relationships, establish and grow employer-incentivized workforce training and education, as well as build studies for the future world of work today. The college student who earns a certificate in Logistics at Oxnard College can transfer to California State University, Northridge, California State University, Dominguez Hills to continue pursuing their field of study to earn an upper division degree.

## **Enrollment and Completer Projections**

### **Projection of number of students to earn certificate annually.**

As we built this coursework and program, we estimated to have at least one cohort group of 30 students that will enroll Fall 2024 with estimated program completion date of Spring 2025 (or Fall 2025). Not all students may opt to begin the pathway, so that others can step in during Spring 2025 and complete this program the following Spring 2026. We believe we can build momentum for these offerings, and market for continuous student enrollment and onramp into program throughout each semester, year after year.

## **Place of Program in Curriculum**

### **How the degree/certificate fits in the college's existing program inventory.**

We built the Logistics certificate program as a reflection of the desires and demands of our local businesses that actively pursue an educated, strong workforce who have the necessary skills for job-ready employment and career opportunities. We also interweaved the Logistics Program with a core business mindset in order to encourage and promote a stronger business undergirding that includes Introduction to Business and Business Law that will enhance the Logistics courses of Transportation Systems, Import/Export, and Supply Chain Management and Introduction to Logistics. This program will compliment student learning, provide a successful career pathway, and relate to current and future local business demands and opportunities.

## **Similar Programs at Other Colleges in Service Area**

### **Justification of need for program in the region.**

We have studied the offerings provided at other local colleges and universities and believe that because we have employers and contracted companies who are in our own backyard (including Oxnard and surrounding cities) that we can justify our need for this program and actively compete with Moorpark College (35 minutes away), and California State University, Northridge (60 minutes away), or Long Beach City College (90 minutes away) in order to provide solid, entry level education and skillset to warrant our offering. Our program mirrors to a certain extent what is offered at Moorpark College, and other certifications can be obtained through California State University, Long Beach, Santa Monica College, Rio Hondo College, and Ivy Tech Community College in New Castle, Indiana.

## **Transfer Preparation Information**