

Unit 8: Freight Brokers and Freight Sharing Apps

Syllabus

OVERVIEW & PURPOSE

The purpose of this lesson is to cover one of the integral parts of the logistics industry. Students should gain a general understanding of the role that freight brokers play in the trucking industry. Students should understand that freight brokers help shippers identify the best trucking routes and rates. Additionally, in this lesson, students should learn about the introduction of freight sharing apps and the disruption that this may cause in the trucking industry. Students should understand the meaning of “cutting the middleman,” and what this means for traditional freight brokers or freight brokering companies.

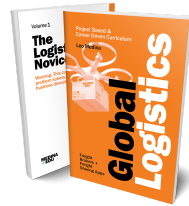


COURSE LEARNING OBJECTIVES

1. Understand who freight brokers are and their role in the trucking industry
2. Consider the introduction of freight brokering apps and the disruption this may cause in the industry
3. Understand the benefits and consequences of freight sharing apps

MATERIALS NEEDED

- Computer
- Internet Access
- Text Book



DESCRIPTION OF ACTIVITIES

For each module please expect the following activities:

- Read through the lesson/session contents (including articles) and watch videos
- Stimulating Discussion
- Take a short quiz on the material presented
- Complete a written assignment with open-ended responses
- Supply Chain Coordinator Scenario Project
- Group Project Presentation

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FOUR WEEK LESSON OUTLINE

Week 1: Theory & Stimulating Discussion

- 8.1 Freight Brokers
- 8.2 Cargomatic
- 8.3 Uber Freight
- 8.4 Amazon Relay

Week 2: Case Study Research, Data Mining & Research Essay

- Research and investigate questions 1 & 2
- Write Research essay
- Case Study 1: Major Freight Sharing Apps
- Case Study 2: A Career as a Freight Broker

Week 3: Collaborative Project Idea, Creation & Development and Problem Solving

- Project 1: Supply Chain Coordinator Scenario

Week 4: Project Presentations

- Group presentations before classmates