

# Unit 3: A High Growth Industry

## Syllabus

### OVERVIEW & PURPOSE

In this unit, students will explore the logistics industry, focusing on the growth in the industry. Students will explore the factors for growth in recent years and projected outlook. This lesson will also cover the relationship between the growth in e-commerce and trade and logistics. At the end of this lesson, students should have a better understanding of the growth of the industry and the positive projected outlook for careers in the industry.

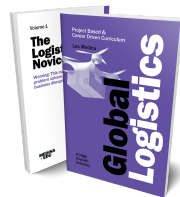


### COURSE LEARNING OBJECTIVES

1. Explore the past and current growth in the logistics industry and the factors that have affected this growth.
2. Identify the relationship between the growth in e-commerce and trade and logistics.
3. Understand the projected growth of the industry.

### 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
- Obtaining Governmental Support Project
- Infographic Project
- Group Project Presentation

# Unit 3: A High Growth Industry

## FOUR WEEK LESSON OUTLINE

### Week 1: Theory & Stimulating Discussion

- 3.1 Four Regions
- 3.2 Governmental Policies
- 3.3 The Growth of the Industry
- 3.4 It's Projected Growth
- 3.5 Increase in Consumer Spending

### Week 2: Case Study Research, Data Mining, & Problem Solving

- Research and investigate questions 1 & 2
- Write Research essay
- Case Study 1: The growth of trade and the logistics industry
- Case Study 2: New border entry point at the San Diego border crossing

### Week 3: Collaborative Project Idea, Creation & Development

- Project 1: Obtaining Governmental Support
- Project 2: Infographic Project

### Week 4: Project Presentations

- Group presentations before classmates