



AMERICAN SOCIETY OF TRANSPORTATION AND LOGISTICS, INC.®

Certification in Transportation and Logistics (CTL) Information Booklet

**For the AST&L® Professional Certification Program
2009 Edition**

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AMERICAN SOCIETY OF TRANSPORTATION AND LOGISTICS, INC.®

Certification in Transportation and Logistics

AST&L® Professional Certification Program

AST&L's® Certification Program is the core of the Society. This program offers the designation of CTL (Certified in Transportation and Logistics) to candidates who demonstrate their understanding of the fundamentals of the profession through the successful completion of four modules of required study material, as well as two elective modules. The Society's modules and associated examinations are prepared by a Board of Examiners consisting of Certified Educator Members within AST&L®. It is possible for candidates to receive waivers on the basis of education. All CTL candidates must be members of AST&L® and have a bachelor's degree or three years of professional experience.

CTL Designation

Successful candidates are granted the designation of Certified in Transportation and Logistics (CTL). The CTL designation may be used just as similar recognitions are employed in accounting, insurance, medicine, law, and other professions. Either the full expression or the initials may be used after the individual's name on business cards, stationery, etc. The CTL credential remains valid with active membership in AST&L®.

Time Limitation

The Board of Examiners realizes that many applicants are employed on a full-time basis and, as such, are limited in the amount of time available to prepare for the examinations. Without some guiding time requirement, however, candidates tend to lose the concept of the examination program and the material covered. Therefore, the Board of Examiners has established a five (5) year maximum time limit for acceptance of completed requirements. The five year time period begins after the successful completion of the first examination, or receipt of the first waiver. The time limitation may not be waived without the approval of the Board of Examiners.

Exam Module Requirements

The certification program includes four required modules as well as two elective modules. All modules must be successfully completed by exam or waiver. There is a four-hour time limit to complete the exam, although it may be completed in a shorter time period. A score of 70% or higher is required to pass the exam; a candidate who scores below the required 70% may take the exam again. The exams generally consist of objective, problem, and/or essay-type questions. Criteria for waivers are discussed elsewhere in this booklet.

The Registration Process

- Complete the AST&L® membership application on page 10 of this brochure
- Complete the exam registration form on page 11 of this brochure
- Mail or fax the membership application and exam registration form to AST&L®
- Once your application and registration forms are processed, you will receive a study guide and a proctor certification form via email. The proctor certification form needs to be completed and returned to us before we can provide you with the login information to take the exam(s).
- Study well and take exam

Note: If applying for an exam waiver, please reference the current waiver criteria on page 6 of this brochure.

Required Modules for Certification



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Candidates may complete the required modules in any order; however, the suggested sequence for the required modules is spelled out below. Moreover, the Board of Examiners strongly suggests that the four required modules be completed prior to the two elective modules.

General Management Principles and Techniques

The General Management Principles and Techniques module promotes a fundamental understanding of four key business areas: accounting, finance, marketing, and information systems. This module stresses the application and use of these concepts in transportation and logistics management. Within this context, the objectives for the general management module include understanding:

- The interrelationships between general management concepts and the transportation/logistics function;
- Basic accounting concepts and elements, and the accountant's role in providing information to both internal and external users;
- Financial statements and comprehending the firm's financial positioning of assets, liabilities, and owners' equity within its business strategy;
- Accounting statements and developing additional data to support management decision-making;
- Financial ratios, cost of capital, inventory fundamentals, and strategies for managing the cash conversion cycle;
- How marketing contributes to improved performance in the marketplace;
- The critical role of marketing in organizations including organizational buying, demand forecasting, and marketing/distribution strategies for different stages of the product life cycle;
- How an information system is designed and its data requirements;
- The applications of information systems in areas such as electronic data interchange, artificial intelligence, and expert systems.

Transportation Economics and Management

The Transportation Economics and Management module has three primary areas of emphasis: (1) application of demand, cost, and pricing principles to transportation; (2) the operating, service and financial characteristics of the various modes and types of transportation; and (3) managerial issues in transportation. The objectives for the transportation economics and management module provide an understanding of:

- The relationship and cost trade-offs occurring between transportation and other logistics functions;
- How the operating and service characteristics of each mode affect cost, performance, and the products moved;
- The economic principles that provide a foundation for transportation costing and pricing;
- Shipper and carrier strategies employed to reduce costs and improve performance.

Logistics Management

"Logistics is that part of supply chain management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and point of consumption in order to meet customers' requirements." (Council of Supply Chain Management Professionals) The Logistics Management module explores the different facets of this definition and has the following objectives:

- Understanding the functions comprising logistics, how these functions interact, and how logistics can be managed as a system to reduce total cost;
- Recognizing how logistics affects customer service, corporate performance and competitive advantage;
- Identifying the key logistics processes that span multiple enterprises and how managing logistics as a supply chain process creates values for the end-user and all key stakeholders;



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- Developing effective strategies for logistics managers to improve corporate performance while simultaneously increasing customer service.

International Transportation and Logistics

The International Transportation and Logistics module provides the foundation required for understanding the logistics processes required in moving goods and people across international boundaries, the transportation modes used in such movement, and current logistics issues in the global environment. This module has the objectives of:

- Understanding the key differences between domestic and international logistics and how these differences affect logistics practice and performance;
- Developing and evaluating different strategies to effectively manage logistics processes on a global basis;
- Recognizing the role and importance played by the many key logistics intermediaries that facilitate global trade.



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Elective Modules for Certification

In addition to the four required modules, each candidate must select two elective modules from the four elective modules that are described below.

The Creative Component

Transportation and logistics professionals are increasingly called upon to communicate in a myriad of formal and informal ways. The evolving complexity of the field, the development of electronic information systems, technological innovations, and the development of different management structures and styles calls for creative communications skills. The Creative Component supports these requirements by:

- Exploring and examining an area of professional interest in-depth;
- Obtaining extensive knowledge in area related to the individual's professional field;
- Providing an opportunity to develop and display communications skills through either a formal research paper, an informal research project, or by analyzing a case;
- Applying analytical and communication skills in this area;
- Obtaining feedback and guidance from a leading academic in transportation and logistics.

The candidate must write an original, documented paper of 3,000 to 5,000 words in length on a special aspect of traffic, transportation, logistics or distribution management. Grading will be on a pass-fail basis. The candidate must submit the title and outline to be reviewed and approved by the Examiner. The subject should be one with which the candidate is familiar by virtue of employment, or one in which he/she is particularly interested or specifically qualified to write. A work-related case study would be a good choice for many candidates. It is recommended that the paper thoroughly cover a narrow subject, rather than superficially treat a "broad" one.

Masters or Doctoral Theses: The Society will accept a copy of a candidate's thesis as a qualifying submission if it directly addresses a facet of transportation, logistics, or supply chain management. The candidate must submit the title and outline to be reviewed by the Examiner to substantiate that the paper directly relates to the thrust of AST&L® research papers. Upon acceptance of the outline, the candidate then submits a copy of the actual thesis to AST&L®.

Logistics Analysis

The Logistics Analysis module focuses on developing analytical skills and their application to transportation, logistics and supply chain management. The objectives for the Logistics Analysis module include:

- Understanding the techniques available for modeling logistics and supply chain systems
- Analyzing logistics and supply chain systems by using several operations research techniques
- Designing a supply chain network that achieves customer service or cost objectives
- Forecasting and determining inventory requirements for dependent and independent inventory systems and across multiple echelons of supply
- Simulating and optimizing network processes commonly encountered in logistics and supply chain management

Supply Chain Management

"Supply chain management is the integration of key business processes from end user through original suppliers that provides products, services, and information that add value for customers and other stakeholders." (Global Supply Chain Forum). This CTL module explores the key processes comprising the supply chain and the strategies managers have employed to collaborate with trading partners to increase the value created and gain a competitive advantage. The specific objectives for this module include gaining an understanding of:



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- The differences between logistics and supply chain management;
- The key processes comprising the supply chain and their interrelationships;
- The management components and their effect on supply chain management;
- The strategies, tactics, tools and techniques that have been demonstrated to be the most effective in implementing supply chain management.

Logistics and Supply Chain Strategy

This CTL module satisfies the requirement for a professional designation in logistics and supply chain management. The objectives of the logistics and supply chain strategy module include understanding the:

- Supply chain concept;
- Approaches employed to obtain a competitive advantage through supply chain management;
- Techniques employed to improve the performance and efficiency of supply chains;
- Effect of interdependent activities and firms on overall performance and behavior;
- Approaches for measuring performance in the supply chain;
- Strategies for managing the supply chain;
- Different inventory management approaches employed in the supply chain;
- An understanding of the trade-offs made in managing supply chain activities;
- Issues involved in managing supply chain processes;
- Role of logistics management and its effect on supply chain performance



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Exams

General Approach

Candidates may prepare for the examinations in various ways. There is no requirement as to how a candidate obtains his/her knowledge, since all are subjected to the same examinations. Some take regular courses at universities, colleges, or other accredited institutions of higher learning. Others take special courses in evening or extension departments of universities or colleges, or technical institutions along the lines in which they will be examined. Some candidates join others in local study groups organized by traffic and transportation organizations, while others prepare individually by means of home study.

Study guides for each of the modules are published by the Society. They present selected, targeted material. Exams will be given online. Candidates will be required to obtain **proctors**.

The **examination site** may be at any computer with internet access, preferably a location that consists of a quiet place where candidates may sit undisturbed for a maximum of four hours (for each exam).

The **proctor** may be a Certified Member of AST&L®, a candidate's supervisor, a teacher or professor at a local university, or anyone of such standing, but he or she must not currently be an Associate Member or Student Member or in the AST&L® certification program, or anyone considering joining AST&L®. Each proctor is determined on a case-by-case basis.

Examination Form and Format

Exam questions are multiple choice format. The exam series includes questions relating to definitions, understandings of concepts, discussion of the relative merits of various issues, as well as development of approaches to hypothetical situations. See the current study guides for examples of questions.

Rules of Conduct for Examinations

The specific rules pertaining to the conduct of the examinations are printed on the front of the examination book. Read them carefully before answering the first question. Candidates are expected to exercise honest and ethical behavior during the exams.



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Waivers

Blanket Waivers

AST&L® has a “blanket waiver” program, under which the transportation, logistics, and supply chain programs of an institution of higher learning can be examined and approved as meeting the standards of AST&L®. Recent graduates of those institutions’ programs can receive the CTL without further examinations or the creative component. The number of such schools will continue to grow, as there are many schools which would qualify for the blanket waiver, because they and their educators have fine reputations in the field.

For a current list of schools qualifying for the blanket waiver program, candidates should consult AST&L’s® website, www.astl.org.

Exam Waivers

In lieu of the written tests, waivers may be granted under the following conditions: candidates must have completed two or more years of course work at an accredited institution of higher learning or recognized vocational school within the past five years, and achieved a grade of “C” or better in the specific course(s) set forth for individual requirements stated elsewhere in this booklet.

In all cases, the ***burden of proof is upon the applicant*** and must include a letter describing why the waiver is warranted, college transcripts identifying which courses are being applied to each waiver, copies of certificates with course title, instructor, content/text, and table of contents, college catalogs, or other documentary evidence containing course descriptions. You may not use a course for more than one exam module.

Application should be made to the Executive Office of AST&L® using the CTL Exam Registration Waiver form. The required fee must be paid with the application before review of each waiver will be considered.

Current waiver criteria for exam modules

GENERAL MANAGEMENT PRINCIPLES AND TECHNIQUES

Business degree from an AACSB Accredited school

OR

ALL OF THE FOLLOWING ARE REQUIRED:

1. Financial Management
2. Managerial Principles in Marketing
3. Organizational Behavior
4. Management Information Systems/Computer Applications
5. Principles of Managerial Accounting or Principles of Financial Accounting

TRANSPORTATION ECONOMICS MANAGEMENT

ONE course in Principles of Microeconomics as well as ONE course in Principles of Macroeconomics

AND

TWO courses from the following:

1. Transportation Economics
2. Carrier Management
3. Principles of Transportation
4. Transportation Public Policy
5. Related Academic Credit, Internship, or Independent Study



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LOGISTICS MANAGEMENT

APICS CPIM/CFPIM Certification

OR

ONE Basic Course in Logistics Management

AND

TWO courses from the following:

1. An Advanced Course in Distribution, Channel Management, or Logistics
2. Inventory Control
3. Production/Operations Management
4. Packaging
5. Warehousing or Materials Management
6. Purchasing
7. Related Academic Credit, Internship, or Independent Study

INTERNATIONAL TRANSPORTATION AND LOGISTICS

ONE course in International Logistics (or Customs Brokers License from U.S. Treasury Department)

ALTERNATIVELY

ONE course in Ocean Shipping, International Transport, or International Trade

AND

ONE course in International Economics, International Business, or Related Academic Credit Internship or Independent Study

CREATIVE COMPONENT

The creative component section of the examination program must be completed. It cannot be waived except by blanket waiver.

SUPPLY CHAIN MANAGEMENT

APICS CSCP Certification

OR

ONE course in Supply Chain Management

*Course should focus on investigating the design and implementation of supply chains to maximize their efficiency. In addition, there should be coverage of the analysis and design activities of the supply chain development process and introduction to system implementation and maintenance issues. Students should provide documentation (course description/syllabus) that demonstrates the course is distinct from a logistics, transportation, purchasing, production, or operations focused course.

LOGISTICS ANALYSIS

An advanced course in logistics systems analysis. Suitable course should focus on decision-making tools and operations research techniques as they apply to logistics and supply chain management. Course should stress developing analytical skills to evaluate network and design problems and their interrelationships within a company and across a supply chain.



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OR

ONE course in operations research

OR

TWO courses from the following:

1. Production/Operations Management
2. Materials Management
3. Supply Chain Network Design and Analysis

LOGISTICS AND SUPPLY CHAIN STRATEGY

PLS designation

OR

ALL OF THE FOLLOWING ARE REQUIRED:

ONE course in Strategy

ONE course in Supply Chain Management (cannot be the same course used for another waiver)

ONE course in Logistics (may include Marketing Channels)

GRADUATE COURSES

ONE course in Strategy

AND

ONE course in Supply Chain management



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CERTIFICATION IN TRANSPORTATION & LOGISTICS (CTL) EXAM REGISTRATION

REGISTRANT					
PREFIX	FIRST	MIDDLE INITIAL	LAST		
Name:					
Organization:					
Title:			Today's Date:		
<input type="checkbox"/> I am an AST&L Member. My member number is:			<input type="checkbox"/> I am not an AST&L member. I will be joining with this registration.		
How did you hear about AST&L?					
ADDRESS					
Address Line 1:					
Address Line 2:					
City:		State:		ZIP Code:	
Work Phone:			Home Phone:		
Work E-mail:			Home E-mail:		
PRE-PAID DISCOUNT EXAM PACKAGE					
PRE-PAY FOR ALL SIX EXAM MODULES AND RECEIVE A ONE-YEAR ASSOCIATE MEMBERSHIP FOR ONLY \$1,195.					
REQUIRED EXAMS—SELECT AN OPTION FOR ALL 4	EXAM	WAIVER*	ELECTIVE EXAMS—SELECT AN OPTION FOR 2	EXAM	WAIVER*
General Management Principles and Techniques	<input type="checkbox"/>	<input type="checkbox"/>	Creative Component	<input type="checkbox"/>	<input type="checkbox"/>
Transportation Economics and Management	<input type="checkbox"/>	<input type="checkbox"/>	Logistics Analysis	<input type="checkbox"/>	<input type="checkbox"/>
Logistics Management	<input type="checkbox"/>	<input type="checkbox"/>	Supply Chain Management	<input type="checkbox"/>	<input type="checkbox"/>
International Transportation and Logistics	<input type="checkbox"/>	<input type="checkbox"/>	Logistics and Supply Chain Strategy	<input type="checkbox"/>	<input type="checkbox"/>
Pre-paid Package including a one year Associate membership TOTAL				\$1,195	
INDIVIDUAL EXAMINATIONS					
REQUIRED EXAMS—SELECT AN OPTION FOR ALL 4	EXAM	WAIVER*	ELECTIVE EXAMS—SELECT AN OPTION FOR 2	EXAM	WAIVER*
General Management Principles and Techniques	<input type="checkbox"/> \$245	<input type="checkbox"/> \$75	Creative Component	<input type="checkbox"/> \$245	<input type="checkbox"/> \$75
Transportation Economics and Management	<input type="checkbox"/> \$245	<input type="checkbox"/> \$75	Logistics Analysis	<input type="checkbox"/> \$245	<input type="checkbox"/> \$75
Logistics Management	<input type="checkbox"/> \$245	<input type="checkbox"/> \$75	Supply Chain Management	<input type="checkbox"/> \$245	<input type="checkbox"/> \$75
International Transportation and Logistics	<input type="checkbox"/> \$245	<input type="checkbox"/> \$75	Logistics and Supply Chain Strategy	<input type="checkbox"/> \$245	<input type="checkbox"/> \$75
Required Exams Subtotal			Elective Exams Subtotal		
MEMBERSHIP APPLICATION (NEW MEMBERS ONLY)					
				US	International
<input type="checkbox"/> Associate <i>Working in the industry</i>				\$145	\$170
Registration TOTAL (including Membership)					
PAYMENT INFORMATION					
<input type="checkbox"/> Visa/MasterCard		<input type="checkbox"/> American Express		<input type="checkbox"/> Check payable to AST&L enclosed	
Name as it appears on card					
Card number					
Expiration date					
Signature of applicant:			Date:		
Office use only		By		Date:	

* Proof of waiver criteria must be included in application.