

# Logistics

(lo jis'tiks) n.pl. A British military expert in the 1890s noted: *“Strategy’ is the art of handling troops in the theatre of war; ‘tactics’ that of handling them on the field of battle... The French have a third process, which they call ‘logistics,’ the art of moving and quartering troops.”*

Coined by Baron de Jomini, one of Napoleon’s generals, *logistiques* developed out of military necessity: Napoleon’s vast armies were stretched across the European continent and needed to be efficiently transported and supplied to continue fighting. Over the next 200 years, the military science of logistics, now defined as the organized movement of goods and supplies, gradually spread to cover civilian business activities.

**Today, according to U.S. Department of Labor statistics, logistics is one of the fastest growing industries. In Southern California, many of the more than 300,000 trade-related jobs are directly tied to the movement of goods and materials. Of these jobs, nearly 30,000 are located in the city of Long Beach.**



## Goods Movement: An Industry Teaches Itself

Logistics, the organized movement of goods and materials, developed out of military necessity at a time when horses and carts were the prime movers, and distances were measured in hundreds of miles. Today, logistics involves global distances and utilizes some of the most advanced air, land and sea transportation

technologies.

As the scope of logistics has increased to cover ever-larger distances, the number of players involved in the process has grown like links being added to a chain. Today, a single piece of cargo moving from China to the United States can involve dozens of business entities and hundreds of professionals – all working together, often unseen by each other, in a carefully choreographed process to get cargo from Point A to Point B.

“It is a huge industry,” said Jack Kyser, chief economist for the Los Angeles Economic Development Corporation. “But in many cases it is a hidden industry, and people don’t understand

what it is and what it does. People often see it as workers at the docks, or drivers in trucks, but it is one of the largest and most diverse industries in the region.”

Kyser added that as the logistics field rapidly expands, the number and quality of jobs required within it are increasing.

“These are jobs that require a lot of different skills. Not just physical labor skills, but plenty of brainpower.”

“Logistics is one of the fastest growing industries out there and it creates huge numbers of high quality jobs.”

— Jack Kyser, Chief Economist,  
Los Angeles Economic Development Corporation

### In The Beginning

Ten years ago, a group of dedicated industry professionals and local educators recognized that workers in the burgeoning logistics field had no professional training available. The group decided that a professional training program was desperately needed.

“We needed to find a bridge to bring the logistics workers and the industry experts together,” said Marianne Venieris, one of the founders of the Long Beach-based Global Logistics Specialist program (GLS).

Venieris is director of the Center for International Trade and Transportation,

a non-profit research partnership between Cal State Long Beach and members of private industry. The GLS program, and its more recent variants, are managed through the CITT and offered through the CSULB University College and Extension Services.

Venieris is quick to point out that despite the university's involvement, the programs are quite different from typical college-based training programs.

"We found early on in developing the GLS program that people in the industry did not want academics or consultants as instructors. They asked for, and we responded with, experienced voices from the industry itself." It made sense, she said, "because we knew no book could capture the vast institutional knowledge that we wanted to tap."

The Port of Long Beach became one of the inaugural sponsors of the GLS program, providing sponsorship funds that were used to market the program to individuals in the trade and transportation industry.

Currently the CITT offers three logistics programs, each tailored to different members of the logistics industry.

## Courses For Different Needs

The original GLS program, first offered in 1997, is designed to give individuals already working in the logistics field a broader view of the industry. Offered in six modules that can be completed in as little as one semester of night classes, the course certifies graduates with the Global Logistics Specialist professional designation. A new web-based version of the GLS program, offered through the CITT's website at [www.uces.csulb.edu/citt/](http://www.uces.csulb.edu/citt/) and sponsored in part by the Port, is making the program available to students worldwide who cannot meet in the traditional classroom environment.

A second program is called the Certified Global Logistics Employee, or GLE program. It is designed to prepare individuals for entry-level positions in the logistics field. The GLE program is 100 hours and provides hands-on opportunities to learn and practice key industry skills.

The newest offering is the Master's Degree in Global Logistics. This 21-month-long, 30-unit degree program is offered through CSULB and is designed as an alternative to an MBA. The curriculum is multi-disciplinary involving the CSULB departments of Economics, Civil Engineering, Management and Human Resources Management, and Public Policy and Administration.

The Port recently instituted two \$5,000 scholarships for individuals enrolling in the Global Logistics Master's program.

An old military axiom states that "Amateurs study tactics; Professionals study logistics." The CITT is proving this point, by ennobling, enriching and empowering individuals and the industry.



### Greg Gutierrez

Carlton Forge Works  
Supervisor-Raw Material  
Receiving and Cutting

I have already put to use some of the issues we discussed in class. The GLS program was informative, interesting and applicable in my current operation, as well as in future endeavors. The experience and insight provided by the instructors was invaluable, and it truly was a great opportunity to learn the inside track from people involved in the industry.



### Gareth Osborn

Westbound Sales  
Administrator  
MOL America

Through people I met during my classes, I was offered a job in the industry. Later I was to find out that the offer was made in large part because of my participation in the GLS program.

I earned my Global Logistics Specialist Professional Designation in 2002 and have gone on to enroll in the Master of Arts in Global Logistics program. While a lot of hard work, late nights, and sheer luck have allowed me to get where I currently am, I cannot overlook the role of the GLS program in my achieving all that I have.