



# 2005-2006 GUIDE TO THE **CITT DESIGNATION**

Everything you need to know about earning  
industry's most respected professional designation



Foundations you can build  
a career and business on



CITT is Canada's leading professional development organization in the transportation and supply chain logistics sector.

CITT promotes professional excellence and advancement for transportation logisticians by providing:

- professional development opportunities,
- professional certification,
- professional networking.



# Welcome to your 2005-2006 Guide to the **CITT Designation**

Whether you're new to the logistics industry or a more experienced logistician, you'll find the CITT Designation can help boost your career and enhance your professional credibility. This guide will help you get on a personalized path to earning the CITT Designation. Everything you need to know is here.

## **Why seek a CITT Designation?**

The CITT Designation continues to be Canada's most respected and widely held professional designation in the supply chain and logistics field. It's an essential tool to develop and differentiate your level of professionalism in the industry. Senior managers in the field agree that the professionals who've met the requirements for the CITT Designation have the necessary foundations for any successful career in the industry.

## **Why now?**

According to industry employers and leaders there is an unprecedented and growing demand for professional credentials.

## **Take your first step today...**

The sooner you register to get started, the sooner you will reap the benefits enjoyed by supply chain and transportation logistics professionals who carry the CITT Designation.

## **We look forward to welcoming you to the CITT community!**



Catherine Viglas, CAE  
*CITT President*



# ***In this guide you'll find everything you need to know to earn your CITT designation.***

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## **Guide Legend**

### **Semesters**



Autumn



Full Year



Winter



Spring



Summer

### **Methods of Study**



Internet



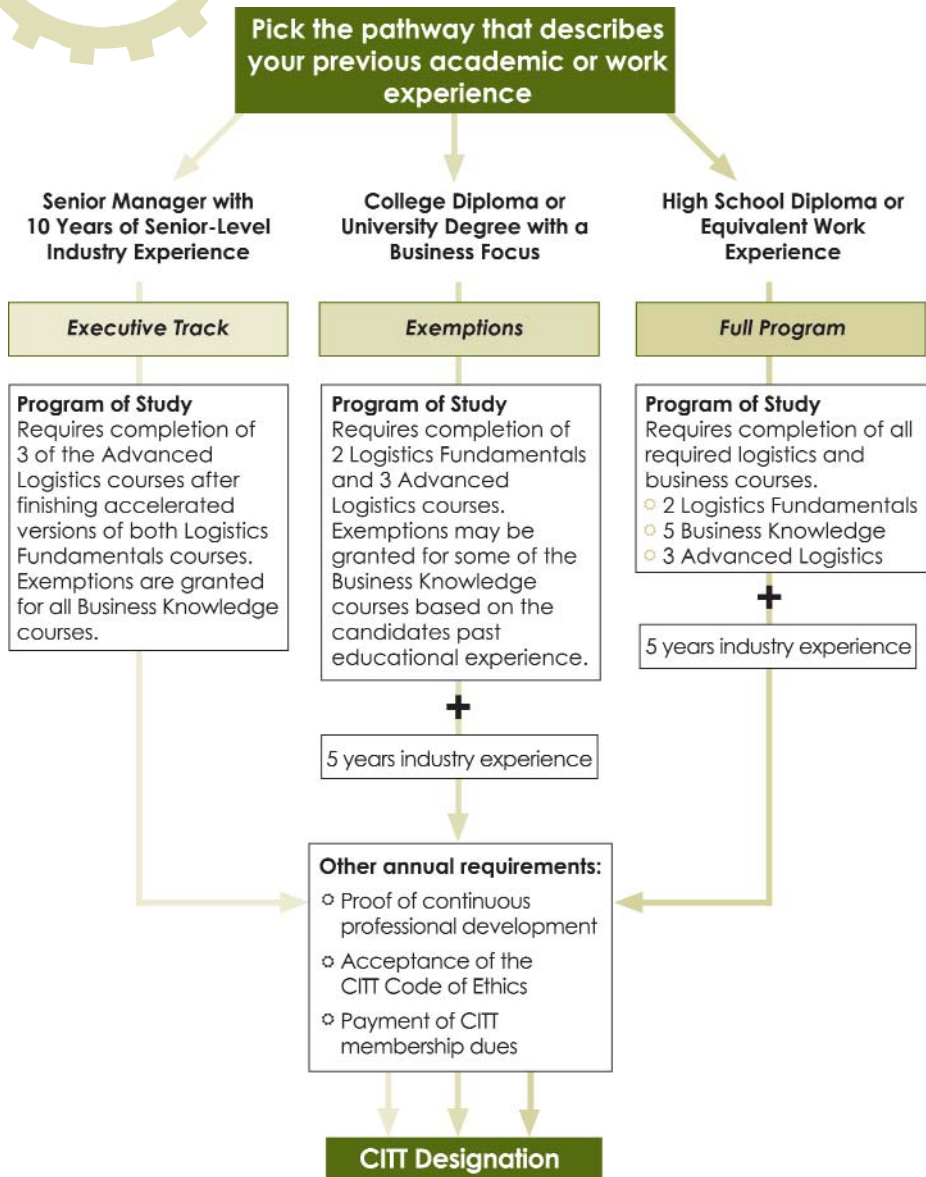
Correspondence



Classroom

# Step 1 to earning the CITT Designation:

Use the chart below to pick your pathway





## **Step 2 to earning the CITT Designation: Complete the CITT Program of Study in supply chain & transportation logistics management**

**The Program of Study consists of ten (10) courses from three consecutive levels of learning.**

### **Two (2) Logistics Fundamentals Courses (Level 1):**

*Both courses are mandatory:*

- Transportation Systems (formerly Distribution I)
- Logistics Processes (formerly Distribution II)

### **Five (5) Business Knowledge Courses (Level 2):**

*Candidates must complete any five (5) of the following:*

- Business Law
- Business Management
- Business Strategy
- Essentials of Risk Management
- Introductory Economics
- Financial Management
- Marketing: An Introduction
- Managing People Effectively
- Writing for Business

### **Three (3) Advanced Logistics Courses (Level 3):**

*Candidates must complete the following course:*

- Integrated Logistics

*And any two of the following:*

- Logistics Decision Modelling
- Transportation Economics
- Transportation Law

**Full course descriptions appear on pages 7 to 13.**

All candidates in the Program of Study are Undergraduate Members of CITT and can reap the professional benefits of holding the most-respected professional designation in the supply chain and transportation logistics sector.

All courses must be passed by way of standardized course examinations, unless a course exemption is granted. This rigour, along with the scope of other requirements to earn a CITT Designation, support the designation's outstanding reputation in the industry.

Candidates entering the program must have a minimum of Grade 12 or equivalent work experience, and must pass examinations (or receive academic equivalency) for 10 approved courses.

Information on course exemptions is included in the Registration Kit of this guide beginning on page 17.

## Select your courses here:



### **Logistics Fundamentals Courses**

***Enhance your day-to-day effectiveness***

These courses help the learner function effectively in the day-to-day work of transportation, warehousing, distribution, and other related areas of the supply chain and logistics industry. They are essential foundations for the overall CITT course of study and, as such, are prerequisites for the Advanced Logistics Courses.

Exemptions are not available for these courses; however accelerated versions may be available to you if you qualify for the Executive Track Program. See page 18 for details.

***Individuals working towards earning the CITT Designation must take both of the following courses.***

## Transportation Systems (formerly Distribution I)

Transportation Systems provides the learner with comprehensive knowledge of the background and current technical information for all the modes of transportation as well as intermodalism. Students will be able to compare the five modes of transportation and identify their strengths and weaknesses. In addition to the transportation modes, students will also gain a foundational understanding of the elements within the distribution chain, specifically warehousing, materials handling, and unitization devices. In addition, this course will introduce the learner to the intermediate agencies (including freight forwarding and transportation brokers) as they relate to the field of transportation.

Offered:     +  

## Logistics Processes (formerly Distribution II)

Building on the knowledge gained in the Transportation Systems course, the Logistics Processes course equips learners with knowledge and a practical understanding of physical distribution and logistics. In doing so, it addresses the specific areas of contracts, loss and damage, transportation of dangerous goods, marine insurance, Canada customs, transportation management, international trade and the transportation regulatory environment. **Prerequisite:** *Transportation Systems*

Offered:     +  

## Business Knowledge Courses

### *Become a well-rounded professional manager*

Complementing the specialized logistics curricula, these courses aim to develop well-rounded management professionals, preparing them for the challenges of supervisory and management roles. Business Knowledge courses are offered by the CITT in partnership with the University of Toronto.

**Individuals working towards earning the CITT Designation must take or become exempted from 5 of the following courses.**



## Business Law

Business Law helps you to understand the process of analyzing legal issues and recognizing them as they occur in the workplace. Topics include a general study of commercial law and its history, with special attention to contracts, fiduciary relationships, security documents and creditors' rights; and a general analysis of corporation law, the law of torts and the law of real property. *Business Law is a suggested prerequisite for Transportation Law.*

Offered:   + 

## Business Management

Business Management looks at the primary processes required for you to run a successful company. The importance of both internal and external influences on your firm's functional areas is also considered. We examine the administrative process of planning, organizing, directing, controlling, staffing, leading and measuring, and look at the functions of the finance, personnel and marketing operations.

Offered:   + 

## Business Strategy

Business Strategy deals with the planning and policy function of business. As well as reviewing underlying theory, candidates will develop the skills and attitudes essential to policy formulation and implementation. Using case studies, this course integrates functional activities such as production, finance and marketing with general management. The course uses examples from Canadian business situations and contemporary issues.

Offered:   + 

## Essentials of Risk Management

Introduces you to the basics of risk management in a Canadian insurance environment. Topics include the risk management concept; objectives and techniques; risk management in an organization and its effect on profits; risk identification and analysis; property, income and liability risks - traditional, industrial,

consumer, environmental; personnel loss and probability risks, risk management decision-making; and capital budgeting methods.

Offered:   + 

### **Introductory Economics**

Introductory Economics provides a good understanding of micro- and macroeconomics and their application to the current business environment. Topics include supply and demand, distribution of income, structure of competition, business cycle theory, monetary and fiscal policy, economic growth and international trade. The course focus is on the application of theory to current economic issues. *This course is a prerequisite for Transportation Economics.*

Offered:   + 

### **Financial Management**

Financial Management outlines the basic theoretical concepts of finance, which require both understanding and mastery for effective decision-making. We focus on the process of financial planning and effective decision-making for a variety of business enterprises. Course content includes financial-ratio analysis, budgeting, forecasting policy, short/long-term financing, capital budgeting and cost/risk factors of capital budgeting. *This course is a suggested prerequisite for Logistics Decision Modelling.*

Offered:   + 

### **Marketing: An Introduction**

Bridge the gap between marketing theory and applications. This course is of particular relevance to those wishing to broaden their knowledge of the functional areas of marketing. Basic marketing concepts are carefully examined and then applied through case analysis. Topics include the marketing mix, pricing policies, marketing channels, distribution theory and consumer behaviour.

Offered:   + 

## Managing People Effectively

The ability to manage people is a critical skill, regardless of your discipline or area of responsibility. This course helps managers and potential managers understand and use the principles of behavioural science. Course content includes influencing behaviour, motivating people, group dynamics, exercising power and leadership, communicating, designing a job and understanding how structure, technology and environment influence people in the organization.

Offered:   + 

## Writing for Business

Do you stare at the screen struggling with sentences? Do your readers often ask you to clarify what you wrote? Do everyday messages take too much of your time? By learning simple blueprints for effective e-mail messages, memos, letters and reports, you can make your message clear, save valuable time and be more confident about all writing projects.

Offered:   + 

## Advanced Logistics Courses

***Master the management of integrated supply chain and transportation logistics***

These courses complete the course of study for CITT Designation candidates by providing the learner with an integrated understanding of the complex interworkings of today's modern supply chain and transportation logistics field.

***Individuals working towards earning the CITT Designation must complete Integrated Logistics as well as 2 other Advanced Logistics Courses.***

## Integrated Logistics

Introduces the candidate to the challenges faced by the manager of a physical distribution and supply system. The manager will aim to coordinate the channels of distribution, the transportation and storage of products, and the communications and data processing system, in such a way that costs are cut to a minimum, while the marketing requirements are satisfied. The application of quantitative methods to the solution of these problems is emphasized.

**Prerequisites:** *Transportation Systems and Logistics Processes.*

Offered:   +  

## Logistics Decision Modelling

Teaches the candidate to use Excel 97 as a managerial modelling and analysis tool. Candidates will solve problems from the areas of finance, marketing, production, transportation, inventory control, and quality control. Candidates should have a familiarity with simple algebra (ie. numerical problem-solving skills) and a general knowledge of financial mathematics, including the ability to understand a profit and loss statement.

**Note:** Candidates must have reliable access to the internet, a computer equipped with Windows 95, MS Word, and Excel 97 (or higher) with the Solver Add-In installed, and have a valid e-mail address. In the majority of cases, the Solver Add-In is installed by default when Excel is installed.

**Prerequisites:** *Transportation Systems and Logistics Processes.*

**Suggested prerequisite:** *Financial Management.*

Offered:   + 

## Transportation Economics

Develops the economic constructs relevant to transportation markets and then illustrates these principles with applications. The course analyzes the cost structures of various carriers and modes of transportation and the effects of such costs on the carriers' pricing decisions and resource allocations. It also includes a review of the Canadian transportation industry as well as the government legislation and policies affecting transportation.

This course requires you to have a certain level of comfort with quantitative reasoning although it is not concerned with mathematical derivations. You will learn the basic quantitative concepts so that you can interpret empirical results from models developed by economists based on real world case studies in Transportation Economics.

**Prerequisites:** *Transportation Systems and Logistics Processes and Introductory Economics.*

Offered:   + 

### **Transportation Law**

Equips the CITT Designation candidate with the skills to assess the legal implications of typical problems encountered by suppliers and users of various modes of transportation. The course is based on the study of a wide range of significant cases decided by the courts, together with relevant statutes, treaties and policy statements by regulatory bodies.

**Prerequisites:** *Transportation Systems and Logistics Processes.*

**Suggested Prerequisite:** *Business Law.*

Offered:   + 



## **Step 3 to earning the CITT Designation: *Log 5 years of related industry experience***

You are eligible to be recognized as a CITT Designation holder as soon as you complete both the academic program of study and the 5 year practical experience requirement.

**If you've not yet completed the 5 year experience requirement** when you've finished the CITT Program of Study, you've still reached a significant milestone on the path to earning industry's most respected professional certification. You are now eligible to upgrade your CITT membership from Undergraduate Member to **Associate Member**. Associate Members are publicly recognized as Candidates for the CITT Designation.

**If you've already logged 5 years of industry-related professional experience** by the time you complete the academic requirements for the CITT Designation, you may immediately apply to become a **CITT Designation holder & Active Member**.

Once you have been recognized as an individual qualified to hold the CITT Designation, CITT will publicly announce that you are a CITT Designation holder and welcome you to a community of highly respected supply chain and transportation logistics professionals.



## **Step 4 to earning the CITT Designation: *Commit to keeping your professional knowledge up-to-date and upgrade your CITT membership***

To continue to hold your CITT Designation and membership, you must meet the following conditions on an annual basis:

**CITT Designation holders** must be Active CITT Members in good standing, having completed the comprehensive academic and practical requirements. They must also agree to uphold the CITT Code of Ethics, and participate in the CITT Certification Maintenance Program. The Certification Maintenance Program ensures that CITT members' commitment to lifelong learning and professionalism is recognized on an annual basis as part of the membership renewal process.

# **CONGRATULATIONS!**

*You can now reap the full benefits of your  
**CITT professional designation,**  
having joined industry's most respected  
group of certified logistics professionals.*







**CITT Course Registration Kit**  
*& CITT Undergraduate Membership Activation*

- Executive Track
- Course Exemptions
- Methods of Study
- Course Availability
- How to Register
- When to Register
- Registration Options
- Other helpful facts

All forms can be found on the CITT website at [www.citt.ca](http://www.citt.ca)  
or call us at (416) 363.5696

# **Executive Track to the CITT Designation**

## ***Recognition of your previous managerial experience***

CITT understands that many professionals seeking a CITT Designation have - through experience - gained invaluable business knowledge that is comparable to the required business courses for the CITT Designation.

Candidates with 10 or more years of senior management experience in the supply chain and transportation logistics industry may be eligible for an accelerated version of the CITT Designation Program of Study. Those who qualify bypass all of the Business Knowledge courses and take accelerated versions of the Logistics Fundamentals courses, before proceeding to the Advanced Logistics courses.

### **To apply to the Executive Track Program:**

1. Include a cover letter that expresses your interest in applying for the Executive Track Program.
2. Provide a current resume and a reference who can confirm your work history.
3. Applications must be accompanied with an assessment fee of \$100 plus GST (\$107.00)
4. Mail your application to: Executive Track Program,  
c/o Program Manager, 10 King St. E., Suite 400, Toronto,  
ON M5C 1C3

Note: An additional tax-deductible fee of \$50.00 plus GST (\$53.50) for each course exempted will be charged once your application has been processed. Allow 2 to 4 weeks for your application to be processed. Admission is subject to approval.

## **Course Exemptions are available**

### ***Acknowledgement of your prior learning***

CITT is aware that many professionals have - through prior learning - gained academic knowledge that is comparable to some of the CITT curricula. Consequently, Business Knowledge course exemptions are granted in two distinct situations:

- If you have a university degree or a 3-year college diploma in business (or a similar subject) you can apply for exemptions from the Business Knowledge Courses.
- If you have completed university or college courses that correspond specifically with any of the Business Knowledge courses, you can apply for exemptions from those courses.

*No exemptions are granted for Logistics Fundamentals Courses and exemptions from the Advanced Logistics courses are very restricted.*

#### **To apply for course exemptions:**

1. Include a cover letter that expresses your interest in applying for exemptions.
2. Include course transcripts.
3. Include payment payable to CITT for the assessment fee of \$100 + GST (\$107.00).
4. Mail your application to: Exemptions, c/o Program Manager, 10 King St. E., Suite 400, Toronto, ON M5C 1C3

Exemptions are subject to approval. Please allow 2 to 4 weeks for your application to be processed.

A fee of \$50 + GST (\$53.50) for each course exempted will be charged once your application has been processed. Exemption and assessment fees are tax deductible.

## Methods of Study Available

### **CITT offers distance learning options for all courses required for the CITT Designation**

#### **Internet Learning**



Internet versions of the courses required to earn the CITT Designation allow learners to work within an online forum. The courses are set up in a semester format with specific course timetable deadlines. Students must use the course website to complete the course work and assignments, and as a networking tool with their peers. The Final Exam is written at an Examination Centre. Requirements: Sound knowledge of the internet, online applications and word processing applications, as well as reliable access to the internet, Microsoft Word and a valid email address. Some courses require additional software which are identified later in conjunction with the course description.

#### **Correspondence Courses**



The courses are set up in a semester format with specific course timetable deadlines. Online discussion boards are available to some learners who may have questions for the instructor or wish to share information with their peers. Course work and assignments are submitted by mail, and the Final Examination is written at an Examination Centre.

#### **Classroom Learning & Academic Partnerships**



For those who prefer learning in a classroom setting, it is possible to complete many of the CITT Program of Study courses with CITT's academic partners. CITT has established academic partnership agreements with many post-secondary academic institutions across Canada.













































To find out where classroom learning is available, consult the CITT website for an up-to-date listing of CITT's academic partners:  
[www.citt.ca/academicpartners/](http://www.citt.ca/academicpartners/)

**Please note: for classroom courses, learners must register directly with the academic partner.** Students taking Business Knowledge courses with academic partners may apply for course exemptions with CITT. See page 19 for details.

# Course Availability

## Study year round

CITT Course availability is summarized below.

Courses	Semesters Offered	Methods Of Study
<b>Logistics Fundamentals*</b>		
Transportation Systems	   	 
Logistics Processes	   	 
<b>Business Knowledge</b>		
Business Law	 	
Business Management	 	
Business Strategy	 	
Essentials of Risk Management	 	
Introductory Economics	 	
Financial Management	 	
Marketing: An Introduction	 	
Managing People Effectively	 	
Writing for Business	 	
<b>Advanced Logistics</b>		
Integrated Logistics	 	 
Logistics Decision Modelling	 	
Transportation Economics	 	
Transportation Law	 	

\* Full Year and Summer Semester versions of Logistics Fundamentals courses are only available by correspondence.

# How to register for the CITT Program of Study

When you register for courses with the CITT, you automatically become an Undergraduate Member of CITT. You can register for courses online at [www.citt.ca](http://www.citt.ca) or by completing the form provided in the back of this registration kit.

## When to register

Semesters	Registration Period	Course Duration
<b>Logistics Fundamentals</b>		
Autumn	Aug 1 - 20	Sept - Dec
Full Year*	Aug 1 - 20	Sept - May
Winter	Dec 15 - Jan 15	Feb - May
Summer*	Apr 1 - 15	May - Aug
<b>Business Knowledge</b>		
Autumn	Aug 1 - 20	Sept - Dec
Spring	Jan 20 - Feb 10	Feb - Jun
<b>Advanced Logistics</b>		
Autumn	Aug 1 - 20	Sept - Dec
Winter	Dec 15 - Jan 15	Feb - May

\* Correspondence version only

**Early registration is encouraged.** Registrations will not be processed without payment. Be sure to have all information and payment to the CITT before the last day of the registration period or you may not be eligible to study during your desired semester.

# Registration Options

*Choose the option most convenient for you*

## Online Registration

Online registration for CITT courses is available. To register online visit [www.citt.ca](http://www.citt.ca).

## Fax Registration

1. Complete the enclosed Registration Form;
2. Include information for Visa or MasterCard payment of course fees;
3. Fax the completed form to 416-363-5698.

## Mail or Courier Registration

1. Complete the enclosed Registration Form;
2. Include payment. All fees are payable to CITT by certified cheque, money order, or company cheque. Payment can also be made by Visa or MasterCard.
3. Mail or courier the completed form and method of payment to: CITT, 10 King St. E., Suite 400, Toronto, Ontario M5C 1C3

## Other helpful facts:

*Contact us if you have any unanswered questions*

## Course Fees

The fee per course is \$550 plus GST (\$588.50 total). Fees may vary if the course is taken with an Academic Partner. Course fees are tax deductible.

## International Student Fees

International students must pay an additional \$125 plus GST (\$133.75). Course fees are tax deductible.

## Scholarships

Scholarships are available annually for individuals taking courses with the CITT. For more information, please visit <http://www.citt.ca/studies/scholarships/>

## **Financial Assistance**

Since its inception in 1958, the Canadian Transportation Education Foundation (CTEF) has been providing interest free loans to students who wish to enroll in the CITT program. For more information, please visit [http://www.citt.ca/studies/financial\\_assistance/](http://www.citt.ca/studies/financial_assistance/)

## **Refunds**

There are no refunds issued for courses taken directly through CITT once your registration and payment for the course have been received and processed.

## **Course Materials**

Course materials will be sent to the learner once payment has been received and processed.

## **Textbooks**

The textbooks for Logistics Fundamentals courses are included in the registration fee and will be shipped via courier to the learner's business address with the course materials after registration.

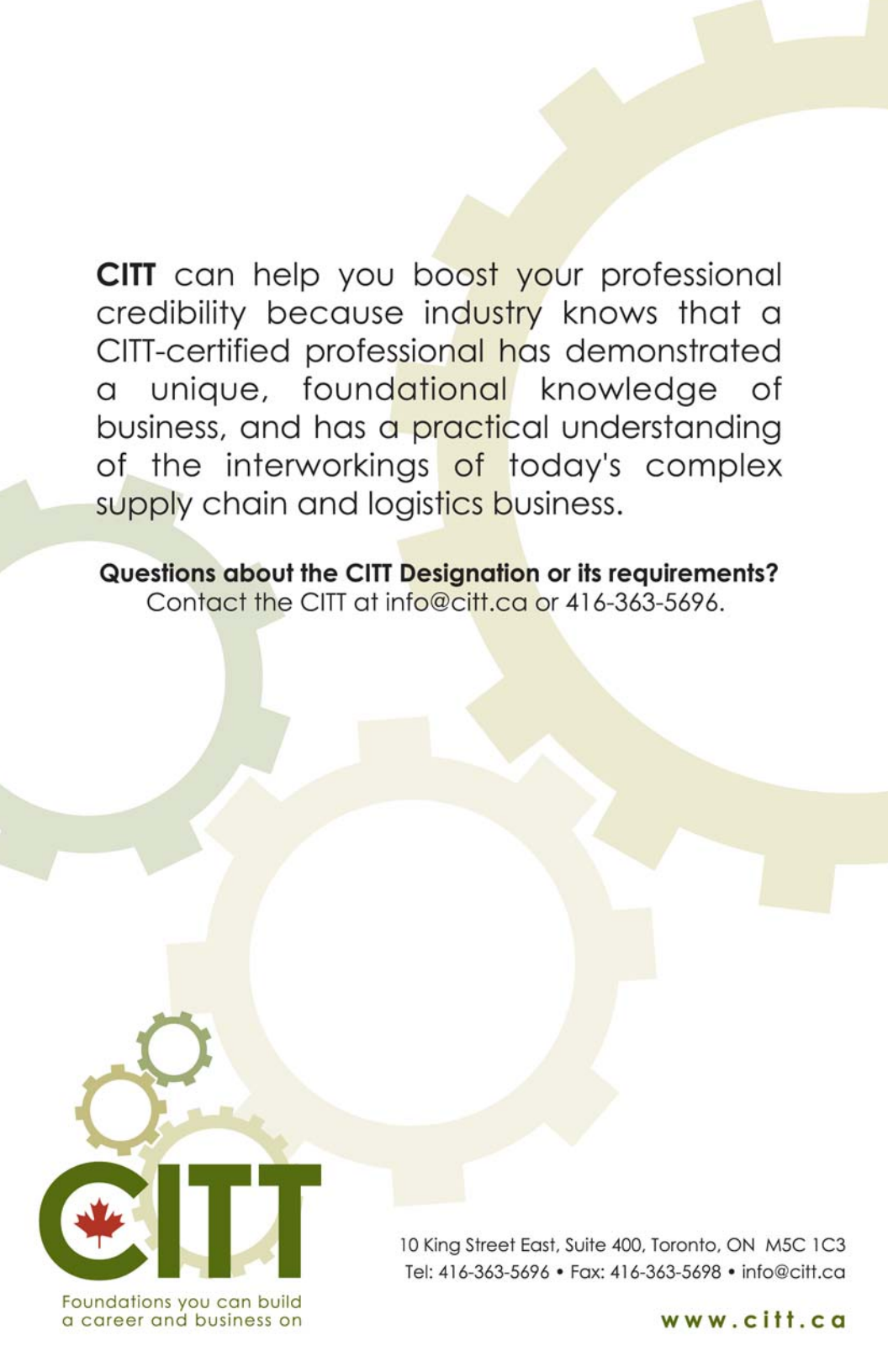
## **Examinations**

Examinations are held at various centres throughout Canada and internationally. Detailed information will be included with your course materials. Examination dates cannot be rescheduled.

## **Course Results**

Grades are reported as Honours, Pass, or Fail. To obtain a pass, candidates must obtain a grade of 50%. The final grade is based on both term work and the final examination.





**CITT** can help you boost your professional credibility because industry knows that a CITT-certified professional has demonstrated a unique, foundational knowledge of business, and has a practical understanding of the interworkings of today's complex supply chain and logistics business.

**Questions about the CITT Designation or its requirements?**

Contact the CITT at [info@citt.ca](mailto:info@citt.ca) or 416-363-5696.



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10 King Street East, Suite 400, Toronto, ON M5C 1C3  
Tel: 416-363-5696 • Fax: 416-363-5698 • [info@citt.ca](mailto:info@citt.ca)

[www.citt.ca](http://www.citt.ca)