COURSE SYLLABUS
LSCM 462: Transportation Carrier Management
Spring Semester, 2010

Logistics, Operations, and MIS
College of Business
Iowa State University
Ames, Iowa 50011 USA

Dr. Yoshinori Suzuki
3125 Gerdin Business Build.
515-294-5577
ysuzuki@iastate.edu

General Information

Class meetings: 3:40-4:55PM, Tuesday & Thursday, 310 Gerdin.

Office hours: 10:30-11:30AM, Tuesday & Thursday (and by appointment).

Textbooks: There is no textbook for this class. A reading packet (required) is available from Copyworks.

Handouts: Additional reading materials may be distributed throughout the semester.

Home page: www.bus.iastate.edu/ysuzuki (password = )

Prerequisite: LSCM 360 and completion or current enrollment in LSCM 461 are required. College of Business strictly enforces its prerequisite policy. Students who do not meet the prerequisites will not be permitted to enroll.

Objectives of the Course

• To explore key managerial issues and methods for transportation firms.
• To provide an opportunity for analysis and discussion of contemporary developments, problems, and issues in carrier management.
• To provide a classroom environment that encourages the students to express and defend their views on transportation management issues.
• To familiarize the students with the academic and trade literature.
• To utilize industry guest speakers when appropriate and available.

Grading Policy

Your grade will be determined by the following factors: Midterm and Final exams (25% each), Individual presentation of current transportation topic (5%), Simulation game (20%), two case projects (10% each), and class participation (5%). Simulation game and case projects must be done by groups (up to 3 students in each group). For a detailed discussion of the simulation game, see the simulation game manual (available from the class web page).
Your grade can also be affected by the "peer evaluation form", which is the form that students use to evaluate their group members (peers). Students submit this form to the instructor at the end of the semester. The form is self-explanatory, and is available from the class web-page.

**Individual Presentation (Individual Work)**

Each student must work (as an individual) for a class-presentation of current transportation topics. This presentation should be between 10 to 15 minutes long (no less than 10 minutes, but not longer than 15 minutes). Details of individual presentation in available from the class web site. You can start choosing your presentation date from the second week of the semester, but no later than the end of 3\textsuperscript{rd} week (subject to penalty points if you fail to select the date by the end of 3\textsuperscript{rd} week). No more than two students can be assigned to the same date.

**Case Project (Group)**

Students must work (in group) for two case projects (numerical case problems). The cases are included in your reading packet. You should use mathematics to solve the case problems, and must show your work. You are required to both present your work in class (5 minutes) and submit a written report (no more than five pages). Note: you must see the “Case Amendment” sheet available from the instructor’s web site before you start working on the cases (will be posted soon).

**Class Attendance**

Throughout the semester, you will be solving several numerical exercises in class (some by using PC programs). The instructor will randomly select the dates for which students will be asked to submit the completed in-class exercises (at the end of class). The instructor will review these submitted works to evaluate if a student was present in class both “physically” and “mentally”. Typically the instructor will pick 4 to 5 class dates for this purpose. Each work will be given either a “satisfactory” or “unsatisfactory” grade, and your overall attendance grade is determined by the count of “satisfactory” works you submitted during the semester. The instructor may not provide feedback on this part of your grade. Your participation to class discussion will also be considered when determining the class attendance grade.

<table>
<thead>
<tr>
<th>Grading Scale</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>94 – 100</td>
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<td>A-</td>
<td>87 – 93</td>
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<td>B+</td>
<td>80 – 86</td>
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<td>B</td>
<td>73 – 79</td>
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<td>B-</td>
<td>66 – 72</td>
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<td>C+</td>
<td>59 – 65</td>
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<td>C</td>
<td>52 – 58</td>
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<td>C-</td>
<td>45 – 51</td>
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<td>D</td>
<td>40 – 44</td>
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<tr>
<td>F</td>
<td>0 – 39</td>
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Since the instructor is unaware of any good textbook that discusses carrier management, we must use a reading packet in this class. Included in the packet are articles that are published in both academic and practitioner journals. You may find that some of the academic articles to be technical and hard to follow their discussions. However, you are not expected to understand the technical part. All you have to do is to get the “big picture” of the article; i.e., what is it trying to say, why is it important, what are the lessons we can learn from the articles, how can they help carrier managers in doing business, etc. Each student is expected to read the articles prior to class, so that we may have interesting class discussions. Students who are clearly not prepared to discuss the articles would be considered “unsatisfactory” in class participation grades.

********** Note for students with disabilities**********

If you have a disability and require accommodations, please contact the instructor early in the semester so that your learning needs may be appropriately met. You will need to provide documentation of your disability to the Disability Resources (DR) office, located on the main floor of the Student Services Building, Room 1076, 515-294-6624.

********** Announcement from the Communication Center **********

Across the College of Business, it is our goal to strengthen student communication skills and enhance your critical thinking skills by creating opportunities for you to practice communication skills throughout your academic careers. Representatives in our Communication Center are available to support your written, oral, and visual communication assignments this semester. These Communication Consultants will be available to:

- Review basic grammar
- Provide feedback on paper organization and flow
- Give suggestions on document design, including written documents and slide presentations
- Other services as needed

To schedule an appointment please e-mail commctr@iastate.edu or call 515.294.9693. The Communication Center is located in 3132 Gerdin.
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Case Projects</th>
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<tbody>
<tr>
<td>1/12 (Tue)</td>
<td>Introduction</td>
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<tr>
<td>1/14 (Thu)</td>
<td>Simulation game</td>
<td>Simulation manual</td>
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<tr>
<td>1/19 (Tue)</td>
<td>Transportation Costing</td>
<td>1-1</td>
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<tr>
<td>1/21 (Thu)</td>
<td>Simulation game dry run</td>
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<tr>
<td>1/26 (Tue)</td>
<td>TL costing</td>
<td>1-2</td>
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<tr>
<td>1/28 (Thu)</td>
<td>LTL costing</td>
<td>1-2</td>
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<tr>
<td>2/2 (Tue)</td>
<td>Driver shortage</td>
<td>2-1, 2-2, 2-3</td>
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<tr>
<td>2/4 (Thu)</td>
<td>Driver shortage</td>
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<td>2/9 (Tue)</td>
<td>Traffic management</td>
<td>2-4</td>
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<td>2/11 (Thu)</td>
<td><em>Guest Speaker</em></td>
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<td>2/16 (Tue)</td>
<td>Traffic management</td>
<td>2-4 (cont.)</td>
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<td>2/18 (Thu)</td>
<td>Motor carrier safety</td>
<td>2-5, 2-6, 2-10</td>
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<tr>
<td>2/23 (Tue)</td>
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<td>2/25 (Thu)</td>
<td>Fuel Procurement</td>
<td>Houndout, 2-7, 2-8</td>
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<td>3/4 (Thu)</td>
<td><em>Deere Case</em></td>
<td><em>Deere Case</em></td>
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<td>3/9 (Tue)</td>
<td>Airline demand</td>
<td>3-1</td>
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<td>3/11 (Thu)</td>
<td><em>Mid-Term Exam</em></td>
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<td>3/16 (Tue)</td>
<td>*** Spring Break ***</td>
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<td>3/18 (Thu)</td>
<td>*** Spring Break ***</td>
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<td>3/23 (Tue)</td>
<td>Hub-and-spoke system</td>
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<td>4/1 (Thu)</td>
<td>Low-cost carrier</td>
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<td>4/6 (Tue)</td>
<td>Revenue management</td>
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<td>4/8 (Thu)</td>
<td>Airport Management</td>
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<td>4/13 (Tue)</td>
<td>Railroad management</td>
<td>4-1, 4-4</td>
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<tr>
<td>4/15 (Thu)</td>
<td><em>Guest Speaker</em></td>
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<td>5-1 Due</td>
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<td>4/20 (Tue)</td>
<td>Railroad management</td>
<td>4-2, 4-3</td>
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<tr>
<td>4/22 (Thu)</td>
<td>Information technology</td>
<td>5-1, 5-2</td>
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<td>4/27 (Tue)</td>
<td>Information technology</td>
<td>5-4</td>
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<tr>
<td>4/29 (Thu)</td>
<td><em>Seven-Eleven Japan Case</em></td>
<td><em>Seven-Eleven Japan Case</em></td>
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Reading List

1. Costing and Pricing in Transportation


2. Motor Carrier Management


3. Airline and Airport Management


4. **Railroad Management**


5. **Information Technology in the Transportation Industry**


7. **Cases**
(Note that you must also see the “Case Amendments” posted on the instructor’s web site)


**Deer & Company Worldwide Logistics (901D13).**

**Seven-Eleven Japan Co. (KEL026).**
Note: The last two cases (Deere & Company, Seven-Eleven) are available on-line from the Harvard Business Publishing (http://hbsp.harvard.edu/). Each student is responsible for downloading and reading the cases prior to the class. (You must pay a small fee to download the cases.)

Notes:
The articles without any mark are available on-line from ISU e-Library (not included in the reading packet).
* These articles are available only from the class reading packet.
** These articles are available on-line from the Harvard Business Publishing (http://hbsp.harvard.edu/) (not included in the reading packet). Each student is responsible for downloading and reading the cases prior to the class. (You must pay a small fee to download the cases.)

Other Related Reading Materials

The following are articles that may be helpful as references, and as your research sources for individual presentations. Some of them may be discussed in class (the instructor will inform you in advance in this event).


