

Course Syllabus
LSCM 4560 – BUSINESS TRANSPORTATION MANAGEMENT
Spring 2026

Instructor: Thomas Ryan Brindle, DSc
Clinical Associate Professor - Industrial Distribution
Program Director - Industrial Distribution

University of North Texas (Frisco Landing Campus)
12995 Preston Road
Frisco, TX 75033
Cell: 972-585-8835

Email: thomas.brindle@unt.edu (please contact me via email or text rather than through Canvas)

Office Hours: TBA in-person and online by appointment

Required Texts & Materials

Readings and Case Studies TBA; Students are required to bring a basic four-function calculator for exams. Students are also required to bring a laptop to class.

Course Description

Principles of transportation covering the role of transportation systems; environmental and economic impacts; modal components; managerial and economic aspects of the various modes, with applications to both domestic and international operations.

Course Objective

The overall course objective is to develop effective problem-solving skills for transportation management by obtaining an understanding of the key transportation concepts and issues affecting the movement of goods and people. The major objectives for the course include developing the capability for students to:

- Develop transportation strategies for movement of freight across the supply chain based on customer service constraints and logistics cost trade-offs.
- Calculate freight charges and classify freight using the National Motor Freight Classification, TL and LTL quote systems, and dimensional weights.
- Route vehicles using heuristics and optimization models.
- Apply facility location models (heuristics and optimization) to determine how transportation affects total logistics costs and site selection.

- Determine how transportation contributes to total logistics costs and how to make effective cost trade-offs with other logistics functions.
- Connect changes in transportation policy, regulation and funding to the performance, condition, and safety of the US transportation system.
- Select the most appropriate transportation mode for a shipment based on product attributes, total landed cost, and customer service objectives.
- Identify the leading transportation providers and explain how their capabilities have enabled these firms to achieve a competitive advantage in the marketplace.
- Apply key financial and performance indicators to determine the financial health and operational capabilities of a transportation provider.
- Compare and contrast key differences of the transportation modes' operating and service characteristics.
- Project future changes in the transportation system and their effect on logistics management and performance.
- Identify the key differences in the transportation modes, processes, intermediaries, regulations and documentation used in international and domestic transportation.
- Compare how insourcing versus outsourcing strategies for transportation affect service, performance, and competitive capabilities for a firm.
- Determine appropriate strategies for managing the shipper-carrier relationship.

Grading

Exam 1 - 25%	A: 90% - 100%
Exam 2 - 25%	B: 80% - 89%
Comprehensive Final Exam - 25%	C: 70% - 79%
Assignments, Projects & Presentations - 20%	F: less than 70%
Attendance - 5%	

Attendance & Communication Policy

Attendance is mandatory. If you expect to be absent please email me before class. You can also connect with me by attending office hours. Office hours offer you an opportunity to ask for clarification or find support with understanding class material, so come visit me! Additional office hours, in person and virtually, will be offered as the semester concludes.

Tentative Course Schedule

W1. Course Introduction / Transportation Fundamentals (1/11 – 1/17)

W2. No Class - Dr. Martin Luther King Jr. Holiday (1/18 – 1/24)

W3. Transportation Fundamentals (1/25 – 1/31)

W4. Facility Locations Modeling (2/1 – 2/7)

W5. Transportation & The Economy / Review for Exam 1 (2/8 – 2/14)

W6. **Exam 1** (2/15 – 2/21)

W7. Government Regulation in Transportation (2/22 – 2/28)

W8. Transportation Management (3/1 – 3/7)

SPRING BREAK (3/8 – 3/14)

W9. Modes of Transportation (3/15 – 3/21)

W10. Vehicle Routing / Review for Exam 2 (3/22 – 3/28)

W11. **Exam 2** (3/29 – 4/4)

W12. Transportation Risk Management (4/5 – 4/11)

W13. Third Party Logistics vs In-house Transportation (4/12 – 4/18)

W14. The Future of Transportation & Logistics (4/19 – 4/25)

W15. Issues & Challenges for Global Supply Chains / Review for Final Exam (4/26 – 5/2)

W16. **Comprehensive Final Exam TBA**

Student Academic Support Services

- [Code of Student Conduct](#): provides Code of Student Conduct along with other useful links
- [Office of Disability Access](#): exists to prevent discrimination based on disability and to help students reach a higher level of independence
- [Counseling and Testing Services](#): provides counseling services to the UNT community, as well as testing services; such as admissions testing, computer-based testing, career testing, and other tests
- [UNT Libraries](#)
- [UNT Learning Center](#): provides a variety of services, including tutoring, to enhance the student academic experience
- [UNT Writing Center](#): offers free writing tutoring to all UNT students, undergraduate and graduate, including online tutoring
- [Succeed at UNT](#): information regarding how to be a successful student at UNT

UNT POLICIES

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

ADA Policy

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](http://www.unt.edu/oda) website (<http://www.unt.edu/oda>). You may also contact ODA by phone at (940) 565-4323.

Course Safety Procedures

Students are required to use proper safety procedures and guidelines as outlined in UNT Policy 06.038 Safety in Instructional Activities. While working in laboratory sessions, students are expected and required to identify and use proper safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the UNT is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider Standard Syllabus Statements Related Policy 06.049 Course Syllabi Requirements obtaining Student Health Insurance. Brochures for student insurance are available in the UNT Student Health and Wellness Center. Students who are injured during class activities may seek medical attention at the Student Health and Wellness Center at rates that are reduced compared to other medical facilities. If students have an insurance plan other than Student Health Insurance at UNT, they should be sure that the plan covers treatment at this facility. If students choose not to go to the UNT Student Health and Wellness Center, they may be transported to an emergency room at a local hospital. Students are responsible for expenses incurred there.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for

student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail: eagleconnect.unt.edu/

Student Evaluation Administration Dates

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at <http://spot.unt.edu/> or email spot@unt.edu.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.