



Course Syllabus

Instructor:

Joe B. Hanna, Ph.D.

Required Text:

Foundations of Business, 5th Edition. By, William Pride, Robert J. Hughes, and Jack R. Kapoor
[ISBN-13: 978-1305511064](#) print copy, [ISBN-10: 1305511069](#) eTextbook

Reading Assignments

Exam Section	Unit	Week(s)	New CTB Outline
1	1	1 & 2	<p>Unit 1: General Business Principles Every Broker Should Understand <i>Foundations of Business</i>, 5th edition, by Pride, Hughes and Kapoor</p> <p>Management Chapter 4: Choosing a Form of Business Ownership Chapter 5: Small Business, Entrepreneurship, and Franchises Chapter 6: Understanding the Management Process Chapter 8: Producing Quality Goods and Services Chapter 10: Motivating and Satisfying Employees and Teams</p> <p>Marketing Chapter 11: Building Customer Relationships through Effective Marketing Chapter 12: Creating and Pricing Products that Satisfy Customers Chapter 13: Distributing and Promoting Products</p> <p>Accounting and Finance Chapter 15: Using Accounting Information Chapter 16: Mastering Financial Management</p>
1	2	2 & 3	<p>Unit 2: An Introduction to Being a Property Broker</p> <p>What is a Property Broker? Services Marketing in the Third-Party Transportation Industry (J. Kenny) Fundamentals of Accounting for Brokers (Webber) An Overview of Logistics and Outsourcing (Wear) Ethics Ethics cases</p>
By the end of week 3, units 1 and 2 should be completed. This encompasses the material for section 1 of the exam.			
2	3	4 & 5	<p>Unit 3: Traffic Management</p> <p>From Revised <i>Traffic Management</i> by Tyworth, Updated by TIA committee (2009) Chapter 1: Traffic Management in the Firm Chapter 7: Making the Shipment Chapter 12: Carrier Liability for Loss and Damage Chapter 13: Claims Management Chapter 14: Fleet Management Chapter 15: International traffic Management</p>

2	4	5 & 6	Unit 4: Contracts and Pricing Contracts files Pricing Transportation Services (Jennings)
By the end of week 6, units 3 and 4 should be completed. This encompasses the material for section 2 of the exam.			
3	5	7 & 8	Unit 5: The Regulatory Environment Regulatory History of Motor Carrier Brokerage Current Broker Regulation
3	6	8 & 9	Unit 6: Legal Cases in Transportation Articles from <i>Logistics Journal</i> , by Ron Usem, Esq. (unless noted) <p>Negligent Hiring- Vicarious Liability (negligent hiring, vicarious liability, etc.) Broker Wins Negligent Hiring Case Linhart v. Heyl Logistics Broker L Linhart v. Heyl Logistics McComb v. Bugarin</p> <p>Cargo Loss Risks Drop & Hook/Spotted Trailers</p> <p>Cargo Loss Settlements Brokers Must Use Caution When Taking Assignment of Shipper’s Claims (11/08) Advance Food Company et al vs. Mike’s Loading Service 07)</p> <p>Double Payment Liability Risks Oak Harbor Case Harms Farms Trucking Plaintiff, v. Woodland Container and Kawasaki Motors Reveille Trucking, Inc. v. Lear Corp.</p> <p>Freight Held Hostage Freight Held “Hostage” (12/06) Car Transportation v Spot Distributors Bullet Express v New Way Logistics</p> <p>Is a Broker Liable for Stolen Freight Under Carmack? KLS Air Express v Cheetah Transport, LLC, Transport, Eastman Kodak Company vs Westway Motor Freight Frosty Lands International Inc. vs Refrigerated Transport Co.</p> <p>FDA regs vs. Carmack Oshkosh Storage Co. v. Kraze Trucking Mecca & Sons Trucking Corp. v. White Arrow, LLC</p> <p>Importance of Choice of Law Provisions California Broker Held Subject to Suit in Illinois Under Illinois Long Arm Statute</p>
By the end of week 9, units 5 and 6 should be completed. This encompasses the material for section 3 of the exam.			
1	1 & 2	10 - 12	Review units 1 & 2 to prepare for section 1 of the exam.
2	3 & 4	12 - 14	Review units 3 & 4 to prepare for section 2 of the exam.
3	5 & 6	14 - 16	Review units 5 & 6 to prepare for section 3 of the exam.

This doesn't mean that each step must be done in 1-2 weeks. You are likely to find that you can move through some of the material quicker, while other material may take more time. Therefore, plan ahead and remain vigilant about staying on schedule. The way the course is organized allows you to work at your own pace, but it is important to keep moving so that you are ready to take the CTB examination when it is scheduled.