

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Management and economics of air transportation		Code 1010621231010613541
Field of study Transport	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Aircraft Transport	Subject offered in: Polish	Course (compulsory, elective) obligatory
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 1 Classes: - Laboratory: - Project/seminars: -		No. of credits 1
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences		ECTS distribution (number and %) 1 100%
Responsible for subject / lecturer: dr hab. Agnieszka Merkisz-Guranowska email: agnieszka.merkisz-guranowska@put.poznan.pl tel. 61 647 59 58 Faculty of Working Machines and Transportation ul. Piotrowo 3 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Student has a basic understanding of economic phenomena, including the factors influencing the development of air transport
2	Skills	Student is able to associate and integrate the information, analyze the phenomena occurring in the environment, draw conclusions, formulate and justify opinions
3	Social competencies	Student is able to do a literature research and knows the rules of work group and discussion
Assumptions and objectives of the course: Improving knowledge of the specificities of air transport, in particular of air transport companies' behavior and economics of their operation.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Has the knowledge of the key operators on the air transport market - [K2A_W22]		
2. Has the knowledge of the cost structure of airlines - [K2A_W22]		
3. Has the knowledge of the economic and social impact of aviation - [K2A_W22]		
Skills:		
1. Is able to describe the forms of capital consolidation and co-operation in the air transport sector - [K2A_U01]		
2. Is able to assess the type of competitive strategy of aircraft manufacturers - [K2A_U01]		
Social competencies:		
1. Understands the importance of the air transport sector to address social needs and to support economy as a whole - [K2A_K02]		
2. Is able to develop his knowledge of the air transport economics - [K2A_K01]		
3. Is able to apply his knowledge to practical purposes in relation to the activities of transport companies - [K2A_K07]		
Assessment methods of study outcomes		
Average rating taking into account assessment of the student activity during lectures and a written final test		
Course description		

<p>1 Aircraft manufacturers: Market analysis. Competitive strategies of aircraft manufacturers.</p> <p>2 Airlines : Analysis of the air carriers in terms of number of passengers, freight carriage, flight operations, fleet, financial performance (revenues, income).</p> <p>3 Analysis of the cost structure of airlines with particular emphasis on operating costs, types of costs and their changes over time. Comparison of the full service network carriers and low cost carriers.</p> <p>4 Capital consolidation in the air industry: Mergers and acquisitions in the aviation market, classification, processes and analysis of selected examples.</p> <p>5 Co-operation in air industry. Strategic alliances in the aviation market. Types of alliances.</p> <p>6 Economic and social impact of the aviation sector.</p>		
<p>Basic bibliography:</p> <p>1. Mindur M., Wzajemne związki i zależności między rozwojem gospodarki a transportem, Wydawnictwo Instytutu Technologii Eksploatacji, Warszawa 2004.</p> <p>2. Strategie konkurencji i rozwoju przedsiębiorstwa, Zdzisław PierścioneK, PWN, 2003.</p> <p>3. Raporty i opracowania statystyczne Airbus, Boeing, IATA, ULC, ICAO.</p>		
<p>Additional bibliography:</p> <p>1. Zarządzanie firmą. Strategie, struktury, decyzje, tożsamość, Strategor, PWE, Warszawa 1995.</p>		
<p>Result of average student's workload</p>		
<p>Activity</p>	<p>Time (working hours)</p>	
1. Participation in lectures	15	
2. Preparation for the final test	6	
3. Participation in the final test	2	
<p>Student's workload</p>		
<p>Source of workload</p>	<p>hours</p>	<p>ECTS</p>
Total workload	23	1
Contact hours	17	1
Practical activities	0	0