

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Air Transportation Management and Economics</b>		Code <b>1010621261010613815</b>
Field of study <b>Transport</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>3 / 6</b>
Elective path/specialty <b>Aircraft Transport</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>obligatory</b>
Cycle of study: <b>First-cycle studies</b>	Form of study (full-time, part-time) <b>full-time</b>	
No. of hours Lecture: <b>1</b> Classes: <b>1</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>2</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art <b>technical sciences</b>		ECTS distribution (number and %) <b>2 100%</b>
<b>Responsible for subject / lecturer:</b>  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		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	Student has a basic understanding of economic phenomena, including the factors influencing the development of air transport
2	<b>Skills</b>	Student is able to associate and integrate the information, analyze the phenomena occurring in the environment, draw conclusions, formulate and justify opinions
3	<b>Social competencies</b>	Student is able to do a literature research and knows the rules of group work and discussion
<b>Assumptions and objectives of the course:</b> Improving knowledge about economics of air transport and the specificity of the air transport companies and their business.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. Has the knowledge of the basic tools of strategic analysis, their classification, objectives and application - [K1A_W21 ]		
2. Has the knowledge of the specificity of air transport operators business - [K1A_W21 ]		
3. Has the knowledge of competitive strategy types in the air transport market - [K1A_W21 ]		
<b>Skills:</b>		
1. Is able to interpret characterize models of competition in the air transport sector - [K1A_U01 ]		
2. Is able to identify and interpret the business strategy of air transport sector companies - [K1A_U01 ]		
3. Is able to apply basic strategic analysis tools - [K1A_U01 ]		
<b>Social competencies:</b>		
1. Understands the importance of the air transport sector to address social needs and to support economy as a whole - [K1A_K02]		
2. Is able to develop his knowledge of the air transport economics - [K1A_K01]		
3. Is able to apply his knowledge to practical purposes in relation to the activities of the air transport companies - [K1A_K07]		
<b>Assessment methods of study outcomes</b>		

Lecturers: Average rating taking into account assessment of the student activity during lectures and a written final test		
Classes: Average rating taking into account assessment of the student activity during classes and evaluation of case studies		
<b>Course description</b>		
<p>Lecturers:</p> <ol style="list-style-type: none"> <li>1 Basic concepts related to the management of the air transport company.</li> <li>2 Strategic Analysis. Purpose of the strategic analysis. Classification, characteristics and scope of application of strategic analysis tools.</li> <li>3 Business strategies. Classification and characteristics of the main types of strategies.</li> <li>4 Impact of the environment on the functioning of the air transport sector. Market models in the transport sector.</li> <li>5 Competitive strategies of air carriers (full service network carriers vs low cost carriers)</li> <li>6 Competitive strategies of airports.</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>1 Application of Porter's model for the air transport sector.</li> <li>2 Determination of the key success factors (KSF method application) for the selected air transport market segment.</li> <li>3 Creating of the strategic group map for a selected air transport market segment.</li> <li>4 Application of the SWOT analysis for a selected air transport company.</li> <li>5 Identification and analysis of competitive strategy for a selected air transport company.</li> </ol>		
<p><b>Basic bibliography:</b></p> <ol style="list-style-type: none"> <li>1. Gierszewska. G, Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2009.</li> <li>2. Porter M.E., Strategia konkurencji. Metody analizy sektorów i konkurentów, PWE, Warszawa 1998.</li> </ol>		
<p><b>Additional bibliography:</b></p> <ol style="list-style-type: none"> <li>1. Stoner J.A.F., Wankel Ch., Kierowanie, PWE, Warszawa 1996.</li> <li>2. Raporty i opracowania Airbus Industrie, Boeing, ULC, ICAO, IATA.</li> <li>3. Organizatorzy transportu rynku i strategie rozwoju, J.Rzeźny-Cieplińska, Wyd.Uniw.Gdań., Gdańsk 2003.</li> </ol>		
<b>Result of average student's workload</b>		
<b>Activity</b>	<b>Time (working hours)</b>	
1. Participation in lectures	15	
2. Learning of lectures content	5	
3. Preparation for the final test	8	
4. Participation in the final test	2	
5. Preparation for classes	15	
6. Participation in classes	15	
7. Consultations	1	
<b>Student's workload</b>		
<b>Source of workload</b>	<b>hours</b>	<b>ECTS</b>
Total workload	61	2
Contact hours	33	1
Practical activities	30	1