

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Transportation and Warehousing Market		Code 1010612331010600623
Field of study Transport	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Logistics of 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: 2 Classes: 1 Laboratory: - Project/seminars: -		No. of credits 3
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		ECTS distribution (number and %)
Responsible for subject / lecturer: Adam Redmer PhD (Hab) Eng. email: adam.redmer@put.poznan.pl tel. +48 61 665 21 29 Faculty of Transport Engineering 3 Piotrowo street 60-965 Poznań Poland		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	student has a basic knowledge of marketing, management and logistics (including transport and warehousing)
2	Skills	student is able to accumulate information, interpret it, reasoning based on it, express and justify opinions, identify, associate and interpret phenomena occurring in practice
3	Social competencies	student is aware of the importance and understand non-technical aspects and effects of functioning of the economy
Assumptions and objectives of the course: to give to students a knowledge about transport and logistics market, its actual state and perspectives as well as methods of its analysis. To give to students a practical knowledge about polish TLS market		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Students know the ?market? and ?sector? notion, including its elements in TLS industry - [T2A_W08]		
2. Students know the basic methods of market and strategic analysis as well as basic market strategies utilized in TSL industry - [T2A_W08]		
3. Students know the nature and techniques of prices formulating, including prices in TLS industry - [T2A_W08]		
4. Students know the major players on TLS market as well as scope of their businesses - [T2A_W08]		
5. Students know the actual situation and development perspective of TLS market in Poland and partially in Europe - [T2A_W08]		
6. Students know the quantity and condition of resources utilized by TLS industry - [T2A_W08]		
Skills:		
1. Students are able to assess the current situation as well as changes occurring in TLS market and employ utilize it to assess the strategy of a company - [T2A_U01]		
2. Students are able to choose adequate TLS services available on market and utilize them - [T2A_U01]		
3. Students are able to measure the value of TLS services from both consumer and service provider perspective - [T2A_U01]		
4. Students are able to present their knowledge about TLS market - [T2A_U01]		
Social competencies:		

<p>1. Students are aware of the significance of TLS market for economy and its influence on society and environment - [T2A_K01]</p> <p>2. Students are aware of technical, economic and social effects induced by TLS market - [T2A_K01]</p> <p>3. Students are able to develop independently their about TLS market, with the ability to evaluate the quality of sources - [T2A_K01]</p>

Assessment methods of study outcomes

Final exam based on the knowledge gathered during the lectures. In case of classes, the mean value of the scores given for homeworks and classworks, including the following topics: - prices in TLS market; TLS companies analysis including strategic and market analysys

Course description

TLS services sector: the fundamental notions ? market, sector, criteria of classification and elements of the market, sources of transport needs, TLS sector in relation to national economy, transport intensity, Porter?s model, types and classification of transport markets, major players on TLS market in Poland and Europe, TLS market regulations, current situation on TLS market.

Tools for strategic analysis and companies strategies in TLS market: the essence of strategic management and analysis, tools adjusted for TLS market - SWOT/TOWS analysis, BCG matrix, SPACE method; companies strategies in road transportation and logistics services.

Quantitative methods of market analysis: the need and scope of utilizing of quantitative methods, the analysis of market shares, taxonomic methods, Czekanowski?s method, Lorenz coefficient of concentration.

Prices of TLS services: price ? essence and function, types of price strategies, types of freight, factors influencing on prices in TLS market, methods for setting the prices of transport services, prices of additional services; examples of real prices od TLS services.

Logistics Services Providers (LSPs): TLS companies ranking, characteristics of top 100TLS companies, types of TLS services available on market, couriers, monopolists on TLS market.

IT in transport: the need of utilizing IT in TLS industry, IT services for TLS industry, Internet and e-commerce.

Condition of logistics in Poland: Basic characteristics and measures of Polish TLS market, characteristics of fleets operating in Poland, multimodal transport, condition and characteristics of logistics development in Polish companies.

Transport and logistics infrastructure: basic notions, basic characteristics and measures of development of transport infrastructure ? road, rail and others, international agreements related to major thoroughfares ? European TEN network, warehousing infrastructure.

Basic bibliography:

1. Ciesielski M., Długosz J., Gołemska E.: Zarządzanie przedsiębiorstwem transportowym. Wydawnictwo AE w Poznaniu, Poznań, 1996
2. Ciesielski M., Szudrowicz A.: Ekonomika transportu. Wydawnictwo AE w Poznaniu, Poznań, 2001
3. Czasopisma: Logistyka, Eurologistics, Rzeczpospolita LTS appendix
4. Fechner I, Szyszka G. (eds.): Logistyka w Polsce ? raport 2011. Instytut Logistyki i Magazynowania, Poznań, 2012
5. Grzywacz W., Wojewódzka-Król K., Rydzkowski W.: Polityka transportowa. Wydawnictwo UG, Gdańsk, 2004
6. Kotler Ph.: Marketing. Analiza, planowanie, wdrażanie i kontrola. REBIS, Warszawa, 2005
7. Mindur L. (ed.): Współczesne technologie transportowe. Politechnika Radomska, Warszawa, 2004
8. Mruk H. (ed.): Analiza rynku. PWE, Warszawa, 2003
9. Porter M.E.: Strategia konkurencji. Metody analizy sektorów i konkurentów. PWE, Warszawa, 2010
10. Rydzkowski W. (ed.): Usługi logistyczne. Instytut Logistyki i Magazynowania, Poznań, 2004
11. Rydzkowski W., Wojewódzka-Król K. (eds.): Transport. Problemy transportu w rozszerzonej UE. Wydawnictwo Naukowe PWN, Warszawa, 2010
12. Sikorski P. M., Zembrzycki T.: Spedycja w praktyce. Centrum Informacji Menedżera, Warszawa, 2000
13. Wojewódzka-Król K., Rolbiecki R.: Infrastruktura transportu. Wydawnictwo UG, Gdańsk, 2009

Additional bibliography:

1. Industry www portals, e.g. . log24.pl or logistyka.net.pl

Result of average student's workload	
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Activity	Time (working hours)
1. Preparation to lectures	5
2. Participation in lectures	45
3. Consolidation of knowledge / reporting	10
4. Preparation to a final exam	15

Student's workload		
Source of workload	hours	ECTS
Total workload	75	3
Contact hours	45	2
Practical activities	0	0