



COURSE DESCRIPTION CARD - SYLLABUS

Course name

The market of transport and storage services

Course

Field of study

Year/Semester

Transport

2/3

Area of study (specialization)

Profile of study

Logistics of Transport

general academic

Level of study

Course offered in

Second-cycle studies

Polish

Form of study

Requirements

full-time

elective

Number of hours

Lecture

Laboratory classes

Other (e.g. online)

30

0

0

Tutorials

Projects/seminars

15

0

Number of credit points

3

Lecturers

Responsible for the course/lecturer:

Responsible for the course/lecturer:

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Faculty of Civil and Transport Engineering

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Prerequisites

KNOWLEDGE: the student has basic knowledge in the field of marketing, management and logistics (transport and storage)

SKILLS: the student is able to integrate the obtained information, interpret it, draw conclusions, formulate and justify opinions, the ability to perceive, associate and interpret phenomena

SOCIAL COMPETENCES: the student is aware of the importance and understands the non-technical aspects and effects of the functioning of the economy, especially the logistics industry

Course objective

To acquaint students with the basics of knowledge about the market and methods of its analysis as well



as the current situation and development prospects for the TSL market in Poland. Providing practical knowledge about the conditions of the functioning of the Polish TSL market.

Course-related learning outcomes

Knowledge

Student He knows the economic, legal and other conditions of the activities of transport companies

Skills

Student Is able to obtain information from literature, databases and other sources (in Polish and English), integrate it, interpret and critically evaluate it, draw conclusions and formulate and exhaustively justify opinions

Social competences

Student understands that knowledge and skills become obsolete very quickly in the field of transport engineering

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Written final exam in the subject. Classes: average of partial grades.

Programme content

TSL service sector - theoretical and practical foundations Basic definitions - market, sector, criteria for division and market elements, sources of transport needs, place of the TSL sector in the national economy, transport intensity of the national economy, M. Porter's model - general form and its adaptation to the transport sector, S - Z - R triad, types of transport markets and their division, characteristics, shaping factors, structure of the transport market in Poland, supply and demand side of the TSL market, number, structure and turnover of TSL companies, the largest TSL companies on the Polish and European market, structure branch of transport and their mutual competitiveness, demand for transport services, regulations and deregulations on the TSL market, summary - the current situation on the TSL market. Strategic analysis tools and strategies of TSL sector companies The essence of strategic management and strategic analysis, SWOT / TOWS analysis, BCG matrix - matrix form adapted to transport companies, SPACE method, company strategies, including strategies on the road transport and logistics services market. Quantitative methods of market analysis. The need and scope of application of quantitative methods, market share analysis, spatial market analysis (Lorenz concentration coefficient, taxonomic methods - Czekanowski method). Prices of TSL services Price - the essence and functions, basic types of pricing strategies, basic types of freight, factors shaping the prices of transport services, ways of shaping the prices of transport services, prices of additional services and exemplary prices of transport and storage services. Logistic service providers Logistics company and logistics, ranking of TSL companies, characteristics of the 100 largest TSL companies, services offered on the TSL market, competitiveness of TSL companies, courier companies, monopoly on the TSL market. Information technologies in transport Introduction - the need to use information technologies, the level and scope of computerization in the TSL sector, software for transport and forwarding companies, Internet and electronic commerce. The state of logistics in Poland Introduction - basic macroeconomic



indicators, means of transport (the number of heavy goods vehicles, specialized vehicles, spatial distribution, various modes of transport), multimodal, intermodal and combined transport, the condition of logistics in distribution, logistics and production companies. Transport and logistic infrastructure Definition and components, tasks, basic economic features, expenditure on transport infrastructure, transport infrastructure - road, rail and other modes of transport, agreements on the main arteries of international transport - European TEN transport network, warehouse infrastructure.

Teaching methods

1. Lecture with multimedia presentation
2. Tutorials - discussions, group work, problem solving

Bibliography

Basic

1. Ciesielski M., Długosz J., Gołemska E.: Zarządzanie przedsiębiorstwem transportowym. Wydawnictwo AE w Poznaniu, Poznań, 1996
2. Ciesielski M., Szudrowicz A.: Ekonomia transportu. Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań, 2001
3. Czasopisma: Logistyka, Eurologistics, Rzeczpospolita – dodatek LTS
4. Fechner I, Szyszka G. (red.): Logistyka w Polsce – raport 2009. Instytut Logistyki i Magazynowania, Poznań, 2010
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6. Kotler Ph.: Marketing. Analiza, planowanie, wdrażanie i kontrola. REBIS, Warszawa, 2005
7. Mindur L. (red.): Współczesne technologie transportowe. Politechnika Radomska, Warszawa, 2004
8. Mruk H. (red.): Analiza rynku. PWE, Warszawa, 2003
9. Porter M.E.: Strategia konkurencji. Metody analizy sektorów i konkurentów. PWE, Warszawa, 2010
10. Rydzkowski W. (red.): Usługi logistyczne. Instytut Logistyki i Magazynowania, Poznań, 2004
11. Rydzkowski W., Wojewódzka-Król K. (red.): 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 Uniwersytetu Gdańskiego, Gdańsk, 2009



Additional

Industry websites, such as log24.pl or logistyka.net.pl

Breakdown of average student's workload

	Hours	ECTS
Total workload	90	3,0
Classes requiring direct contact with the teacher	45	1,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	45	1,5

¹ delete or add other activities as appropriate