



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Transport Management [N2Trans1-TrSz>ZT]

### Course

Field of study

Transport

Year/Semester

1/2

Area of study (specialization)

Railway Transport

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

part-time

Requirements

compulsory

### Number of hours

Lecture

18

Laboratory classes

0

Other (e.g. online)

0

Tutorials

9

Projects/seminars

0

### Number of credit points

3,00

### Coordinators

prof. dr hab. inż. Franciszek Tomaszewski  
franciszek.tomaszewski@put.poznan.pl

### Lecturers

### Prerequisites

KNOWLEDGE: knowledge of the basics of organization and management SKILLS: analysis of phenomena occurring in transport, drawing and formulating conclusions SOCIAL COMPETENCES: obtaining information from the literature on the subject, conducting discussions and arguments

### Course objective

Mastering the theoretical foundations and learning the principles and methods of transport management.

### Course-related learning outcomes

Knowledge:

Student knows the economic, legal and other conditions of the activities of transport companies.  
Student has basic knowledge of managing / running a business and individual entrepreneurship.

Skills:

When formulating and solving engineering tasks, the student is able to integrate knowledge from various areas of transport (and, if necessary, also knowledge from other scientific disciplines) and apply a systemic approach, also taking into account non-technical aspects.

Social competences:

Student understands the importance of popularizing the latest achievements in the field of transport engineering

Student is aware of the need to develop professional achievements and observe the rules of professional ethics

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Learning outcomes presented above are verified as follows:

Written exam, final test

### Programme content

The module program covers the following topics:

1. Introduction to management, the essence of transport management, the concept of organization.
2. Strategic management in transport.
3. The concept of service and forwarding in transport.
4. Principles of marketing activities of companies on the transport services market.
5. Marketing strategies in transport.
6. Segmentation of the transport market and selection of the target market.

### Course topics

The lecture program covers the following topics:

1. Introduction to management, the essence of transport management, the concept of organization and strategic management.
2. Transport management goals and transport management strategies in local and global terms.
3. The essence and concept of services and forwarding in transport.
4. Network programming, balanced or balanced and unbalanced.
5. The essence of marketing concepts, marketing in transport.
6. Principles of marketing activities of companies on the transport services market.
7. Marketing research in transport services.
8. Marketing strategies in transport, formulating the marketing strategy of a transport company.
9. Market segmentation and target market selection.
10. Customer behavior on the transport services market, models and concepts of consumer behavior on the market.

### Teaching methods

Lecture with multimedia presentation.

### Bibliography

Basic

1. Dembińska-Cyran I., Gubała M., Podstawy zarządzania transportem w przykładach. Instytut logistyki i magazynowania, Poznań 2003.
2. Romanow P., Zarządzanie transportem przedsiębiorstw przemysłowych. Wyższa Szkoła Logistyki, Poznań 2003. Rydzikowski W., Wojewódzka-Król K.

Additional

1. Rydzikowski W., Wojewódzka-Król K., Transport. Wydawnictwo Naukowe PWN, 2005

### Breakdown of average student's workload

|   | Hours | ECTS |
|---|-------|------|
| Total workload  | 57    | 3,00 |
| Classes requiring direct contact with the teacher   | 27    | 1,50 |
| Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation) | 30    | 1,50 |