



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Air services market [S1Lot2-ORL>RUL]

Course

Field of study

Aviation

Year/Semester

4/7

Area of study (specialization)

Air Traffic Organisation

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

Number of hours

Lecture

30

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

0

Number of credit points

2,00

Coordinators

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Lecturers

Prerequisites

Knowledge: The student has basic knowledge of economics and aviation law. Knows basic market mechanisms and tools of economic analysis. Knows the concept of the globalization process. Skills: The student is able to associate and integrate obtained information, analyze phenomena occurring in the environment, draw conclusions, formulate and justify opinions Social competences: The student is able to independently search for information in the literature, knows the rules of discussion and group work

Course objective

The aim of the course is to familiarize students with the characteristics of the aviation services market and its functioning in Poland and around the world. To familiarize students with current statistics and analyses regarding the aviation market. To provide students with knowledge about regulations concerning various aspects of performing air transport services.

Course-related learning outcomes

Knowledge:

1. has detailed knowledge related to selected issues in the field of construction of manned and unmanned aircraft, in the field of on-board equipment, control systems, communication and recording systems,

2. knows basic concepts in the field of economics, relating in particular to air transport, has basic knowledge of management and running a business and knows the general principles of creating and developing forms of individual entrepreneurship, especially in the aspect of airlines
3. has basic knowledge of aviation law, organizations operating in civil aviation and knows the basic principles of functioning of state aviation, has basic knowledge of key issues of functioning of civil aviation

Skills:

1. is able to obtain information from various sources, including literature and databases, both in Polish and English, integrate it properly, interpret and critically evaluate it, draw conclusions, and comprehensively justify the opinions he formulates
2. is able to analyze the strategies of enterprises and interpret their activities and apply basic analysis tools in practice strategic
3. is able to estimate various types of costs, is able to verify and evaluate market phenomena, is able to evaluate economic growth factors and the importance of money for its development, is able to decide on economic choices in terms of consumption and production,

Social competences:

1. understands that in technology, knowledge and skills very quickly become outdated
2. is aware of the importance of knowledge in solving engineering problems and knows examples and understands the causes of malfunctioning engineering projects that have led to serious financial or social losses or to serious loss of health or even life
3. is able to think and act in an entrepreneurial manner, including finding commercial applications for the system being created, taking into account not only the business benefits but also the social benefits of the conducted activity

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lectures: assessment taking into account students' activity during classes and a written exam on the material covered

Programme content

1. Basic concepts and types of markets, including transport activities.
2. Factors influencing the size of demand, supply and prices. Equilibrium of the transport services market.
3. Models of the aviation services market and their characteristics.
4. Theory of consumer behavior from the perspective of the development of air transport and enterprises.
5. Cost and benefit calculation from aviation activities
6. Management in air transport as a factor of strategic market development. Economics and organization.
7. Conditions of aviation activities and their impact on the efficiency of economic activity.
8. The aviation services market and ecology and technical progress

Course topics

- Introduction to the aviation services market
- Basics of aviation market economics
- Aviation business models
- Legal regulations of the aviation services market
- Finance and economics of airlines
- Logistics and management of aviation operations
- Technologies in aviation services
- Sustainability in aviation
- The role of airports and infrastructure
- Marketing of aviation services
- Challenges of the aviation industry
- Globalization and the aviation services market

Teaching methods

Informative (conventional) lecture (transmission of information in a systematic way) - may be of a course (propaedeutic) or monographic (specialist) nature

Bibliography

Basic:

1. Rucińska D., Ruciński A., Tłoczyński D., Transport lotniczy. Ekonomika i organizacja, Wydawnictwo Uniwersytetu Gdańskiego, 2012.
2. Rucińska D., Rynek usług transportowych w Polsce, Polskie Wydawnictwo Ekonomiczne, 2015.
3. Biskup K., Bukowski Z., Prawne, administracyjne i ekonomiczne uwarunkowania działalności lotniczej w Polsce, Wydawnictwo Uniwersytetu Kazimierza Wielkiego, Bydgoszcz 2014.
4. Ciesielski M., Szudrowicz A., Ekonomika Transportu, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2011.
5. Szymajda, Konkurencja w transporcie lotniczym, prawo europejskie i problemy dostosowania prawa polskiego, Liber, Warszawa 2002
6. Myszone K., Status prawny przewoźnika lotniczego w świetle prawa Wspólnoty Europejskiej, Liber, Warszawa 2000

Supplementary:

7. Chakuu S., Kozłowski P., Nęcza M., Podstawy transportu lotniczego, Konsorcjum Akademickie, 2012.
8. Biskup K., Bukowski Z., Uwarunkowania działalności lotniczej, Wydawnictwo Uniwersytetu Kazimierza Wielkiego, Bydgoszcz 2016.
9. Mendyk E.: Ekonomika i organizacja transportu. WSzL, Poznań 2002.
10. Koźlak A., Ekonomika transportu. Teoria i praktyka gospodarcza. Wydawnictwo Uniwersytetu Gdańskiego. Gdańsk, 2008
11. Koziański S., Przekształcenia infrastruktury transportowej w Polsce, Wydaw. Uniwersytetu opolskiego, 2010
12. Hawlena, J.; Wolska, G., Logistyczne aspekty segmentacji rynku usług lotniczych w warunkach narastającej konkurencji
13. Polkowska M., Podstawy prawne funkcjonowania międzynarodowej żeglugi powietrznej - system chicagowski: geneza, działanie, perspektywy, Akademia Obrony Narodowej, Warszawa 2007

Additional:

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Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	30	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	20	0,50