



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

The market of transport and storage services [N2Trans1-LogTr>RUTiM]

### Course

Field of study

Transport

Year/Semester

2/3

Area of study (specialization)

Logistics of 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

0

Tutorials

9

Projects/seminars

0

### Number of credit points

3,00

### Coordinators

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### Lecturers

### 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:

Learning outcomes presented above are verified as follows:

Lectures: a recapitulation written exam.

Classes (exercises): average of partial grades (from analyzes and presentations carried out in subgroups).

### Programme content

The content of the module program:

- 1) The TSL services market sector - theoretical and practical basis.
- 2) Strategic analysis tools and strategies of TSL companies.
- 3) Prices of TSL services.
- 4) An Internet freight exchange services.
- 5) Problems of the TSL sector in Poland.

### Course topics

The content of lectures:

- 1) TSL services market sector - theoretical and practical basis. Basic definitions - market, sector, criteria for division and elements of the market, sources of transport needs, place of the TSL sector in the national economy, transport intensity of the national economy, model of M. Porter - 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 side and demand side of the TSL market, number, structure and turnover of TSL companies, the largest TSL companies on the Polish and European market, branch structure of transport and their mutual competitiveness, demand for transport services, regulations and deregulations on the TSL market, current situation on the TSL market.
- 2) Strategic analysis tools and strategies of TSL companies. The essence of strategic management and strategic analysis, SWOT / TOWS analysis, BCG matrix - a form of matrix adapted to transport companies, SPACE method, strategies of companies, including strategies in the market of road transport services and logistics services.
- 3) Pricing of TSL services. Price - essence and functions, basic types of pricing strategies, basic types of freight, factors shaping prices of transportation services, ways of pricing transportation services, prices of additional services, and sample prices of transportation and warehousing services.
- 4) Internet transport exchanges. Definitions and types. Agent technology. Historical outline. Characteristics of exchanges and their functions. Verification of users. Benefits of using exchanges. Overview of exchanges: Teleroute, Timocom, Trans.eu, Wtransnet. Prospects for the development of exchanges. Bidding platforms.
- 5) Problems of the TSL sector in Poland. Types of problems and periods of their occurrence. Characteristics of selected problems: lack of liquidity, lack of drivers, Russian embargo, fuel prices, lack of 11.5t roads, Brexit, mobility package.

The content of exercises (adjusted to the lectures program):

- 1) Porter's model - practical application. Task 1: "Construction of Porter's model for the Polish heavy-duty international cargo transport sector".
- 2) SWOT analysis - practical application. Task 2: "SWOT analysis for the Polish sector of heavy-duty international cargo transport".
- 3) Pricing of TSL services - practical application. The profit-maximizing price determination method and the diagnostic method of estimating the perceived value of the product / service - comparison of results and approaches.
- 4) Problems of the TSL market sector in Poland - presentations and discussion.

### 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
5. Grzywacz W., Wojewódzka-Król K., Rydzkowski W.: Polityka transportowa. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk, 2004
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](http://log24.pl) or [logistyka.net.pl](http://logistyka.net.pl)

## Breakdown of average student's workload

	Hours	ECTS
Total workload	90	3,00
Classes requiring direct contact with the teacher	27	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	63	2,00