GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Transportation Markect Analysis, PG_00060671		
Field of study	Analiza rynku TSL		
Date of commencement of studies	October 2023	Academic year of realisation of subject	2025/2026
Education level	first-cycle studies	Subject group	Optional subject group Subject group related to scientific research in the field of study
Mode of study	Full-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	Polish
Semester of study	6	ECTS credits	5.0
Learning profile	general academic profile	Assessment form	exam
Conducting unit	Transport and Logistics -> Institute of Naval Architecture -> Faculty of Mechanical Engineering and Ship Technology -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Anna Dembicka	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	30.0	0.0	0.0	0.0	60

E-learning hours included: 0.0

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	60	5.0	60.0	125

Subject objectives

Identification and analysis of the complex mechanisms operating within transport markets.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_K02] is able to work in a teamplaying various roles;is able to act in a rational and ethical way	Demonstrates the ability to work effectively in a team, making rational decisions and adhering to ethical standards.	[SK1] Ocena umiejętności pracy w grupie [SK3] Ocena umiejętności organizacji pracy [SK4] Ocena umiejętności komunikacji, w tym poprawności językowej [SK5] Ocena umiejętności rozwiązywania problemów występujących w praktyce
[K6_W08] has knowledge of the principles of sustainable development	Possesses knowledge of the guidelines designed to implement the objectives of sustainable development.	[SW3] Ocena wiedzy zawartej w opracowaniu tekstowym i projektowym [SW1] Ocena wiedzy faktograficznej

Subject contents

Course content – lecture
Lecture

TRANSPORT MARKET AND ITS TRANSFORMATIONS

CHARACTERISTICS OF INDIVIDUAL MARKETS
(road, rail, air, inland waterway, maritime, urban)

TRANSPORT AND LOGISTICS NODES
(ports, intermodal terminals, logistics centers)

CUSTOMERS TRANSPORT NEEDS AND MARKET RESEARCH

COMPETITION IN THE TRANSPORT SERVICES MARKET

MODELING COMPETITIVENESS, I.E. THE ABILITY TO COMPETE IN THE TRANSPORT MARKET
(competitive factors of seaports and logistics centers)

STATE INTERVENTION IN THE TRANSPORT SERVICES MARKET

FUNCTIONING AND DEVELOPMENT STRATEGIES OF THE TRANSPORT SERVICES MARKET

RISKS IN TRANSPORT

TRENDS IN THE TRANSPORT MARKET

E-LOGISTICS (E-SERVICES)

Course content – exercises
The student recognizes the factors occurring in transport markets. They indicate their complexity, which manifests itself across various areas: land transport, water transport, and within the following levels regional transport, transport in Poland, transport in the EU, and global transport.

Prerequisites and co-requisites

fundamentals of economics and managemen

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Team presentation	70.0%	30.0%
Six tests covering six transport sectors.	70.0%	70.0%

Recommended reading

Basic literature	D. Rucińska, Rynek usług transportowych w Polsce, PWE, Warszawa 2015. K. Wojewódzka-Król, E. Załoga, Transport, PWN, Warszawa 2016. Innowacje w transporcie, red. nauk. K. Wojewódzka-Król, PWN, Warszawa 2021.
Supplementary literature	E. Gołembska, Z. Bentyn, M. Gołembski, Logistyka usług, PWN, Warszawa 2017.
eResources addresses	

Example issues/ example questions/ tasks being completed	**Challenges facing the transport sector:** climate (volcanoes, global warming), polluted air and water, energy consumption, noise, waste, piracy, Brexit, effects of the pandemic, wars, intelligent technologies, transport bottlenecks, reverse logistics, shortage of containers, increase in maritime transport prices, last-mile and first-mile logistics, Hyperloop for passenger and freight transport (vacuum rail), transport sharing, drone transport, full automation of metro systems, additive manufacturing (3D printing) and its impact on the supply chain, inland waterway transport, adaptation of point infrastructure (port services, transport of construction materials, waste transport, water tourism on routes such as TricityHel, SzczecinŚwinoujście), the CEP industry (courier, express, parcel shipments), intelligent packaging, autonomous public transport, maintaining the strong position of Polish road carriers, small transport fleet of Polish maritime shipowners, global trends vs. Polish trends in transport infrastructure, decline in demand for rail and inland waterway transport, phasing out coal technologies in the energy sector, air medical transport, e-commerce.
Practical activites within the subject	Not applicable

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