



Subject card

Subject name and code	Transportation Market Analysis, PG_00060679						
Field of study	Transport and Logistics						
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		
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			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Zakład Mechaniki i Konstrukcji Morskich -> Institute of Ocean Engineering and Ship Technology -> Faculty of Mechanical Engineering and Ship Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Dembicka				
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	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	30		2.0		18.0	50
Subject objectives	Recognize the complexities occurring in transportation markets						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W07] has general knowledge in the field of humanities, social and economic sciences. Knows the principles of creating forms of individual entrepreneurship and running a business, and knows how to protect industrial and intellectual property and copyright law		The student recognizes factors occurring in transport markets. It indicates their complexity, which operates in various areas: land transport, water transport, air transport, division into - regional transport, Poland transport, EU transport, World transport.		[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects		
	[K6_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems		The student has and applies knowledge regarding social, legal and economic aspects of transport markets		[SU5] Assessment of ability to present the results of task [SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject		
Subject contents	TRANSPORT MARKET AND ITS CHANGES CHARACTERISTICS OF INDIVIDUAL MARKETS (road, rail, air, inland water, sea, urban) TRANSPORT AND LOGISTICS POINTS (ports, intermodal terminals, logistics centers) CUSTOMER TRANSPORT NEEDS AND MARKET RESEARCH COMPETITION ON THE MARKET OF TRANSPORTATION SERVICES MODELING COMPETITIVENESS, I.E. THE ABILITY TO COMPETE ON THE TRANSPORT MARKET (competitiveness factors of seaports) STATE INTERVENTIONISM IN THE MARKET OF TRANSPORT SERVICES STRATEGIES FOR THE OPERATION AND DEVELOPMENT OF THE TRANSPORT SERVICES MARKET RISKS IN TRANSPORT TRENDS IN THE TRANSPORT MARKET E-LOGISTICS (E-SERVICES)						
Prerequisites and co-requisites	basics of economics and management						
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	tests (6 means f transport)		60.0%		70.0%		
	group presentation		60.0%		30.0%		

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. Golebska, Z. Bentyn, M. Golebski, Logistyka usług, PWN, Warszawa 2017.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	bottlenecks in transport,reverse logistics,last mile and first mile logistics,Hyperloop in the transport of people and goods (vacuum railway),transport sharing,drone transport.	
Work placement	Not applicable	