

Subject card

Subject name and code	Transport Services Market Functioning, PG_00119463						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			1.0		
Learning profile	academic	Assessment form			exam		
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Dariusz Tłoczyński				
	Teachers		dr hab. Krzysztof Grzelec dr hab. Aleksandra Koźlak dr Aleksander Jagiełło dr hab. Marcin Wólek				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	10.0	0.0	0.0	0.0	0.0	10
	E-learning hours included: 0.0						
	eNauczanie source addresses: Moodle ID: 12926 Funkcjonowanie rynków transportowych 2025 https://mdl.ug.edu.pl/course/view.php?id=12926						
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	10	0.0	0.0	10		
Subject objectives	to know the factors shaping the market for transport servicesacquaint yourself with the characteristics of selected transport sub-marketsacquiring the ability to assess the organisation of the transport market						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.	The student applies ethical principles when making decisions in market exchange respecting exchange partners and competitors	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	the student uses the acquired knowledge to objectively assess changes in the transport market	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences	the student is able to explain the competitive and monopolistic mechanisms in transport	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[EKONMU2_K01] recognises the importance of knowledge in the field of economics in the process of identifying and solving economic problems and of consulting experts when having difficulties in solving them independently	the student uses the knowledge gained to solve current problems in the transport market	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[EKONMU2_W07] has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres	The student has knowledge of economic principles in the operation of transport companies	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	The student has the competence to engage in transport projects, taking professional risks	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[EKONMU2_U10] has an advanced ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting various sources of data, their description and interpretation, and drawing conclusions based on scientific literature; can prepare and conduct a debate	the student is able to prepare a market research report and present it in Polish and English in the field of transport market issues	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONMU2_U03] can analyse causes and course of economic and social processes and phenomena, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	The student has the ability to independently assess the market phenomena taking place in transport policy and in the socio-economic environment of transport enterprises.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work

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Subject contents	<ol style="list-style-type: none"> 1. Market for transport services Concept, characteristics, functions and types of transport markets Subject and object structure of the market Socio-economic relations on the transport market 2. Market competition in the transport market Market structures and type of competition Intra-industry, inter-industry and international competition, Price and non-price competition, State interventionism in the market 3. Rationale, object and factors of state interventionism Types and instruments of state interventionism Transport policy as a manifestation of interventionism 4. Transport behaviour of market players Identification of behaviour of market players Behaviour of market players on the transport market Transport behaviour of urban residents 5. Transformations of the modern transport market Business models on the transport market Strategies as a tool for shaping the market position of transport companies Cooperation and co-operation on the transport market 6. Researching transport markets Using marketing research methods in transport markets Designing marketing research Reporting and presentation of research results 7. Market for rail transport services Assessment of the competitiveness of passenger rail transport in the inter-industry dimension using the generalised travel cost method Market share analysis on the example of rail freight transport Introduction to cost-benefit analysis in rail infrastructure projects on the example of the Pomeranian Metropolitan Railway 8. The market for air transport services Determinants of the development of the air transport services market Air transport infrastructure Economic relations in the air transport market 9. The market for maritime transport services The market for non-scheduled shipping The market for liner shipping Economic relations in maritime shipping The market for road transport services Market specifics Market supply Problems of integrating passenger road transport offerings 10. The market for urban transport services Determinants of urban transport development Traditional and modern modes of transport Implementation of innovation in the urban transport market 11. Challenges for the development of transport policy Economic Social Technological 															
Prerequisites and co-requisites	knowledge of basic economic issues															
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Subject passing criteria</th> <th>Passing threshold</th> <th>Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>activity</td> <td>51.0%</td> <td>25.0%</td> </tr> <tr> <td>test</td> <td>51.0%</td> <td>75.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	activity	51.0%	25.0%	test	51.0%	75.0%						
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Example issues/ example questions/ tasks being completed	the specifics of transport, changes on the transport market
Work placement	Not applicable

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