

Subject card

Subject name and code	TSL enterprise management - exercises, PG_00169989						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study 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	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Transport Economics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Aleksandra Koźlak				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		5.0		30.0	50
Subject objectives	Gaining knowledge and managerial skills in the TFL industry (Transport, Forwarding, and Logistics) understanding the specifics and principles of managing transport and logistics processes at various decision-making levels (operational, tactical, strategic).						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student applies knowledge from the fields of economics, finance, and management to resolve economic and social dilemmas related to the management of a TFL enterprise	[SU2] presentation/project/paper/report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student is capable of applying acquired theoretical knowledge and collecting relevant data in order to analyze specific economic and social processes relevant to the management of a TFL enterprise. The student is also able to examine these phenomena using analytical methods derived from economics, finance, and management sciences	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student demonstrates readiness to think and act entrepreneurially; is capable of adapting to changing circumstances and conditions affecting management processes in a TFL enterprise, and can identify potential threats and assess the likelihood of their occurrence	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has advanced knowledge about the human being as a subject shaping social structures and the principles of their functioning, as well as about human behavior within these structures in the context of enterprise management in the TFL sector. The student understands the motives behind economic decision-making by individuals	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	The student recognizes the importance of economic knowledge in identifying and solving economic problems, and seeks expert opinions when difficulties arise in independently addressing such issues within the management processes of a TFL enterprise	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	The student has knowledge of the basic economic and financial principles of functioning and management of business entities and organizations, with particular emphasis on the TFL sector (Transport – Freight Forwarding – Logistics)	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	The student is able to correctly interpret economic and social phenomena in the context of managing a TFL enterprise	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
Subject contents	1. Strategic management and its stages 2. External environment analysis of a TFL enterprise (PESTE, sector attractiveness, Porters five competitive forces) 3. Internal potential analysis of a TFL enterprise 4. SWOT analysis and determination of competitive position 5. Key performance indicator (KPI) analysis of transport enterprises 6. KPI analysis in warehouse logistics 7. Transport fleet management (vehicle purchase, leasing, operation, and fleet management systems FMS) Any doubts regarding the issues discussed during classes can be discussed during consultations.		
Prerequisites and co-requisites	Knowledge of fundamental economic issues		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group assignment focused on conducting a strategic analysis of a selected company in the TFL sector	51.0%	70.0%
	Tasks performed during practical classes	51.0%	20.0%
	Active participation in the discussion	51.0%	10.0%
Recommended reading	Basic literature	1. W. Starowicz, S. Ejdys (eds.), Transport, Freight Forwarding, Logistics. Theory, Examples, Exercises and Solutions, CeDeWu, Warsaw 2022. 2. G. Gierszewska, M. Jaksa (eds.), Strategic Management. Strategic Environment Analysis of the Enterprise, Publishing House of the Warsaw University of Technology, Warsaw 2023. 3. Z. Pierścionek, Strategic Management in the Enterprise, Polish Scientific Publishers PWN, Warsaw 2017.	
	Supplementary literature	S. Gostkowska-Dźwig, E. Kempa, M. Mrozik, R. Królik, Selected Methods of Analysis in the Process of Strategic Management. Częstochowa University of Technology, Częstochowa 2023, ISBN 978-83-7193-949-5, doi: 10.17512/CUT/9788371939495 S. Wieteska, A. Piechota, Modern Methods of Managing Truck and Delivery Vehicle Fleets in Poland, Acta Scientifica Academiae Ostroviensis. Sectio A, Humanities, Social and Technical Sciences, 2016, No. 8(2), pp. 105119 M. Stajniak, Rationalization of Transport in Logistic Processes of Procurement and Distribution, Institute of Logistics and Warehousing, Poznań 2012	
	eResources addresses	Basic https://www.mecalux.pl/blog/wskazniki-kpi-magazynie - Why is it important to measure KPIs in a warehouse? https://www.mecalux.pl/blog/kpi-logistyka - Key Performance Indicators (KPIs) in logistics as a means of assessing supply chain efficiency	
Example issues/ example questions/ tasks being completed	Project: Conduct a strategic analysis of a selected company in the TFL sector, including: macro-environment and micro-environment analysis, internal potential assessment, key success factors analysis, SWOT analysis Sample task practical application of KPIs in TFL companies		
Work placement	Not applicable		

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