University of Gdańsk

Subject card

Subject name and code	Transport Services Market Functioning, PG_00200055		
Field of study	Economics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study
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	4.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	mgr Anna Michalska-Szajer	
	Teachers	mgr Anna Michalska-Szajer	

Lesson types							
	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	10.0	14.0	0.0	15.0	0.0	39
	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	39	0.0	61.0	100

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_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 [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 [SK2] presentation/project/paper/ report
[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 [SU8] observation of student's independent or team work
[EKONMU2_U08] can independently analyse economic and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena, using appropriately selected research method	Students will independently analyse selected market problems relating to transport and the players on the national and world markets.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[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 [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions	the student has an in-depth knowledge of companies, public institutions and other stakeholders in the transport market	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[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 [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
[EKONMU2_K02] is aware of the level of their knowledge in the area of solving complex problems in economic,; understands the need to extend and update this knowledge throughout his/her life	The student has the willingness to expand his/her knowledge of the changes taking place in the transport market	[SK1] oral statement/conversation/ discussion [SK8] 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 [SU8] observation of student's independent or team work
[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

Course outcome	Subject outcome	Method of verification
[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	the student has knowledge of the functioning of transport enterprises , can evaluate the regularities in the management of transport enterprises	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[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	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents

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

Subject passing criteria	Passing threshold	Percentage of the final grade
Active participation in class, including engagement in discussions and in-class group work	51.0%	20.0%
test	51.0%	80.0%

Recommended reading

Basic literature	Transport Economics, G. Blokdyk, Transportation Management System Market A Complete Guide, 5starcooks, 2019
Supplementary literature	selected papers about transportation market
eResources addresses	

Example issues/ example questions/ tasks being completed	the specifics of transport, changes on the transport market
Work placement	Not applicable

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