University of Gdańsk

Subject card

Subject name and code	An enterprise in the transport, forwarding and logistics market , PG_00204871		
Field of study	Economics		
Date of commencement of studies	October 2026	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 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	2	Language of instruction	Polish Polish
Semester of study	4	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Dariusz Tłoczyński, prof. UG	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	15.0	0.0	10.0	0.0	40

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	40	0.0	10.0	50

Subject objectives

The aim of the course "TSL Enterprise" is to provide students with both theoretical and practical knowledge about the functioning of enterprises operating in the transport, shipping, and logistics (TSL) sector.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	He/she is familiar with the types of economic linkages and the nature of market competition.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	He/she is able to analyse the causes and course of specific processes and phenomena occurring within enterprises, and accurately evaluate them in order to select the most appropriate solution.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	He/she participates in the preparation of projects related to management within the enterprise.	[SK4] test/exam - oral or written
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	He/she correctly identifies, diagnoses, and resolves dilemmas related to business management	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	He/she is capable of accurately interpreting a company's environment and applying knowledge from economics, finance, and management sciences to analyse phenomena occurring in the business environment.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[EKONL3_W02] has an advanced knowledge of the different types of existing business entities and organisations and public institutions	He/she possesses advanced knowledge of market entities operating within the market, taking into account the relevant classification criteria. ChatGPT powiedział: This knowledge is further deepened during consultations.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	He/she applies acquired knowledge in the fields of economics, finance, and management to resolve problems occurring within enterprises.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[EKONL3_W05] has a 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	He/she possesses advanced knowledge of employees and the organisational structure of enterprises, as well as a solid understanding of employee motivation.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

Subject contents	1. The Nature and Classification of Enterprises • Definition and classification criteria of enterprises • The role of enterprises in the TSL sector • Determinants of TSL enterprises operations 2. The TSL Enterprise Market • Key market participants • Structure of the domestic and international market • Development trends and directions of growth 3. Forms of Business Activity in the TSL Sector • Sole proprietorships, partnerships, and capital companies • Rules for the registration of TSL enterprises • Formal and licensing requirements 4. Macroeconomic Environment • Impact of economic cycles on the TSL sector • EU and Polish transport policy • Globalisation factors 5. Microeconomic Environment • Competition in the TSL sector • Customers and their expectations • Suppliers and strategic partners 6. Management of a TSL Enterprise • Strategic planning • Resource organisation • Control and supervision 7. Organisational Structure

	• Models of organisational structures (line, matrix, functional) • Assignment of competencies • Management of operational departments 8. Business Model in the TSL Sector • Customer segmentation • Value delivered to the customer • Revenue sources and cost structure 9. Marketing of TSL Enterprises • Building customer relationships • Market research • Marketing instruments used by enterprises Students also have the opportunity to get extra help from the course tutor during consultation sessions.
Prerequisites and co-requisites	The student must be familiar with fundamental economic concepts, possess the ability to verify and assess research problems, and be able to present their position independently or as part of a group.
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
activity	51.0%	20.0%
project	51.0%	30.0%
test	51.0%	50.0%

Recommended reading	Basic literature	K. Szałucki, Przedsiębiorstwa transportowe Warunki i mechanizmy równowagi, Wydawnictwo UG, Gdańsk 1999
	Supplementary literature	D. Tłoczyński: Rynek usług transportu lotniczego, [w:] Biznes lotniczy, pod red. A. Hoszmana, SGH, Warszawa 2019
	eResources addresses	
Example issues/ example questions/ tasks being completed	*Characteristics and Classification Criteria of Enterprises* *Marketing Instruments Used by Enterprises*	
Work placement	Not applicable	

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