University of Gdańsk

Subject card

Subject name and code	Transport, forwarding and logistics enterprise management , PG_00204874		
Field of study	Economics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
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	3	Language of instruction	Polish
Semester of study	5	ECTS credits	4.0
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, prof. UG	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	15.0	0.0	15.0	0.0	45

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	45	0.0	55.0	100

Subject objectives

To familiarize students with the nature and functioning of enterprises operating in the TFL sector (Transport Freight Forwarding Logistics) under market economy conditions, with particular emphasis on the principles of strategic and operational management.
To prepare students to identify and solve practical managerial problems in TFL enterprises through the application of strategic analysis methods, logistics process optimization techniques, and project management tools.

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. The student is able to carry out a team-based project task involving a strategic analysis of a selected TSL company and consults with the lecturer on the project's objectives and progress during consultations and project sessions included in the course schedule.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[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. The student is able to carry out a team-based project task involving a strategic analysis of a selected TSL company and consults with the lecturer on the project's objectives and progress during consultations and project sessions included in the course schedule.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[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. The student is able to carry out a team-based project task involving a strategic analysis of a selected TSL company and consults with the lecturer on the project's objectives and progress during consultations and project sessions included in the course schedule.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[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	[SK4] test/exam - oral or written
[EKONL3_W07] has an advanced knowledge of the 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)	[SW4] 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	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	[SW4] test/exam - oral or written

Course outcome	Subject outcome	Method of verification
[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. The student is able to carry out a team-based project task involving a strategic analysis of a selected TSL company and consults with the lecturer on the project's objectives and progress during consultations and project sessions included in the course schedule.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Subject contents

1. Theoretical Foundations of TFL Enterprise Management (specific of TFL enterprises; the concept, functions, and levels of management)
2. Strategic Management in TFL and Types of Strategies
3. Operational Management and Service Quality
4. Supply Chain Management
5. Human Resource Management
6. Financial Management and Risk Management
7. Modern Technologies in Enterprise Management

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
Written exam	51.0%	70.0%
Project	51.0%	30.0%

Recommended reading

Basic literature

1. A. Stabryła, Strategic Management in the Theory and Practice of the Firm, PWN, Warsaw 2021
2. G. Gierszewska, M. Jaksa, Strategic Management. Strategic Environment Analysis of the Enterprise, Publishing House of the Warsaw University of Technology, Warsaw 2023
3. The TFL Industry Facing the Challenges of Sustainable Development Selected Aspects. Eds. Ł. J. Kozar, A. Matuszewska-Kubicz, University of Łódź Press, Łódź 2022, ISBN 978-83-8331-040-4, doi: 10.18778/8331-039-8
4. M. Rybowski, Marcin. Supply Chain Management. Ed. Maritime University of Gdynia: Maritime University of Gdynia, 2023, ISBN 978-83-67428-13-2

Supplementary literature

1. N. Duraj, A. Sadowski, A. Misztal, M. Comporek, M. Kowalska, Economic and Financial Security of Enterprises in the TFL Sector. University of Łódź Press, Łódź 2020, ISBN 978-83-8142-973-3

2. 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
3. Modern Trends in Logistics and Supply Chain Management, Eds. J. Brzeziński, A. Rudnicka, University of Łódź Press, Łódź 2020, 132 pp., ISBN 978-83-8220-313-4
4. Human Resource Management. Edited by R. Oczkowska, Wydawnictwo Naukowe PWN, Warsaw 2019. (IBUK Libra)
5. A. Rutkowski, Financial Management, PWE, Warsaw 2015 (IBUK Libra)

eResources addresses

Example issues/ example questions/ tasks being completed	1.Discuss the concept of strategic management and the stages of strategic analysis. 2. Discuss the main challenges related to supply chain management. 3. Discuss motivation models in human resource management within TFL enterprises. 4. Project - Strategic Analysis of a Selected TFL Company
Work placement	Not applicable

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