



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Aviation services market

### Course

Field of study

Aviation and cosmonautics

Area of study (specialization)

-

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

4/7

Profile of study

general academic

Course offered in

polish

Requirements

compulsory

### Number of hours

Lecture

30

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

0

### Number of credit points

3

### Lecturers

Responsible for the course/lecturer:

prof. dr hab. inż. Agnieszka Merkisz-Guranowska

email: agnieszka.merkisz-

guranowska@put.poznan.pl

tel. +4861 665 5958

Wydział Inżynierii Lądowej i Transportu

ul. Piotrowo 3 60-965 Poznań

Responsible for the course/lecturer:

### Prerequisites

The student knows the basics of economics and aviation law. He knows the basic market mechanisms and tools of economic analysis. He knows the concept of the globalization process. He speaks Polish and English to the extent that he can read the legal acts in the field of aviation in both these languages. He knows the basics of mathematics and statistical analysis..

### Course objective

The aim of the course is to familiarize students with the characteristics of the aviation services market and its functioning in Poland and in the world. Acquainting with current statistics and analyzes



concerning the aviation market. Providing students with knowledge about the regulations concerning various aspects of air transport services.

### Course-related learning outcomes

#### Knowledge

1. Student has extended knowledge necessary to understand the profiled subjects and specialist knowledge about the construction, operation, air traffic management, safety systems, economic, social and environmental impact in the field of aviation and space
2. Student has basic knowledge necessary to understand social, economic, legal and other non-technical determinants of engineering activity
3. Student knows the general principles of creating and developing forms of individual entrepreneurship, also taking into account time management, as well as the skills of proper self-presentation, using knowledge in the field of science and scientific disciplines relevant to aviation and cosmonautics
4. Student knows the specificity of the functioning of air transport entities on the market and types of competition strategies of enterprises and models of competition in the air transport sector

#### Skills

1. Student can communicate using various techniques in the professional environment and other environments, using the formal notation of construction, technical drawing, concepts and definitions of the scope of the field of study studied
2. Student is able to estimate various types of costs, is able to verify and assess market phenomena, is able to assess the factors of economic growth and the importance of money for its development, is able to decide about economic choices in the field of consumption and production
3. Student can prepare the process of conducting aviation activities in accordance with ethical and moral principles, and assess the competences and capabilities of co-workers while maintaining the principles of professional ethics

#### Social competences

1. understands the need for lifelong learning; can inspire and organize the learning process other people
2. is aware of the social role of a technical university graduate, and especially understands the need formulating and communicating to the public, in particular through the mass media, information and opinions on technological achievements and other aspects of engineering activities; take efforts to provide such information and opinions in a generally intelligible manner

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Written credit for the lecture (test)

### Programme content



1. Czym jest usługa lotnicza i czym różni się od przewozu lotniczego? Certyfikacja, zgody, zaświadczenia
2. Licencje zawodowe i turystyczne (różnice w uprawnieniach).
3. Operacje specjalistyczne SPO, SPO HR i inne.
4. Obowiązki operatora lotniczego, zakładanie działalności.
5. Szkolenia.
6. Akrobacja i pokazy lotnicze.
7. Rodzaje usług lotniczych i statków powietrznych w nich wykorzystywanych.
8. Biznes i przemysł oraz prawo i polityka w usługach lotniczych.
9. Usługi lotnicze w Polsce, Europie i na świecie.

### Teaching methods

Informative (conventional) lecture (providing information in a structured way) - may be of a course (introductory) or monographic (specialist) character

### Bibliography

#### Basic

1. K. Myszona, Status prawny przewoźnika lotniczego w świetle prawa Wspólnoty Europejskiej, Liber, Warszawa 2000
2. Szymajda, Konkurencja w transporcie lotniczym, prawo europejskie i problemy dostosowania prawa polskiego, Liber, Warszawa 2002
3. Rucińska D., Rynek usług transportowych w Polsce, Polskie Wydawnictwo Ekonomiczne, 2015.
4. Koziarski S., Przekształcenia infrastruktury transportowej w Polsce, Wydaw. Uniwersytetu opolskiego, 2010

#### Additional

1. Hawlena, J.; Wolska, G., Logistyczne aspekty segmentacji rynku usług lotniczych w warunkach narastającej konkurencji
2. M. Polkowska, Podstawy prawne funkcjonowania międzynarodowej żeglugi powietrznej – system chicagowski: geneza, działalnie, perspektywy, Akademia Obrony Narodowej, Warszawa 2007
3. Marciszewska, E., Programy lojalnościowe w procesach globalizacji usług lotniczych



### Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	45	2,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	30	1,0

<sup>1</sup> delete or add other activities as appropriate