



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Aviation services market

Course

Field of study

Aviation

Area of study (specialization)

Organization of air traffic

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

2

Lecturers

Responsible for the course/lecturer:

dr hab. Marek Waligórski, prof. PP

Responsible for the course/lecturer:

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Faculty of Civil and Transport Engineering

Piotrowo 3 Str., 60-965 Poznań

Prerequisites

Knowledge: The student has a basic knowledge of economics and aviation law. He knows the basic market mechanisms and tools of economic analysis. He knows the concept of the globalization process.

Skills: Student is able to associate and integrate the obtained information, analyze phenomena occurring in the environment, draw conclusions, formulate and justify opinions

Social competencies: The student is able to independently search for information in the literature, knows the rules of discussion and group work

Course objective

The aim of the course is to familiarize students with the characteristics of the aviation services market



and its operation 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. has detailed knowledge related to selected issues in the field of manned and unmanned aircraft construction, in the field of on-board equipment, control systems, communication and recording systems, automation of individual systems, has basic knowledge of flight simulation training devices and simulation methods used to solve problems air transport
2. knows the basic concepts of economics, relating in particular to air transport, has basic knowledge of managing and running a business, and knows the general principles of creating and developing forms of individual entrepreneurship, especially in the aspect of airlines
3. has basic knowledge of aviation law, organizations operating in civil aviation and knows the basic principles of state aviation functioning, has basic knowledge of key issues in the functioning of civil aviation

Skills

1. can obtain information from various sources, including literature and databases, both in Polish and in English, integrate them properly, interpret and critically evaluate them, draw conclusions and exhaustively justify their opinions
2. can analyze the strategies of enterprises and interpret their activities, and can use in practice the basic tools of strategic analysis
3. 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 on economic choices in the field of consumption and production,

Social competences

1. understands that in technology, knowledge and skills very quickly become obsolete
2. is aware of the importance of knowledge in solving engineering problems, knows examples and understands the causes of malfunctioning engineering projects that have led to serious financial and social losses, or to a serious loss of health and even life
3. can think and act in an entrepreneurial way, incl. finding commercial applications for the created system, bearing in mind not only the business benefits, but also the social benefits of the conducted activity

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lectures: assessment including the activity of students during the course and a written exam of the material being processed



Programme content

1. Basic concepts and types of markets including transport activity.
2. Factors influencing the size of demand, supply and prices. Equilibrium of the transport services market.
3. Models of the aviation services market and their characteristics.
4. The theory of consumer behavior from the perspective of the development of air transport and enterprises.
5. Cost and correction of aviation activities
6. Air transport management as a factor of strategic market development. Economics and organization.
7. Determinants of aviation activity and their influence on the efficiency of economic activity.
8. The aviation services market versus ecology and technical progress

Teaching methods

Bibliography

Basic

1. Rucińska D., Ruciński A., Tłoczyński D., Air transport. Economics and Organization, Publishing House of the University of Gdańsk, 2012.
2. Rucińska D., The market of transport services in Poland, Polskie Wydawnictwo Ekonomiczne, 2015.
3. Biskup K., Bukowski Z., Legal, administrative and economic conditions of aviation activity in Poland, Publishing House of the Kazimierz Wielki University, Bydgoszcz 2014.
4. Ciesielski M., Szudrowicz A., Economics of Transport, Publishing House of the University of Economics in Poznań, Poznań 2011.
5. Szymajda, Competition in air transport, European law and problems of adjusting Polish law, Liber, Warsaw 2002
6. Myszone K., Legal status of an air carrier in the light of European Community law, Liber, Warsaw 2000

Additional

1. Chakuu S., Kozłowski P., Nędzka M., Basics of air transport, Academic Consortium, 2012.
2. Biskup K., Bukowski Z., Determinants of aviation activity, Publishing House of the Kazimierz Wielki University, Bydgoszcz 2016.



3. Mendyk E. : Economics and organization of transport. WSzL, Poznań 2002.
4. Koźlak A., Economics of transport. Economic theory and practice. Publishing House of the University of Gdańsk. Gdańsk, 2008
5. Koziarski S., Transformations of transport infrastructure in Poland, Wydaw. University of Opole, 2010
6. Hawlen, J. ; Wolska, G., Logistic aspects of segmentation of the aviation services market in the conditions of increasing competition
7. Polkowska M., Legal basis for the functioning of international air navigation - the Chicago system: genesis, activities, perspectives, National Defense University, Warsaw 2007

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	30	1,5
Student's own work (literature studies, preparation for classes, preparation for tests,) ¹	20	0,5

¹ delete or add other activities as appropriate