

Subject card

Subject name and code	Air Transport, PG_00177624						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Dariusz Tłoczyński				
	Teachers		dr hab. Dariusz Tłoczyński				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	eNauczanie source addresses: Moodle ID: 13705 Transport lotniczy 2026 https://mdl.ug.edu.pl/course/view.php?id=13705						
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	30		0.0		0.0	30
Subject objectives	Knowledge : Student knows basic aviation terminology Student can classify the market for air transport services Student knows operational management methods in aviation entities skills: Student proposes new solutions to selected problems in aviation entities Student creates a marketing concept for aviation entities Student proposes factors to improve the financial result of aviation entitiesSocial competence: A student critically assesses the behaviour of entities on the market of air transport services						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W03] has a knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	The student has knowledge of the relationships between: the passenger and the air carrier, as well as the airport, and is able to identify the role and tasks of public institutions (local government, ministry, the Civil Aviation Authority, and international institutions) in shaping market rules.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
	[MSGMU2_W02] knows an advanced terminology in the field of international economics, international economic relations and complementary disciplines	The student has knowledge of economic relationships and the principles for formulating guidelines for market entities operating in an international environment.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[MSGMU2_K08] prepares responsibly for his/her work; is able to set priorities and to plan work appropriately considering changing social needs	The student is prepared to work in enterprises and institutions related to air transport and is able to define their own priorities.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[MSGMU2_K02] is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international economic relations	The student has the qualifications to critically assess the level of their own knowledge, skills, and competencies in relation to air transport.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] 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 in conducting research on the functioning of the air transport market, taking social needs into account.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[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 is able to think analytically about phenomena affecting the aviation market and to adapt the functioning of aviation entities to new challenges based on risk and threat assessment.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment	The student has the ability to identify and analyze relationships between entities in the air transport market operating in an international environment.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[MSGMU2_U01] can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations	The student has the ability to creatively describe and draw conclusions about economic phenomena occurring in air transport, using the knowledge they possess.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[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 assess market processes and draw conclusions for business purposes based on the research methods learned.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] 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 has the ability to interpret market data and to analyze its impact on the functioning of stakeholders in the air transport market.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[MSGMU2_W01] has an in-depth and structured knowledge of economic sciences, in particular economics, its place in the system of sciences, its relations with other sciences and fields of knowledge	The student has knowledge of market mechanisms in air transport, including supply-demand relationships as well as cost and pricing mechanisms.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[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 knowledge of the entities operating in the air transport services market.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
Subject contents	1. Air transport as a branch of economy- basic terms related to the functioning of the branch- stages of development of air transport- selected problems of functioning of modern air transport 2. Means of air transport- Communication aircraft- Air transport infrastructure 3. The market for air transport services- Demand for air transport services- Supply of air transport services 4. Economic relationships in air transport- Costs in air transport- Revenue in air transport 5. Operation of air transport companies- Traditional, low-cost and charter carriers- Airports- Handling agent 6. Organisation and management of air transport - organisation of air transport - air transport management 7. Air traffic control - Functions, tasks and scope of air transport control - Air traffic control organisation and management 8. Competition and cooperation in air transport- inter- and intra-industry competition- integration of air transport with selected transport modes- consolidations, mergers, acquisitions, alliances 9. Financing air transport services- sources of funding for air transport activities- state aid- privatisation as a source of revenue for air transport operators 10. Transport policy in relation to air transport- regional level- national level- continental level- global level 11. Marketing of air services- role of marketing in air transport- market segmentation- marketing research in air transport 12. Implementation of marketing instruments in air transport- product- price- distribution- promotion Aviation market development strategy- marketing strategies- development strategies- CSR		
Prerequisites and co-requisites	Requirements: knowledge of basic economic issues, ability to work in a group, willingness to acquire new Knowledge of basic economic issues, ability to work in a group, willingness to acquire new knowledge of air transport.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	33.0%
	activity	51.0%	33.0%
	work in class	51.0%	34.0%
Recommended reading	Basic literature	Vasigh B., Air Transport Economics, · Taylor & Francis Ltd ·	
	Supplementary literature	artykuły z czasopisma: Journal Air Transport Management	
	eResources addresses		
Example issues/ example questions/ tasks being completed	mobility, airport infrastructure		
Work placement	Not applicable		

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