

Subject card

Subject name and code	Sustainable Urban Transport and Mobility, PG_00178100						
Field of study	International Business						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group				
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksander Jagiello				
	Teachers		dr Aleksander Jagiello				
			dr hab. Marcin Wolek				
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						
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	To provide specific knowledge on sustainable urban transport and mobility.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[IBMU2_K01] Is ready to recognise the importance of knowledge of international business in the process of identifying and solving business problems and the need to consult experts in cases of complex issues		The student is ready to acknowledge the importance of knowledge of international business in the process of identifying and solving business problems in the field of mobility, as well as the need to consult experts in the case of complex issues.		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report		
	[IBMU2_U01] can creatively interpret, explain and analyse complex economic phenomena and the relations occurring between them, using the acquired knowledge in international business and international economic and financial relations		The student is able to creatively interpret, explain, and analyze complex economic phenomena and the relationships between them, using the acquired knowledge in international business, international economic and financial relations, as well as transport economics.		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report		
	[IBMU2_W01] has an in-depth knowledge of the discipline of economics and finance; understands the differences between contemporary trends in the theory of international business		The student has in-depth knowledge in the discipline of economics and finance; he/she understands the differences between contemporary currents of international business theory and issues related to transport economics.		[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report		

Subject contents	1.The city as an area of sustainable transport and mobility
	1.1. Urbanisation: global and local context
	1.2. Spatial accessibility
	1.3. Transport and smart city concept
	2.Urban transport market: supply
	2.1.Market organisation and structure
	2.2. Stakeholders on urban transport market
	2.3. Supply of urban transport services
	3.Urban electromobility
	3.1.The concept of electromobility
	3.2.New trends in electromobility in cities
	3.3.Electromobility: case studies
	4.Case study on electromobility: a study visit in the trolleybus operator (PKT Gdynia sp. z o.o.) in Gdynia
	5.Urban transport market: demand
	5.1.The nature of demand in transport
	5.2.Consumer behavior on urban transport market
	5.3.Segmentation of the passenger urban transport market
	6. Marketing research on urban transport market
	6.1. The proces of marketing research
	6.2. Main challenges for the research on urban transport market
	6.3. Selected case studies
	7.Case study on marketing research: a study visit in ZKM Gdynia (a Public Transport Authority for Gdynia)
	8. Costs and pricing on urban transport market
	8.1. Costs: a perspective of public transport operator
	8.2. External costs in public transport

	8.3. Pricing of urban transport services		
	9. Urban transport and mobility policy		
	9.1. Factors determining transport policy		
	9.2. Sustainable Urban Mobility Plans (SUMP) as a local policy tool		
	9.3. Selected case studies		
	10. Presentations of selected case studies prepared by students		
Prerequisites and co-requisites	Knowledge of basic economics issues and basics of transport economics.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	group presentation	51.0%	50.0%
	classroom activities	51.0%	50.0%
Recommended reading	Basic literature	1. SUMP for Cities Sustainable Development. Editors: M. Burinskiene, R. Uspalyte-Vitkuniene. MDPI, Basel 2021. Link to download: https://www.mdpi.com/books/pdfdownload/book/3574 2. S. Schonfelder, K.W. Axhausen, Urban Rhythms and Travel Behaviour, Routledge, London New York 2010. 3. A. Jagiello, Economic Efficiency of Sustainable Public Transport: A Literature Review on Electric and Diesel Buses, Energies, 2025 4. M. Wolek et al.: Integration of a multilevel transport system model into sustainable urban mobility planning "Sustainability" 2018	
	Supplementary literature	1. J. Shaw, et al. Towards Transport Net Zero (Transport and Sustainability Book 20), Emerald Publishing Limited 2025. 2. by L. Hansson, C. Hedegaard Sørensen, T. Rye, Public Participation in Transport in Times of Change (Transport and Sustainability Book 18), Emerald Publishing Limited 2023.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Evaluation of SUMPs in terms of their objectives, actions, and the monitoring and evaluation systems applied.		
Work placement	Not applicable		

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