

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

BUSINESS PLAN IN LOGISTIC SERVICES

Studies: Management

II cycle studies
Excellence in Management
Specialty: Management of logistic services

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	4	-	16	1

Course description:

The Business Plan in Logistic Services study program focuses on equipping students with the necessary skills and knowledge to develop robust business plans tailored specifically for logistics service ventures. This program offers a comprehensive exploration of the logistical industry, emphasizing the unique aspects and challenges within logistics services. Students will delve into the intricacies of developing business plans from inception to execution. This includes conducting thorough market analyses to understand customer needs, competition, and emerging trends within the logistics services sector. Financial planning forms a core component, teaching students to create accurate projections and manage resources effectively. Moreover, the program will cover operational strategies essential for successful logistics service delivery, emphasizing customer-centric approaches and efficiency optimization. Risk management within the logistics domain will be a crucial focal point, ensuring that students can identify potential risks and develop contingency plans within their business models. Additionally, students will explore the integration of technological advancements such as AI, IoT, and data analytics in logistics services, understanding their role in enhancing service quality and operational efficiency. Through case studies, simulations, and practical projects, students will apply theoretical knowledge to real-world scenarios, honing their skills in business plan development within the context of logistics services. The course is filled in with many case studies and practical examples of business plan in logistic services, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Comprehensive Understanding: Develop a comprehensive understanding of logistics services and their nuances.
2. Business Plan Development: Teach students to create detailed and viable business plans specifically tailored for logistic service ventures.
3. Market Analysis: Enable students to conduct in-depth market analysis to identify opportunities and assess competition.
4. Financial Planning: Equip students with the skills to create financial projections and manage finances effectively within logistics services.
5. Operational Strategy: Explore operational strategies specifically relevant to logistic services, optimizing efficiency and customer satisfaction.
6. Risk Management: Address risk factors inherent in logistics services and devise risk mitigation strategies within business plans.
7. Technological Integration: Introduce technological advancements and their integration to enhance logistics service operations.

8. Presentation and Communication: Develop students' presentation and communication skills to effectively convey business plans to stakeholders.

Teaching the functions and role of business plan in logistic services for contemporary market entities, developing skills in solving business plan in logistic services, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on business plan in logistic services. Training of social competences related to collective problem solving and preparing and introducing all stages of business plan in logistic services in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

The Business Plan in Logistic Services study program focuses on equipping students with the necessary skills and knowledge to develop robust business plans tailored specifically for logistics service ventures. This program offers a comprehensive exploration of the logistical industry, emphasizing the unique aspects and challenges within logistics services. Students will delve into the intricacies of developing business plans from inception to execution. This includes conducting thorough market analyses to understand customer needs, competition, and emerging trends within the logistics services sector. Financial planning forms a core component, teaching students to create accurate projections and manage resources effectively. Moreover, the program will cover operational strategies essential for successful logistics service delivery, emphasizing customer-centric approaches and efficiency optimization. Risk management within the logistics domain will be a crucial focal point, ensuring that students can identify potential risks and develop contingency plans within their business models. Additionally, students will explore the integration of

technological advancements such as AI, IoT, and data analytics in logistics services, understanding their role in enhancing service quality and operational efficiency. Through case studies, simulations, and practical projects, students will apply theoretical knowledge to real-world scenarios, honing their skills in business plan development within the context of logistics services.

Main topics:

1. Introduction to Logistics Services Business Planning
2. Market Analysis and Segmentation in Logistic Services
3. Financial Planning for Logistics Service Ventures
4. Operational Strategies for Logistics Services
5. Risk Management in Logistics Services Business Plans
6. Technological Integration in Logistics Services
7. Presentation and Communication Skills in Business Plans
8. Case Studies: Business Plans in Logistic Services

Literature

Main texts:

1. Harrison, Alan & van Hoek, Remko - "Logistics Management and Strategy: Competing Through the Supply Chain" - Pearson (2018)
2. Coyle, John J. et al. - "Supply Chain Management: A Logistics Perspective" - Cengage Learning (2017)
3. Simchi-Levi, David et al. - "Operations Rules: Delivering Customer Value through Flexible Operations" - MIT Press (2017)
4. Fernie, John & Sparks, Leigh - "Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain" - Kogan Page (2018)

Additional required reading material:

1. Christopher, Martin & Peck, Helen - "Marketing Logistics" - Routledge (2017)
2. Rushton, Alan et al. - "The Handbook of Logistics and Distribution Management" - Kogan Page (2017)

Rules of the exams on subject (Assessments)

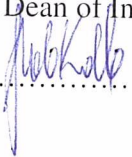
Lectures – n/a

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



AKADEMIA GÓRNOŚLĄSKA
im. Wojciecha Korfańtego w Katowicach
ul. Harcerzy Wrzeźńia 1939 nr 3
40-659 Katowice
tel. (32) 35 70 643, NIP 954 00 07 281
www.akademiagornoslaska.pl (192)