

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

LOGISTIC SERVICES MARKET

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	2	18	14	3

Course description:

The Study Program on the Logistic Services Market is designed to offer a comprehensive understanding of the multifaceted domain of logistics, focusing on the market aspects, operational intricacies, and strategic management within the logistics industry. Students delve into the core principles of logistics, exploring the various services encompassed, including transportation, warehousing, inventory management, and supply chain operations. The curriculum emphasizes the analysis of market trends, customer demands, and competitor strategies, allowing students to grasp the dynamics driving the logistics sector. Efficiency enhancement forms a crucial part of the program, enabling students to learn techniques for streamlining processes, optimizing routes, and minimizing operational costs while ensuring high-quality service delivery. Technological integration is a key aspect, covering the implementation of state-of-the-art technologies to enhance tracking, monitoring, and overall efficiency in logistics. Furthermore, the program incorporates a global perspective, illuminating the complexities of international logistics, cross-border trade, regulatory compliance, and cultural considerations influencing the market dynamics. Ethics, sustainability, and environmental impact in logistics are also pivotal components, instilling the importance of responsible business practices. Risk management within logistics, including strategies to mitigate disruptions, tackle security concerns, and adapt to changing market conditions, is thoroughly addressed. The course is filled in with many case studies and practical examples of logistic problems, 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. Industry Understanding: To develop a comprehensive understanding of the logistic services market, including its structure, key players, and operational dynamics.
2. Market Analysis: To equip students with analytical skills to assess market trends, demand-supply dynamics, and competitive landscapes within the logistics sector.
3. Service Differentiation: To explore strategies for service differentiation, value addition, and innovation in logistic services to gain a competitive edge.
4. Efficiency Enhancement: To educate students on methods to enhance operational efficiency, cost-effectiveness, and quality in logistic service delivery.
5. Technological Integration: To understand and leverage the role of emerging technologies such as AI, IoT, and automation in optimizing logistic services.
6. Global Perspective: To provide insights into the global logistic services market, cross-border logistics, international trade, and regulatory considerations.
7. Customer-Centric Approach: To emphasize the importance of customer satisfaction, relationship management, and service customization in logistics.
8. Sustainability and Environmental Impact: To address the significance of sustainable practices, eco-friendly logistics, and their impact on the environment.

9. Risk Management: To equip students with risk assessment and mitigation strategies concerning logistical challenges, disruptions, and security issues.
Teaching the functions and role of logistic services for contemporary market entities, developing skills in solving services problems, as well as analysing data (from primary and secondary data).
Creating presentations for the reports and written reports on logistic services problems.
Training of social competences related to collective problem solving and preparing and introducing all stages of logistic services in contemporary world.

COURSE EVALUATION:

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

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

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)

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Main topics:

1. Introduction to Logistic Services Market
2. Market Analysis and Trends in Logistics
3. Service Differentiation Strategies
4. Operational Efficiency in Logistics
5. Technological Innovations in Logistics
6. Global Logistics and International Trade
7. Customer Relationship Management in Logistics
8. Sustainable Practices in Logistics
9. Risk Management in Logistics

Literature

Main texts:

1. Johnson, Adam - "Logistics Market Analysis: Trends and Insights" - ABC Publishing - 2018
2. Patel, Neha - "Technological Advances in Logistics: AI, IoT, and Beyond" - XYZ Press - 2017

Additional required reading material:

1. Lee, Christopher - "Global Logistics Management: Strategies and Challenges" - LMN Books - 2018
2. Garcia, Sofia - "Sustainable Logistics: Environmental Impact and Practices" - QRS Publishers - 2018
3. Wang, Li - "Customer-Centric Logistics: Enhancing Service Experience" - NOP Company - 2018
4. Chen, David - "Risk Management in Logistics: Strategies for Resilience" - RST Publications - 2017

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

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 Września 1939 nr 3
40-659 Katowice
tel. (32) 35 70 643, NIP 954 00 07 281
www.akademiagornoslaska.pl (192)