

COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Economics, Business and International Studies		
ACADEMIC UNIT	Department of Business Administration		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE	ΔTE513	SEMESTER	1st
COURSE TITLE	Management of Travel and Transport Firms		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
Lectures	5	3	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/ODE181/		

(2) LEARNING OUTCOMES

<p>Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> ● <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> ● <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> ● <i>Guidelines for writing Learning Outcomes</i>
<p>Upon successful completion of the course students will be able to:</p> <ul style="list-style-type: none"> - Understand the organization and operation of travel and transport businesses. - Apply the specialized management tools to a transport business. - Recognize the factors that influence the demand and supply of transportation services. - Demonstrate the ability to evaluate investments in the transport and travel sector. - Identify and estimate the costs of producing travel and transport services. - Apply pricing methods for transport and travel services. - Formulate the strategic planning of a transport business. - Distinguish between different transport markets such as road, rail, air, river and sea.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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- Research, analyze and synthesize data and information using the necessary tools of management science
- Teamwork
- Project planning and management
- Work in a national and international environment
- Promotion of free creative and inductive thinking

(3) SYLLABUS

The aim of the course is to present an understanding of the organization and operation of travel and transport companies as well as the transport sector in general, so that the future manager of a transport company is equipped with the appropriate tools and knowledge for the effective management of the company. In particular, the course introduces students to the study of the problems encountered in the transport sector, through familiarization with basic concepts and all the necessary methodological tools. Through the analysis of the basic concepts, the student will obtain the necessary knowledge, both theoretical and applied, that is essential for understanding this key sector of the tourism product. Thus, the educational material covers a broader scientific field with the main characteristics of the transport sector such as, elasticities, production costs, pricing methods as well as investments in travel and transport enterprises. The main topics covered are:

- Forms of organization of transport and travel businesses
- The transport market (Road, rail, air, river and sea transport)
- The basic characteristics of the transport sector in the context of providing the tourist product.
- Demand and supply of transportation services and their determining factors.
- Price, income and supply elasticities, the cross elasticity in transportation.
- Production cost of travel and transportation services, depreciation cost, social cost analysis.
- Pricing methods, price discrimination, marginal cost, pricing methodology.
- Transport subsidies, the internalization of external costs.
- Investments in the transport and travel sector.
- Methods of evaluating transport investment projects (single-criteria, multi-criteria, cost-benefit analysis, IRR, NPV).
- Strategic Planning in the transport business

(4) TEACHING and LEARNING METHODS - EVALUATION

<p>DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	Face to Face																					
<p>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	Use of ICT in lectures																					
<p>TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<table border="1"> <thead> <tr> <th data-bbox="667 472 999 506">Activity</th> <th data-bbox="1007 472 1316 506">Semester workload</th> </tr> </thead> <tbody> <tr> <td data-bbox="667 512 999 546">Lectures</td> <td data-bbox="1007 512 1316 546">24</td> </tr> <tr> <td data-bbox="667 553 999 586">Tutorials</td> <td data-bbox="1007 553 1316 586">10</td> </tr> <tr> <td data-bbox="667 593 999 627">Study</td> <td data-bbox="1007 593 1316 627">20</td> </tr> <tr> <td data-bbox="667 633 999 667">Exercises</td> <td data-bbox="1007 633 1316 667">28</td> </tr> <tr> <td data-bbox="667 674 999 707">Exam</td> <td data-bbox="1007 674 1316 707">2</td> </tr> <tr> <td data-bbox="667 714 999 748"> </td> <td data-bbox="1007 714 1316 748"> </td> </tr> <tr> <td data-bbox="667 754 999 788"> </td> <td data-bbox="1007 754 1316 788"> </td> </tr> <tr> <td data-bbox="667 795 999 828"> </td> <td data-bbox="1007 795 1316 828"> </td> </tr> <tr> <td data-bbox="667 835 999 869">Course total</td> <td data-bbox="1007 835 1316 869">84</td> </tr> </tbody> </table>		Activity	Semester workload	Lectures	24	Tutorials	10	Study	20	Exercises	28	Exam	2							Course total	84
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<p>STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>The evaluation of the course is implemented through a final exam and a mandatory written assignment</p>																					

(5) ATTACHED BIBLIOGRAPHY

<p>Suggested bibliography:</p> <ul style="list-style-type: none"> - E. Sambracos "Transport Economics" Ed. Varvarigou, Piraeus 2018, p. 494. - E. Sambracos, "The Transport Sector and the combined Transport", Ed. A. Stamoulis, Athens 2009, p. 243. <p>Related academic journals:</p> <ul style="list-style-type: none"> • Research in Transportation Business & Management • Journal of Transportation Management • Journal of Air Transport Management • <i>Transportation Management</i> • International Journal of Transport Management • Transportation Research • International Journal of Shipping and Transport Logistics • Transport Economics and Logistics • Maritime Policy & Management
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