

Module	Transport Economics and Data Analysis
Area	B - Technical-Professional
Objectives	<ul style="list-style-type: none"> - To acquire the necessary notions to manage an international transport service business company - To develop notions pertaining to market analysis
Classroom activities	20hours
Contents	<p style="text-align: center;">TRANSPORT ECONOMICS</p> <ul style="list-style-type: none"> - Globalization and internationalization: emerging souverainism? - Protectionism, duties and subsidies effects: nowadays great debate. - Business international relations: the exchange rates problem <p style="text-align: center;">MARKET ANALYSIS</p> <ul style="list-style-type: none"> - Commercial exchanges, goods categories and geography of fluxes - Goods transport and globalisation - Goods transport service and logistics - Data for market comprehension and service definition: supply and demand - Segmentation process, targeting and market positioning - Market analysis process, strategic and operational marketing notions - CEMT/bilaterali/multilateral transit and destination authorizations - Bill of lading - Ports and services spreadsheets - Demurrage e detention - Intermodal transport principles
Laboratory activities	10 hours
Contents	<ul style="list-style-type: none"> - Conducting a demand survey: case study - Logistics services characterisation: case study
Expected Learning outcomes	<ul style="list-style-type: none"> - Acquisition of economic competences to face challenges and risks connected with an international transport business

Credits (ECTS)	3
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Module	Logistic Process Planning and Management
Area	<u>B - technical-professional</u>
Objectives	<ul style="list-style-type: none"> - To deliver knowledge on logistics service planning methodologies (warehouse) and freight transport - To deliver knowledge on maritime, air and land shipping service methods - To deliver knowledge on service planning and management in medium and large organized distribution, cold and fuel supply chain
Classroom activities	100 hours
Contents	<ul style="list-style-type: none"> - Planning and management of business logistics in the supply chain sector: service types, resources planning, processes and procedures, outsourcing, sizing and costing - Logistics planning and management in the medium and large organized distribution: warehouse and distribution processes - Logistics planning and management in maritime transport related activities: shipping processes, sizing and distribution processes - Logistics planning and management in cold supply chain - Dangerous goods logistic service planning and management
Laboratory activities	26 hours
Expected learning outcomes	<ul style="list-style-type: none"> - In-depth knowledge of logistic service sizing and costing - Proven competence in time/resources planning for service production - Anomalies management control
Credits (ECTS)	10