

Module	Production and supply of transport service and logistics. Supply and demand analysis
Area	B- Technical-Professional
Objectives	<ul style="list-style-type: none"> - To develop the ability to analyse fluxes, models and decisional processes in transport service supply. - To develop the ability to study the logistics supply chain roles and the planning of the transport offer, with a focus on costs/benefits ratio.
Classroom activities	40 hours
Contents	<p>Part 1: Market and Production</p> <p>Unit 1: Service companies and production costs</p> <ul style="list-style-type: none"> - Production and service companies - Service companies characteristics - Production costs - Operating costs - Transport offer <p>Part 2: Transport Demand</p> <p>Unit 1: General notions on transports</p> <ul style="list-style-type: none"> - Variables affecting transport costs - Distance - Return trip - The bargaining power of the parties - Compared costs - The target market - Industrial transports - Intermodal transports <p>Unit 2: Transport demand</p> <ul style="list-style-type: none"> - Freight transport demand: characterization of the demand according to commodity type - Causes affecting freight transport demand - Long-term permanent causes - Medium-short term cyclical causes - Contingent occasional causes - Demand function - Estimation of transport demand for service definition - Freight transport offer: costs and technical characteristics of services - Infrastructural aspects - Placement of a technical-economic offer for freight transport services <p>Part 3: Relationship between transport supply and demand</p> <p>Unit 1: Analysis of transport supply and demand balance</p> <ul style="list-style-type: none"> - Market balance - Relating freight and transport use value - Large bulk transport - Establishing public local transport tariffs - Increase in demand effects - Decrease in demand effects - Economic indicators

Expected learning outcomes	<ul style="list-style-type: none">- Acquisition of analytical and evaluation competences for the planning of a competitive and sustainable modal transport offer- In-depth knowledge of the roles and functions in the logistics supply chain sector
Laboratory activities	30 hours
Credits (ECTS)	7