Number of Module	Name of Module	Lecturer
VW-ATL-82b	Market-oriented design of rail freight and passenger transportation	Daniel Haalboom jelle_daniel.haalboom@tu-dresden.de
Qualification Aim	Students can design market-oriented service provision in rail freight and passenger transport based on current methods, understand, structure, develop, and implement related processes. They are able to design relevant analyses and incorporate their results into planning and implementation. Furthermore, students can select necessary performance indicators and assess and describe the support provided by information and dispatching systems. They can reflect on the impact of the use of process control and controlling systems based on the resilience of the railway network and the impact of target functions in the planning of service provision in rail transport. They are able to draw and present conclusions about service provision in rail freight and passenger transport. Students develop basic organizational and leadership skills.	
Content	Contents of the module are – Strategic management, strategic planning and service provision in rail freight and passenger transportation, – Strategic analysis, – Selection and evaluation of strategies for market-oriented service provision, – Implementation of strategies, – Systemic resilience analyses, – strategic controlling and – models for cooperation and competition.	
Lehr- und Lehrformen	3 SWS lecture, 1 SWS seminar, and independent study. The teaching language is English.	
Requirements for Participation	Competencies in operational processes and in the operational management of transportation systems are required.	
Usability	This module is one of 27 elective modules in the master's degree program Air Transport and Logistics, which must be chosen according to § 32 paragraph 3 of the examination regulations.	
Voraussetzungen für die Vergabe von Leistungspunkten	The credit points are awarded upon passing the module examination. The module examination consists of a portfolio comprising 40 hours of work. The examination language for the portfolio is either German or English, at the student's discretion.	
Credit Points and Grades	5 credit points can be acquired through the module. The module grade corresponds to the grade of the examination performance.	
Frequency of Module	The module is offered each academic year in the winter semester.	
Workload	The total workload is 150 hours.	

Duration of the Module	The module lasts one semester.