

<b>Module Title</b>	<b>Managing Transport Operations</b>
<b>Class-Contact Hours</b>	45 hours
<b>Module Value</b>	0.75
<b>Module Rationale/Aims</b>	To develop a thorough understanding of the principles of transport operations and management.
<b>Pre-requisites/Co-requisites</b>	None
<b>Learning Objectives</b>	<p>To enable students to:</p> <ul style="list-style-type: none"><li>• Describe the main types of business enterprises in local transport</li><li>• Identify the competitive strengths and weakness of each transportation mode</li><li>• Explain different marketing approaches and demonstrate effective use of marketing mix in transport industry</li><li>• Analyze the requirements of management of safety in transport systems</li><li>• Analyze the recent changes to the business environment in ownership and control</li><li>• Evaluate the implications of government intervention for transport operators</li></ul>