

**Title of the whole course: Public transport between marketing and politics**

## **Quality and Benchmarking in Public Transport**

**Name of the Educational Test Site:**

**ETHZ: Eidgenössische Technische Hochschule Zürich**

**Objective of the whole course**

- Insight in the problem of being a private company which has to fulfill requirements of local authorities.
- Professionals should exchange their experiences
- Professionals should get new ideas how to manage public transport companies

**Content of the whole course**

- The role of the involved partners in the public transport market
- Submission in the public transport sector
- Optimal structures for a market oriented product
- Customers requirements on public transport

**Which parts of PORTAL (project results) were taken up?**

Mainly the contents of the transparencies and the written materials

**Which PORTAL material was used?**

All slides, written materials were distributed to the students

<b>Separate / existing course</b>	Separate course
<b>Optional / compulsory course</b>	Compulsory course
<b>Name of the corresponding curricula</b>	Please fill in!
<b>Participants' level</b>	professionals
<b>Type of input</b>	Please fill in!
<b>Number of participants</b>	20
<b>Timing</b>	Please fill in!
<b>Exercises</b>	No
<b>Language</b>	German

<b>Name of the teacher</b>	<b>Heinrich Brändli</b>
- e-mail	<a href="mailto:braendli@ivt.baug.ethz.ch">braendli@ivt.baug.ethz.ch</a> / <a href="mailto:portal@ivt.baug.ethz.ch">portal@ivt.baug.ethz.ch</a>
- Phone number	+41 1 633 31 03 / +41 16 33 66 88
Website of institution and / or lecturer	<a href="http://www.ivt.baug.ethz.ch">www.ivt.baug.ethz.ch</a>
Language of lecturer	German
<b>Fields of expertise</b>	Public Transport: Quality and Benchmarking Public Transport: Regulatory Frameworks Public Transport: Integrated Transport Chains Inner Urban Freight Transport Transport and land use Policy Formulation and Implementation