

**Subject card**

|  |   |  |                    |                                     |  |            |     |
|--|---|--|--------------------|-------------------------------------|--|------------|-----|
| <b>Subject name and code</b>                       | Market Simulation, PG_00129845  |  |                    |                                     |  |            |     |
| <b>Field of study</b>                              | International Business  |  |                    |                                     |  |            |     |
| <b>Date of commencement of studies</b>             | October 2024  | <b>Academic year of realisation of subject</b>           |                    |                                     | 2026/2027                                      |            |     |
| <b>Education level</b>                             | Bachelor's studies  | <b>Subject group</b>                                     |                    |                                     | Obligatory subject group in the field of study |            |     |
| <b>Mode of study</b>                               | full-time studies   | <b>Mode of delivery</b>                                  |                    |                                     | at the university                              |            |     |
| <b>Year of study</b>                               | 3   | <b>Language of instruction</b>                           |                    |                                     | Polish<br>English 100%                         |            |     |
| <b>Semester of study</b>                           | 5   | <b>ECTS credits</b>                                      |                    |                                     | 3.0  |            |     |
| <b>Learning profile</b>                            | academic  | <b>Assessment form</b>                                   |                    |                                     |  |            |     |
| <b>Conducting unit</b>                             | Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector  |  |                    |                                     |  |            |     |
| <b>Name and surname of lecturer (lecturers)</b>    | <b>Subject supervisor</b>   |  | dr Marek Reysowski |                                     |  |            |     |
|  | <b>Teachers</b>   |  | dr Marek Reysowski |                                     |  |            |     |
| <b>Lesson types</b>                                | <b>Lesson type</b>  | Lecture  | Tutorial           | Laboratory                          | Project  | Seminar    | SUM |
|  | <b>Number of study hours</b>  | 0.0  | 30.0               | 0.0                                 | 0.0  | 0.0        | 30  |
|  | E-learning hours included: 0.0  |  |                    |                                     |  |            |     |
| <b>Learning activity and number of study hours</b> | <b>Learning activity</b>  | Participation in didactic classes included in study plan |                    | Participation in consultation hours |  | Self-study | SUM |
|  | <b>Number of study hours</b>  | 30   |                    | 15.0                                |  | 30.0       | 75  |
| <b>Subject objectives</b>                          | Understanding of the processes within the enterprise. The ability to define the needs and preferences of customers and to develop market-based products and services. |  |                    |                                     |  |            |     |

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|---|---|---|---|
| Learning outcomes   | Course outcome  | Subject outcome   | Method of verification  |
|   | [IBL3_U01] can interpret and explain economic phenomena, analyse their causes, course and connections within these phenomena using the acquired knowledge of international business, economics and finance and complementary disciplines  | The student can interpret and explain economic phenomena, analyse their causes, course and connections within these phenomena using the acquired knowledge of international business and marketing.   | [SU2] presentation/project/paper/report<br>[SU6] demonstration of practical skills  |
|   | [IBL3_U02] can formulate and solve complex and nonstandard issues in international business by employing quantitative and qualitative research methods and tools, as well as advanced communication and information techniques applicable in the field of international business, economics and finance                   | Student can formulate and solve complex and nonstandard issues in international business by employing different methods and tools, and solutions, as well as advanced communication and information techniques applicable in the field of international business, economics and finance based on the simulation game. | [SU2] presentation/project/paper/report<br>[SU6] demonstration of practical skills  |
|   | [IBL3_K02] is ready to critically assess own knowledge in the field of international business, economics and finance and complementary disciplines  | The student is ready to critically evaluate his own knowledge in the field of international business and strategic management.  | [SK2] presentation/project/paper/report<br>[SK5] implementation of a problem task   |
|   | [IBL3_K04] is ready to think and act in an entrepreneurial manner   | The student is ready to think and act in an entrepreneurial way.  | [SK2] presentation/project/paper/report<br>[SK5] implementation of a problem task   |
|   | [IBL3_W08] knows and understands principles of economic decision making by individuals acting within social and business structures   | The student knows and understands principles of economic decision making by individuals acting within social and business structures.   | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report<br>[SW5] implementation of a problem task |
| [IBL3_U09] is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams | Student is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams.   | [SU2] presentation/project/paper/report<br>[SU6] demonstration of practical skills  |   |
| Subject contents  | 1. Introduction to strategic management<br><br>2. Market segmentation<br><br>3. Long term market strategy for simulated company<br><br>4. Introduction to simulation software<br><br>5. New product introduction techniques<br><br>6. Development of communication strategies<br><br>7. Loyalty and satisfaction research |   |   |
| Prerequisites and co-requisites   | Knowledge of marketing-mix tools. Understanding of market research.   |   |   |
| Assessment methods and criteria   | Subject passing criteria  | Passing threshold   | Percentage of the final grade   |
|   | Personal involvement  | 51.0%   | 10.0%   |
|   | Project, market simulation  | 51.0%   | 90.0%   |
| Recommended reading   | Basic literature  | Marcin Skurczyński, Strategic market simulation - 4RMR - teaching materials and manual, IHZ, Sopot 2010<br><br>Marcin Skurczyński, Segmentation - teaching materials, IHZ, Sopot 2010   |   |
|   | Supplementary literature  | Philip Kotler, Marketing Management, Pearson, any edition dated after year 2000   |   |

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|--|----------------------|---------------------------------|
|  | eResources addresses | Adresy na platformie eNauzanie: |
| Example issues/<br>example questions/<br>tasks being completed |                      |                                 |
| Work placement   | Not applicable       |                                 |

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