University of Gdańsk

Subject card

Subject name and code	Strategy Games, PG_00170210						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		3.0		
Learning profile	academic		Assessment form				
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Reysowski				
	Teachers		dr Marek Reysowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours	Self-study		SUM
	Number of study hours	15		12.0	48.0		75
Subject objectives	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.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGMU2_W07] has an in-depth knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities	In the course of the game, the student understands the rules of the market, the changes taking place in the market and their sources and their impact on the functioning of economic players.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	Students will be able to use their knowledge to formulate and solve complex problems related to the functioning of companies on the international market. The project prepared in a team is discussed during consultations with the course instructor.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	During the game, the student is prepared to identify, diagnose and responsibly resolve dilemmas and different options for business solutions independently.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task

Subject contents	1. Introduction to strategic business management 11.1. Methods of forming strategic objectives in a company1.2. Elements of a strategic plan2. Introduction to strategic business management 22.1. Basic strategic analysis2.2. Methods of positioning in relation to competitors3. Customer segmentation methods3.1. Segmentation based on customer preferences and habits3.2. Demographic characteristics of segments4. Development of a long-term strategy for the company5. Introduction to simulation5.1. Description of the market situation5.2. Learning to use the user interface6. Methods of introducing a new product to the market6.1. Analysis of customer expectations and preferences6.3. Defining a range of price acceptability7. Building and implementing communication strategies7.1. Message and media selection for target segments7.2. Brand awareness8. Customer satisfaction and loyalty surveys8.1. Overall satisfaction index8.2. Influence of individual elements of the offer on overall customer satisfaction9. Summary of the course
Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Personal involvement	0.0%	10.0%
Project, market simulation	51.0%	90.0%

Recommended reading

Basic literature	Marcin Skurczyński, Strategiczna symulacja rynkowa 4RMR - Podręcznik, IHZ, Sopot 2015 Marcin Skurczyński, Segmentacja - materiały do zajęć, IHZ, Sopot 2010
Supplementary literature	Philip Kotler, Marketing Management, Pearson, any edition dated after year 2000
eResources addresses	Adresy na platformie eNauczanie:

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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