Subject card

Subject name and code	Market Simulation, PG_00173364		
Field of study	International Business		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2027/2028
Education level	Bachelor’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	3	Language of instruction	Polish
Semester of study	5	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	30.0	0.0	0.0	0.0	30
	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	30	10.0	35.0	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
	[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. The project prepared in a team is discussed during consultations with the course instructor.	[SU2] presentation/project/paper/report [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 [SU6] demonstration of practical skills
	[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 [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 [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 [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 [SW2] presentation/project/paper/report [SW5] implementation of a problem task

Subject contents	1. Introduction to stratgic management 2. Market segmentation 3. Long term market strategy for simmulated company 4. Introduction to simmulation software 5. New product intorduction techniques 6. Development of communication strategies 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 simmulation - 4RMR - teaching materials and manual, IHZ, Sopot 2015 Marcin Skurczyński, Segmentation - teaching materials, IHZ, Sopot 2010

	Supplementary literature	Philip Kotler, Marketing Management, Pearson, any edition dated after year 2000
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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