University of Gdańsk

Subject card

Subject name and code	Simulations and Business Games, PG_00199398						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research 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		4.0		
Learning profile	academic		Assessment form		credit		
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						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	0.0	60
	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	60		0.0		40.0	100
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
[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	The student adapts to new situations and conditions, takes on the challenge of creative thinking, acquires resilience in the face of failure as a member of a team involved in a simulation.	[SK2] presentation/project/paper/ report [SK5] implementation of a problem task
[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	The student has the ability to put into practice the knowledge acquired in economics, finance and management, complementing it during the game with an analysis of efficiency. Doubts that arise during the analysis are discussed during consultations with the course instructor.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	The student is able to interact and work in a team representing the company, the simulation participant.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
[EKONMU2_W05] has a knowledge of the human being as a manufacturer and consumer and has a knowledge of the human being as a creator of culture and social structures	The student has an extended knowledge of the human being as a consumer and buyer of the products proposed by the simulation participants.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[EKONMU2_W03] has a knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	The student has an in-depth knowledge of the relationships between simulation participants and the processes occurring between them.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task

Subject contents	1. Introduction to strategic business management 1 1.1. Methods of forming strategic objectives in a company 1.2. Elements of a strategic plan 2. Introduction to strategic business management 2 2.1. Basic strategic analysis 2.2. Methods of positioning in relation to competitors 3. Customer segmentation methods 3.1. Segmentation based on customer preferences and habits 3.2. Demographic characteristics of segments 4. Development of a long-term strategy for the company 5. Introduction to simulation 5.1. Description of the market situation 5.2. Learning to use the user interface 6. Methods of introducing a new product to the market 6.1. Analysis of customer expectations and preferences 6.3. Defining a range of price acceptability 7. Building and implementing communication strategies 7.1. Message and media selection for target segments 7.2. Brand awareness 8. Customer satisfaction and loyalty surveys 8.1. Overall satisfaction index 8.2. Influence of individual elements of the offer on overall customer satisfaction 9. Summary of the course The student discusses these issues during consultations with the course instructor

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<tr><td></td><td></td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
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<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Project, market simulation</td><td>51.0%</td><td>100.0%</td></tr>
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<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Marcin Skurczyński, Strategiczna symulacja rynkowa 4RMR - Podręcznik, IHZ, Sopot 2015

Marcin Skurczyński, Segmentacja - materiały do zajęć, IHZ, Sopot 2010</td></tr>
<tr><td>Supplementary literature</td><td>Philip Kotler, Marketing Management, Pearson, any edition dated after year 2000</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td></td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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