University of Gdańsk

Subject card

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|---|---|---|---|---|---|---|---|
| Subject name and code | Strategy Games, PG_00199689 | | | | | | |
| Field of study | International Economic Relations | | | | | | |
| 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<br>Optional subject group<br>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 | 3.0 | | | |
| 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 | 0.0 | 15.0 | 0.0 | 15.0 | 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 | | 0.0 | 45.0 | 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_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. Students are able to carry out a project task involving strategic simulation and discuss its objectives and progress with the course tutor during consultation sessions and project blocks. The project blocks are included in the course schedule, and the dates and venues for consultation sessions are published on the University of Gdańsk website. | [SU1] oral statement/conversation/ discussion<br>[SU2] presentation/project/paper/ report |
| [MSGMU2_W07] has a 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<br>[SW2] presentation/project/paper/ report<br>[SW5] implementation of a problem task |
| [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<br>[SK2] presentation/project/paper/ report<br>[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 |
|---|---|---|
| Project, market simulation | 51.0% | 90.0% |
| Personal involvement | 51.0% | 10.0% |

## Recommended reading

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|---|---|
| Basic literature | Marcin Skurczyński, Strategiczna symulacja rynkowa 4RMR - Podręcznik, IHZ, Sopot 2015<br><br>Marcin Skurczyński, Segmentacja - materiały do zajęć, 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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