

Subject card

Subject name and code	Market Simulation, PG_00202532						
Field of study	Economics, International Economic Relations, International Business, Logistics and Mobility						
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 Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	4		ECTS credits		5.0		
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	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		0.0		95.0	125
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
	[EKONL3_W05] has a knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	Student has knowledge about the customer and his decisions simulated during the game.	[SW2] presentation/project/paper/report
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	Simulating the company student can interact and work in a team.	[SU8] observation of student's independent or team work
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	Student has knowledge about the customer and his decisions simulated during the game.	[SW2] 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	Simulating the company student can interact and work in a team.	[SU8] observation of student's independent or team work
	[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.	[SK8] observation of student's independent or team work
	[MSGL3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	Student has knowledge about the customer and his decisions simulated during the gam	[SW2] presentation/project/paper/report
	[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	Student knows and understands strategies and marketing tools introduced during the game.	[SW2] presentation/project/paper/report
	[MSGMU2_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; assesses risks and threats and finds ways of counteracting their effects	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.	[SK8] observation of student's independent or team work
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	Simulating the company student can interact and work in a team.	[SU8] observation of student's independent or team work
	[MSGL3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	Student understands principles of functioning of the market simulated during the course.	[SW2] presentation/project/paper/report
	[EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas	Student understands principles of functioning of the market simulated during the course.	[SW2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W04] has an in-depth knowledge of different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	Student understands principles of functioning of the market simulated during the course.	[SW2] presentation/project/paper/report
	[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	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.	[SK8] observation of student's independent or team work
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	Representing the simulated company student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking.	[SK8] observation of student's independent or team work
	[MSGML3_U14] can interact and work in a team (including an international one), taking various roles within it	Simulating the company student can interact and work in a team.	[SU8] observation of student's independent or team work
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	Student has knowledge about the customer and his decisions simulated during the game.	[SW2] presentation/project/paper/report
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	Student understands principles of functioning of the market simulated during the course.	[SW2] presentation/project/paper/report
	Subject contents		
	1. Introduction to strategic management		
	2. Market segmentation		
	3. Long term market strategy for simulated company		
	4. Introduction to simulation software		
	5. New product introduction techniques		
	6. Development of communication strategies		
	7. Loyalty and satisfaction research		
	Prerequisites and co-requisites		
Assessment methods and criteria	Knowledge of marketing-mix tools. Understanding of market research.		
	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, Strategic market simulation - 4RMR - teaching materials and manual, IHZ, Sopot 2010 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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