

Subject card

Subject name and code	Market Simulation, PG_00177605						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor'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	3		Language of instruction		English		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
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	0.0	30.0	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		0.0	30
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
	[MSG3_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	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. Additional questions regarding the simulation mechanism are discussed during consultations with the course instructor.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK6] demonstration of practical skills
	[MSG3_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	The student has knowledge of marketing tools for controlling the company's market position.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSG3_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	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
	[MSG3_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	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
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	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
	[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	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. Additional questions regarding the simulation mechanism are discussed during consultations with the course instructor.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[EKONL3_W05] has advanced 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	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
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student is able to interact and work in a team representing the company, the simulation participant.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	The student is able to interact and work in a team representing the company, the simulation participant.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work

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		
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	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, editions published after the year 2000
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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