University of Gdańsk

Subject card

Subject name and code	Market Simulation, PG_00177605					
Field of study	Economics, International Economic Relations					
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026	
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						
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
	[EKONMU2_W04] knows different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	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
	[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	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_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.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[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	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
	[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	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
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student is able to interact and work in a team representing the company, the simulation participant.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[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	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
	[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. 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

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	see table below

Subject passing criteria	Passing threshold	Percentage of the final grade
Project	51.0%	90.0%
Personal involvement	0.0%	10.0%

<table>
<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, editions published after the year 2000</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/
example questions/
tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

Document generated electronically. Does not require a seal or signature.