Subject card

<table>
<tr><td>Subject name and code</td><td colspan="4">Market Simulation, PG_00187210</td></tr>
<tr><td>Field of study</td><td colspan="4">International Business</td></tr>
<tr><td>Date of commencement of studies</td><td>October 2026</td><td>Academic year of realisation of subject</td><td colspan="2">2028/2029</td></tr>
<tr><td>Education level</td><td>Bachelor’s studies</td><td>Subject group</td><td colspan="2">Obligatory subject group in the field of study
Subject group related to scientific research in the field of study</td></tr>
<tr><td>Mode of study</td><td>full-time studies</td><td>Mode of delivery</td><td colspan="2">at the university</td></tr>
<tr><td>Year of study</td><td>3</td><td>Language of instruction</td><td colspan="2">English</td></tr>
<tr><td>Semester of study</td><td>5</td><td>ECTS credits</td><td colspan="2">3.0</td></tr>
<tr><td>Learning profile</td><td>academic</td><td>Assessment form</td><td colspan="2">credit</td></tr>
<tr><td>Conducting unit</td><td colspan="4">Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector</td></tr>
<tr><td rowspan="2">Name and surname of lecturer (lecturers)</td><td>Subject supervisor</td><td colspan="3">dr Marek Reysowski</td></tr>
<tr><td>Teachers</td><td colspan="3"></td></tr>
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<tr><td rowspan="3">Lesson types</td><td>Lesson type</td><td>Lecture</td><td>Tutorial</td><td>Laboratory</td><td>Project</td><td>Seminar</td><td>SUM</td></tr>
<tr><td>Number of study hours</td><td>0.0</td><td>30.0</td><td>0.0</td><td>0.0</td><td>0.0</td><td>30</td></tr>
<tr><td colspan="7">E-learning hours included: 0.0</td></tr>
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<tr><td rowspan="2">Learning activity and number of study hours</td><td>Learning activity</td><td>Participation in didactic classes included in study plan</td><td>Participation in consultation hours</td><td>Self-study</td><td>SUM</td></tr>
<tr><td>Number of study hours</td><td>30</td><td>0.0</td><td>45.0</td><td>75</td></tr>
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<tr><td>Subject objectives</td><td colspan="3">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.</td></tr>
<tr><td rowspan="5">Learning outcomes</td><td>Course outcome</td><td>Subject outcome</td><td>Method of verification</td></tr>
<tr><td>[IBL3_U05] is able to identify and evaluate selected types of risk related to the activities of enterprises operating in the international business environment.</td><td>Student identifies and interprets the risks involved in running a business during a market simulation.</td><td>[SU1] oral statement/conversation/discussion
[SU2] presentation/project/paper/report
[SU5] implementation of a problem task</td></tr>
<tr><td>[IBL3_U07] is able to participate in debates and present, justify and evaluate different viewpoints concerning issues related to international business.</td><td>The student is able to justify various aspects of running a simulated business.</td><td>[SU1] oral statement/conversation/discussion
[SU2] presentation/project/paper/report</td></tr>
<tr><td>[IBL3_K05] is ready to perform professional roles responsibly, respecting business ethics and applicable standards in the workplace.</td><td>Representing the simulated company student is ready to think and act in the spirit of ethical entrepreneurship.</td><td>[SK1] oral statement/conversation/discussion
[SK2] presentation/project/paper/report</td></tr>
<tr><td>[IBL3_W05] knows and understands the principles of establishing, operating and developing business activity, including in the context of the international economy.</td><td>Student understands principles of functioning of the enetrprise in the market simulated during the course.</td><td>[SW1] oral statement/conversation/discussion
[SW2] presentation/project/paper/report</td></tr>
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Subject contents	1. Introduction to stratgic management 2. Market segmentation 3. Long term market strategy for simmulated company 4. Introduction to simmulation software 5. New product intorduction techniques 6. Development of communication strategies 7. Loyalty and satisfaction research
Prerequisites and co-requisites	Knowledge of marketing-mix tools. Understanding of market research.
Assessment methods and criteria	see table below

Assessment methods and criteria

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

Recommended reading

Basic literature	Marcin Skurczyński, Strategic market simmulation - 4RMR - teaching materials and manual, IHZ, Sopot 2015 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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