



Subject card

Subject name and code	Management simulation game, PG_00056971						
Field of study	Engineering Management						
Date of commencement of studies	October 2019	Academic year of realisation of subject			2021/2022		
Education level	first-cycle studies	Subject group			Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Part-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			English		
Semester of study	6	ECTS credits			4.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Katedra Inżynierii Zarządzania i Jakości -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Zielińska				
	Teachers		dr Anna Zielińska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	16.0	0.0	0.0	0.0	24
	E-learning hours included: 0.0						
Management Simulation Game wykład 2021/2022 ns - Moodle ID: 22861 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=22861							
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	24		6.0		70.0	100
Subject objectives	The aim of the course is to acquire knowledge of design, modeling and optimization of technical processes and systems in the area of production planning and control. The subject uses simulation methods, which are a tool for measuring and improving technical solutions for processes carried out in the organization						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W13] has a basic knowledge of the design, modelling and optimisation of technical processes and systems		Student has basic knowledge of design, modeling and optimization of technical processes and systems in the area of production planning and control		[SW3] Assessment of knowledge contained in written work and projects		
	[K6_K82] is equipped to participate in lectures, seminars and laboratory classes conducted in foreign language		K6_K82 Student is prepared to participate in classes in a foreign language, including practical classes		[SK3] Assessment of ability to organize work		
	[K6_U10] uses tools to measure and improve technical solutions concerning: devices, objects, systems, processes, products and services		Student uses tools to measure and improve technical solutions relating to: production systems, processes, products and services		[SU2] Assessment of ability to analyse information [SU4] Assessment of ability to use methods and tools		
	[K6_W81] has knowledge of grammatical structures and lexical resources needed to communicate in foreign language in terms of general and specialist language related to field of study		Student has knowledge of grammatical structures and lexical areas in the area of business management, including process and production management		[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects		

Subject contents	Organizing the business
	Assigning functions to individual team members.
	Defining the organization of work, goals to be achieved by individual team members and team rules.
	Market research commission.
	Foundation of the company
	Construction of a production plant.
	Assessment of market opportunities.
	Formulate an overall business strategy.
	Designing at least one brand for each of the target segments.
	Scheduling the opening of one or two sales offices and / or an on-line center.
	Entering the test market
	Establishing a production schedule with changeover of the production line
	Determining pay packages.
	Employment of commercial staff.
	Allocation of new brands to sales employees.
	Fixing product prices.
	Designing an advertising campaign.
	Purchase of market research.
	Improving activities
	Improving production processes
Investments in product quality, quality control and preventive actions.	
Analysis of market and operational data obtained on the test market.	

	<p>If necessary - correction of the company's strategy and tactics.</p> <p>Development investments</p> <p>Improving the efficiency of the production plant by managing production capacity, expanding the production plant and implementing a quality control program.</p> <p>Consolidation of the company's strategy.</p> <p>Preparation of a business plan, searching for investment capital for the company.</p> <p>Investing in R&D to bring new product components to market.</p> <p>Raising the level of employee satisfaction (and production efficiency)</p> <p>Significantly increasing the network of sales offices and the visibility of the website.</p> <p>Extending the market offer</p> <p>Introducing new products containing R&D components.</p> <p>Further expansion into the market by increasing the number of sellers and sales channels and increasing production.</p> <p>Improving business strategy</p> <p>Analyze market, production and financial data to determine how to better meet customer needs, increase employee satisfaction, and deliver higher quality and lower price products.</p> <p>Improving the allocation of limited resources to outdo the competition.</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Subject passing criteria</th> <th>Passing threshold</th> <th>Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>presentation</td> <td>0.0%</td> <td>30.0%</td> </tr> <tr> <td>result of the game</td> <td>0.0%</td> <td>70.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	presentation	0.0%	30.0%	result of the game	0.0%	70.0%		
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Recommended reading	<p>Basic literature</p>	<p>Marketplace manual</p> <p>Essentials of Strategic Management, Author: Arthur A. Thompson and John Gamble 2008; marketplace-simulation.com</p> <p>Chernev A., Understanding Customers (Strategic Marketing Management Book 4), 2019</p>										

	Supplementary literature	<p>Warner M., Witzel M., Zarządzanie organizacją wirtualną. Oficyna Ekonomiczna PWP. Warszawa 2005</p> <p>Pająk E. Zarządzanie produkcją. Wyd PWN 2011</p> <p>Start Your Own Business: The Only Startup Book You'll Ever Need, The Staff of Entrepreneur Media, 2021</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Define the basic aspects of building the company's operational strategy</p> <p>Identify barriers to the improvement of production activities in the newly opened enterprise</p> <p>Define the risk of new products entering the market</p>	
Work placement	Not applicable	