



Subject card

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| Subject name and code | MANAGEMENT SIMULATION GAME, PG_00054585 | | | | | | |
| Field of study | Engineering Management | | | | | | |
| Date of commencement of studies | October 2020 | | Academic year of realisation of subject | | 2022/2023 | | |
| Education level | first-cycle studies | | Subject group | | Optional subject group Subject group related to scientific research in the field of study | | |
| 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 | | 4.0 | | |
| Learning profile | general academic profile | | Assessment form | | assessment | | |
| Conducting unit | Faculty of Management and Economics | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr inż. Grzegorz Zieliński | | | | |
| | Teachers | | dr inż. Grzegorz Zieliński | | | | |
| | | | dr inż. Joanna Czerska | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 30.0 | 0.0 | 0.0 | 0.0 | 45 |
| | 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 | 45 | | 6.0 | | 49.0 | 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_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_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_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 | | |
| | [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 | | |

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| Subject contents | <p>Organizing the business</p> <p>Assigning functions to individual team members.</p> <p>Defining the organization of work, goals to be achieved by individual team members and team rules.</p> <p>Market research commission.</p> <p>Foundation of the company</p> <p>Construction of a production plant.</p> <p>Assessment of market opportunities.</p> <p>Formulate an overall business strategy.</p> <p>Designing at least one brand for each of the target segments.</p> <p>Scheduling the opening of one or two sales offices and / or an on-line center.</p> <p>Entering the test market</p> <p>Establishing a production schedule with changeover of the production line</p> <p>Determining pay packages.</p> <p>Employment of commercial staff.</p> <p>Allocation of new brands to sales employees.</p> <p>Fixing product prices.</p> <p>Designing an advertising campaign.</p> <p>Purchase of market research.</p> <p>Improving activities</p> <p>Improving production processes</p> <p>Investments in product quality, quality control and preventive actions.</p> <p>Analysis of market and operational data obtained on the test market.</p> |
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| | <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 | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | presentation | 60.0% | 30.0% |
| | result of the game | 60.0% | 70.0% |
| Recommended reading | Basic literature | Marketplace manual | |
| | | Chernev A., Understanding Customers (Strategic Marketing Management Book 4), 2019 | |

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| | 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 | <p>Adresy na platformie eNauczanie:</p> <p>Management Simulation Game - LATO 2022/2023 - DZIENNE - Moodle ID: 29179</p> <p>https://enauczanie.pg.edu.pl/moodle/course/view.php?id=29179</p> |
| 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 | |