



## Subject card

Subject name and code	MANAGEMENT SIMULATION GAME, PG_00061426						
Field of study	Engineering Management						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2024/2025		
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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		4.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Management Engineering and Quality -> 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	0.0	16.0	0.0	0.0	24
	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	24		5.0		71.0	100
Subject objectives	Models and optimizes processes and technical systems in the area of production planning and control, using simulation methods						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W04] demonstrates creative and entrepreneurial activity in formulating and implementing innovative ideas		develops creativity and entrepreneurial capacity by planning and implementing innovative business and production ideas		[SW1] Assessment of factual knowledge		
	[K6_U05] designs innovative solutions for complex management processes, using appropriate methods and techniques		improves complex processes using simulation methods		[SU4] Assessment of ability to use methods and tools		
Subject contents	Introduction Organization of the company - organization of the team; defining goals; market research Establishment of the company - construction of a production plant; developing a business strategy; brand design; scheduling the sales office Entering the test market - establishing a production schedule; determination of salaries; hiring staff and assigning tasks; fixing prices; development of an advertising campaign; carrying out market research Improvement of activities - improvement of processes; pro-quality activities; market data analysis; strategy correction Development investments - activities improving efficiency; strategy consolidation; business plan and funding sources; research and development works; increasing employee satisfaction; increasing the sales network Expanding the market offer - introducing new products; market expansion Improving the business strategy - analysis of market, production and financial data; improving the distribution of scarce resources						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Simulation results - evaluation		60.0%		70.0%		
	Presentation		60.0%		30.0%		

Recommended reading	Basic literature	Manual gry symulacyjnej Marketplace Essentials of Strategic Management, Author: Arthur A. Thompson and John Gamble 2008; marketplace-simulation.com Chernev A., Understanding Customers (Strategic Marketing Management Book 4), 2019
	Supplementary literature	Warner M., Witzel M., Zarządzanie organizacją wirtualną. Oficyna Ekonomiczna PWP. Warszawa 2005 Pająk E. Zarządzanie produkcją. Wyd PWN 2011 Start Your Own Business: The Only Startup Book You'll Ever Need, The Staff of Entrepreneur Media, 2021
	eResources addresses	Adresy na platformie eNauczanie: Management Simulation Game (semest 4) - Moodle ID: 44503 <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=44503">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=44503</a>
Example issues/ example questions/ tasks being completed	Define the basic aspects of building the company's operational strategy Define the barriers to improving production activities in a newly opened enterprise Define the risk of entering the market of new products	
Work placement	Not applicable	

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