



## 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<br>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<br>Organization of the company - organization of the team; defining goals; market research<br>Establishment of the company - construction of a production plant; developing a business strategy; brand design; scheduling the sales office<br>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<br>Improvement of activities - improvement of processes; pro-quality activities; market data analysis; strategy correction<br>Development investments - activities improving efficiency; strategy consolidation; business plan and funding sources; research and development works; increasing employee satisfaction; increasing the sales network<br>Expanding the market offer - introducing new products; market expansion<br>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%  |         |     |

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

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