GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Management simulation game , PG_00073967		
Field of study	Engineering Management		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
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	2	Language of instruction	English
Semester of study	4	ECTS credits	2.0
Learning profile	general academic profile	Assessment form	assessment
Conducting unit	Department of Management Engineering and Quality -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Anna Zielińska	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	30.0	0.0	0.0	0.0	30

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	30	5.0	15.0	50

Subject objectives

The aim of the course is to prepare students to design, implement, and test innovative solutions in the field of enterprise management using a simulation game, based on knowledge of organizational functioning and managerial decision-making, as well as to develop attitudes of creativity and entrepreneurship in complex and changing decision-making environments.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_K03] is prepared to critically assess the knowledge they possess, which is necessary for solving cognitive and practical problems, and to supplement any gaps with opinions from external experts.	Is prepared to critically evaluate their knowledge of enterprise management, identify its limitations, and apply this reflection to solving complex decision-making problems and improving managerial decision-making.	[SK5] Assessment of ability to solve problems that arise in practice [SK2] Assessment of progress of work
[K6_U05] designs innovative solutions for complex management processes by utilizing appropriate methods and techniques.	Is able to design, implement, and test innovative solutions in enterprise management within a simulation game environment, using decision data and simulation results analysis.	[SU5] Assessment of ability to present the results of task [SU2] Assessment of ability to analyse information

<table>
<tr><td>Subject contents</td><td>Course content – exercises
1. Introduction to the business simulator.
2. Launching a virtual business.
3. Making initial strategic decisions – market environment and company mission – Stage 1.
4. Making fundamental business decisions – establishing a sales network, identifying target markets, defining the product portfolio, developing a marketing plan, determining production capacity, etc. – Stage 2.
5. Simulation game – making operational decisions – Stages 3 and 4.
6. Simulation game – making operational decisions – Stages 5 and 6.
7. Simulation game – making operational decisions – Stages 7 and 8.
8. Simulation game – making operational decisions – Stages 9 and 10.
9. Simulation game – making operational decisions – Stages 11 and 12.
10. End of the simulation game – summary, analysis, and evaluation of the business decisions and activities undertaken by the participating companies.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Simulation results - evaluation</td><td>60.0%</td><td>75.0%</td></tr>
<tr><td>Presentation</td><td>60.0%</td><td>25.0%</td></tr>
</table></td></tr>
<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>Manual gry symulacyjnej Marketplace
Essentials of Strategic Management, Author: Arthur A. Thompsonand and John Gamble 2008; marketplace-simulation.com
Chernev A., Understanding Customers (Strategic Marketing Management Book 4), 2019</td></tr>
<tr><td>Supplementary literature</td><td>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</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>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</td></tr>
<tr><td>Practical activites within the subject</td><td>Not applicable</td></tr>
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