

Title <b>Decisions and Marketing Games</b>	Code <b>1011102311011140738</b>
Field <b>Management - Full-time studies - Second-cycle studies</b>	Year / Semester <b>1 / 1</b>
Specialty -	Course <b>elective</b>
Hours Lectures: <b>1</b> Classes: <b>15</b> Laboratory: -    Projects / seminars: -	Number of credits <b>2</b>
	Language <b>polish</b>

**Lecturer:**

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**Status of the course in the study program:**

Decisions and Marketing Games

**Assumptions and objectives of the course:**

Introducing students

- The theory of decision making including: processes, techniques and decision rules, barriers in decision making and game theory;
- Concepts of games, simulation games and simulation games seriously;

**Contents of the course (course description):**

The theoretical aspect:

First Decision problems in the enterprise;

- The problem of decision-making
  - The types of decisions
  - Decision-making process
- Second Difficulty in making decisions
- Barriers to objective
  - Subjective barriers
  - Uncertainty and risk
  - The person (managing director) and decision making
  - Making decisions in an environment of conflict

Third decision support

- Decision support systems
- Expert systems
- Game theory

4th decision-making processes and Games

- Game story
- Game features
- Simulation games - a typology
- Simulation games seriously

5th game management

6th Psychological aspects of the game

Practical aspects:

7th play three games in the exercise

- The game with messenger
- The game TransEuropa
- The game ForMarket

**Introductory courses and the required pre-knowledge:**

- The basics of marketing
- Basics of negotiation
- Group work

**Courses form and teaching methods:**

- lectures
- Play group
- workshops

**Form and terms of complete the course - requirements and assessment methods:**

- Inclusion of lectures
- Presentation of the results of games

**Basic Bibliography:**

**Additional Bibliography:**