

Title Decisions and Marketing Games	Code 1011102331011140776
Field Management - Full-time studies - Second-cycle studies	Year / Semester 2 / 3
Specialty -	Course elective
Hours Lectures: 1 Classes: - Laboratory: - Projects / seminars: -	Number of credits 2
	Language polish

Lecturer:

dr inż. Ewa Więcek-Janka
Katedra Marketingu i Sterowania Ekonomicznego
ul. Strzelecka 11
60-965 Poznań
tel. 61 6653403
e-mail: ewa.wiecek-janka@put.poznan.pl

Faculty:

Faculty of Engineering Management
ul. Strzelecka 11
60-965 Poznań
tel. (61) 665-33-74, fax.
e-mail: office_fem@put.poznan.pl

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: