

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Decisions and Marketing Games		Code 1011102211011140227
Field of study Corporate Management - Full-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 1
Elective path/specialty Corporate Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 15 Classes: 15 Laboratory: - Project/seminars: -		No. of credits 2
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art social sciences Economics		ECTS distribution (number and %) 2 100% 2 100%
Responsible for subject / lecturer: dr inż. Ewa Więcek-Janka email: ewa.wiecek-janka@put.poznan.pl tel. +48 616653403 Inżynierii Zarządzania ul. Strzelecka 11, Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Student defines the concept: production process, production costs, materials, power generation, logistics, production, marketing expertise, marketing strategy, customer, client, price and method of its calculation, supply, demand (and other concepts of business management training program included).
2	Skills	Student creates: financial analysis, trial balance, SWOT analysis, PEST, Product Lifecycle, matrix: BCG, GE, McKinsey, a marketing plan. Students can create a business development plan based on available market data.
3	Social competencies	The student is responsible for the timely execution of tasks. The student actively participates in the activities of both lecture and exercises. The student is able to work in a group and making individual and group decisions. Students follow the norms of society. The student is determined to carry out his creative solving tasks and projects.
Assumptions and objectives of the course: Expanding the potential of the knowledge, skills and attitudes for managerial decision-making processes and the market on the basis of findings obtained knowledge and skills acquired in the first degree college education with management games		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Students define the term: the decision making process, decision rules, barriers in decision making, game theory, simulation games, simulation games seriously, game managers. - [-K2A_W09 K2A_W15]		
2. The student describes the problem of decision-making in the company and choose the model for the solution - [-K2A_W09]		
3. The student formulates and explains the concepts of the decision making process, decision rules, barriers in decision-making, decision-making models, game theory, simulation games. - [-K2A_W09]		
4. Student explains the need for a particular model of decision-making for solving the problem. - [-K2A_W09]		
Skills:		

<ol style="list-style-type: none"> 1. The student is able to formulate a need for information on the decision problem. - [K2A_U02] 2. Student is able to determine the price of the product on the basis of costs and the planned profit. - [K2A_U03] 3. Student is able to negotiate - [K2A_U04] 4. Student is able to make recommendations to improve further decisions. - [K2A_U02] 5. Student is able to present the recommendations arising from the decision-making process undertaken. - [-K2A_U03; K2A_U07]
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<p>Social competencies:</p> <ol style="list-style-type: none"> 1. The student is determined to solve the decision problem. - [K2A_K03] 2. The student is aware of the responsibility for their individual and group decisions and conclusions presented. - [-K2A_K02 K2A_K05] 3. Student takes care of the development and implementation of decision-making according to the scenario game. - [-K2A_K03 S2A_K07] 4. The student complies with the principles of ethics in decision-making during games. - [K2A_K02]

<p>Assessment methods of study outcomes</p>
<p>formative evaluation: exercises and games (xSkills-credit with a grade 3 games making and Social skills - working in project teams (internal division team evaluation) Finishing evaluation: Knowledge - a written or oral exam</p>

<p>Course description</p>
<p>First Essence, objectives, types of decisions Second Deciding upon a decision-making 3rd Characteristics of the decision-making 4th Classification decisions 5th Criteria for making rational decisions 6th Path of the decision-making process 7th Models and methods of decision-making 8th decision rules 9th Barriers in decision-making 10th Risk and uncertainty in decision making 11th Game Theory in Decision-Making 12th Game Concepts 13th History of games 14th Simulation games, simulation games seriously, game management 15th Conflicts in simulation games 16th Psychological aspects of simulation in games 17th Mileage simulation games 18th Applying the results of simulation games</p> <p>Methods: lectures; Exercises; Games; Tutoring</p>

<p>Basic bibliography:</p> <ol style="list-style-type: none"> 1. Więcek-Janka E. Games and decisions, Wydawnictwo Politechniki Poznańskiej, Poznań 2011 2. Więcek-Janka E. Games and decisions, Wydawnictwo Politechniki Poznańskiej, Poznań 2011 3. Leopold A., Game management, University of Wisconsin Press, 1987 4. Hatfield M., Game Theory in Management, Gowel, 2012 5. Rils, J.O., Simulation Games and Learning in Production Management, Chaomann and Hall, 1995

<p>Additional bibliography:</p> <ol style="list-style-type: none"> 1. http://home.ku.edu.tr/~lkockesen/teaching/econ333/lectnotes/uggame.pdf

<p>Result of average student's workload</p>
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Activity		Time (working hours)
1. Lectures		15
2. Exercises		15
3. Consultations		15
4. Preparing do exam		13
5. Exam		2
Student's workload		
Source of workload	hours	ECTS
Total workload	60	2
Contact hours	45	1
Practical activities	15	1