



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-603
	part-time studies	-
Course title in English	Business Strategy Simulations	
Course title in Polish	Symulacje strategiczne w biznesie	
Valid from academic year	2025/2026	

PLACEMENT IN THE TEACHING PROGRAM

Programme of study	BUSINESS MANAGMENT
Level of education	1st degree
Studies profile	academic
Form and mode of study	full-time programme
Scope	all
Academic unit responsible for the course	Department of Economics and Finance
Course coordinator	dr inż. Sławomir Luściński, mgr Dorota Bochnacka
Approved by	dr hab. inż. Dariusz Bojczuk, prof. uczelni

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block		Directional subject
Course status		Obligatory
Language of instruction		English
Semester of delivery	full-time studies	Semester V
	part-time-studies	-
Prerequisites		Corporate Finance, Marketing, Managerial Economics, Basics of Statistics and Econometrics, Financial Mathematics, Economic Analysis, Strategic Management
Exam (YES/NO)		NO
ECTS		3

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time			30	15	
	part-time					



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student has knowledge about running a business activity and its operating in the conditions of competition and relations with the environment of the enterprise.	ZB1_W02
	W02	The student knows the methods and tools of financial analysis and has knowledge how to apply methods and systems supporting optimal decision-making processes related to crucial areas of the enterprise's activity.	ZB1_W04
	W03	The student has extended knowledge of investment processes indispensable for the enterprises' development, is capable of planning these processes and determining their impact on the scale and scope of business activity conducted. Knows and understands mechanisms of market conditions and their impact on decision-making processes.	ZB1_W04
	W04	The student knows the importance of decision-making games in education of management staff, and understands the entrepreneurs' necessity for familiarity with the knowledge, and its usage, related to econometrics, statistics and economic modeling in order to make rational decisions.	ZB1_W06
Skills	U01	The student can use their knowledge for the correct interpretation, explanation and determination of the mutual relations between economic phenomena and processes in the enterprise and its environment. Identifies problems occurring in the management of SME sector enterprise. Can formulate and solve complex and unusual problems occurring in a turbulent and unpredictable environment.	ZB1_U01
	U02	The student has the ability to use a theoretical knowledge to obtain the data indispensable for the analysis of decision-making problems. Has the ability to select an appropriate research method and its application when analyzing opportunities and threats related to the enterprise's activity.	ZB1_U02
	U03	The student can use advanced methods of financial analysis of business entities (i.e. cost analysis, ratio analysis, etc.). The student verifies the results obtained and subjects them to a critical evaluation.	ZB1_U03
	U04	The student can use their knowledge for the production, quality and finance management of the enterprise.	ZB1_U04
Social competences	K01	The student is able to work in a group in order to solve management problems. Understands the need for responsibility and fulfilment of functions assigned.	ZB1_K03
	K02	The student is ready to think and operate in an entrepreneurial way (also in a virtual environment). Is able to act under conditions of stress, risk and uncertainty having regard to the risk and doubt.	ZB1_K04
	K03	The student acquires and improves knowledge and organizational and managerial skills	ZB1_K02



COURSE CONTENT

Method of conducting classes	Course content
laboratory	Game theory in decision-making. Financial, strategic and market aspects of running a business based on a simple simulation game. Decision-making simulation game: managing a manufacturing company operating on a competitive market by making decisions concerning, among others, the price of the manufactured product, its quality, production volume, profit distribution and the allocation of financial surplus, as well as the amount of expenditures on product promotion and development research
project	Decision-making simulation game: preparation a business plan, preparation a final report containing the information on the business activity by the Management Boards of individual virtual companies (Board Report on activities). Presentation of the achieved results of management of the virtual company. Summary discussion.

METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01				X	X	X
W02				X	X	X
W03				X	X	X
W04				X	X	X
U01				X	X	X
U02				X	X	X
U03				X	X	X
U04				X	X	X
K01				X	X	X
K02				X	X	X
K03						X

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
laboratory	Credit with grade	Observation of the student's attitude during laboratory classes, discussions during classes, decision-making simulation game. To obtain a good grade, the student should receive a result that is at least 71% of the best result from the game, demonstrate the ability to use basic theoretical knowledge in order to efficiently run a virtual business, demonstrate knowledge of didactic materials and readiness to use their knowledge in the game. Should also participate in the team's decision-making process. To obtain a very good grade, the student should receive a result that is at least 91% of the best result, should be able to make in-depth analysis and to plan the development of his company for several moves (quarters) ahead, should actively participate in the decision-making processes of his company, submit his own proposals and correctly evaluate the ideas of other team members.



project	Credit with grade	Observation of the student's attitude during the project, discussions during the classes, report from the simulation decision-making game, business plan (project). Preparation and presentation of the business plan and report from the game in accordance with the teacher's guidelines. To receive a very good grade, the presented business plan and report should go beyond the minimum requirements set by the teacher.
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STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
2.	Other (consultations, exams)			30	15		
3.	Total number of contact hours			2	2		h
4.	Number of ECTS credits for contact hours	49					h
5.	Number of hours of independent student work	2,0					ECTS
6.	Number of ECTS points that a student obtains through independent work	26					h
7.	Workload related to practical classes	1,0					ECTS
8.	Number of ECTS credit points which a student receives for practical classes	75					h
9.	Total number of hours of a student's work	3,0					ECTS
10.	ECTS credits for the course 1 1 ECTS credit =25 student learning hours	75					
		3					ECTS

W - LECTURE C - CLASSES L - LABORATORY P- PROJECT S - SEMINAR

READING LIST

1. Binmore K., Game theory: a very short introduction. OUP Oxford, 2007.
2. Classics in game theory / ed. by Harold W., New Jersey: Princeton University Press, 1997, XV, 362 s.
3. Brealey R., Principles of corporate finance, McGraw-Hill Education, New York 2017; A. Zanoni, Strategic analysis: processes and tools, Routledge, London 2012.
4. Skrzypek J.T., Szubra M. (2010) Symulacyjna gra decyzyjna - TESS 6 – podręcznik użytkownika, Kraków (game scenario and manual)