**SYLABUS**

**Year of Study** 2021-2023

* 1. Course Description – General Information

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| COURSE NAME | Strategic Games |
| COURSE CODE | E/IIE/C-1.4a |
| FACULTY | Economics |
| COLLEGE | College of Social Sciences |
| INSTITUTE | Institute of Economics and Finance |
| QUALIFICATION LEVEL | Master's degree |
| PROFILE | General academic |
| STUDY MODE | Full-time |
| YEAR AND SEMESTER | II/1 |
| COURSE FORMAT | Elective specialized contents group |
| COURSE COORDINATOR | Colin Hales, Ph.D. |
| COURSE INSTRUCTOR(S) | Colin Hales, Ph.D. |
| LANGUAGE OF INSTRUCTION | English |

1.2. Course organization – learning format and number of hours, ECTS.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lecture | Tutorial | Conver. | Lab. | Seminar | ZP | Practice | Other (spec.) | **ECTS credit pts.** |
|  | 30 |  |  |  |  |  |  | 3 |

1.3. Method of teaching

☓ traditional

☓ inclusive of distance learning

1.4. Final assessment type (according to the study plan): (exam, graded credit, ungraded credit)

|  |
| --- |
| Graded credit |

2. Prerequisites

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| * Working knowledge of business processes and marketing management. * A basic understanding of marketing strategies and interest in strategic management * Technical acumen and prior computer software experience may be helpful. * Satisfactory knowledge of economics and management theory and should be capable of planning and carrying out business projects including fair knowledge of financial planning and implementation. |

1. Objectives, teaching outcomes, description and didactic methods
   1. COURSE OBJECTIVES

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| C1 | Provide the learner with a realistic simulation of a market environment allowing for a dynamic understanding and application of business strategies. |
| C2 | Assist in attaining a comprehensive level of understanding of the functioning of the real marketplace |
| C3 | Enable students to develop the skills of strategic thinking, business management and comprehensive understanding of business operations |
| C4 | Develop skills and competencies allowing them to function at a management level within a business environment |

3.2 Learning Outcomes

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| --- | --- | --- |
| EK (Learning Outcomes) | The Intended Student Learning Course Outcomes | Reference to learning outcomes with regard to the field of study (KEK) |
| EK\_01 | Broadly defines the concept of economic sciences | K\_W01 |
| EK\_02 | Specifies the important relationship of economic sciences with the science of various disciplines | K\_W03 |
| EK\_03 | Multifaceted describes the proper functioning of the market and the role of humans in shaping its structures. | K\_W04, K\_W07 |
| EK\_04 | Able to work in groups taking on varied roles and accepting co-responsibility for the accomplishment of tasks | K\_U11 |
| EK\_05 | Willingly identifies determinants of a given process and proffers own solutions | K\_U06 |
| EK\_06 | Competent in defining priorities in the accomplishment of set tasks | K\_K02, K\_K05 |

* 1. **COURSE DESCRIPTION**

1. **Contents of the tutorials, seminars, etc.**

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| * Discussion of game scenario * Principles of strategic planning analysis of the results of the test market * establish the level of the company's financial needs * assessment of the skills and style of team members (team creation) * allocation of responsibilities * the organization of work and determine personal goals for each member * setting group norms * determine the desired company image * planning the market strategy: * analysis of the results of market research * identification and selection of target segments; * selection of test markets |
| Preparing the market offer   * design of the brands for testing the market * determination of production capacity   Building advertising strategy and planning distribution channels   * analysis of market results * customization of strategy in response to market conditions * preparation of marketing plan / roadmap * development and use of R&D project outcomes * improvement and change of marketing tactics |
| Preparation of the final report, |
| * A report on the activities of the company |
| * Written (oral) tests / group project |

* 1. TEACHING METHODS

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| Lectures with multimedia presentations, literature studies, case study and open and group/team discussions |

1. Methods And Assessment

4.1 The methods of verification of learning outcomes

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| --- | --- | --- |
| Learning outcomes (symbol) | Grading systems for teaching outcomes (i.e.: test, oral examination, written examination, essay, project, report, observation during classes) | Learning format (lecture, tutorial, …) |
| ek\_01 | Oral examination | tutorial |
| Ek\_02 | test | tutorial |
| ek\_03 | test | tutorial |
| Ek\_04 | assessment of skills of analysis, test, essay | tutorial |
| ek\_05 | assessment of skills of analysis, test, project | tutorial |
| Ek\_06 | assessment of skills of analysis, presentations | tutorial |

4.2 Assessment and credit requirements

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| Student must present his/her understanding of the topics taught, through both oral and written expressions of his/her knowledge i.e. project, reports, test |

5. Total Student Workload Needed To Achieve Expected Learning Outcomes With Regard To Time And ECTS Credit Points

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| --- | --- |
| Activity | No. of hours/Student workload |
| Hours of classes according to Study Plan | 30 |
| Tutorial preparation | 10 |
| Consultations (attending the teacher’s office hours) | 9 |
| Essay/report writing | 15 |
| The final examination preparation | 10 |
| Assessment of knowledge (test) | 1 |
| TOTAL NUMBER OF HOURS | 75 |
| **ECTS CREDITS IN TOTAL** | **3** |

1. Internship

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| --- | --- |
| Number of hours | - |
| Rules and forms of internship | - |

1. Course Literature

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| Primary:   1. Extensive information accessible within the simulation (electronic) which is made available as the game develops – “Business Management Student Materials” |
| Supplementary:   1. “The Management of Strategy in the Marketplace” (Ernest R. Cadotte,, et.al!) |

Department head’s or authorized person signature