

Course title: **Serious Games**

Studies: International Business

Course description form (syllabus form)

| General data | | | | | | |
|--|---|-------------------|------------|----------------|---------|---------|
| Cycle of studies | 2024-2027 | | | | | |
| Organizational unit | Faculty of Economic Sciences | | | | | |
| Studies | International Business, first-cycle studies | | | | | |
| The profile of education | general academic | | | | | |
| Semester | 05 | | | | | |
| Mode of studies | full-time | | | | | |
| Type of course | Lecture | Practical session | Laboratory | Conversatorium | Seminar | Project |
| Number of hours | 15 | 30 | | | | |
| Number of ECTS | 3 | | | | | |
| Examination | Graded credit | | | | | |
| Language | English | | | | | |
| Content author | Małgorzata Czerwińska-Jaśkiewicz, PhD | | | | | |
| Course objectives | | | | | | |
| The subject aims to familiarize students with the terminology, procedure and methods of creating and implementing games in enterprise management. A complementary goal is to show how to use gamification methods, as alternative marketing management methods for business. | | | | | | |
| Prerequisites | | | | | | |
| Knowledge of the basics of microeconomics, psychology, management and marketing. | | | | | | |
| Student workload | | | | | | |
| 1. Class sessions (including assessment and examination) - 45 hours 2. Reading literature for classes - 15 hours 3. Preparing assignments - 15 hours 4. Consultations – 2 hours TOTAL: 75 hours (3 ECTS) | | | | | | |
| Short description | | | | | | |
| Students will become familiar with the following general content: The essence and importance of business games in management processes. Theory and practice of business games - game features. Application of games in identifying and solving problems in business management. Advergaming and gamification as a way of using the mechanism games in marketing and management. Team management in business through game implementation. Verbal communication training and non-verbal - models of communication in management processes. SWOT analysis for the business games market – managers approach. | | | | | | |
| Learning outcomes | | | | | | |
| KNOWLEDGE: W01. Participants have advanced knowledge of selected facts objects, phenomena of economic, financial and managerial character in the domestic and international prospects, forming the fundamental general knowledge of social science, discipline of economics and finances and other scientific disciplines (IB1_W01). SKILLS: U01. Participants are able to analyze and interpret the course of complex economic, financial and managerial processes in enterprises operating on domestic and international markets (IB1_U02). COMPETENCIES: K01. Participants are ready to critically assess one's knowledge and received contents from the area of international business, the needs of constant professional improvement and personal development, as well as king for experts' opinions in case of problems with solving problems oneself (IB1_K01). K02. Participants are ready for preparing, realization, and bearing responsibility for business and social Project of international character, including economic, financial and managerial aspects, as well as working for the public interest, being conscious of the multiculturalism in other countries and in international organizations and institutions (IB1_K02). K03. Participants are ready to think and act in entrepreneurial way, work at operational, analytical and managerial posts at different levels in enterprises, institutions and organizations functioning in an international setting (IB1_K03). K04. Participants are ready to obey legal and ethical norms in professional work, being guided by social and environmental responsibility and taking care of common good and the accomplishments and tradition of one's profession (IB1_K04). | | | | | | |
| Form of verification | | | | | | |
| Graded credit | | | | | | |
| Detailed data | | | | | | |
| Type of course: Lecture/Practical session | | | | | | |
| Bibliography | | | | | | |
| Bibliography: 1. Serious Games: Foundations, Concepts and Practice, Ralf Dörner (Editor), Stefan Göbel (Editor), Wolfgang Effelsberg, 1st ed. 2016. 2. Gamification. Using Game Elements in Serious Contexts, Editors: Stefan Stieglitz, Christoph Lattemann, Susanne Robra-Bissantz, Rüdiger Zarnekow, Tobias Brockmann, Springer 2017. | | | | | | |

Supplementary:

1. Dave Gray, Sunni Brown, James Macanufo, Gamestorming. Business games for innovators, Oficyna Wolters Kluwer Business, Warszawa 2011.
2. Paweł Tkaczyk, Gamification, how to use game mechanisms in marketing activities, Wydawnictwo One Press, 2012.
3. Gamification for Business Development, artykuł z researchgate, 2022.

Range of content

Subject lectures and Practical session are closely related thematically, creating a coherent educational offer enabling the achievement of the intended learning outcomes.

Main content of both types of course:

1. Theory and practice of business games - the essence of games
2. Conditions of the development of the games market - trend map analysis, discussion, reflections
3. New trends in economics and management in the context of business games - sharing economy, economics of the common good, ecological economics, sustainable development
4. Economy of the common good - GDW matrix - opinions, reflections, examples
5. The use of business games in the work of a business team - functions of games, including business games
6. Gamification in education – examples, applications.
7. The games market in Poland and in the world
8. The use of games in identifying and solving problems in business.
9. Advergaming and gamification as a way of using the game mechanism in business
10. The negotiation process as a form of a business game
11. Verbal and non-verbal communication in the negotiation process - M. Belbin's swarm theory, Von Thun's communication model.

Didactic methods

1. Problem-oriented lecture
2. Activating lecture
3. Lecture using audiovisual tools
4. Case study analysis
5. Solving tasks/problems
6. Working with scientific literature
7. Discussion/debate

Assessment methods and assessment criteria

Attendance at classes is obligated.

Preparation for lectures and Practical session, activity, punctuality, personal culture, commitment.

Oral test based on subject issues, answer to 3 questions. Assessment rules: 50% answer to the questions - satisfactory, 60% sufficient plus, 70% good, 80% good plus, 90% - very good.