



Course Syllabus

Course Code	Course Title	ECTS Credits
MIS-465	Business & Management of Games	6
Prerequisites	Department	Semester
None	Management & MIS	Fall, Spring
Type of Course	Field	Language of Instruction
Required	MIS	English
Level of Course	Lecturer(s)	Year of Study
1st Cycle	Dr. Despo Ktoridou	3 rd and 4 th
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Discuss the dynamic landscape of the computer game industry
- Define and evaluate the marketplace dynamics for games across a wide variety of platforms
- Provide an understanding of a wide range of business, management and legal issues relating to the game industry
- Apply the acquired knowledge to describe, design, challenge, and pivot Games Business using the Business Canvas Model.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Explain the dynamic landscape of the videogame industry
2. Identify and differentiate the dynamics of the game marketplace across a wide variety of platforms (console and PC games, social gaming, smart phone and tablet games, MMOs and more)
3. Discuss a wide range of business and management issues related to game production
4. List and explain the current business models in games and interactive media, methods for pitching and getting products funded
5. Discuss the impact of legal issues pertaining to copyright and intellectual property issues

6. Develop an impactful portfolio of game work and develop an effective business plan to create,

Course Content:

Introduction

- Overview of the history of games

Understanding the Games Market

- The Game Marketplace Today
- Overview of Game key platforms:
 - social
 - console
 - pc/mac
 - mobile/tablet

Coming up with an Innovative Game Development (Field trip to Wargaming)

- Understanding Customer Needs
- Creating Better Games
- Growing Your Games Business

Benefiting from the Games Business

- Legal aspects: Licensing, Contracts, and IP ownership
 - Patents
 - Copyrights
 - Capturing Value
 - Competitive Advantage in Game Businesses
 - Technical Standards

Describe, Design, Challenge, and Pivot your Games Business

- Overview of Business Planning
- **Creating, Delivering and Capering Value from Your Games Business using the Business Model Canvas**
- **Student Project:** Create canvas for your Game Business

Learning Activities and Teaching Methods:

Laboratory work, Game Industry Field Trips, Faculty Lectures and Guest-Lectures from Professionals in the Game Industry Seminars, Directed and Background Reading Case-studies, Student-led Presentations

Assessment Methods:

Assignments, Final Project Presentation.

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Technology Strategy for Managers and Entrepreneurs: Pearson New International Ed.	Scott A. Shane	Prentice Hall	2014	10: 1292040327
Changing the Game: How Video Games Are Transforming the Future of Business	David Edery Ethan Mollick	FT Press	2008	13: 9780132171472
Games, Design and Play: A detailed approach to iterative game design	Colleen Macklin John Sharp	Addison-Wesley Professional	2016	13: 9780134392226
Get in the Game: Careers in the Game Industry	Marc Mencher	New Riders	2003	13: 9780735713079
Fundamentals of Game Design, 3 rd Ed.	Ernest Adams	New Riders	2014	13: 9780133435719
100 Principles of Game Design	DESPAIN	New Riders	2013	13: 9780321902498
Unreal Engine 4 Game	Aram Cookson Ryan DowlingSoka	Sams Publishing	2016	13: 9780134389103

Development in 24 Hours, Sams Teach Yourself	Clinton Crumpler			
Inspirational Gamechangers: How the best business talent create astonishingly successful companies	Gerry Thompson David W. Mellor	FT Press	2015	13: 978- 0273792819
The Playful World: How Technology is Transforming Our Imagination	Mark Pesce	Ballantine Books	2000	10: 0345439430
Break Into the Game Industry: How to Get a Job Making Video Games	Ernest Adams	McGraw-Hill	2003	10: 0072226609