Uniwersytet Ekonomiczny w Katowicach

GAME STUDIES

Syllabus

Basic information

Field of study Data Analytics Electives	**Didactic cycle** 2023/24
Speciality -	**Subject code** EKODNSS.L10SW.1807.23
Organizational unit School of Undergraduate and Graduate Studies	**Lecture languages** English
Study level undergraduate studies	**Mandatory** Elective
Study form full-time	**Block** Free choice electives
Education profile general academic/practical	**Department responsible for the subject** Department of Forecasting and Communication Analysis
	Subject related to scientific research No
	Subject shaping practical skills No

Coordinator	Karina Cicha
Teacher	Karina Cicha

Period	**Form of teaching, number of hours and method of examination**	**Number of ECTS points**
Semester 5	• lecture: 15, Credit with grade	3

Goals

Code	Goal
C1	To present students with methods of solving social problems through gamification
C2	To familiarize students with the basic mechanisms of creating gamification projects
C3	To prepare students to present group projects in English

Recommended requirements

English - level B2

Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
Knowledge:			
W1	Knows the principles of creating gamification projects.	DNS.L_W01	End-of-course assessment - group project, End-of-course assessment - group presentation
Skills:			
U1	Is able to cooperate with others in creating gamification projects taking into account IT sysyems as possilbe solutions	DNS.L_U05, DNS.L_U08	End-of-course assessment - group project, End-of-course assessment - group presentation
Social competences:			
K1	Is ready to organize social activities by implementing social gamification projects.	DNS.L_K03	End-of-course assessment - group project, End-of-course assessment - group presentation

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	**Gamification** – beginning and history of a concept, game mechanics within the gamification process, gamification users' types, gamification in marketing	W1	lecture
2.	**Behaviour** – definition of behaviour, conditioning models (operant vs. classical), gamification feedback loop, measurement of behavioral change, behaviour in gamification	W1	lecture
3.	**Skills and motivations** – types of motivation, motivation process models, gamification user's motivation,	W1	lecture

No.	Course content	Subject's learning outcomes	Activities
4.	**Play vs. game** – game processing, fun factor, fun factor in gamification, types of games as a gamification structure,	U1, K1	lecture
5.	**Gamification structure** – Werbach's pyramid of gamification elements (mechanics, dynamics, components)	U1, K1	lecture

Course advanced

Activities	Methods of conducting classes
lecture	Lecture using multimedia techniques, Lecture using case studies, Lecture using activating techniques

Activities	Examination method	Percentage
lecture	End-of-course assessment - group project	80%
lecture	End-of-course assessment - group presentation	20%

Activities	Credit conditions
lecture	The whole process of gamification design is divided into 5 stages. An assignment after every lecture is going to be published. To receive positive mark at the end of the course participants are expected to fill the hand-outs and upload them via Google Classroom on time (up to deadline), as well as to prepare and present short presentation about your gamification.

Literature

Obligatory

1. Burke Biran, Gamify: How Gamification Motivates People to Do Extraordinary Things, Taylor & Francis Inc, 2014
2. Kapp Karl M., The Gamification of Learning and Instruction Fieldbook: Ideas Into Practice, Pfeiffer&Co, Wiley John&Sons Inc., 2014
3. Tkaczyk Paweł, Grywalizacja. Jak zastosować mechanizmy gier w działaniach marketingowych, Helion, Gliwice, 2012

Optional

1. Gorączka Anna Protasiuk Michał, Gamification. Jak wygrać zaangażowanie respondenta, Wydawnictwo Naukowe PWN, Warszawa, 2020
2. Ada Dziopak-Strach, Grywalizacja w zarządzaniu ludźmi, CeDeWu, 2023
3. McGonigal Jane, Reality is Broken, Vintage Publishing, 2012

Calculation of ECTS points

Activity form	Activity hours*
lecture	15
Analysis of class notes	20

Preparation of the end-of-course assessment - group project	39
Preparation of end-of-course assessment - group presentation	16
Student workload	**Hours** 90
Number of ECTS points	**ECTS** 3

* hour means 45 minutes

Major learning outcomes for the subject

Code	Content
DNS.L_K03	Jest gotów do wypełniania zobowiązań społecznych, współorganizowania działalności na rzecz środowiska społecznego.
DNS.L_U05	Potrafi rozwiązywać praktyczne zadania wymagające stosowania metodyk i technologii informatycznych, w tym wykorzystując doświadczenie zdobyte w trakcie praktyk w działach informatycznych.
DNS.L_U08	Potrafi planować i organizować pracę indywidualną oraz w zespole realizującym przedsięwzięcie informatyczne.
DNS.L_W01	Zna i rozumie w zaawansowanym stopniu wybrane fakty, obiekty i zjawiska oraz dotyczące ich metody i teorie wyjaśniające złożone zależności między nimi, stanowiące podstawową wiedzę ogólną z zakresu Informatyki Technicznej i Telekomunikacji tworzących podstawy teoretyczne oraz wybrane zagadnienia z zakresu wiedzy szczegółowej dyscyplin uzupełniających: Informatyki i Nauk o Zarządzaniu i Jakości właściwe dla programu studiów na kierunku Informatyka.