

Module specification

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Refer to the module guidance notes for completion of each section of the specification.

Module code	COM463
Module title	Games Studio Enterprise
Level	4
Credit value	20
Faculty	FAST
Module Leader	Rich Hebblewhite
HECoS Code	101267
Cost Code	GACP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BSc (Hons) Computer Game Design & Enterprise	Core
BSc (Hons) Computer Game Design & Enterprise (with Industrial Placement)	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	36 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	0 hrs
Placement / work based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	28/01/2020
With effect from date	28/01/2020
Date and details of revision	
Version number	1

Module aims

This module is designed to introduce students to the basic operational models of the modern games industry along with developing fundamental business and enterprise skills.

Students will develop an understanding of the practises and problem solving approaches used by game studios in the modern industry by engaging with a series of case studies that focus on contemporary issues and topics.

Case studies will provide the opportunity for students to directly experiment with different approaches to business development and planning through practical tasks and exercises alongside theory.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate an understanding of the key principles and practices associated with the development business within the games and creative digital industries.
2	Design, develop and deploy solutions for games business development and enterprise related issues.
3	Evaluate the impact and effectiveness of business development and problem solving methods in relation to a game studio and their impact on the wider games industry.

Assessment

Indicative Assessment Tasks:

Assessment for the module will be based around a series of mini-case studies. Each case study will focus on a particular subject area within games related business development. Furthermore, each case study will challenge students with a research task and then further this knowledge through a practical exercise. The total number of case studies may vary, but will likely within the range of 2 to 4, depending subject area and scope.

As part of each case study, students may be required to produce short analytical reports or presentations, along with design documentation or business plans depending on the subject area and scope of each specific case study.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	Coursework	100

Derogations

N/A

Learning and Teaching Strategies

Guidance, please provide a statement on the strategies that will be used for this module (may differ module by module)

Case studies will be introduced with a lecture, supported by tutorials or practical sessions, depending on the topic area.

The lectures will focus on presenting key topics and concepts, whereas the practical/tutorial based learning will be delivered through tutor supported workshop sessions where students will receive technical support along with advice and guidance in terms of their coursework. As the module progresses, the workshop sessions will become more important as students develop and deploy their ideas.

Formative, self-directed exercises will be used to support transfer of knowledge and understanding. The Moodle VLE system will form the primary platform for the dissemination of training videos, tutorials, lecture notes and reading material. Assessment material and supporting documentation will also be made available.

Indicative Syllabus Outline

- Introduction to game studio structure and management
 - Business hierarchy and information flow
 - Company roles and responsibilities
 - Crisis and conflict management

- Introduction to business and revenue models (games)
 - Games as a Service vs Games as a Product
 - Revenue models

- Business start-up skills
 - Start-up process
 - Annual accounts and returns
 - Business functions and processes

- Workspace planning & management
 - Planning and designing a functional workspace
 - Costing and procurement

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

J, Van Droenen. (Nov 2020). *One Up: Creativity, Competition, and the Global Business of Video Games*. Columbia University Press.

Other indicative reading

Schreier, J. (2017). *Blood, Sweat, and Pixels: The Triumphant, Turbulent Stories Behind How Video Games Are Made*. HaperPB.

Miller-Cole, B. Cole, B. (2017) *Self Made: The definitive guide to business startup success*. John Murray Learning.

Employability skills – the Glyndwr Graduate

Each module and programme is designed to cover core Glyndwr Graduate Attributes with the aim that each Graduate will leave Glyndwr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas. [Click here to read more about the Glyndwr Graduate attributes](#)

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Communication