Module specification

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Module code	COM730
Module title	Games Enterprise and Management
Level	7
Credit value	20
Faculty	FAST
Module Leader	Dr Alexis Mason
HECoS Code	100810
Cost Code	GACP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc Computer Game Development	Core
MA Game Art	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	21 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	21 hrs
Placement / work based learning	0 hrs
Guided independent study	179 hrs
Module duration (total hours)	200 hrs

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Initial approval date	28/11/2018
With effect from date	01/09/2019
Date and details of revision	August 2021 addition of MA Game Art

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Module aims

To introduce and develop a range of business skills as support for the launch and subsequent management of an enterprise.

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

1	Design a detailed business plan which effectively demonstrates a knowledge of financial documents
2	Bridge strategic theory to business practice and write supporting objectives of relevance to a start-up enterprise
3	Critically review the business impact of leadership behaviours
4	Evaluate a customer value-driven marketing strategy and mix of relevance to a start-up enterprise

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: will be based on the student producing an individual business plan and supporting objectives to provide a framework for a business launch (2,000 words)

Assessment 2: will encourage the student to reflect on the people and leadership element of businesses and ways in which the product is marketed to a wider audience (2,000 words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2	Coursework	50%
2	3,4	Coursework	50%

Derogations

None

Module spec template 2020-2021

Learning and Teaching Strategies

The focus will be on the practical application of business management theory to a start-up enterprise where students will be encouraged to contribute using their own ideas, with an aim of producing their own plans and reflections to support a business launch. Contemporary examples and illustrations will be embedded throughout to encourage a theory into practice environment and sharing of aspirations and ideas. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Students will have the opportunity to directly apply their knowledge to the work that is produced in the technical modules on this programme.

In line with the Active Learning Framework, this module will be blended digitally with both a VLE and online community. Content will be available for students to access synchronously and asynchronously and may indicatively include first and third-party tutorials and videos, supporting files, online activities any additional content that supports their learning.

Indicative Syllabus Outline

Strategy: Theory and implementation
Strategic Thinking and development
Leadership and team Behaviours
Positive thinking
Business Planning
Understanding Financial Documents and ratio analysis
Capital, cash flow and budgeting
Customer value-driven marketing
Developments and application of the marketing mix

Indicative Bibliography:

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

Essential Reads

Armstrong, G., Kotler, P.T., Harker, M. and Brennan, r. (2016) Marketing: an Introduction, 3rd Edn., Pearson Eduction, Harlow.

Gratton, L. (2015) Living Strategy, Pearson Education, Harlow

Gibbons, G., Hisrich R.D. and DaSilva, C.M. (2015) Entrepreneurial Finance, Sage Publications, London.

Neck, C.P., Manz, c.C., Houghton, J.D. (2016) Self-Leadership: The Definitive Guide to Personal Excellence. Sage Publications, London.

Other indicative reading

The broad nature of this module is such that the four core texts provide satisfactory coverage of the learning outcomes and syllabus.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr 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.

Core Attributes
Engaged
Enterprising
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication