

Module specification

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Module Code	GME606
Module Title	Games Enterprise
Level	6
Credit value	20
Faculty	FACE
HECoS Code	101221
Cost Code	GAGM

Programmes in which module to be offered

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

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	24 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	24 hrs
Placement / work based learning	0 hrs
Guided independent study	176 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	10/06/2021
With effect from date	Sept 2021

For office use only	
Date and details of revision	10/05/2023 AB approval of revalidated Games suite March 24 Change of module code from COM653
Version number	3

Module aims

This module is designed to enhance reflective practise and enterprise skills by applying business planning, distribution, and financing solutions in relation to a live development project and engagement with external competitions and exhibition opportunities.

Students will develop an understanding of the practises and problem-solving approaches used by game studios with respect to funding applications, publishing, and distribution in the modern industry by applying contemporary principles within the context of a live project.

Real world examples and case studies will further provide the opportunity for students to directly analyse 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	Evaluate industry standard practice for business development processes and identify efficient strategies.
2	Design, develop and deploy business solutions for a live game development project.
3	Demonstrate a digital game product as part of an industry standard portfolio platform, showcase event, competition, or equivalent entrepreneurial venture.
4	Critically analyse and reflect on the development of business and distribution solutions and their effectiveness within a live project.

Assessment

Indicative Assessment Tasks:

Assessment for the module will be split into two indicative parts.

Firstly students will be asked to produce a business written case study that focuses on contemporary issue relevant to the modern industry. Students will be given a list of relevant case study topics to choose from and will then be expected to actively research and critically analyse their chosen topic area. As part of the case study, students may be required to deliver short presentations based upon their findings within chosen subject area.

The second part of the assessment will be “paired” with work taking place within the Project module. Students will be expected to develop a detailed business plan and deployment strategy for the game being developed. This may include presenting the product at external



showcase events, applying for grant funding, or engaging with external competitions. As part of the assessment, student will be expected to reflect on their chosen strategies and their fitness for purpose.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Coursework	40%
2	2, 3, 4	Coursework	60%

Derogations

None

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 study topics and subject content will be introduced with lectures, supported by tutorials or practical challenges where relevant. As the module progresses, students will be supported by regular management meetings with staff along with directed sessions. The meetings will serve as direct support and advice sessions for entrepreneurial planning and execution alongside the main project. As the module will be delivered in partnership with the project module, it follows a structured deliver plan across the full academic year (semesters 1 and 2) for improved integration within the live project.

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

Indicative topic areas include:

- Contemporary Industry Trends
- Game studio structure and management
- Business Development
- Strategy & Planning
- Crisis and conflict management
- Financing & Grant Support models
- Indie Studio Planning
- Annual accounts and returns.
- Business functions and processes
- Reflective Practise and Models

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update. Please *ensure correct referencing format is being followed as per University Harvard Referencing Guidance.*



Essential Reads

Bies, B. (2017), *Indie Gaming: Finding Entrepreneurial Success in Video Games*, Maryland: New Degree Press.

Other indicative reading

Chandler, H. (2020), *The Game Production Toolbox*, Boca Raton: CRC Press.

Daglow, D., Ismail, R. (2018), *Indie Games: From Dream to Delivery*, California: Sausalito Media LLC.

Lovell, N. (2019), *The Pyramid of Game Design: Designing, Producing and Launching Service Games*, Boca Raton: CRC Press.

Morley, C. (2021), *The Entrepreneur's Paradox: How to Overcome the 16 Pitfalls Along the Startup Journey (Keys to Success for a Startup Company)*, Florida: Mango.

