

Module specification

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Module Code	GME704
Module Title	Game Industry and Professional Enterprise
Level	7
Credit value	20
Faculty	FACE
HECoS Code	101278
Cost Code	GAGM

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc Computer Game Development	Core
MSc Computer Game Development (with Advanced Practice)	Core
MA Game Art	Core
MA Game Art (with Advanced Practice)	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



For office use only	
Initial approval date	10/05/2023
With effect from date	September 2023
Date and details of revision	March 24 Change of module code from COM753
Version number	2

Module aims

The aim of this module is to ensure that students have a full conceptualisation of the technical and employability skills they will need to be at a game industry professional level by the end of their period of study. This will include fully understanding roles within the context of the wider games industry, setting key professional development goals and exploring enterprising opportunities.

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

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

1	Disseminate current and emerging game industry trends and specialisms in relation to technical, enterprising and employability skills.
2	Critically evaluate game industry related goals for enterprising development within professional practice.
3	Integrate current practice within game industry enterprising criteria or equivalent professional development.
4	Assemble a portfolio of work to justify professional-level skills and experience.

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.

Indicatively students will be required to spend time researching their chosen areas and/or specialisms in relation to job roles and identify key development goals for their ongoing practice. Indicatively this could be delivered as part of a presentation, viva or written work that includes a wide range of media and sources.

Students will also be required to evaluate and justify their progress against specific set criteria. Indicatively this could be to choose live game enterprising opportunities or from a list



of fabricated job openings. This could indicatively be followed by an in-person practical experience such as a product pitch or mock job interview that will encourage students to justify and defend their current skills and experiences against the given criteria.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2, 3, 4	Coursework	100%

Derogations

None

Learning and Teaching Strategies

This module will start with some staff-led sessions but will heavily utilise facilitation to encourage students to discuss new technologies, workflows and specialisms that relate to particular cohorts. This module will rely on a student-led approach and much of the contact time may rely on formal and informal meetings and discussions to best support student achievement against individuals' personal development goals. Towards the end of the module formal structured processes will be used where relevant to mirror industry processes.

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 syllabus includes topic areas that include:

- Game Industry Job Roles & Specialisms
- Contemporary & Changing Workflows
- Portfolio Development & Presentation
- Written Communication & Presentable Professionalism
- Setting Appropriate Goals & Targets
- Job Interview Skills
- Business Development
- Strategy & Planning
- Crisis and conflict management
- Financing & Grant Support models
- 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.

Josef, A., Van Lepp, A., Carper, M. D. (2022), *The Business of Indie Games: Everything You Need to Know to Conquer the Indie Games Industry*, Boca Raton: CRC Press.

Other indicative reading

Bulut, E. (2020), *A Precarious Game: The Illusion of Dream Jobs in the Video Game Industry*, Cornell: IDL Press.

Broadley, T., Cai, Y., Firth, M. (2023), *The SAGE Handbook of Graduate Employability*, California: SAGE Publications.

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.

Schreier, J. (2021), *Press Reset: Ruin and Recovery in the Video Game Industry*, New York: Grand Central Publishing.

