



Syllabus of the course
« Gaming Technologies in Business »

Specialty	<i>All specialties</i>
Study program	<i>All programs</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>Elective</i>
Language	<i>English</i>
Term	<i>2 course 3rd semester, 2 course 4nd semester, 3 course 5nd semester, 3 course 6nd semester, 4 course 7nd semester,</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 30 hours. Practical studies (seminars) – 30 hours. Self study – 90 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Entrepreneurship, Trade and Tourism Business, Nauky Ave., Kharkiv, office 316. Tel. 38(057)758-77-26 (add. 451), http://tourism.hneu.edu.ua</i>
Teacher (-s)	<i>Kateryna Vovk, PhD in Tourism, associate professor</i>
Teacher's contacts	<i>mikhytaekaterina@gmail.com</i>
Days of the classes	<i>Lectures: according to the schedule Practical lessons: according to the schedule</i>
Consultations	<i>Personal and individual consultations, according to the schedule, chat in PNS</i>

The purpose of the course is to develop theoretical knowledge and practical skills necessary for analysing and applying gaming technologies in business processes.

Structural and logical scheme of the course

Prerequisites	Postrequisites
-	-
-	-

Content of the course

Module 1: Theoretical foundations of gaming technologies in business

Topic 1. Introduction to the discipline: oobject, subject and content

Topic 2. Gaming technologies and their role in the business environment

Topic 3. Theoretical foundations of gamification and its application in business

Topic 4. Psychology of motivation and gaming mechanics for employee engagement

Topic 5. Gaming technologies in human resource management and corporate culture

Topic 6. Gaming technologies in marketing and sales processes

Module 2: Practical application of gaming technologies in business

Topic 7. Gaming technologies in business strategy development

Topic 8. Gamification of business processes: improving efficiency through gaming elements

Topic 9. Using games to improve communication and interaction with clients

Topic 10. The role of gaming technologies in consumer motivation and brand loyalty

Topic 11. Gaming technologies for project and team management



Topic 12. Evaluating the effectiveness of gaming technologies in business: prospects and challenges

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system of learning outcomes

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

The teaching of the course is based on the principles of academic integrity. Violations of academic integrity are: academic plagiarism, fabrication, falsification, write-off, deception, bribery, biased evaluation. In case of the academic integrity violation, students are subject to the following academic responsibility: re-assessment of the relevant educational work.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program