# Syllabus of the course
## *«Gaming Technologies in Business»*

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| **Specialty** | *All* |
| **Study Programme** | *All* |
| **Study cycle (Bachelor, Master, PhD)** | *the first (Bachelor) level of higher education* |
| **Course status** | *Selective* |
| **Language** | *English* |
| **Term** | *3 course, 5nd semester* |
| **ECTS credits** | *5* |
| **Workload** | *Lectures – 30 hours.* |
| | *Practical studies – 30 hours.* |
| | *Laboratory studies – 0 hours.* |
| | *Self-study – 90 hours.* |
| **Assessment system** | *Grading* |
| **Department** | *Department of Entrepreneurship, Trade and Tourism Business, auditorium 209 of the first building, website:* <br> *http://mev.hneu.edu.ua/кафедра-2* |
| **Teaching staff** | *Kateryna Vovk, PhD in Tourism, associate professor* |
| **Contacts** | *mikhytaekaterina@gmail.com* |
| **Course schedule** | *Lectures: according to the schedule* <br> *Practical studies: according to the schedule* |
| **Consultations** | *At the Department of Entrepreneurship, Trade and Tourism Business, offline, according to the schedule, individual, PNS chat.* |

### Learning objectives and skills:
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 | Postrequsites |
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| - | - |
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### Course content
**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**

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| **Teaching environment (software)**<br>*Multimedia projector,  S. Kuznets PNS, Corporate Zoom system* |
| **Assessment system**<br>Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.<br>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.<br>The maximum amount during the semester – 100 points; the minimum amount required is 60 points.<br>Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.<br>***More detailed information on assessment and grading system is given in the technological card of the course.*** |
| **Course policies**<br>Teaching of the academic discipline is based on the principles of academic integrity.<br>Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.<br>Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity. |
| ***More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.*** |