GAMIFICATION

GRADO EN COMUNICACIÓN Y MEDIOS DIGITALES

Professor: FERNANDO M. AMIGO QUINTANA
E-mail: fmamigo@faculty.ie.edu

Academic year: 18-19
Degree course: THIRD
Semester: 1º
Category: COMPULSORY
Number of credits: 3.0
Language: English

PREREQUISITES
The course does not require specific training, although a fair knowledge of basic functions of organizations would be helpful.

SUBJECT DESCRIPTION
The use of game elements in the management of relationships and behavior among individuals and between them and organizations of all kinds has been part of the history of humankind. Thus, the use of games within families has been always an important part in the learning and socialization processes. In the corporate world, examples such as the use of motivational elements enhancing individual achievements under schemes such as “the employee of the month”, or the promotion of consumer consumption by using discount cards have been not uncommon.

However, never before have organizations had so many tools at their disposal to motivate, engage and promote long term meaningful relationships and behaviors amongst their corporate publics: customers, employees, citizens, partners, etc.

Gamification is a behavior management scheme that uses elements, mechanics and techniques used in games and translates them into other contexts in order to encourage and motivate people towards desired or specific behaviors. When they are well designed, games provide a rewarding experience; they engage and invite us to improve ourselves. And, above all, they are not imposing. We do things because we want to and not because we have to. That is what the use of game elements, mechanics and techniques pretends when applying them to other contexts.

Gamification has been part of the recent wave of innovation that has pervaded organizations development in the last decade, from consumer goods companies to public administrations, looking for means to improve internal and external processes dealing with productivity and consumer engagement, of which social networks and mobility stand out as its most celebrated achievements.

There are many reasons behind gamification. The current low rates of individual engagement levels and the need for new motivation schemes, the emergence of new behaviors fostered by technological developments or the central role of intangible incentives (intrinsic motivation), among other aspects, point to the exhaustion of traditional motivation schemes. Gamification and behavior management tools are seen as very helpful in contexts such as Human Resources Management, Marketing and Sales, Corporate Compliance or Innovation.

OBJECTIVES AND SKILLS
The main objective of the course is to expose the principles of gamification and the usefulness of game elements, mechanics and techniques in achieving the goals of any kind of organization through the motivation and management of individual behaviors.

**METHODOLOGY**

The course does not require specific training, although a fair knowledge of basic functions of organizations would be helpful.

Lectures will be highly dynamic, with an initial presentation by the instructor followed by the exposure of relevant case studies and active participation from the class. Students will be requested to answer questions during lectures and are also expected to raise relevant questions for general discussion.

After each master class, students are expected to spend from 1 to 2 hours reviewing the lectures and preparing the empirical exercises and case studies proposed by the instructor.

<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>40.0 %</td>
<td>30 hours</td>
</tr>
<tr>
<td>Discussions</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Exercises</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Group work</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Other individual studying</td>
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<td>0 hours</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100.0 %</td>
<td>75 hours</td>
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PROGRAM

SESSIONS 1 - 2 (FACE TO FACE)
- Course introduction
- Basic concepts
PART 1. GAMIFICATION IN CONTEXT
- The recent wave of innovation
- The information and communication society
- Innovation trends within the ICT sector and their impact on organizations and individuals

SESSIONS 3 - 4 (FACE TO FACE)
PART 2. BEHAVIOR MANAGEMENT
- Internal and external determinants of human behavior
- Psychological perspectives on human behavior

R.A.: An overview of psychology (s-c)

SESSIONS 5 - 6 (FACE TO FACE)
PART 2. BEHAVIOR MANAGEMENT
- The need for human behavior management: engagement crisis and new behaviors
- The role of incentives in human behavior
- New opportunities and developments in human behavior management

Readings:
R.A.: An overview of psychology (s-c)

SESSIONS 7 - 8 (FACE TO FACE)
PART 3. GAMIFICATION AS A HUMAN BEHAVIOR MANAGEMENT SCHEME
- Game design
- Game elements
MIDTERM

Readings:

SESSIONS 9 - 10 (FACE TO FACE)
PART 3. GAMIFICATION AS A HUMAN BEHAVIOR MANAGEMENT SCHEME
- Characterization of Players
- Player motivation
- Game mechanics, dynamics and aesthetics

Readings:

20th July 2018
SESSIONS 11 - 12 (FACE TO FACE)

PART IV: GAMIFICATION IN ACTION
- Concept and characteristics of gamification
- The process of gamification
- Gamification design and methodology
- Activity cycles and mechanics

Readings:

SESSIONS 13 - 14 (FACE TO FACE)

PART IV. GAMIFICATION IN ACTION
- Gamification environments
- Internal gamification: gamification in corporate environments. How to foster productivity, collaboration and compliance of employees, partners, etc.
- External gamification: gamification of consumption and gamification for social good. How to enhance engagement from clients, consumers, citizens and users.

Readings:

SESSION 15 (FACE TO FACE)

WRAP UP
FINAL EXAM
Regular attendance to lectures and classes is required. The final grade will be based on a number of criteria. Additional score could be assigned to students with significant contributions to the course, on a transparent and case-by-case basis.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam</td>
<td>40 %</td>
<td></td>
</tr>
<tr>
<td>Attendance</td>
<td>5 %</td>
<td></td>
</tr>
<tr>
<td>Group Presentation</td>
<td>20 %</td>
<td></td>
</tr>
<tr>
<td>Class Participation</td>
<td>15 %</td>
<td></td>
</tr>
<tr>
<td>Midterm</td>
<td>20 %</td>
<td></td>
</tr>
</tbody>
</table>

Regular attendance to lectures and classes is required.

CLASS PARTICIPATION AND PRACTICAL ASSIGNMENTS: The instructor will incentivize and reward questions and comments from students during lectures and practical classes. Participation in class debates around real topics will be specially valued. Two main criteria will be used in reaching judgment about your class participation:

Frequency: The instructor will require a minimum threshold of contributions. Once the threshold quantity has been achieved, simply increasing the number of contributions will not necessarily improve the evaluation.

Moving Your Peers’ Understanding Forward: The relevance and timing of comments and the flow and content of the ensuing class discussion will be considered when evaluating class participation. Instructions about practical assignments are handed out in class.

RE-SIT / RE-TAKE POLICY

Each student has 4 chances to pass any given course distributed over two consecutive academic years: ordinary call exams and extraordinary call exams (re-sits) in June/July.

Students who do not comply with the 70% attendance rule during the semester will fail both calls for this Academic Year (ordinary and extraordinary) and have to re-take the course (i.e., re-enroll) in the next Academic Year.

Evaluation criteria will be subject to the following rules:
Students failing the course in the ordinary call (during the semester) will have to re-sit the exam in June / July (except those not complying with the attendance rule, who will not have that opportunity and must directly re-enroll in the course on the next Academic Year). The extraordinary call exams in June / July (re-sits) require your physical presence at the campus you are enrolled in (Segovia or Madrid). There is no possibility to change the date, location or format of any exam, under any circumstances. Dates and location of the June / July re-sit exams will be posted in advance. Please take this into consideration when planning your summer. The June / July re-sit exam will consist of a comprehensive exam. Your final grade for the course will depend on the performance in this exam only; continuous evaluation over the semester will not be taken into consideration. Students will have to achieve the minimum passing grade of 5 and the maximum grade will be capped at 8.0 (out of 10.0) – i.e., “notable” in the re-sit exam. Re-takers: Students who failed the subject on a previous Academic Year and are now re-enrolled as re-takers in a course will need to check the syllabus of the assigned professor, as well as contact the professor individually, regarding the specific evaluation criteria for them as re-takers in the course during that semester (ordinary call of that Academic Year). The maximum grade that may be obtained in the retake exam (3rd call) is 10.0 (out of 10.0). After ordinary and extraordinary call exams are graded by the professor, you will have a possibility to attend a review session for that exam and course grade. Please be available to attend the session in order to clarify any concerns you might have regarding your exam. Your professor will inform you about the time and place of the review session.

! Students failing more than 18 ECTS credits after the June-July re-sits will be asked to leave the Program. Please, make sure to prepare yourself well for the exams in order to pass your failed subjects.

! In case you decide to skip the opportunity to re-sit for an exam during the June / July extraordinary call, you will need to enroll in that course again for the next Academic Year as a re-taker and pay the corresponding extra cost. As you know, students have a total of 4 allowed calls to pass a given subject or course, in order to remain in the program.

PROFESSOR BIO

Professor: FERNANDO M. AMIGO QUINTANA

E-mail: fmamigo@faculty.ie.edu

Fernando M. Amigo is an independent International Strategy Consultant, Entrepreneur and Researcher. He holds a PhD in Business Administration, a Master of Science in Management and an MBA, as well as a Licenciatura in Economics and Business Administration, among other academic achievements. He is currently doing research on gamification and behavior management. He has lectured at Spanish and US universities such as Universidad Carlos III, Universidad Pontificia de Salamanca, Universidad del Externado (Colombia), ESAN Graduate School of Business in Perú, and the University of Massachusetts, as well as in MBA programs and professional meetings. Over the last 25 years, Fernando has worked extensively as a Management Consultant for Price Waterhouse, Andersen Consulting, Accenture, Atlante-Europraxis, Transfer Management Services and Piedmont. He has advised top national and multinational organizations in a variety of sectors (including pharmaceuticals, transportation, infrastructures, retailing, regional and local Administration, and insurance) on such matters as general management, business strategy, risk assessment, market evaluation and communication, joint venture structuring, mergers and acquisitions, regional and local development, and training and professional development, among others. He has also been CEO of Professional Training, a leading Spanish in-company training firm, and in 2005 he became a Commissioned Consultant of the European Union for the Study of the Informal Economy in Ecuador.

20th July 2018
OTHER INFORMATION
Office hours: Class days or by appointment.
Contact details: fmamigo@faculty.ie.edu.

CODE OF CONDUCT IN CLASS

1. Be on time: Students arriving more than 5 minutes late will be marked as “Absent”.
Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. If applicable, bring your name card and strictly follow the seating chart. It helps faculty members and fellow students learn your names.

3. Do not leave the room during the lecture: Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.
Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. Do not engage in side conversation. As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.
If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. Use your laptop for course-related purposes only. The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. No cellular phones: IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. Escalation policy: 1/3/5. Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.