

Приложение 2

к Положению о программе учебной дисциплины образовательных программ высшего образования – программ бакалавриата, специалитета, магистратуры НИУ ВШЭ

Syllabus

Gamification

(1 ECTS)

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Meeting Minute # ___dated _____ 20__

1. Course Description

- a. **Pre-requisites.** No special entry pre-requisites are required.
- b. **Abstract.** Gamification is the application of game elements and digital game design techniques to non-game problems, such as business and social impact challenges. This course will teach students the mechanisms of gamification, why it has such tremendous potential, and how to use it effectively.

2. Learning Objectives

The course aims to provide students with knowledge and skills necessary for the effective using of gamification in business. To achieve this goal, it is necessary to fulfill a number of sub-goals as follows:

- a. show ways to use gamification in business;
- b. know how to apply gamification effectively;
- c. understand some specific applications of gamification.

3. Learning Outcomes

Upon successful execution of this course, students will know:

- a. definition of gamification and examples of its successful application;
- b. psychological concepts relevant to gamification;
- c. principles of applying gamification to non-game situations;
- d. the process of game design;
- e. challenges and opportunities of applying gamification.

4. Course Plan

Modul 1. Gamification and games

Gamification is a new field, but games are ancient. In this first module, we'll look at what gamification is, why organizations are applying it, and where it comes from. While there isn't universal agreement on the scope of the field, a set of concepts are clearly representative of gamification. The second lesson explains why the concept of games is deeper than most people realize, and how game design serves as a foundation for gamification.

Modul 2. Deconstructing games

What exactly does it mean to apply game design principles in non-game contexts? In this module, we'll discuss how game designers approach their craft, and how to see any situation through the lens of game design. Then we'll examine the raw materials of games and gamification, known as game elements. We'll learn how to break down a game into its constituent parts and apply them to create gamified systems.

Modul 3. Motivation and psychology

Gamification is a technique for motivation, so it ties very directly into psychology. This unit introduces the major psychological concepts relevant to gamification. The first lesson focuses on behavioral approaches and reward design; the second identifies the risks and alternatives to this approach.

Modul 4. Design

Gamification done well is a form of design. This module describes the design process, and provides a six-step framework to apply to any gamification project. The second lesson identifies important considerations and options for developing creative, human-centered, thoughtful gamification solutions.

Modul 5. Applications

This module describes particular challenges and opportunities when applying gamification in two contexts: within an organization, and in social impact or behavior change environments.

Modul 6. Gamification in perspective

There are many legitimate limitations, concerns, and dangers from gamification. Some of them can be avoided through thoughtful design, but others must be considered directly in any implementation. The final lesson details gamification-related techniques that go beyond those covered throughout the course, and concludes with a look toward the future.

5. Reading List

- a. There are no **required** books.
- b. **Optional:** For the win: how game thinking can revolutionize your business by Kevin Werbach, Dan Hunter, 2012.

6. Grading System

Course evaluation takes place on the platform.

7. Examination Type

Students are assessed on the basis of individual assignments and quizzes.

8. Methods of Instruction

Students study video lectures and do individual tasks. The course takes 29 hours, 6 weeks of study.

The course includes 65 videos (total 670 min.), 3 self-study materials, 8 tests.

9. Special Equipment and Software Support (if required)

To study the course, Internet access is required. The course is available at: <https://www.coursera.org/learn/gamification>