

## ***ITM122X: GAMING AND MANAGEMENT GAMES***

(School-Year 2012-2013)

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This course is designed primarily to complement the business knowledge of students with simulated decision-making using “serious” games as a medium. The games played will be competitive and interactive so a real life business situation can be played out, with results of decisions known as play goes on. Players modify their decisions as feedback and information from pervious decisions begin to unfold.

**KEY REFERENCES: (all materials below will be distributed in electronic form)**

**Please see Mgt Games and Yahoo Groups Files Section.**

Gaming Software:

Capitalism II (<http://www.enlight.com/capitalism2/>)

Wall Street Trader (<http://www.wallstreetsurvivor.com/>)

Virtual Stock Exchange (<http://www.marketwatch.com/game/>)

Campaign Game: General Election

(<http://www.kongregate.com/games/thup/campaign-game>)

Virtonomics Business=Economics Game (<http://virtonomics.com/>)

Simunomics (<http://www.simunomics.com/Login.php>)

Marketplace Business Simulations (<http://marketplace-simulation.com/>)

IBM City One Game (<http://www-01.ibm.com/software/solutions/soa/innov8/cityone/>)

Food Force (<http://www.wfp.org/how-to-help/individuals/food-force>)

Flood Simulation (<http://www.floodsim.com/>)

Global Conflict (<http://www.globalconflicts.eu/>)

Other Games in Excel (Developed by VPR III)

Yahoo Finance and related Financial Web Sites:

(<http://finance.yahoo.com/>)

(<http://www.bloomberg.com/>)

(<http://moneycentral.msn.com/home.asp>)

Financial Games to be played via the Internet:

Virtual Stock Exchange (<http://www.marketwatch.com/game/>)

Foreign Currency Game (<http://www.etoro.com/>)

Commodities Trading Game (To be announced)

Key URLs for the course:

Serious Games Interactive  
(<http://www.seriousgames.dk/>)

Serious Games Institute  
(<http://www.seriousgamesinstitute.co.uk/>)

Game Theory Resource  
<http://www.gametheory.net/>

### **COURSE ACTIVITIES:**

Introduction to Management Games

Game I (One Product Sales and Marketing Game)

Game II (Multiple Product sales, Marketing and Finance Game)

Game III (Wall Street Trader, Virtual Stock Exchange (till the end of the semester))

Game IV (Labor Management Negotiation Game, Role Playing and Role Reversal, Conflict Resolution Exercises)

Game V (Foreign Exchange Game, Start Capitalism II (till end of Semester))

Game VI (General Election, Strategy Game)

Final Game (Sales, Marketing, Finance Game/Final Capitalism II)

### **COURSE REQUIREMENTS/GRADING:**

The grade for this course will be composed of individual and group grades.

Individual grades will be given for exams and individual games (like Virtual Stock Exchange)

A group grade will be given for group effort, where one group will be composed of 3 students. The groups will be playing against one another and after game completion a ranking of results by group will be done (highest to lowest). The criteria for ranking are always measurable variables like net profit, or the asset size of a company, etc.

All groups have to play all 7 or more minor games and the final games. If a group has no representative at the time of play, they will automatically get disqualified with a

rank of zero. The final grade will be based on the average rank for the 7 or more games and the rank on the final game + all individual scores.

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