## HWR Berlin Summer School 2023
# Game Thinking for Business – Strategies for Customer Loyalty and Employee Engagement

### Overview
Corporate games already pervade many company functions, from assessment centres, recruiting games, open innovation contests, project Scrum and production Kanban, to playful sales and marketing interactions. This hybrid course exposes participants to game design thinking within a business context and guides them to gamify their business situations mindfully. They will learn to understand and apply game mechanics, aesthetics and dynamics to create performance-driven work experiences.

### Dates
12 – 16 June Virtual Reading Week
25 June – 2 July On-Site Intensive Class

### Course Content
- Game design thinking
- Gamification in various business functions
- Applying game mechanics to business

The course programme also includes:
- Study visit to a company

### Course Language
English. Proof of English proficiency (TOEFL iBT 90 or equivalent) is required.

### Prerequisites
Graduate students of all fields with work experience.

### Number of Participants
20–25

### Course Fees
€ 835 (withouit accommodation)
This includes tuition and programme fees, health, accident, and liability insurance, study visit, optional cultural programme, certificate including transcript of records.

### Credits
4 ECTS credits include
- On-site Intensive Class
- Reading Week incl. monitored self-tests
- Self-study, research, group project, essay

### Accommodation
- Student hostel (double room)
- Arrival 25 June (move in), departure 2 July (move out)
Optional booking upon request

### Cultural Programme
The summer school team invites participants to take part in an optional cultural programme (e.g. visit to a palace, boat tour, museum).

### Registration Deadline
- 1 April 2023

### Contact, Enquiries and Registration
HWR Berlin Summer and Winter School
Email: summer@hwr-berlin.de
www.hwr-berlin.de/summerschools
For a more detailed syllabus, please email
summer@hwr-berlin.de

# Syllabus

## Lecturer
Prof. Dr. Avo Schönbohm

## Week 1
### Virtual Reading Week

The virtual reading week sensitizes participants to the concept of gamification as an innovative business strategy that leverages principles from games to areas such as marketing, employee motivation, crowdsourcing, and customer engagement. Students will understand why game design thinking is now being used by many of the world's successful organizations. During this week, students will be asked to study papers and answer associated questions (monitored self-tests).



> **Last but not least: Get more out of your summer school experience!**
> Combine this programme with our pre-departure course "Get ready for Berlin: Online German Language Crash Course" and / or with our three-week business / business law courses

## Week 2
### On-site programme

In the intensive class in Berlin, students will dive deep into the topic of gamification. In workshop sessions, students will gain an understanding of underlying theoretical concepts of gamification. In challenges, ludic interactions, and presentations, students will become active and learn to understand and apply game mechanics, aesthetics and dynamics to create performance-driven work experiences.

| Day | |
|-----|---|
| 1 | • Welcome Day |
| 2 | • Ludic Interaction |
| | • Examples for the playful spirit through history and societies |
| | • The power of games in life and business |
| | • Introduction to the dopamine society |
| | • A ludic perspective on Life and Businesses: The Gamification Revolution |
| 3 | • Ludic Interaction |
| | • The MAD-Framework for Game Design (Mechanics, Aesthetics, Dynamics) |
| | • Gamification in various business functions: Recruiting, Marketing, Sales, Innovation, Performance management |
| | • Define your individual business situation to be gamified (Lego Serious Play): Challenge, objectives, players involved, etc. |
| | • Transform your business situation into a game making use of the MAD-Framework |
| | • Presentation of the first game ideas and feedback |
| 4 | • Ludic Interaction |
| | • Development and application of the Octalyis Framework for Gamification |
| | • A practical guide into how to apply game mechanics to business based on real cases. |
| | • Working on enhancing the drafted business games |
| 5 | • Company visit and ethnographic analysis of a Berlin firm |
| | • Limitations and ethical considerations of enterprise gamification (discussion) |
| | • Ludic Interaction |
| | • Final presentation and retrospective of the business games developed in class |
| | • Discussion on particular topics on game thinking, game design and enterprise gamification |
| | • Playful retrospective on the course |

* Course content/lecturer may be subject to change