



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1IK40U Gamification, 7,5 högskolepoäng

1IK40U Gamification, 7.5 credits

Main field of study

Informatics

Subject Group

Informatics/Computer and Systems Sciences

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2017-11-29

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements for university studies.

Objectives

After completing the course the student should be able to:

- account for gamification (level 1)
- account for game mechanics (level 2)
- account for business processes (level 3)
- apply gamification with game mechanics and business processes (level 4)
- analyze gamification as a possibility for business and organization (level 5)

Content

The course contains:

- gamification theory
- reward and loyalty systems
- game mechanics
- theories of expectation and motivation
- the individual's behavior and decision making

- areas of application and its features

Type of Instruction

Teaching is carried out as distance learning with help from a learning platform and consists of self-studies based on instructions from the course coordinator. There are possibilities for web-based discussions.

The course requires access to a computer and the internet. No mandatory meetings on campus are included.

The course has five levels. In every level exists e.g. lectures, study questions, discussion and testing.

Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through computer self-correcting tests and written reports.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Required reading

Ahlin, A. & Marcusson, L. Att arbeta med processer. Studentlitteratur. Latest edition. About 170 pages.

Burke, B. *Gamify – How gamification motivates people to do extraordinary things*. Bibliomotion. Latest edition. About 180 pages.

Kumar, J. & Herger, M. *Gamification at work – designing engaging business software*. Interaction design foundation. Latest edition. About 170 pages.

Werbach, K. & Hunter, D. *For the win – how game thinking can revolutionize your*

business. Wharton. Latest edition. About 140 pages.