



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1IK445 Gamification, 7,5 högskolepoäng

1IK445 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 2016-03-23

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 this 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. The teaching consists of recorded lectures. The course requires access to a computer and the internet. No compulsory meetings on campus are included.

Examination

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

The course is examined through a serie of computer self-correcting tests and written reports (7.5 credits).

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. 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.

Kumar, J. & Herger, M. (2013). *Gamification at work – designing engaging business software*. Interaction design foundation. 166 pages. Provided as a PDF on the learning platform.

Scientific articles. About 200-300 pages.