Course program and reading list

Semester 2 Year 2024

School: Adelson School of Entrepreneurship B.A

Game Changers – Capstone seminar

Lecturer:

Dr. Yossi Maaravi   myossi@runi.ac.il

Dr. Dudi Peles   dudi.peles@post.runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
3935	Seminar	3	6

Course Requirements :	Group Code :	Language:
Final Paper	240393501	English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Game Changers – Capstone seminar (3935):

2432 – Innovative Business Planning – Capstone Seminar

◎ Course Description

Video games have evolved far beyond mere entertainment; they now serve as powerful tools for positive change in various domains, such as education, environmental conservation, politics, social change, rehabilitation, personal development, military training, scientific research and much more.

This workshop provides students with the opportunity to conceive and develop innovative ideas that harness the potential of video games for social impact. It guides students through the entire process, from conceptualization to the creation of a working prototype or a comprehensive business plan.

During the workshop, participants can choose from a diverse range of project types, including:

1. **Impactful Games:** Create a video game designed to address and alleviate real-world challenges.
2. **Double Bottom-line Video Games Startups:** Develop a startup venture idea that leverages the influence of games for positive change.
3. **Non-Profit Initiatives:** Initiate a non-profit organization dedicated to the use of video games in driving social or environmental progress.
4. **Research Paper:** write a research paper on the intersection of video games and societal impact.
5. **Organizational Enhancement:** Identify and implement strategies for enhancing existing organizations through the integration of impact video games.

This workshop is a unique opportunity for students to explore the dynamic synergy between video games and social change, equipping them with the skills and knowledge needed to make a meaningful impact in the world. Join us in this innovative journey from idea to action.

Workshop structure

For this workshop, students will be organized into teams of **three**. However, in certain circumstances, such as anticipated absences due to military reserve duty, teams may consist of four members, contingent upon obtaining special approval from the workshop instructor.

The workshop will comprise three distinct types of interactions: Lectures, Presentations, and Checkpoint meetings. Checkpoint meetings are weekly mentoring sessions with the workshop instructor designed to facilitate rapid progress in the teams' projects.

Lesson plan

Date	Lesson	Where?
28/3	**Lecture:** Intro, Concept + Presentation practice	Reichman
4/4	**Concept Presentation** + what to do in the next month	**Reichman**
11/4	Educational tour abroad	

18/4	Passover: Work & Team Meetings (optional)	Zoom
25/4	Passover	
2/5	**Lecture**: Story & Industry	Reichman
9/5	Work & Team Meetings	
16/5	**Story & Industry Presentation**	**Reichman**
23/5	Work & Team Meetings	
30/5	**Lecture**: Business Plan, Goto Market, Prototyping	Reichman
6/6	Work & Team Meetings	
13/6	Work & Team Meetings	
20/6	**Final Presentation**	**Reichman**

Course Assignments

	Concept Presentation **(4/4)**	**Story & Industry Presentation** **(9/5)**	**Final Presentation** **(20/6)**
Impactful Games	Team Approved concept	**High level GDD in presentation mode (Game overview, core gameplay mechanics, High level story, concept art).** Target audience and market potential, Competitors landscape (Similar games).	Full Business plan presentation Impact assessment **Playable prototype**
Double Bottom-line Video Games Startups	Team Approved concept	Story (problem, solution, value proposition). Target audience and market potential, Competitor landscape.	Full Business plan presentation Impact assessment Mockup
Non-Profit	Team	Story (problem, solution, value	Full Business plan

		proposition).	presentation
Initiatives	Approved concept	Target audience and market potential, Competitor landscape (Similar organizations).	Impact assessment Mockup
Organizational Enhancement	Team Approved concept **LOI from an Organization**	Story (problem, solution, value proposition). **Interviews summary**	**Final presentation to organization** Mockup (if possible) Impact assessment
Research Paper	Team Abstract Draft	Literature review 50% of writing done	First full draft of paper

....

🗒 Course Goals

By the end of the workshop, each team will have constructed and delivered a comprehensive business plan presentation outlining their impactful game-based concept. This presentation will include either a playable prototype or a mockup of their proposed idea.

From this experience, participants are expected to:

- Strengthen teamwork and communication skills through collaborative project work and regular team meetings.
- Enhance project management abilities by effectively planning, organizing, and executing tasks to meet project milestones.
- Improve critical thinking skills.
- Foster empathy and social awareness.
- Promote sustainable impact.
- Practice and sharpen presentation skills.

....

A+ Grading

Impression from checkpoint meetings - Team – 15%

Impression from checkpoint meetings - Individual – 15%

Concept Presentation - Team – 10%

Story & Industry Presentation - Team -10%

Final Presentation - Team - 25%

Final Presentation - Individual - 25%

....

📱 Reading List

Inspirational Online Articles & Links:

Games for Change YouTube channel https://www.youtube.com/user/GamesForChange

Game Changers: 18 serios games that changes the world

https://www.growthengineering.co.uk/serious-games-that-changed-the-world/

Gamify List: An Index of close to 600 gamified apps https://gamifylist.com

14 Video Games That Tackle Important Social Issues https://www.teachthought.com/technology/14-games-tackle-important-social-issues/

13 Games That Non-Profits Are Using To Make An Impact
https://www.chaostheorygames.com/blog/13-games-that-non-profits-are-using-to-make-an-impact-fundraising-charity-gaming

80,000 hours – What are the most pressing world problems https://80000hours.org/problem-profiles/

Academic articles (with links)

David Williamson Shaffer, Kurt R. Squire, Richard Halverson, and James P. Gee (2005), Video Games and the Future of Learning (https://files.eric.ed.gov/fulltext/ED497016.pdf)

Peles, Dudi (2018), Gamification in Education: Even a Course Can Be a Game in Digital Pedagogy: Opportunities for Different learning. (http://dudipeles.com/wp-content/uploads/2016/12/Chapter2Peles.pdf)

So, Ivy and Staskevicius, Alina (2015). Measuring "Impact" in Impact Investing. Harvard Business School Social Enterprise Initiative (https://www.hbs.edu/socialenterprise/wp-content/uploads/2021/09/MeasuringImpact-1.pdf)

Books recommendations:

- Bogost, Ian. (2007). *Persuasive Games: The Expressive Power of Videogames*. The MIT Press.
- Burak, Asi, & Parker, Laura. (2008). *Power Play: How Video Games Can Save the World*. St. Martin's Press.

- McGonigal, Jane. (2011). *Reality is Broken: Why Games Make Us Better and How They Can Change the World*. Penguin Books.
- Schell, Jesse. (2008). *The Art of Game Design: A Book of Lenses*. CRC Press.
- Squire, Kurt. (2021). *Making Games for Impact*. The MIT Press.