

Gamification as a Business Strategy Syllabus

Week/Module	Topics
Week 0	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ
Week 1: INTRODUCTION TO GAMIFICATION	<ul style="list-style-type: none"> • Weekly Overview • Introduction to Concept of Gamification- Various definitions – Drivers Are You an Owner or a manager • Need for Gamification as a strategic tool • Gamification in enhancing customer experience/ engagement/ interaction • Customer journey, customer discovery and customer retention • Meaningful Gamification • Summary • MCQs • Weekend Assessment
Week 2: UNDERPINNINGS OF GAMIFICATION	<ul style="list-style-type: none"> • Weekly Overview • Goals of Gamification (defining business goals) • Why Games Work: The Rules of Motivation • Develop the Appropriate Metrics to Measure Success of a Business • Gamification in the Enterprise: Differences from Consumer Market, Implications, and a Method to Manage Them • Dark Side of Gamification: Ten Business Scenarios and Their Unintended Consequences • Determining key performance indicators (KPI) • Summary • MCQs • Weekend Assessment

<p>Week 3: THE GAMIFICATION INSTRUMENTS</p>	<ul style="list-style-type: none"> • Weekly Overview • Customers as Players • Marketing Personas • Game Elements • Gaming Application in Various Business Opportunity • Insights from Gamification Industry expert • Summary • Case Study Assignment • Week Three Feedback • Weekend Assessment
<p>Week 4: GAMIFICATION FOR SUSTAINABLE BUSINESS</p>	<ul style="list-style-type: none"> • Weekly Overview • Game and digital literacy • Corporate training and education • Health and crowd sourcing of information • The Measurement of Benefits of Gamification • How Gamification Can Help Companies to Become More Sustainable: A Case Study on Ride Sharing • Gamification of Survey Research: Empirical Results from Gamifying a Conjoint Experiment • Summary • Weekend Assessment
<p>Week 5: TESTING GAMIFICATION AND TRACKING KPIs</p>	<ul style="list-style-type: none"> • Weekly Overview • Understanding Behavior with Aesthetics • Engaging the Customers with Dynamics • Array of game mechanics • Channels, actions and rewards • Testing gamification and tracking KPIs • Gamification in Consumer Marketing - Future or Fallacy • Summary • MCQs • Weekend Assessment
<p>Week 6: GAMIFICATION AND INDUSTRY APPLICATION</p>	<ul style="list-style-type: none"> • Weekly Overview • Overview of Current Module • Recap of Past Modules • Reflecting on Strengths and Weaknesses of Gamification strategy • Insights from Various Industry Experts • Conclusion • Summary

	<ul style="list-style-type: none">• MCQs• Weekend Assessment
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Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Weekend Assessment	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in weekend assessment
- 40% marks and above in the final proctored exam

Disclaimer: In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.