Game Business Studies

### Assessment requirements

This workbook will guide you through the processes used to research, develop, review and apply intellectual property, ethics, privacy and cyber security policies within a games organisation for the protection of all stakeholders, including staff and clients/customers.

You are required to submit the following to Canvas for assessment;

* this workbook with all sections completed
* the following documents you will develop during the subject;

1. NDAcontract.pdf
2. PrivacyPolicy.pdf
3. CodeofEthics.pdf
4. GrievancePolicy.pdf
5. ICTSecurityPolicy.pdf
6. ICTgapanalysis.pdf
7. ICTworkbreakdown.pdf

### Learner notes

* Refer to the *Assessment Briefs* page in Canvas for a list of resources to assist in your research.
* Review the AIE lectures to support your knowledge and information gathering.

Topic list

[Before you start – Review the Case Study 3](#_Toc72833506)

[Topic 1 – Review policy documents 4](#_Toc72833507)

[Topic 2 – Research and identify sources of information 6](#_Toc72833508)

[2.1 IP legislation and resources 6](#_Toc72833509)

[2.1 IP legislation and resources cont. 7](#_Toc72833510)

[2.2 Copyright legislation and resources 8](#_Toc72833511)

[2.3 Privacy policies 9](#_Toc72833512)

[Topic 3 – Intellectual Property and Non-Disclosure Agreements 10](#_Toc72833513)

[Topic 4 – Understanding personally identifiable information 11](#_Toc72833514)

[Topic 5 – Developing privacy policies 12](#_Toc72833515)

[Topic 6 – Develop a Code of Ethics 13](#_Toc72833516)

[Topic 7 – Developing Grievance Policies 14](#_Toc72833517)

[Topic 8 – Manage cyber security 15](#_Toc72833518)

[8.1 Research cyber security threats and stakeholder knowledge 15](#_Toc72833519)

[8.2 Develop Information and Communication Technologies (ICT) security policies 17](#_Toc72833520)

[8.3 Research ICT potential technical problems 18](#_Toc72833521)

[8.4 ICT gap analysis 20](#_Toc72833522)

# Before you start – Review the Case Study

Read through the General Games Company Case Study materials available on Canvas:

* + Business Identity
  + Business Plan
  + Strategic Plan
  + Privacy Policy

There is a range of information contained within these documents that you will need to refer to as you complete the workbook tasks.

# Topic 1 – Review policy documents

During this subject keep a record of the discussions you have with your trainer, assessor, classmates or others about how organisational strategy, ethics or privacy policies can be applied to games companies.

Discussions you could record may include;

* Asking your instructor/assessor for feedback on your responses to workbook tasks s
* Asking your instructor/assessor for clarification on specific tasks related to the organisational policies that relate to games companies
* Discussing specific policies and their impact on games companies with classmates
* Reviewing and discussing online policy or organisational resources with a classmate
* Receiving feedback from your assessor on your assessment submission.

To complete this task you are required too;

1. Record the details of at least two (2) discussions or interactions.
2. Describe any changes you made to your task responses as a result of these discussions.

#### Discussion records

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| --- | --- |
| **Topic of Discussion:** |  |
| **Date:** |  |
| **Names of discussion participants:** |  |
| **Discussion description:** |  |
| **Resultant actions:** |  |

|  |  |
| --- | --- |
| **Topic of Discussion:** |  |
| **Date:** |  |
| **Names of discussion participants:** |  |
| **Discussion description:** |  |
| **Resultant actions:** |  |

# Topic 2 – Research and identify sources of information

## 2.1 IP legislation and resources

References for this task

* List of websites listed on the *Assessment Briefs* page
* Subject materials
* Personal internet research

To complete this task you are required to;

1. Identify one (1) piece of Australian intellectual property (IP) legislation that would apply to the General Games Company. Record its URL location.

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| --- | --- |
| **Legislation:** | Patents Act 1990: Chapter 2: Ownership 15) Who may be granted a patent? |
| **Website:** | https://www.legislation.gov.au/Details/C2017C00045 |

## 2.1 IP legislation and resources cont.

1. Identify and record the URL of two (2) industry standard intellectual property (IP) websites.
2. Describe the purpose of each site.

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| **Website 1:** | <https://www.ipaustralia.gov.au/> |
| **Description of Content/Use:** | Promotes understanding of copyright laws and their application in the field of art forms. |

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| **Website 2:** | <https://www.wipo.int/portal/en/> |
| **Description of Content/Use:** | Provides a global forum for IP services, policies and information regarding IP’s. |

## 2.2 Copyright legislation and resources

To complete this task you are required to;

1. Identify the Australian copyright legislation that would apply to the General Games Company.
2. Record its URL location.

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| **Copyright legislation:** | Copyright Act 1968: Part III:  Division 1: Nature, duration and ownership of copyright in works:  32) Original works in which copyright subsists |
| **Website URL:** | https://www.legislation.gov.au/Details/C2019C00042 |

1. Identify and document two (2) industry standard copyright websites.
2. Describe the purpose of each site.

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| **Website 1:** | https://www.copyright.org.au/ |
| **Description of Content/Use:** | Provides information to Australian creators and consumers of copyright material on copyright policies, legislations and laws. |

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| **Website 2:** | https://creativecommons.org/ |
| **Description of Content/Use:** | Provides Creative Commons licenses and public domain tools to the public in a way that grants them copyright permissions for creative and academic works. |

## 2.3 Privacy policies

To complete this task you are required to;

1. Conduct some personal, online research to identify two (2) video game companies providing similar products/services to General Games Company.
2. Locate and review their privacy policies.
3. Briefly describe (in 2 to 3 sentences) the key points and purpose of each policy.
4. Provide the URL link to the policy.

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| **Organisation 1:** | Voodoo |
| **Policy URL:** | <https://www.voodoo.io/privacy/> |
| **Description of Content/Use:** | Provide important information and explain how and why some of a person’s data may be collected and processed.  Who the data is shared to and why. Most commonly sent to ad partners for monetization purposes. |

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| **Organisation 2:** | Ketchapp |
| **Policy URL:** | <http://ketchappgames.com/privacy.html#:~:text=Unless%20the%20law%20specifies%20a,the%20closure%20of%20the%20Account>. |
| **Description of Content/Use:** | Outlines their definition of personal data which they will collect and store.  When Ketchapp will collect the users data and how it will be used.  The users rights concerning their privacy policy, the local governments laws concerning privacy policies and data collection. |

# Topic 3 – Intellectual Property and Non-Disclosure Agreements

To complete this task you are required to;

1. Use the IP Contract Generator tool available on IP Australia (<https://www.ipaustralia.gov.au/understanding-ip/ip-contract-generator>) to create an NDA contract between your organisation and a contractor employed for service (for example, a sound engineer making music/sounds).

When using the tool, take into consideration the use cases of the business, as stated in the case study.

1. Upload your NDA contract to Canvas.

[Learner note: Naming convention – YourName.NDAcontract.pdf]

# Topic 4 – Understanding personally identifiable information

To complete this task you are required to review the business plan for the General Games Company. Answer the following questions in the spaces provided;

1. Identify five (5) pieces of personally identifiable information (PII) collected by the organisation.
2. Describe why, when and how the organisation uses each piece of PII.

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| **PII example** | **Why, when and how each piece of PII is used** |
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1. Describe the potential risks that may result from the misuse or unauthorised access of PII.

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# Topic 5 – Developing privacy policies

To complete this task you are required to review the privacy policy for the General Games Company. Do the following;

1. Download the *Privacy Policy Template* available on Canvas.
2. Compare the existing General Games Companyprivacy policy against the requirements of the template and general industry standards.
3. Amend the General Games Company privacy policy using the template. Your final policy document should address all the business practices as proposed in the General Games Company business plan and aligns with industry standards.
4. Upload your Privacy Policy to Canvas.

[Learner note: Naming convention – YourName.PrivacyPolicy.pdf]

# Topic 6 – Develop a Code of Ethics

To complete this task you are required to develop a Code of Ethics for General Games Company that will guide the organisation when navigating potential ethical challenges. Follow these steps;

1. Read the business objectives and products described in the General Games Company business plan. Take note of the ethical challenges the company might face.
2. Review the sample Code of Ethics documents provided on Canvas;

* Australian Computer Society
* International Game Developers Association
* Engineers Australia
* You may source one of your own (please provide the URL reference link).

1. Using the sample Codes as a guide, develop a Code of Ethics to align with the requirements of the General Games Company.
2. Upload your Code of Ethics to Canvas.

[Learner note: Naming convention – YourName.CodeofEthics.pdf]

1. Identify and justify any modifications you made to the sample Code of Ethics to meet the requirements of the General Games Company and align with industry standards. Write your response in the space below.

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# Topic 7 – Developing Grievance Policies

Grievance policies and procedures are designed to manage the complaints or grievances within the organisation in relation to the application of the code of ethics.

**References for this task**

Explore the below resources and use this information when developing your grievance policy. Reference all sources used.

* **Employee Grievance Procedures – template:**

<https://resources.workable.com/grievance-procedure>

* **Vic guidelines for Dispute Resolution:**

<https://www.business.vic.gov.au/disputes-disasters-and-succession-planning/dispute-resolution>

* **NSW Anti-Discrimination - Making a Complaint:**

<https://www.antidiscrimination.justice.nsw.gov.au/Pages/adb1_makingacomplaint/adb1_makingacomplaint.aspx>

To complete this task you are required to;

1. Create an Employee Grievance Policy, based upon industry standards, for the General Games Company. Assume the company is situated in the state you study/live in.
2. Upload your Employee Grievance Policy to Canvas.

[Learner note: Naming convention – YourName.GrievancePolicy.pdf]

# Topic 8 – Manage cyber security

## 8.1 Research cyber security threats and stakeholder knowledge

To complete this task you are required to;

1. Identify and document at least five (5) cyber security threats to the General Games Company.
2. Describe how they can harm the organisation, employees and/or customers/clients.
3. Describe the level of awareness the General Games Company employees and customers should have against each threat.
4. Reference all information sources.

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| **Threat 1:** | Email Threats |
| **Description of harm to organisation:** | Malicious e-mail attachments with the potential of containing malware. |
| **Level of organisational awareness required** | Employees should be careful when opening links from emails and should be aware of the risks. |
| **References or URLs:** | https://library.ahima.org/doc?oid=99319#.Yp2jbHZByUk |

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| **Threat 2:** | Data Breaches |
| **Description of harm to organisation:** | Data breaches can leak sensitive information about the company, employees and potentially customers. |
| **Level of organisational awareness required** | High level security should be implemented to protect against this. Even then it is not guaranteed to be effective. |
| **References or URLs:** | https://www.digitalshadows.com/blog-and-research/cyber-threats-to-the-online-gaming-industry/ |
| **Threat 3:** | Ransomware |
| **Description of harm to organisation:** | Ransomware is a type if software or malware that is designed to restrict the user from accessing it until a fee is paid to the scammer. |
| **Level of organisational awareness required** | Ransomware is most commonly gained from downloading from an untrusted source or email. |
| **References or URLs:** | https://www.upguard.com/blog/ransomware-examples |

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| **Threat 4:** | Phishing |
| **Description of harm to organisation:** | Phishing is usually in the form of emails and is intended on tricking someone into disclosing information that is private to the company or person. |
| **Level of organisational awareness required** | Employees should not accept links or downloads from untrusted sources. |
| **References or URLs:** | https://terranovasecurity.com/top-examples-of-phishing-emails/ |

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| **Threat 5:** | Drive-by malware |
| **Description of harm to organisation:** | Unintentional download of malicious software that exposes the user. |
| **Level of organisational awareness required** | This threat can often be avoided by not downloading files from an untrusted website but can be difficult to detect once the malware is present on the machine. |
| **References or URLs:** | https://www.trendmicro.com/vinfo/us/security/definition/drive-by-download#:~:text=A%20drive%2Dby%20download%20refers,to%20different%20types%20of%20threats. |

## 8.2 Develop Information and Communication Technologies (ICT) security policies

To complete this task you are required to review the General Games Company business plan. Do the following;

1. Download the ‘Cyber Security Policy.docx’ example from Canvas.

Other examples are also available on Canvas on the *Assessment Briefs* page.

1. Using the example, and referring to industry standards, develop the ICT security policy for the General Games Company to align with the company’s business plan. Consider all stakeholder requirements.
2. Upload your ICT security policy to Canvas.

[Learner note: Naming convention – YourName.ICTSecurityPolicy.pdf]

1. Reference all information sources.

## 8.3 Research ICT potential technical problems

To complete this task you are required to review the General Games Company strategic plan. Do the following;

1. Identify and record at least five (5) *technical problems* that the General Games Company may face when enacting its strategic plan.
2. Describe how these technical problems could harm the organisation, employees and/or customers/clients.

Examples include security risks, network communication issues, compatibility issues.

Review the AIE lectures for more examples.

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| **Problem 1:** |  |
| **Description:** |  |

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| **Problem 2:** |  |
| **Description:** |  |

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| **Problem 3:** |  |
| **Description:** |  |

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| **Problem 4:** |  |
| **Description:** |  |

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| **Problem 5** |  |
| **Description:** |  |

## 8.4 ICT gap analysis

Undertaking a critical analysis of General Games Company’s current ICT systems will guide your team in developing a solid action plan on how to meet the strategic direction of the organisation. This will require an evaluation of the organisation’s current ICT systems.

To complete this task you are required to;

1. Perform an ICT gap analysis on the General Games Company using the process steps noted below.
2. Propose ICT changes to address the gaps you identify. Where possible include a range of solutions to resolve each identified gap.
3. Use tools, like a cost-benefit analysis, to compare your proposed solutions and select your final recommendation.

*[Learner note: For the purposes of this exercise, if the case study documents do not provide detail regarding specific ICT infrastructure currently in use, you can assume that either the resources do not exist or are the bare minimum required to perform work tasks.]*

**Gap analysis process steps**

1. Download the “*ICT-Gap-Analysis-Template*” spreadsheet from Canvas.
2. Complete both the *hardware* and *software* sheets.
   1. *Refer to the Case Study documentation* to complete this document.
   2. Brainstorm details about your proposed business as you go.

A screenshot of the template document is provided below.



1. Upload your ICT gap analysis spreadsheet to Canvas.

[Learner note: Naming convention – YourName.ICTgapanalysis.pdf]

**Gap analysis process steps cont. over**

**Gap analysis process steps cont.**

1. Download the ‘*ICT-Work-Breakdown-Structure-Template.doc’. Y*ou may choose to use online tools like diagrams.net.
2. Complete the template.
3. Upload your ICT Work Breakdown Structure document to Canvas.

[Learner note: Naming convention – YourName.ICTworkbreakdown.pdf]

1. Document your final proposals in a **Work Breakdown Structure** detailing all the individual elements that need to be completed, considering the priorities and dependencies of each task.

A screenshot of the template document is provided below.

