

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;
 - a) NDAcontract.pdf
 - b) PrivacyPolicy.pdf
 - c) CodeofEthics.pdf
 - d) GrievancePolicy.pdf
 - e) ICTSecurityPolicy.pdf
 - f) ICTgapanalysis.pdf
 - g) 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
Topic 1 – Review policy documents	4
Topic 2 – Research and identify sources of information	6
2.1 IP legislation and resources	6
2.1 IP legislation and resources cont.	7
2.2 Copyright legislation and resources.....	8
2.3 Privacy policies	9
Topic 3 – Intellectual Property and Non-Disclosure Agreements.....	10
Topic 4 – Understanding personally identifiable information	11
Topic 5 – Developing privacy policies	12
Topic 6 – Develop a Code of Ethics	13
Topic 7 – Developing Grievance Policies.....	14
Topic 8 – Manage cyber security	15
8.1 Research cyber security threats and stakeholder knowledge	15
8.2 Develop Information and Communication Technologies (ICT) security policies	18
8.3 Research ICT potential technical problems	19
8.4 ICT gap analysis	21

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
- 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;

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

Discussion records

Topic of Discussion:	ICT Security Threats
Date:	12/08/2022
Names of discussion participants:	Luke Stanbridge and Thomas Tidy
Discussion description:	We were discussing the different types of security threats that a company could face in their lifespan. We elaborated briefly on the harm it could cause the business or stakeholders involved and what sort of priority these need to be classified as.
Resultant actions:	Came up with some good ideas we could use in our workbook and changed the way we feel about how a company should prioritise certain security threats.

Topic of Discussion:	Privacy Policies
Date:	12/08/2022
Names of discussion participants:	Luke Stanbridge, Thomas Tidy and Logan Baker
Discussion description:	We were examining the privacy policy template and spoke about how best to bring the privacy policy of General Games Company up to industry standard. We addressed the points in the business plan and privacy policy that need to be implemented into template and where they should be placed in the policy. These things include the type of PI collected and the purpose behind collecting it.
Resultant actions:	Talking about it with others helped me grasp what additions need to be added and help construct a basic idea of how to complete this task.

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;

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

Legislation:	Intellectual Property Laws Amendment Act 2006
Website:	https://www.legislation.gov.au/Details/C2006A00106

2.1 IP legislation and resources cont.

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

Website 1:	https://www.ipaustralia.gov.au/ip-for-digital-business/develop/copyright
Description of Content/Use:	The page gives a brief overview of how copyright is applied to code, how to gain copyright protection, what copyright gives you and briefly states the limitations and exemptions involved while also linking you to other websites which provide more in-depth detail if you require it.

Website 2:	https://trademark-registration.com.au/australian-application/trade-mark-video-game/
Description of Content/Use:	This website goes into detail about trade marking your video game. They explain what a trademark is, if you can get a trademark for your video game, other types of IP protection and how to obtain a trademark. The website also links various other websites that might be useful to further investigating the trademark process and detailed information.

2.2 Copyright legislation and resources

To complete this task you are required to;

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

Copyright legislation:	Copyright Act 1968
Website URL:	https://www.legislation.gov.au/Details/C2017C00180

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

Website 1:	https://www.alrc.gov.au/publication/copyright-and-the-digital-economy-ip-42/fair-dealing-exceptions/
Description of Content/Use:	This website highlights the details regarding fair dealing(use) of existing IP in specific situations and goes into more detail about the laws and limitations are regarding this issue.

Website 2:	https://creativecommons.org.au/
Description of Content/Use:	On the website you can learn about creative commons copyright licenses, how to use the license and inform others how they can legally share your work. It also details how to find creative commons licensed material to use in your own work. They also provide information on CC in different industry sectors and updates on CC in Australia/ the world.

2.3 Privacy policies

To complete this task you are required to;

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

Organisation 1:	Good Job Games
Policy URL:	http://privacy.goodjobgames.com/
Description of Content/Use:	<ol style="list-style-type: none"> 1. Outlines the purposes of collecting data from users and what personal data is collected while installing and playing their games. They also elaborate what data is collected by third parties. 2. Explain what the legal grounds of processing your personal data are. 3. The process of transferring your personal data and what business partners they transfer to. 4. They proceed to elaborate on what your rights are regarding protecting your personal data.

Organisation 2:	Hipster Whale Games
Policy URL:	https://www.hipsterwhale.com/privacy
Description of Content/Use:	<ol style="list-style-type: none"> 1. They detail what personal information is (email address, etc) and what happens to it at their company 2. They detail what non-personal information is (IP address, browser type, etc) and what third party services they use to collect data like Google Analytics. 3. They note how changes to the policy is handled and their rights to change the policy.

Topic 3 – Intellectual Property and Non-Disclosure Agreements

To complete this task you are required to;

- a) 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.

- b) 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;

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

PII example	Why, when and how each piece of PII is used
Email Address	Interact with customers and inform them of GGC updates
IP Address	Identify security threats to the game/company
Play Session Info	Improve current and future games
Device Information	Adjust game specs for different device requirements.
Location Details	Understand what areas have the best markets

- Describe the potential risks that may result from the misuse or unauthorised access of PII.

The potential risks from misuse or unauthorised access of PII can range from insignificant to extreme depending on the circumstances. Some examples are the reputation is tarnished for the company that is breached, customer information like financial or sensitive details could lead to identity theft or customers getting their money stolen.

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;

- a) Download the *Privacy Policy Template* available on Canvas.
- b) Compare the existing General Games Company privacy policy against the requirements of the template and general industry standards.
- c) 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.
- d) 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;

- a) Read the business objectives and products described in the General Games Company business plan. Take note of the ethical challenges the company might face.
- b) 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).
- c) Using the sample Codes as a guide, develop a Code of Ethics to align with the requirements of the General Games Company.
- d) Upload your Code of Ethics to Canvas.

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

- e) 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.

Monetization – felt it needs to be acknowledged as the company will be using these tactics to finance most of their games. Ethical boundaries need to be set to protect the customer and make it viable for customers to engage with our products.

Finances – Noted that they want to increase employer wages which I believe is a very important goal to be met so I included it in the code. If everyone from the top down is doing their best to meet goals financially then wages can increase for everybody.

Reporting – encouraged people in the company to speak up if they know someone is doing something wrong.

Retaliation – explained that retaliation will not be tolerated and the correct avenues for grievances must be followed.

Fair Dealing – expect everyone at the company not to engage with unethical or illegal business practices.

Workplace Quality – Made a note about crunch at the company, starting a business can be hard but we don't want employees getting burnt out to get it off the ground.

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;

- a) 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.
- b) 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;

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

Threat 1:	Email Harvesting
Description of harm to organisation:	Customers emails could be breached if a large cyber attack is executed to obtain this data. Damage to company reputation would be ruined and potential loss of income due to unreliability.
Level of organisational awareness required	High Level of organisational awareness required. This could severely damage the company's reputation if all their customers/employees' emails have been breached in a cyber-attack.
References or URLs:	https://www.kaspersky.com/resource-center/threats/top-10-online-gaming-risks

Threat 2:	Financial
Description of harm to organisation:	If cyber criminals gain access to bank accounts or company finance details, then they could steal money directly from them
Level of organisational awareness required	Very high organisational awareness is required for this threat as it can directly involve the company's finances which could be very difficult to recover from
References or URLs:	https://www.kaspersky.com/resource-center/threats/top-10-online-gaming-risks

Threat 3:	Extortion
Description of harm to organisation:	Could threaten employees or the company if cyber criminals gain sensitive internal data. They can threaten to release it to the public in exchange for payment. This can potentially cost the company money and/or reputation.
Level of organisational awareness required	High organisational awareness required. Potential financial dangers but most likely reputation damages could occur.
References or URLs:	https://www.kaspersky.com/resource-center/threats/top-10-online-gaming-risks

Threat 4:	Data Breaches
Description of harm to organisation:	If hackers gain entry to a publisher's systems, they can steal a wealth of information – everything from the source code to the games themselves to the personal information stored in users' accounts.
Level of organisational awareness required	High level of organisation awareness required. With the source code available to hackers, they could target the game in negative ways and disrupt user experiences.
References or URLs:	https://urbanmatter.com/cybersecurity-in-the-gaming-industry/

Threat 5:	DDoS attacks
Description of harm to organisation:	This doesn't involve stealing user data but is still an annoyance to users – and the downtime and recovery time can be costly for the game's provider.
Level of organisational awareness required	Mid to high organisational awareness required, not directly dangerous to the company but if it is occurring often enough the issue needs to be dealt with. The solution could be timely and expensive to implement.

References or URLs:

<https://urbanmatter.com/cybersecurity-in-the-gaming-industry/>

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;

- a) Download the 'Cyber Security Policy.docx' example from Canvas.
Other examples are also available on Canvas on the *Assessment Briefs* page.
- b) 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.
- c) Upload your ICT security policy to Canvas.
[Learner note: Naming convention – YourName.ICTSecurityPolicy.pdf]
- d) 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;

- Identify and record at least five (5) technical problems that the General Games Company may face when enacting its strategic plan.
- 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.

Problem 1:	Security Risks
Description:	These risks can include malware, viruses, scams, hackers, password theft, staff dishonesty and many more. Any one of these potential risks can severely damage the company reputation, in turn losing sales in the process. Added expenses of time and money to fix these issues can be devastating to a company. Any security risks must be taken extremely seriously.

Problem 2:	Network communication issues
Description:	Networking issues may include a slow network, weak Wi-Fi signal, physical connectivity issues and excessive CPU usage to name a few. These network and computer setups need to be accounted for when starting up the studio and allow for any future expansion. The main damage from this issue is employee downtime due to issues with the ICT system which is directly costing the company money they won't want to spend.

Problem 3:	Connectivity Issues
Description:	Any connectivity issues need to be monitored and fixed fast if/when they arise. If customers cannot access the games, they are playing then user engagement and spending will drop significantly. The company should set up a reporting system so they can see any issues that may arise and find

	ways to prevent them in the future. Offer troubleshooting options to the customers to help them fix problems on their end user device.
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Problem 4:	Compatibility Issues
Description:	Compatibility issues can be small, for example certain features not working properly in older versions of the same software, but they can also be problematic, such as when a newer version of the software cannot open files from an older version. The company needs to make sure all software is up to date on all systems so there is no employee downtime.

Problem 5	Network Attacks (e.g DDoS)
Description:	It is extremely difficult to avoid attacks because detection is a challenge. This is because the symptoms of the attack may not vary much from typical service issues, such as slow-loading web pages, and the level of sophistication and complexity of DDoS techniques continues to grow. This can cause potential harm to the studio system and the customers playing the game. The company needs to implement risk assessments and sufficient firewalls to prevent and recognise these attacks.

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;

- Perform an ICT gap analysis on the General Games Company using the process steps noted below.
- Propose ICT changes to address the gaps you identify. Where possible include a range of solutions to resolve each identified gap.
- 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

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

A screenshot of the template document is provided below.

HARDWARE GAP ANALYSIS									
REF NO.	ITEM	CURRENT STATE	DESIRED STATE	PRIORITY	OPTION 1	OPTION 2 (Alternative)	ASSIGNED TO	COMPLETE	NOTES
1	Laptops	Individuals bringing laptops from home into office each day	Regular clearing by staff to prevent rotten food	HIGH	Install Unity Hub & Unity 2020.1.10 on all machines	Install Unreal Marketplace and UE4 4.26 on all machines	J. Smith	YES - 1	Example notes
2	Storage	External HDD	100% on-time delivery	MED	Evaluate Unity licensing for up to 10 team members	Evaluate UE4 licensing for teams	J. Smith	NO	Example notes
3	Back-ups	Weekly backups to external HDD using Windows Backup							
4	VR Headsets	One personally owned Oculus Rift, attached to Facebook account							

- 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.

4. Download the '*ICT-Work-Breakdown-Structure-Template.doc*'. You may choose to use online tools like diagrams.net.
5. Complete the template.
6. Upload your ICT Work Breakdown Structure document to Canvas.

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

7. 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.

