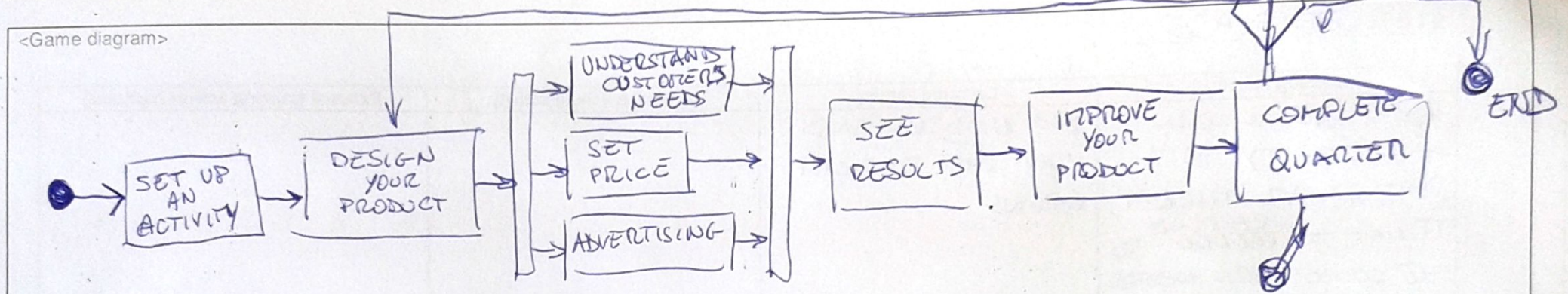# SGADM Game Analysis | *Part I – Activities map*

Game: MARKET PLACE

| Activity | Gaming activity | Learning activity | Internal teaching activity | External teaching activity (optional) |
|---|---|---|---|---|
| **Activity** | YOU HAVE TO RUN AN ACTIVITY IN A PARTICULAR MARKET, TRYING TO RESPOND TO THE CUSTOMERS NEEDS | YOU UNDERSTAND HOW THE MARKET GROWS | | |
| **Subject** | STUDENT | STUDENT | ILS WORLD | PROFESSOR |
| **Motives** | TO BETTER UNDERSTAND HOW THE MARKET WORKS, AND HOW THE COMPETITORS AFFECTS YOUR ACTIVITY | TO UNDERSTAND HOW TO RUN A COMPANY IN A PARTICULAR MARKET | | |
| **Tool** | GAME | GAME | GAME | GAME |

<Game diagram>



| | |
|---|---|
| **Game actions** | YOU'RE RUNNING A SOCIETY IN A PARTICULAR MARKET. THE MARKET GROWS AND THE PLAYER NEED TO MAKE DECISION ACCORDINGLY THE DEVELOPMENT OF THE GAME AND THE CUSTOMER'S NEEDS |
| **Game tools** | CASH FLOW, DESIGN, PRODUCT, ADVERTISING, SALES OFFICES FIXED CAPACITY TO RESPOND TO THE CUSTOMER'S DEMAND |
| **Game goals** | TO CREATE A BIG COMPANY THAT CAN OVERCOME ALL SORTS OF DIFFICULTIES AND BEAT ALL THE COMPETITORS |

| | |
|---|---|
| Learning Actions | THE SUBJECTS HAS TO MAKE DECISIONS ACCORDINGLY TO THE CUSTOMER'S NEED AND THE OVERALL DEMAND |
| Learning Tools | DESIGN PROUT, SALES OFFICES... SAME AS GAMING TOOLS |
| Learning Goals | THE SUBJECT WILL LEARN HOW TO MAKE ACTIONS BASED ON THE MARKET AND THE COMPETITORS DEVELOPMENT |
| Internal Teaching actions | |
| Internal Teaching tools | |
| Internal Teaching goals | |

## SGADM Game Analysis | *Part III – Abstractions table*

| | |
|---|---|
| **Game actions** | Collecting informations, Create, Customize and design products, Generate money and demand, Managing Resources, Owning, trading virtual items Advance game period, read information |
| **Game tools** | Information, virtual money, Goods, Roles, secrets Leaderboards, Performance record, tutorial, Cut scenes, Competition Multiplayer, Game period, |
| **Game goals** | Collect information, Maximize performance Learn to use interface |
| **Learning Actions** | Discussion, Forming hypothesis, Model building, Observing, Performing tasks, Planning, Choosing, verifying, |
| **Learning Tools** | Graphics, information, Report, Video |
| **Learning Goals** | Creating, evaluating, Applying, Analyzing, Understanding, Remembering |
| **Internal Teaching actions** | |
| **Internal Teaching tools** | |
| **Internal Teaching goals** | |