

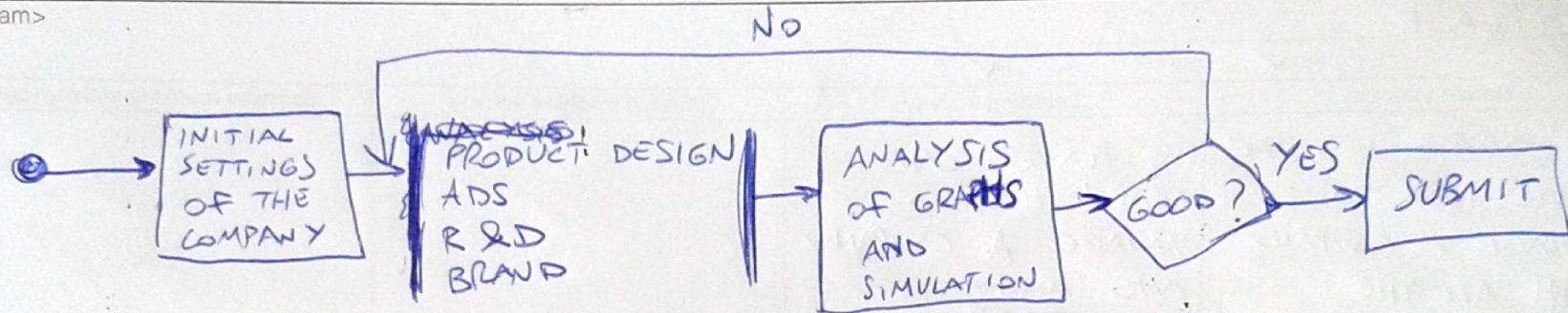
SGADM Game Analysis | Part I - Activities map

Game: MARKETPLACE

| | Gaming activity | Learning activity | Internal teaching activity | External teaching activity (optional) |
|----------|--|--|----------------------------|---------------------------------------|
| Activity | THE PLAYER HAS THE IMPRESSION TO MANAGE A COMPANY WITH ALL THE FACTORS INVOLVED | THE PLAYER CAN LEARN HOW TO MANAGE A COMPANY AND MANY FACE MANY PROBLEMS. | | |
| Subject | STUDENT | STUDENT | ILS WORLD | PROFESSOR |
| Motives | TO UNDERSTAND AND LEARN HOW TO MANAGE A COMPANY AND FOR COMPETITION BETWEEN MATES. | BECAUSE OF THE COMPETITION BETWEEN THE COMPANIES. | | |
| Tool | GAME | GAME | | |

SGADM Game Analysis | Part II – Game diagram and actions/ tools/ goals table

<Game diagram>



| | |
|--------------|---|
| Game actions | A new NEW MARKET IS ESTABLISHING WITH 4 NEW COMPANIES COMPETING FOR THE LEADERSHIP, THE MAIN TARGET IS TO BECOME THE BEST COMPANY, BY DEVELOPING NEW PRODUCTS, BRANDS, ADS, R&D -- |
| Game tools | MARKET RESEARCH, DEVELOP NEW PRODUCTS, EXPAND THE FACTORY AND PRODUCTION, AND MARKET SHARE. |
| Game goals | INCREASE CASH FLOW AND GAIN THE MARKET LEADERSHIP |

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|---------------------------|--|
| Learning Actions | THE ANALYSIS OF GRAPHS IN ORDER TO IMPROVE THE COMPANY'S PERFORMANCE, MARKET RESEARCH IN ORDER TO UNDERSTAND WHAT CUSTOMERS WANT AND IMPROVE THE NUMBER OF UNITS SOLD. |
| Learning Tools | MORE GRAPHS, CASH FLOW, PRODUCT DESIGN AND BRAND R&D. |
| Learning Goals | TO MANAGE WITH SOME PROBLEMS SUCH AS STOCKOUT OR UNSOLD PRODUCTS OR UNSOLD UNITS DUE TO OVER DEMANDING. |
| Internal Teaching actions | |
| Internal Teaching tools | |
| Internal Teaching goals | |

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|---------------------------|--|
| External Teaching actions | |
| External Teaching tools | |
| External Teaching goals | |

SGADM Game Analysis | Part III - Abstractions table

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|---------------------------|---|
| Game actions | CREATING, CUSTOMIZING, DESIGNING, EDITING, EXCHANGING, PLANNING STRATEGY, MANAGING RESOURCES, ADVANCE GAME PERIOD, SEE PERFORMANCE EVALUATION |
| Game tools | GRIDS, INFORMATION, MODIFIERS, VIRTUAL MONEY, PROGRESS BAR, TUTORIAL, COMPETITION, GAME PERIOD, PERFORMANCE RECORD, SCORE |
| Game goals | COLLECT RESOURCES, MAXIMIZE PERFORMANCE, |
| Learning Actions | OBSERVING, PERFORMING ACTIONS/TASKS, PLANNING - SELECTING/CHOOSING |
| Learning Tools | GRAPHICS, INFORMATION, REPORT, SIMULATOR, VIDEO |
| Learning Goals | UNDERSTANDING, ANALYSING, CREATING, ORGANIZATION, CONCRETE EXPERIENCE, FOUNDATIONAL KNOWLEDGE, |
| Internal Teaching actions | |
| Internal Teaching tools | |
| Internal Teaching goals | |

| External Teaching actions | |
|---------------------------|--|
| External Teaching tools | |
| External Teaching goals | |