COURSE OVERVIEW AND LOGISTICS

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Learning Goals

1. **What is gamification**

2. **Why it might be valuable**

3. **How to do it effectively**

4. **Specific applications**

Note: This is a business course, not technical or design workshop.

Course Structure and Assessment

- **Video lectures (6 weeks)**
  - Embedded questions

- **Multiple choice homework:** 35%

- **Peer-graded written project:** 35% (5+10+20)

- **Final exam:** 30%

And no, it's not gamified.

*...**except when it is!***

What's Different About This Course

- **New method**

- **New concept**

- **New course**

- **Practical knowledge**

http://gamifyforthewin.com

New

By Kevin Werbach & Dan Hunter
Wharton Digital Press (late 2012)