

# Business and Management of Games

**USC School of Cinema-Television, CTIN 458**

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**Units:** 2

## **Course Description:**

This course provides students with a deep understanding of the current marketplace for digital entertainment and games in preparation for successful careers in the games and/or digital media industry. We'll cover marketplace dynamics across a wide variety of platforms including console and PC games, social gaming, smart phone and tablet games, Virtual Reality, Augmented Reality, eSports, MMOs and more. With a focus on entrepreneurialism, we'll cover a wide range of business, management and legal issues, including an overview of current business models in games and interactive media, methods for pitching and getting products funded, legal issues pertaining to copyright and intellectual property issues, production management techniques, as well as business start-up nuts and bolts for aspiring entrepreneurs.

The course will consist of lectures, discussions and hands-on exercises that will prepare students to generate creative, innovative ideas for today's ever-changing entertainment market.

You will be required to come up with an original game, product or service based on current marketplace trends. By the end of the semester, you will create a world-class funding presentation to pitch your original product or service.

Guest speakers will illuminate aspects of the industry from a first-hand perspective.

## **Meeting Information:**

Lecture, Participation and Discussion: 3 hours

## **Evaluation of student performance:**

The course will have ongoing in-class assignments, and one final project that will start mid-term and continue to the end of the semester. Students will be graded based on creativity and ability to apply class teachings. Students are also graded for a final presentation of their project at the end of the class.

## **Graded Assignments:**

- 1) Game presentation to class: Each student will present a short PowerPoint/Keynote presentation to class giving an overview of a game of their choice from any game platform. The presentation will provide an overview of the gameplay and also show what's innovative about the game: e.g. monetization, social features, user-generated content, etc.
- 2) Half-way through the semester, students will submit the first half of their final project presentation. Slides to be submitted: Company Overview, Market Dynamics, Key Competitors, Vision, and a first pass at the Product Overview
- 3) Final Presentation presented in class and submitted for grading on the exam day.

Grade value will be apportioned as follows:

Participation	10
In-class Assignments	10
Mid-Term Project	30
Final Project	40
Final Presentation	10
<b>Total:</b>	<b>100</b>

**Course content:**

**Week 1: Introduction to the Class**

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Lecture/discussion:

- Syllabus Overview and intro to course

**Week 2: Games Market Overview Part 1**

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Lecture/discussion:

- Overview of the games market across all key platforms:
  - Social, console, pc/mac, mobile/tablet

**Week 3: Games Market Overview Part 2**

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Lecture/discussion:

- Overview of the games market across all key platforms:
  - Social, console, pc/mac, mobile/tablet

**Week 4: Creative Game Development**

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- Student Game Demos
- Overview of what makes for great game design in today's changing marketplace

**Week 5: Sizing the Market**

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Lecture/discussion:

- Student Game Demos
- Market Opportunity Analysis
- How to size the market opportunity for your product or service

**Week 6: History of Video Games & Digital Media Trends**

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Lecture/discussion:

- Student Game Demos
- Overview of the history of games, including Asia gaming market

**Week 7: Multi-platform Entertainment and Market Sizing**

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Lecture/discussion

- Student Game Demos
- Students present preliminary market sizing assumptions

**Week 8: How to Start and Run a Games Business**

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Lecture/discussion:

- Guest Lecture
- Overview of running games businesses

**Week 9: Marketing and Business Plan Essentials**

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Lecture/discussion:

- Student Game Demos
- Business Plan Essentials
- Sources of Funding
- Development Planning
- Marketing/PR
- Opportunity/Mission/Vision

**Week 10: P&Ls, Making your Business Case, Legalities**

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Lecture/discussion:

- Student Game Demos
- How to Create P&Ls for your business
- Licensing, Contracts, and IP ownership

### **Week 11: Virtual Reality Deep Dive**

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Lecture/discussion:

- Student Game Demos
- Pitch Presentation

### **Week 12: Pitch Presentations**

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Present Pitches

- Present project pitches

### **Week 13: Pitch Presentations**

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Present Pitches

- Present project pitches

### **Week 14: Pitch Presentations**

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Present project pitches

- Present project pitches

### **Suggested Readings:**

The Art of Interactive Design

Chris Crawford

The Playful World: How Technology is Transforming Our Imagination

Mark Pesce

Playing For Profit: How Digital Entertainment Is Making Big Business Out of Child's Play

Alice LaPlante/Rich Seidner

Trigger Happy: Games and the Entertainment Revolution

Steven Poole

Interactive Design for New Media and the Web

Nicholas V. Iuppa

Writing for Interactive Media: The Complete Guide

Jon Samsel/Darryl Wimberley

Digital Storytelling: A Creator's Guide to Interactive Entertainment

Carolyn Handler Miller

Game Architecture and Design: A New Edition

Andrew Rollings

Ultimate Game Design: Building Game Worlds

Tom Meigs

Creation Emotion in Games: The Craft and Art of Emotioneering

David Freeman

Developing Online Games: An Insider's Guide

Jessica Mulligan/Bridgette Patrovsky

Andrew Rollings and Ernest Adams on Game Design

Andrew Rollings/Ernest Adams

Masters of Doom: How Two Guys Created An Empire and Transformed Pop Culture

David Kushner

Break Into the Game Industry: How to Get a Job Making Video Games

Ernest Adams

Game Over: Press Start to Continue

David Sheff

The Ultimate History of Video Games: From Pong to Pokemon – The Story Behind the Craze that Touched Our Lives and Changed the World

Steven L. Kent

High Score: The Illustrated History of Electronic Games

Rusel DeMaria/Johnny L. Wilson

Got Game: How a New Generation of Gamers Is Reshaping Business Forever John Beck

The Visual Story: Seeing the Structure in Film, TV, and New Media

Bruce A. Block  
Digital Storytelling: A Creator's Guide to Interactive Entertainment  
Carolyn Handler Miller  
Pause and Effect: The Art of Interactive Narrative  
Mark Stephen Meadows  
Rules of Play: Game Design Fundamentals  
Katie Salen/Eric Zimmerman  
Interactive Television Demystified  
Jerry C. Whitaker  
Bamboozled at the Revolution: How Big Media Lost Billions in the Battle for the Internet  
John Motavalli  
The Medium of the Video Game  
Mark J.P. Wolf/Ralph H. Baer  
The First Quarter: A 25-year History of Video Games  
Steven L. Kent  
Game Development and Production  
Erik Bethke  
Game Design Workshop  
Tracy Fullerton/Christopher Swain/Steven Hoffman

**Missing an Assignment, Incompletes:**

The only acceptable excuses for missing an assignment or taking an incomplete in the course are personal illness or a family emergency. Students must inform the instructor before the assignment is due and present verifiable evidence in order for a make-up to be scheduled. Students who wish to take incompletes must also present documentation of the problem to the instructor before final grades are due.

**Note for students with disabilities:**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to us as early in the semester as possible. DSP is located in STU 301, and is open 8:30am-5:00pm Monday through Friday. The phone number for DSP is (213) 740-0776.

**Academic Integrity:**

The School of Cinema-Television expects the highest standards of academic excellence and ethical performance from USC students. It is particularly important that you are aware of and avoid plagiarism, cheating on exams, submitting a paper to more than one instructor, or submitting a paper authored by anyone other than yourself. Violations of this policy will result in a failing grade and be reported to the Office of Student Judicial Affairs. If you have any doubts or questions about these policies, consult "SCAMPUS" and/or confer with the instructor.

**Statement on Academic Conduct and Support Systems:**

**Academic Conduct**

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Section 11, Behavior Violating University Standards <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>. Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity <http://equity.usc.edu/> or to the Department of Public Safety [http://capsnet.usc.edu/departments/departments-public-safety/online-forms/contact-](http://capsnet.usc.edu/departments/departments-public-safety/online-forms/contact-us)

[us](#). This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate

the report on behalf of another person. The Center for Women and Men <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage [sarc@usc.edu](mailto:sarc@usc.edu) describes reporting options and other resources.

### **Support Systems**

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs [http://sait.usc.edu/academicsupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html) provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.