Global Game Industry: Level 13
(MLI26C738)

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Agenda for today

4:00 – 5:40   Final presentations and discussion

5:40 – 6:00   Wrapping up, final reflections and exam preparations

Today's presentation order

4:10–4:20 Zaibatsu 1 (Team Freeman)

4:20–4:30 Zaibatsu 2 (Team Sonic)

4:30–4:40 Sulake 1 (Team Zelda)

4:40–4:50 Sulake 2 (Team Bowser)

4:50–5:00 CloverCreek Entertainment (Team Samus)
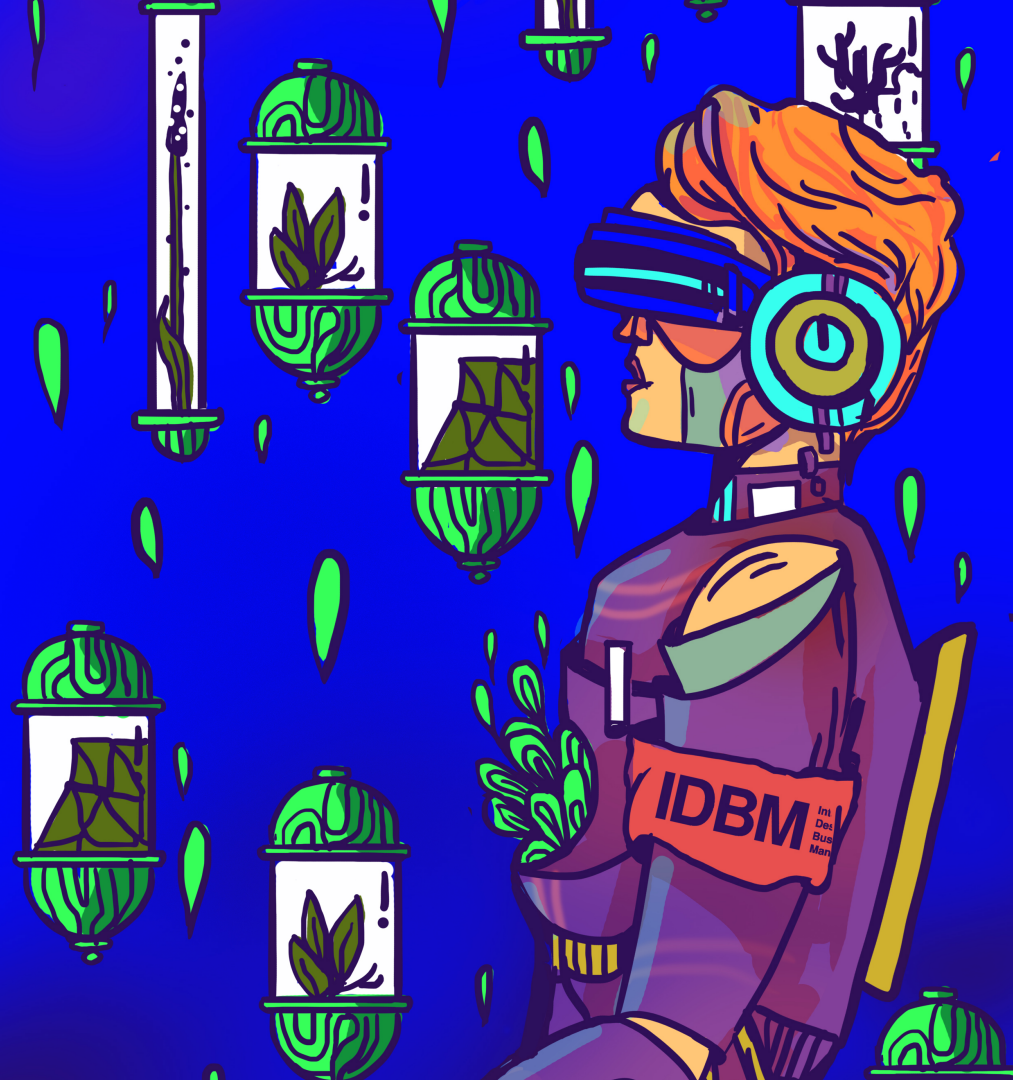
5:00–5:10 Rovio 1 (Team Mario)

5:10–5:20 Rovio 2 (Team Kirby)

5:20–5:30 Next Games (Team Pikachu)

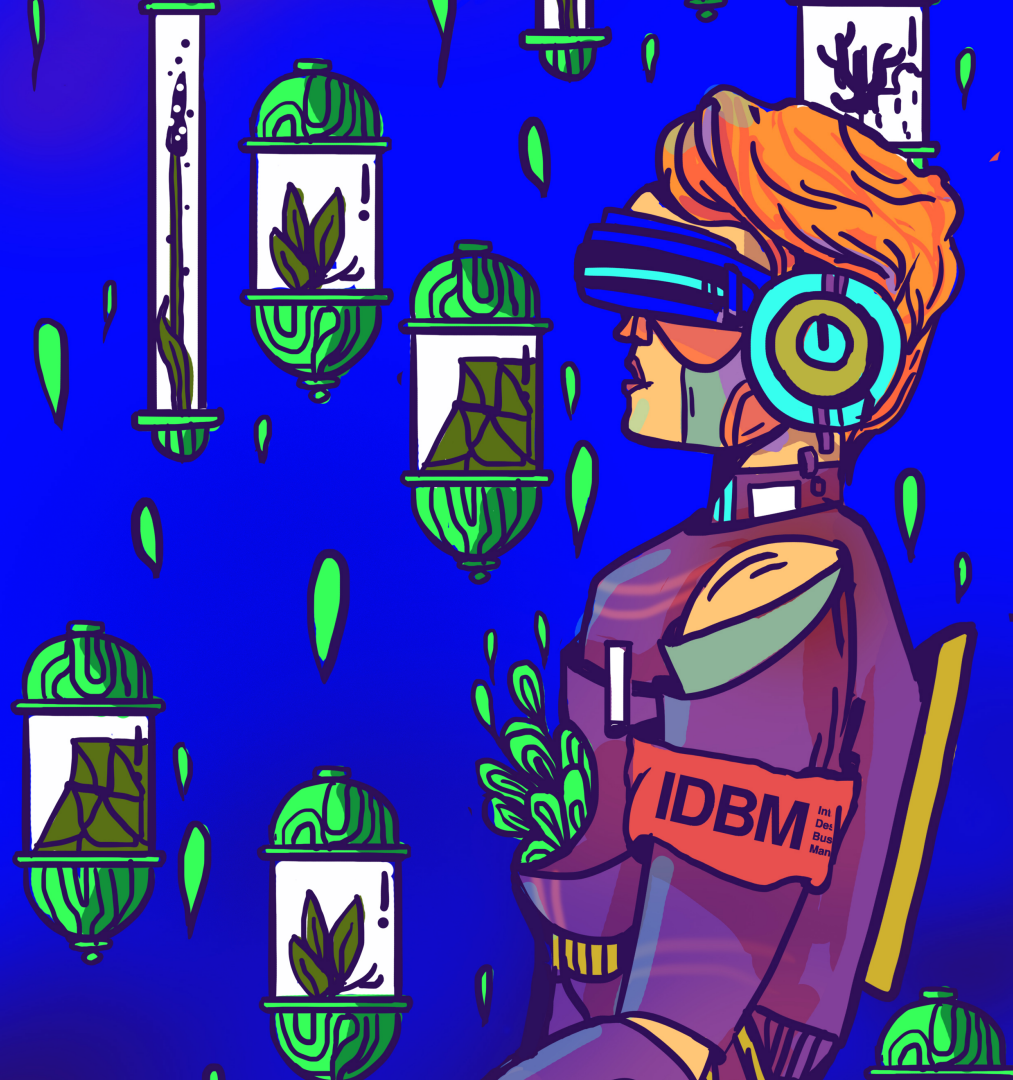5:30–5:40 Panzerdog (Team Spyro)

Final presentations

Each presentation 5 minutes + 5 minutes Q&A

Nick Bratanek, unsplash.com

Well done!

Concluding remarks and what actually happened during these three weeks?

Global Game Industry: Learning outcomes

1. Gain an up-to-date overview of the dynamics and trends of the game industry, its historical origins and future directions,
2. Understand managerial practices in game companies and analyze specific matters associated with global games distribution,
3. Evaluate game company internationalization strategies through platforms,
4. Analyze game design and customer service from an ethical point of view, and design alternative, improved solutions based on this, and
5. Experiment, through prototyping, with how gameful elements can be integrated across different organizational functions and industries.

You've achieved a lot!

Week 1: Setting the scene	→	Week 2: Money talks	→	Week 3: Reaching out

Revisiting the journey: Global Game Industry 2020 edition

Life as a video game: https://www.youtube.com/watch?v=gWli6Pytde8

Why am I **still** excited about this course?

- I've learned new things from you about games as well as developed this course with you
- Discussed recent and dominant trends in the game industry
- You have taught me the importance of pacing and engagement
- You have shown me the importance of mutual trust

Was this a game? How did it transform you?

- How do you feel about games and the game industry now?
- Would you consider applying for a job in this industry?
- 3-2-1, anyone?
- Looking at / recalling your Personal Goals and Team Contract, how well did you achieve your goals?
- Anything else?

Preparations for Friday

- Learning Diary Week 3 submitted today by midnight
- Exam won't be about measuring how well you have learned things by heart…
- …but instead focus is on how well you can apply what you have learned to analyze the game industry
- Combine what you have learned: team project, lectures, readings, exercises
- Synthesize, analyze, criticize – avoid summarizing, repeating, not taking a stance

Good luck with the exam, let's keep in touch!

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