



November 2021

About buGAM

The project is to deliver the sophisticated business simulation tools by combining the game with movie education - virtual business strategic game supporting online education at universities in COVID-19 pandemic time. buGAM will develop a virtual business strategic game that was initially created by PUEB and successfully used in face-to-face lectures.

NEWSLETTER

Project Objectives

To develop the architecture of the strategic games while adjusting the tool to the requirement of online teaching process, together with quality assurance and effectiveness assessment

To develop the engine of virtual strategic game (new functionalities for teachers and students)

To create, test and implement new game scenario

To create movies introducing the logic of the game and the user panel

To develop education movies supporting in business education as integral part of game engine

The project is aimed at:

University teachers in the field of entrepreneurship, business and management - need to get teaching tools suitable during COVID-19 pandemic

Business students - need innovative learning tools to be able to learn without participation in the classroom

KA226 - Partnerships for Digital Education Readiness

2020-1-PL01KA226-HE-095683

Project start date: 01.03.2021

Project end date: 28.02.2023



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Intellectual Outputs

Development of the virtual strategic game engine

- Design
- Implementation and internal testing
- Prototype deployment, testing and implementation
- Final version of the virtual strategic game engine deployment and testing

New scenario of virtual strategic game

- Choosing the type of the producing company
- Creation of the initial background of the market story
- Set-up of the alpha version of game parameters
- Testing and optimizing game parameters
- Testing beta version with students
- Getting the ready to use the game scenario for business education in COVID-19 pandemic

Movie tutorial for students to present the game logic and game interface

- The essence of the scenario
- Relationships between decisions made in different decision areas

Movie education on entrepreneurship, business and management, related to following topics

- Strategic management
- Research and development
- Marketing and sales
- Operation
- Human resource management
- Finance

Consortium

Universities

Poznań University of Economics and Business (PL)
the Project coordinator

Danube University Krems (AT)

University of Macerata (IT)

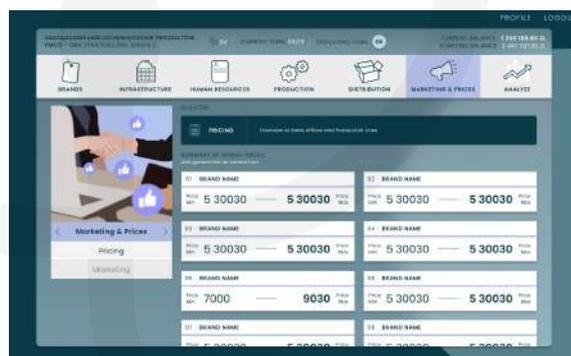
Non-profit organization for quality accreditation

EFMD AISBL (BE)

Private companies from ICT sector and movie education

Conform – Consulenza, Formazione e Management S.c.a.r.l (IT)

AtomScript sp. z o.o. (PL)



Development of new graphic interface underway

Work has begun on a new graphical interface. The graphics for the game are being made and tested by the graphic artists who are working on the project. Modern tools for designing and testing websites and mobile apps are used for the design. This made it possible to make dynamic views that follow the latest trends in UX design.



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