



August 2023

We are pleased to announce a significant milestone in our journey - the completion of the buGAM project.

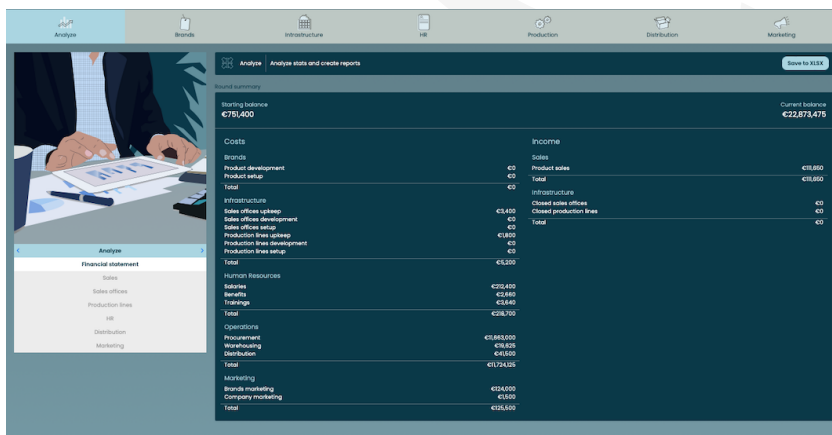
This sophisticated business simulation tool, designed to support online education at universities, is now ready to make its mark. The buGAM project merges the world of gaming with movie education to create a groundbreaking educational experience that redefines traditional teaching methods.

## NEWSLETTER

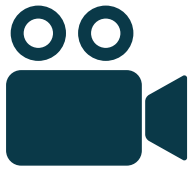
Over the course of this project, we have seen the development and successful implementation of a robust game engine, a captivating game scenario, an instructive movie tutorial, and comprehensive educational movies on entrepreneurship, business, and management. These components, each critical in its own right, come together harmoniously to create an interactive and immersive learning environment.

The completion of the buGAM project represents more than just the end of a development phase; it marks the beginning of a new era in online education. A chapter where students can explore the realms of business in a dynamic virtual setting, guided by high-quality movie tutorials and educational videos that enrich their learning experience.

We extend our heartfelt thanks to all our stakeholders for their unwavering support throughout this journey. The successful realization of the buGAM project is a testament to our shared vision and commitment to enhancing the quality of online education.

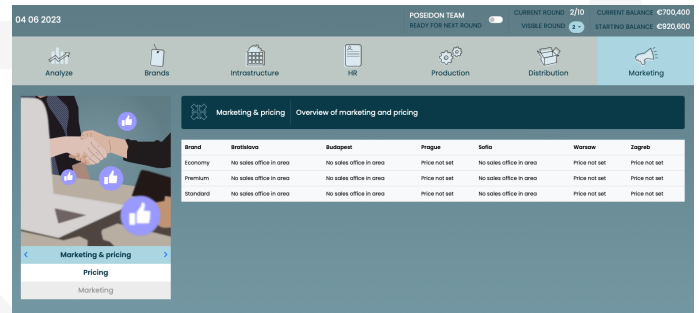


In the final stages of our project, the completion of IO3 and IO4 marked the last significant milestones we achieved, paving the way for the successful wrap-up of the buGAM initiative.

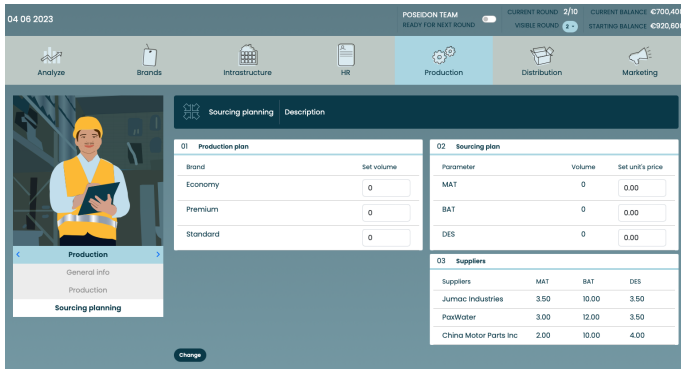


## IO3 - Movie tutorial for students to game logic and game interface

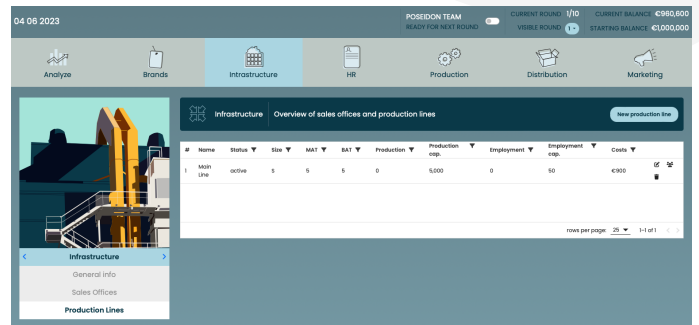
The tutorial covers various aspects that are instrumental to a seamless gaming experience. It offers an in-depth explanation of the game scenario (IO2), providing context and clarity to players about the market, product types, target groups, and sales locations.



By using a real-world approach, we've ensured these relationships accurately reflect actual business scenarios. For instance, the game demonstrates the logical sequence of designing a brand and creating a production line before manufacturing products, or producing and transferring products to sales offices before selling them.



In addition, the tutorial provides insights into various decision areas like research and development, operations, marketing and sales, finance, human resource management, and strategic planning. These insights are presented in a way that enhances understanding and ensures students can make informed strategic decisions in the game.



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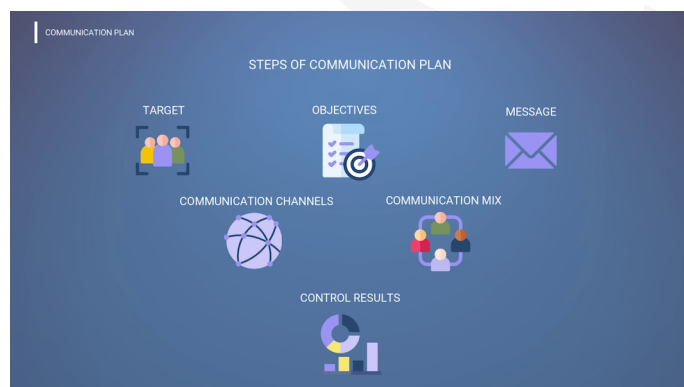
## IO4 - Movie education on entrepreneurship, business and management

This part of the project involves the creation and integration of educational content that provides players with the theoretical knowledge necessary to make strategic decisions in the game. Covering a wide array of crucial topics, these movies serve as an invaluable resource for students, enhancing their understanding of key business concepts.



The movies delve into several critical areas, including strategic management, research and development, marketing and sales, operations, human resource management, and finance. Each movie provides comprehensive insights into these topics, correlating them with the real-world scenarios presented in the game, and amplifying the learning experience.

This accomplishment marks another major step towards our goal of developing a tool that innovatively combines gaming with movie education to support online learning at universities. The successful integration of these educational movies brings us closer to realizing this vision, and we eagerly anticipate the positive impact this will have on our target audience.



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## 4th Transnational Meeting in Macerata, August 2023

In the month of August, we were able to assemble in the lovely city of Macerata for our last Transnational Project Meeting. We wrapped up our talks and officially certified the buGAM project's successful completion at this landmark meeting.

During the meeting, project members from partner countries convened to reflect upon the strides made in the development of our sophisticated business simulation tool. The collaborative atmosphere of the meeting was palpable, with rich exchanges of ideas and experiences that have shaped the buGAM project.



The event was more than a formal discussion; it was a celebration of our shared accomplishments. We examined the final product - a groundbreaking educational tool designed to blend gaming with movie education, intended to reshape online learning at universities.



The final Transnational Project Meeting in Macerata not only marked the end of a fruitful and rewarding journey but also the beginning of a new era in innovative online education. As we look ahead, we are excited about the potential impact of the buGAM project and the positive changes it will bring to the educational landscape.



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## Dissemination meetings

As part of our commitment to sharing our achievements and promoting the buGAM project, we've recently conducted a series of dissemination meetings. These informative events took place across our partner countries - Austria, Belgium, Poland, and Italy.

Each event was tailored to highlight the unique aspects of the buGAM project, focusing on the innovative blend of gaming and movie education aimed at transforming online learning in universities. Attendees were given a comprehensive overview of the project, including a demonstration of the strategic game engine, the captivating game scenario, the instructive movie tutorial, and the educational movies on entrepreneurship, business, and management.



### Meeting in Poland



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