

Course 213 – “Social and Human Resource Management” - [9 ECTS]

11 days – 66 hours

Manager: Karim MEDJAD - Jacky PRIEUR

Description or General objectives:

This speciality course aims to:

- Support the strategic understanding of businesses and their competitive environment: stakeholders, markets – client/need/target analysis, competition – typology of businesses – economic models of interactive media businesses with different avenues of work
- Experimenting with methods and project-management methods at all production stages
- Implementing various approaches to professional communication

Prerequisites:

None

Learning: content of the interventions (concepts covered, knowledge, references, methods, tools, research to be extended, etc.):

1. Introduction to the concepts, methods and specific tools allowing the project manager to determine and progressively construct a ‘professional posture’ which is as congruent as possible with his experience and learning, in three interdependent registers:
 - Organisational communication (discussion and sharing of experience from the angle of communication, concept of leadership and vision, examples of information-sharing tools and documents and/or collaborative work, drawing on a systemic approach, etc.)
 - Interpersonal communication (approach of psychological profiles and differences between individuals - examples of the ‘Quad Compass’ model, precision language,
 - communication in and with the group (communication methods and tools of the head of project for ‘going further’ – concept of management and coaching, construction of a team culture, understanding of generational traits, etc.
2. Contextualising and applying the concepts covered within M1 projects in order to determine the synergies between marketing and production, and differences in an AAA (Cf: Ubisoft) or “indie” (Cf: Amplitude) studio.
3. Detailing the approaches useful to the promotion of M1 mini-projects in various fields: structural organisation (differences between ‘AAA’ and ‘Indie’ games but identical needs), project management (advice for better anticipating marketing needs), strategic and operational marketing (AAA campaign and specific features of ‘Indie’ marketing), communication (communication plan, milestones and ‘key assets’).

Assessment methods:

Production in pairs of an animation simulation for a specific meeting, taking the following indications into consideration:

70% of the final mark:

- **context:** introduction of the first meeting or of one of the first meetings of an M2 project team following its creation;
- **duration:** 30 minutes of co-animation maximum, with a constructed visual aid;
- **audience:** group presentation where the students and assessor will take turns in the role of active audience which can become involved during the animation;

30% of the final mark:

- **document submitted to the assessor:** the animation plan and the full slide presentation must be submitted following the animation.