

Description

This module is intended for students in the Project Management specialisation.

This module enables students to:

- Have a 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.
- Experiment with project-management methods and tools at all production stages.
- Implement various approaches to professional communication.

Detailed objectives

- Introduction to the concepts, methods and specific tools that allow the project manager to determine and progressively construct a 'professional posture' which is like their experience and learning, in three interdependent registers:
 - Organisational communication: discussion and sharing of experience, concept of leadership and vision, examples of information-sharing tools and documents and/or collaborative work, drawing on a systemic approach, etc.
 - Interpersonal communication: differences in psychological profiles and between individuals (examples of the 'Quad Compass' model, precision language).
 - Communication in and with the group: communication methods and tools for the project manager to 'go further' – concept of management and coaching, creating a team culture, understanding generational traits, etc.
- Contextualise and apply the concepts covered within the First-Year Mini-project to determine the synergies between marketing and production, and differences between blockbuster studios (Cf: Ubisoft) or independent studios (Cf: Amplitude).
- Detail the approaches useful to the First-Year Mini-projects in various fields: structural organisation (differences between blockbuster and independent games, but identical needs), project management (advice for better anticipating marketing needs), strategic and operational marketing (blockbuster studio campaign and specific features of independent game marketing), communication (communication plan, milestones and 'key assets').

Assessment methods

Session 1

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

Evaluation method	Percentage of overall mark
<p>Context: Introduction to the first meeting or to one of the first meetings of the Second-Year Team Project following its creation</p> <p>Duration: 30 minutes maximum of co-animation with a visual aid</p> <p>Audience: Group presentation where the students and assessor will take turns as the active audience involved during the animation</p>	70%
<p>Document submitted to the assessor: the animation plan and the full slide presentation must be submitted following the animation</p>	30%

Session 2

Same as in Session 1.