

Course 212 – “Technical and Economic Management” - [9 ECTS]

11 days – 66 hours

Manager: Karim MEDJAD - Jacky PRIEUR

Description or General objectives:

This speciality course aims to further investigate a range of data:

- Project management and organisation and managerial methodology, a quality and process approach, documentary management, risk management;
- Reality of the production modes of businesses vis-à-vis the methods taught
- Relevance of the different production modes with regard to the methods taught and the production of 'Master 1 mini-projects'

Prerequisites:

None

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

1. For a head of project, determining the concepts, methods and tools specific to project management for a video game in order to anticipate their selection for the running of the M2 pre-production project: concept of production pipeline, risk management
2. Establishing risk-management scenarios in order to anticipate problems.
3. Creating a 'toolbox' in order to determine choices for each head of project, in particular in the following fields: construction of a staffing plan and associated budget, methods and prioritisation tool (P-Priorities, MoSCoW, etc.), examples of project-rationalisation documentation (feature list, game pillars, risk list, decision-making process, macroplanning, construction of a production workflow for a game element.
4. Creating schedules and the methodology for monitoring planning in order to select their level of effectiveness: schedule-creation method (Macro, Micro planning), introduction of the concept of workload and calculation methods (challenge and risk on the estimates), introduction of the concept of capacity and of calculation methods (work on Excel for the various methods for calculating a capacity)
5. Identifying the concepts of 'open development' and their impact on production in order to test it during M1 mini-projects: community development (acquisition levers and retention mechanisms, the 'Games2Gether' case), Cross-cultural awareness (cultural pillars in sociology and 'culture web'), Community empowerment (promotion of community interactions and self-regulation), communication (online meetings and Community Greenlight, events and press relations management)
6. Determining the bases for crowdfunding in the video game context, in order to analyse the ramifications of economic models in design decisions, but also for editing video games

Assessment methods:

1. Formalisation of a 'log' concerning the links established between two data groups (summary note, presentation on professionalism, portfolio of skills, etc.) 70% of the final mark:

- between the contributions from professionals **and** experimentation in the CDP speciality in the management of mini-projects during semester 2;
- between the contributions from professionals **and** evolution in the 'portfolio of skills' of each CDP (characteristics of the skills acquired in M1 and to be acquired in M2).

The document will be 20 pages maximum.

2. Production of a '5 minutes to convince' video (structured testimony, professional interview, storytelling, argumentation, etc.) 30% of the final mark

Example: "I address you...."

- a CDP student entering M1
- a business contact in order to apply for an M1 traineeship
- a profession to whom the CDP speciality in ENJMIN is presented
- etc.