



**4<sup>th</sup> Management Development  
Programme (MDP)  
on**

**GAMIFICATION  
FOR LEARNING  
AND  
DEVELOPMENT**



OFFERED BY  
**School of Management Studies  
Cochin University of Science and Technology**

**Date : MAY 15,16,17 - 2019**

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## **GAMIFICATION**

Gamification as a concept is not necessarily a new one, although the term itself may very well be. The basic premise of gamification is that it uses game mechanics for non-game applications. It employs the use of game elements to leverage a participant's sense of challenge, competition, and reward to educate, change attitude or behaviour and inspire action. Since 2010, over 350 companies have launched major gamification projects. These include consumer brands like MLB, Adobe, NBC, Walgreens, Ford, Southwest, eBay, Panera, and more. In 2014, more than 70% of Global 2000 organizations have at least one gamified application, driving 50% of all innovation. Gamification is increasing in acceptance in the learning and development sphere. The objective of gamification in learning and development is to encourage both enjoyment and engagement through the learning experience by capturing the attention of learners and motivating them to continue learning.

## **ABOUT SMS**

The School of Management Studies (SMS) CUSAT, established in 1964 with an aim to promote management education, carries the saga of the Cochin University of Science & Technology. The school started functioning in the premises of Fertilizers and Chemicals Travancore Ltd. (FACT) as a part of Kerala University with Professor Emeritus Padmabhushan Late (Dr.) M. V. Pylee as the Director. When the University of Cochin was formed in 1971, the School became its integral part. It is one of the earliest departments in the country along with Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai & Faculty of Management Studies (FMS), Delhi. Since then, the School has thrived with excellence in management education and in 2014, it celebrated its Golden Jubilee. The School has been ranked as one among the top business schools in the country. SMS is relentlessly pursuing its aim of teaching, training, research and consultancy. With this aim in mind, it offers a variety of courses, such as MBA(Full Time), six semester part-time MBA program, two semester M.Phil program and Ph.D program. The school also conducts Management Development Programs and undertakes consultancy projects.

## **PROGRAM OBJECTIVE**

The primary objective of this MDP is to provide hands-on experience in using game-design elements and game principles to equip the participants to gamify their learning environments (trainings, workplaces, classrooms etc), thereby enhancing the process of learning and development.

## **LEARNING OUTCOMES**

After attending this program, participants will be

- Equipped with 25 proven learning techniques to gamify their learning environments.
- Adept in using Octalysis gamification model and various game elements to enhance learning outputs.
- Employ concepts of gamification to promote active learning experiences.

## **WHO SHOULD ATTEND?**

- A faculty member looking forward to bring excitement in the class room environment.
- A training professional looking forward to enhance the learning process.
- Corporate Executives/HR managers who want to create an engaging workplace.
- A research scholar wanting to include gamified system for research.
- A professional willing to upgrade and escalate to the new learning.
- An entrepreneur looking for innovative engagement tools for higher profits.
- Anyone with a basic flair for creativity, aggregation and exploration can join in.

## TOPICS COVERED

- Why Gamification?
- What is Gamification?
- Game Thinking
- Categories of Gamification
- Anatomy of Fun
- Think like a Game Designer
- The Pyramid of Game Elements
- Octalysis Model
- Core Drive 1 - Epic Meaning and Calling
- Core Drive 2 - Development and Accomplishment
- Core Drive 3 - Ownership and Possession
- Core Drive 4 – Social Influence and Relatedness
- Core Drive 5 - Unpredictability and Curiosity

## RESOURCE PERSON

Dr. Manu Melwin Joy is currently working as Assistant Professor at School of Management Studies, Cochin University of Science and Technology, Kochi, India. His research focus includes Gamification, Design Thinking, HR Analytics and Talent Retention. He has completed certification in Gamification from University of Pennsylvania and Design Thinking from University of Virginia. Apart from publishing articles in accredited journals, he has authored many books with the most recent one titled "Fun is the future - A collection of compelling gamification success stories". He has handled sessions on gamification across the country in many organizations like G L Bajaj Institute of Technology and Management (Greater Noida), Bapuji Group of Institutions (Davangere), Institute of Management in Government (IMG), Kerala Veterinary and Animal Sciences University (KVASU) to name a few.

## REGISTRATION FEE AND PAYMENT MODE

Category	Early Bird Registration ( Before April 15 )	Regular Registration
Industry executives	4800	6000
Academicians	3600	4500
Research scholars	2800	3500
A group discount (3 or more) will be applicable @ 10 % per individual for group registration		

### Registration fee includes

- Programme kit.
- Lunch & Refreshment.
- Content Hand-outs.
- Copy of Book “Fun is the Future”

## PAYMENT

Payment can be made by DD / Cheque in Favour of “Gamification SMS ”  
NEFT

Bank & Branch	SBI, Cochin University Branch, Ernakulam
Account Name	Gamification SMS
Account Number	37669297747
IFSC Code	SBIN0070235

## **ACCOMODATION**

All participants should bear the boarding and lodging charges by themselves. Accommodation on a shared basis will be arranged in the University Guest House and outside hotels, if required. If you need accommodation, please send an email to [gamificationmdp.sms@gmail.com](mailto:gamificationmdp.sms@gmail.com) specifying the day of arrival and departure.

## **CERTIFICATE TO PARTICIPANTS**

School of Management Studies (SMS), CUSAT will award certificates of participation to the participants on successful completion of the program.

### **Patron**

Dr. D. Mavoothu

Professor & Director, School of Management Studies,  
Cochin University of Science and Technology, Kochi- 682022

### **Program Coordinator**

Dr. Manu Melwin Joy

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