



SMS, CUSAT

# GAMIFICATION CONSULTANCY AGREEMENT


CONSULTANT

Dr Manu Melwin Joy

DATE OF SIGNING

05-02-2021


## ABOUT ORGANIZATION




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. 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.

## ABOUT CONSULTANT

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, Game based Learning, Serious games and Game thinking. 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 seven books with the most recent one titled "PLAYBOUR - Gamification for employee engagement". He has handled more than 55 international and national sessions on gamification for corporates such as IBM, The Hindu Group, The Federal Bank, Apollo Tyres etc and educational institutions like University of Technology and Applied Sciences (Oman), Princess Nourah Bint Abdul Rahman University ( Kingdom of Saudi Arabia) to name a few .




## WHY GAMIFICATION



Gamification, broadly defined, is the process of defining the elements which comprise games that make those games fun and motivate players to continue playing, and using those same elements in a non-game context to influence behaviour. The gamification of learning is an educational approach to motivate students to learn by using video game design and game elements in learning environments. The goal is to maximize enjoyment and engagement through capturing the interest of learners and inspiring them to continue learning. A good gamification strategy with high levels of engagement will lead to an increase in recall and retention. It provides an effective, informal learning environment, and helps learners practice real-life situations and challenges in a safe environment. It provides instant feedback so that learners know what they know or what they should know.

## KEY DELIVERABLES

- Develop a Gamification concept for 10 semesters of LLB course which include the narrative, character, mission and virtual economy.
  - Based on the Gamification concept, develop a Gamification Design which consists of Gamification Mechanics and Gamification Dynamics that suits the learning modules.
  - Plot the player journey ( Discovery, onboarding, immersion and mastery) and integrate all the expected behaviour into it.
  - Blending Gamification Aesthetics with habit creation activity loops to create an immersive experience for the player.
- 



## PROJECT TIMELINE

MONTH 1 - Development of Gamification concept - 30 hours

MONTH 2 - Development of Gamification Design - 30 hours

MONTH 3 - Plot Player Journey - 30 hours

MONTH 4 - Immersive Learning Experience - 30 hours




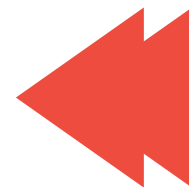
## FEE AND PAYMENT STRUCTURE

Payment will be calculated based on the number of hours spend on the project (it includes time spend with the client). The approximate hours needed for the completion of this project is 120 hours. The consultancy fee for the project will be Rs 2000 per hour. So, the total consultancy fee for the project will be Rs 2,40,000 + GST. 50% of the payment should be paid before the project starts and the rest has to be paid once the step 1 and 2 are completed. Payment should be made to the account of School of Management Studies, CUSAT.

## CONTRACT AND AGREEMENT

Contract and agreement will be signed between the client and the consultant (As the resource person provided by CUSAT).





SIGNATURE OF CONSULTANT

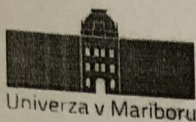


**DR MANU MELWIN JOY**

SIGNATURE OF CLIENT

**REPRESENTATIVE OF NUALS**





REPUBLIKA SLOVENIJA  
 MINISTRSTVO ZA IZOBRAŽEVANJE,  
 ZNANOST IN ŠPORT



EVROPSKA UNIJA  
 EVROPSKI SKLAD  
 SOCIALNI SKLAD  
 NALOŽBA V VAŠO PRIHODNOST

School of Management Studies,  
 Cochin University of Science and Technology

University Road, South Kalamassery, Kalamassery

Kerala 682022

India

CERTIFICATE

of the Slovene higher education teacher completing all obligations

This is to certify that the Slovene higher education teacher Boštjan Brumen, employed at University of Maribor, Faculty of Tourism, completed all obligations arising from the Cooperation Agreement under the project "Mobility of Higher Education Teachers of the University of Maribor (UM) 2018–2021" at the higher education institution Cochin University of Science and Technology during the mobility period 15.1.2020 until 16.3.2020.

POTRDILO

o opravljenih obveznostih slovenskega visokošolskega učitelja

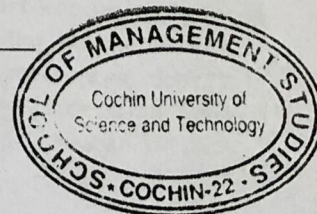
Slovenski visokošolski učitelj Boštjan Brumen, zaposlen na Univerza v Mariboru, Fakulteta za turizem, je v sklopu projekta "Mobilnost visokošolskih učiteljev Univerze v Mariboru (UM) 2018–2021" na visokošolski instituciji Cochin University of Science and Technology opravil vse obveznosti, ki izhajajo iz Dogovora o sodelovanju v obdobju mobilnosti 15.1.2020 do 16.3.2020.

In Cochin 16.3.2020 / V Kočiju 16.3.2020

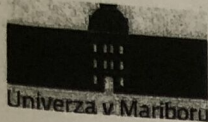
Cochin University of Science and Technology

Signature and seal / Podpis in žig:

DIRECTOR  
 SCHOOL OF MANAGEMENT STUDIES



Approved  
 16/2/2020  
 DIRECTOR  
 IRAA UNIT



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA IZOBRAŽEVANJE,  
ZNANOST IN ŠPORT



EVROPSKA UNIJA  
EVROPSKI  
SOCIALNI SKLAD  
NALOŽBA V VAŠO PRIHODNOST

AGREEMENT  
of  
Cooperation

Entered into by:

University of Maribor, Slomškov trg 15, 2000 Maribor, Slovenia, registration No.: 5089638000, VAT ID No.: SI 71674705, represented by the Rector, Prof. dr. Zdravko Kačič (hereinafter: **Beneficiary**),

Faculty of tourism, Cesta prvih borcev 36, 8250 Brežice, Slovenia, tax ID No.: SI71674705, registration No.: 5089638054, represented by the Dean Assoc. prof. dr. Boštjan Brumen (hereinafter: **Faculty**)

and

Assoc. prof. dr. Boštjan Brumen], Zgornje Hlapje 29a, 2222 Jakobski Dol, Slovenia, PRN: 1310972500049, tax No.: 87382954 (hereinafter: **Professor**),

and

Cochin University of Science and Technology, University Road, South Kalamassery, Kalamassery, Kerala 682022, India, tax ID No. (GSTIN): 32AAALC0844J1ZJ, represented by registrar Prof. Dr. K. Ajitha, (hereinafter: **Foreign Higher Education Institution**).

(when referred to jointly, all parties hereinafter: **Parties**)

Article 1

The Parties initially determine that any and all activities implemented under this Agreement shall be regarded as based on the project Mobility of Higher Education Professors at the University of Maribor (UM) 2018–2021, selected in the Public call: Mobility of Slovene Higher Education Professors 2018–2021, implemented within the framework of the Operational Programme for the implementation of the European cohesion policy for the period 2014–2020; Priority axis: 10. Knowledge, skills and lifelong learning to enhance employability; Investment priority: 10.1 Enhancing equal access to lifelong learning for all age groups in formal, non-formal and informal settings, upgrading the knowledge, skills and competences of the workforce, and promoting flexible learning pathways including through career guidance and validation of acquired competences; Specific objective: 10.1.3: Promoting flexible learning pathways and support high-quality career orientation for school-age youth at all levels of the education system, co-funded by the European Union – European Social Fund and the Ministry of Education, Science and Sport.

Article 2

The intent and purpose of this Agreement is to regulate the relations between the Parties arising from the implementation of the mobility programme for the Professor at the Foreign Higher Education Institution.

Article 3

The Parties hereby undertake to implement the mobility programme for the Professor at the Foreign Higher Education Institution in the duration from 15th January 2020 until 16th April 2020 which represents a total of 93 days.

The Professor hereby undertakes to partake in direct teaching and education activities at the Foreign Higher Education Institution during the period referred to in the preceding paragraph of this Article by providing 36 of hours of teaching and education activities. The Foreign Higher Education Institution hereby undertakes to ensure adequate working and other conditions for the Professor that will allow for the fulfilment of teaching and education activities as laid down in this Agreement.

#### Article 4

The Parties hereby agree that the Professor shall honour the commitments laid down in Article 3 of this Agreement by implementing/holding lectures as part of MBA regular (2<sup>nd</sup> degree) in subjects related to Travel and Tourism.

Forms and types of cooperation laid down in this Article shall be implemented under the following schedule:

- 22 hours in January 2020, 6 hours in February 2020, 6 hours in March 2020, 2 hours in April 2020.

#### Article 5

The Parties hereby agree that the Professor, during the implementation of the mobility programme at the Foreign Higher Education Institution, shall partake in other forms of cooperation as follows:

- indirect teaching cooperation: preparatory activities for the teaching process, cooperation with other professors;
- research work: co-authorship of scientific papers;
- other professional activities and other types of cooperation: active participation in expert and scientific events and meetings, presentation of exchange possibilities.

#### Article 6

The Professor hereby undertakes to implement any and all activities to the extent laid down in this Agreement. The Foreign Higher Education Institution hereby undertakes to ensure conditions allowing the Professor to partake in cooperation activities stipulated herein and issue a certificate on the implementation of activities.

#### Article 7

The Parties of this Agreement shall ensure the protection of personal data and business secrets pursuant to the provisions of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (Official Journal of the European Union L 119 of 4.5.2016, Pages 188) and the national legislation regulating personal data protection, the Companies Act (Official Gazette of the Republic of Slovenia, number 65/2009 – official consolidated text with amendments and additions to 1722/2019), Trade Secrets Act (Official Gazette of the Republic of Slovenia, number 22/2019) as well as Article 140 of the Regulation (EU) No 1303/2013.



### Article 8

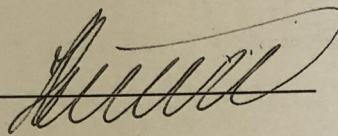
This Agreement shall enter into force after being signed by all Parties. This Agreement is drafted in five (5) identical copies. Two (2) copies shall be delivered to the Beneficiary, two (2) copies shall be delivered to the Foreign Higher Education Institution, and one (1) copy shall be delivered to the Professor.

In Maribor, 10 -01- 2020

University of Maribor

Prof. dr. Zdravko Kačič, Rector

Signature and stamp: \_\_\_\_\_

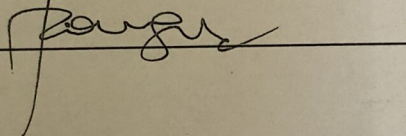


In Brežice, 10 -01- 2020

Faculty of tourism, University of Maribor

Assist. Prof. Dr. Marjetka Rangus, Vice-Dean (authorisation no. 0733/2019/5/200 LG, 15. 3. 2019)

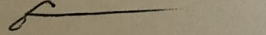
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In Brežice, 09 -01- 2020

Assoc. prof. dr. Boštjan Brumen

Signature: \_\_\_\_\_

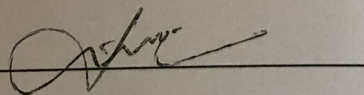


In Kochi, 14 -01- 2020

Cochin University of Science and Technology (School of Management Studies)

Prof. Dr. K. Ajitha, registrar

Signature and stamp: \_\_\_\_\_



Dr. K. Ajitha  
REGISTRAR  
COCHIN UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
KOCHI - 682 022, KERALA

