



UNIVERSITI TEKNOLOGI MARA

ADE552: GAMIFICATION

Course Name (English)	GAMIFICATION APPROVED
Course Code	ADE552
MQF Credit	3
Course Description	This course provides conceptual and theoretical of gamification in organizing creative gamified activities approach.
Transferable Skills	Adaptability Technology literacy Leadership
Teaching Methodologies	Lectures, Studio, Self-directed Learning
CLO	CLO1 Recognise the fundamental and theory of gamification (C1, PO1) CLO2 Construct ideation and conceptual on gamification (P3, PO7) CLO3 Practice a good leadership in team to create a creative gamified activities (A5, PO5)
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Gamification 1.1) N/A	
2. Concept of Gamification 2.1) N/A	
3. Game Mechanics in Gamification 3.1) N/A	
4. Extrinsic Motivator 4.1) N/A	
5. Intrinsic Values 5.1) N/A	
6. Gamification in Business 6.1) N/A	
7. Gamification in Corporate 7.1) N/A	
8. Gamification in Outdoor Activities 8.1) N/A	
9. Gamification in Social Improvement 9.1) N/A	
10. Designing a Gamified Solution 10.1) N/A	
11. The Future of Gamification 11.1) N/A	

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Formative	20%	CLO1
	Assignment	Formative	40%	CLO3
	Final Project	Summative	40%	CLO2

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Brian Burke 2014, <i>Gamify</i>, Bibliomotion, Inc. [ISBN: 1937134865] • Kris Duggan, Kate Shoup 2013, <i>Business Gamification For Dummies</i>, John Wiley & Sons [ISBN: 1118466942] • Karl M. Kapp 2013, <i>The Gamification of Learning and Instruction Fieldbook</i>, John Wiley & Sons [ISBN: 111867443X] • Stefan Stieglitz, Christoph Lattemann, Susanne Robra-Bissantz, Rüdiger Zarnekow, Tobias Brockmann 2016, <i>Gamification</i>, Springer [ISBN: 3319455575]
Article/Paper List	Recommended Article/Paper Resources	<ul style="list-style-type: none"> • Xu, Feifei, Dimitrios Buhalis, and Jessika Weber 2017, Serious games and the gamification of tourism, <i>Tourism Management</i> 60
Other References	This Course does not have any other resources	