



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

TECHNOLOGY & INNOVATION

une école



# CERTIFICATE SERIOUS GAME MASTER

## EXECUTIVE EDUCATION



**Hélène Michel**

► Program Director

She is an international expert on the topic (expert for the European Commission, key note speaker in major conferences etc.). She joined Grenoble Ecole de Management in January 2012. Her aim is to give the Business School an international leading position in the design and diffusion of serious games in Innovation Management.

Serious Games provide an opportunity to address « serious » topics in a « fun » way. The use of Serious Games or Gamification is now widely recognized in education, as well as in the corporate environment, where playing and competing help maximize the engagement of participants: corporate challenges to mobilize the staff, but also marketing games seeking to increase interaction with customers.

In Education, Serious Games allow alternative pedagogies that induce creativity and innovation. Participants are more likely to participate - and enjoy! - tasks that are traditionally perceived as boring and complex. The use of games also develops the team spirit as participants are playing against each other in teams.

This certificate comes as a complement to the « Serious Game Designer Certificate» to help consultants, coaches and trainers in facilitating Serious Games sessions and exploring all benefits of this pedagogical tool.

 **Grenoble**

### DATES

English version:  
November 7th to 8th, 2016

French version:  
November 14th to 15th, 2016

### LOCATION

Grenoble Campus

### FEES

1 900€ HT (accommodation and meals not included)

### CONTACT

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### GET MORE ON

[HTTP://GEMINGAME.COM/](http://gemingame.com/)

### Learning Objectives :

At the end of the program, participants will be able to:

- Understand the Gamification dynamics through the practice of several games
- Share and explain the fundamentals of Gamification
- Facilitate Serious Games sessions using some of the games developed by GEM

### Why should you join us?

- Benefit from the unique expertise of Hélène Michel, one of the leaders of Gamification in France
- Learn from the experience acquired by GEM both in academic and corporate environments
- Play with Serious Games developed by GEM and the Nanoelectronic Cluster (IRT Nanoelec)

### Potential Participants:

- Faculty
- Trainers and Consultants
- Coaches
- HR professionals
- Anyone interested in using Serious Games !

### Participants Profile:

Professionals with no or limited experience in serious games who would like to develop innovative pedagogies and master the use of Serious Games.

### Admission Criteria :

- Bachelor degree
- At least 3 years of professional experience
- Proof of fluency in English



## A TWO DAY WORKSHOP TO BECOME A SERIOUS GAME MASTER

<b>STEP 1</b>  <b>INTRODUCTION TO SERIOUS GAMES</b>	<ul style="list-style-type: none"> <li>› Fundamentals of Gamification, Serious Game Culture</li> <li>› Theories, key concepts, methods and main objectives of serious games developed for management education</li> </ul>
<b>STEP 2</b>  <b>HOW TO SET UP THE STEPS AND THE CONTENT OF A SESSION</b>	<ul style="list-style-type: none"> <li>› What are the rules of a Serious Game Session ?</li> <li>› Analyse the elements of context to develop cooperation and team building in a game</li> <li>› Build on a scenario to address a specific topic or issue</li> <li>› Evaluate the results of a session</li> </ul>
<b>STEP 3</b>  <b>FACILITATION AND LEADERSHIP SKILLS REQUIRED FOR A GAME MASTER</b>	<ul style="list-style-type: none"> <li>› Formalizing the scenario of a session</li> <li>› Creating positive interactions amongst participants</li> <li>› Encouraging active participation</li> <li>› Evaluating the results of a session</li> </ul>

## DIFFERENT WAYS OF USING TECH IT !

- › Initiate an entrepreneurial dynamic in a team
- › Deliver a workshop or seminar
- › Brainstorm, for instance about a new product development
- › Develop mechanisms to support individual and collective creativity
- › Facilitate communication amongst individuals in a team
- › Develop new managerial behaviors
- › Enrich HR practices : team management, recruitment interviews, etc



### HOW TO USE TECH IT!®

Tech It!® is a game designed by 6 international students—three from the Massachusetts Institute of Technology (MIT), two from Grenoble Ecole de Management (GEM), and one from ARIES. The game was developed with the CEA research center as an outreach project focused around their technologies.

During a Tech it!® session, players will experiment with a serious game that will lead them to innovate. Offering 75 innovative technologies from international research centers (CEA, MIT), it helps the player understanding the key elements of each technology by manipulating them. The key goal is to improve several characters' lives by launching challenges and using one or several patented technologies to solve a problem. We'll also use our problem solving skills in this accessible role playing game to meet a consumer need.

## ABOUT GEM

Established in 1984 by Grenoble's Chamber of Commerce and Industry, GEM is one of the best management schools in France (6th out of 30) and in Europe (25th out of 100).

Each year, more than 6,800 students and professionals complete one of our 50 reputed national and international programs, right down from the undergraduate level to the Doctoral School.

Repeatedly ranked in international and national publications, Grenoble Ecole de Management is one of the very few elite business schools worldwide to boast of a triple accredited status –EQUIS, AACSB and AMBA –, which were awarded by the world's leading international management education associations.



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