
Jindal Global Business School
Course Outline

Course Title	Gamification for Digital Businesses
Core or Elective	Elective
Program and Batch	MBA 2, IBM 4
Semester & Academic Year	Spring-2026
Credits	1.5
Discipline/ Area	Information Systems and Analytics
Name of the Faculty Member/Course Instructor	Prof. Ravinder Kumar Verma
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Contact Details of Support Staff	jgbs-eo@jgu.edu.in
Faculty Member's Open Office Day/s & Time	TBD

Introduction to the Course

Gamification is the use of game elements and digital game design principles in non-game contexts to solve real-world business and social challenges. This course explores the foundations of gamification, its underlying psychological and motivational drivers, and its role in creating engaging digital experiences. Students will learn why gamification has become a powerful tool in the digital economy, examine successful applications across industries, and develop strategies for designing gamified solutions that enhance customer engagement, employee productivity, and organisational innovation. These changes are rapidly influencing sectors such as finance, retail, healthcare, manufacturing, and research & development. This course will introduce future managers to the concepts, issues, and tools associated with Gamification for digital businesses. This enables them to critically evaluate gamification practices in digital business environments, driving engagement and business value.

Course Learning Objectives

At the end of the course, students should be able to

CLO 1: Understand the conceptual foundations, principles, and key elements of gamification.

CLO 2: Identify and evaluate the drivers, motivations, and business factors influencing the adoption of gamification in digital environments.

CLO 3: Apply gamification frameworks and design techniques to develop solutions for digital business.

CLO 4: To become aware of the ethical, social, and legal implications of gamification in digital businesses

Programme Competency Goals of MBA

MBA Programme Competency Goals (PCGs)		MBA Programme Learning Objectives (PLOs)
		Students will be able to
1	Technological Agility: Ability to adopt relevant technologies for better business decision-making.	1. Understand relevant business technologies
		2. Understand future technologies in business domain
2	Responsible Global Citizenship: Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	3. Understand the interplay between local and global business issues
		4. Demonstrate sensitivity towards ethical issues
		5. Demonstrate sensitivity towards social issues
		6. Address societal issues
3	Effective communication: Ability to effectively exchange ideas and information	7. Present their ideas with clarity
		8. Prepare an organized and logical business document
		9. Use technology for effective communication
4	Critical Thinking: Ability to identify, analyze business problems and propose effective solutions	10. Identify main issues of business problems
		11. Examine information from different sources
		12. Draw inferences from analysis
		13. Evaluate alternatives
5	Leadership: Ability to take initiative, inspire and collaborate with others	14. Summarize and conclude
		15. Take initiative
		16. Contribute effectively in groups

PLO-PCG Assessments Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
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PLO-01, PLO-02, PLO-03 , PLO-04, PLO-08, PLO-09 & PLO-10	PCG-01, PCG-03	A1, A2, A3, A4, A5
PLO-05, PLO-06	PCG-02	A2, A4, A5
PLO-07, PLO-11, PLO-12	PCG-03, PCG 04	A2

Evaluation Schema

The course grade will be determined based on:

Assessment Task	Weightage (%)	Nature (Individual/ Group)	Week of Assessment	PLOs to be Assessed
A1: Class Participation	10%	Individual	Continuous	PLO-01, PLO-02, PLO-08, PLO-10
A2: Assignments (Presentations and activities)	30%	Activities- Individual; Presentation- Group	Weekly (every week, group presentation, in-class activities)	PLO-01, PLO-02, PLO-3, PLO-4, PLO-5, PLO-6, PLO-07, PLO-08, PLO-09, PLO-10, PLO-11, PLO-12, PLO-16
A3: Quiz	10%	Individual	3 rd -4 th Week	PLO1, PLO2, PLO10
A4: Term Project	20%	Group	6 th Week	PLO-01, PLO-02, PLO-3, PLO-4, PLO-5, PLO-6, PLO-07, PLO-08, PLO-09, PLO-10, PLO-11, PLO-12, PLO-16
A5: End-term Examination	30%	Individual	In End Term Examination Week	PLO-01, PLO-02, PLO-3, PLO-4, PLO-5, PLO-6, PLO-08, PLO-10

Description of Assessments:

A1- Class Participation (10%) - The participation of the students in class discussions, case presentations, and guest lectures shall be evaluated out of 10 marks.

A2 – Assignments - Class Presentation and Activities (30%) – Students will be assessed on in-class activities and a group presentation.

A group of students will prepare and present assigned cases in class. Students will also be assessed based on the in-class activities.

Guidelines for Case Presentations

For case presentations, students form groups (2-5 members in a group), prepare a presentation on the allotted topic by following the guidelines.

Presentation & PPT preparation instructions-

- Case Presentations- 30 minutes.
- Elaborate PPTs
- The focus should be on how technologies are used, their impact, and an analysis of the case.
- All members should participate equally in class presentations,

- Questions and answers from the case,
- Mention the different technologies used in the business processes.
- Groups must upload PPTs before the presentation date on the UMS link and update PPTs based on feedback.
- Prepare for 20 minutes of presentation and 5-10 minutes for Questions and answers.

A3 - Quiz (10%) – An in-class quiz will be of 10 marks and will be conducted during the 3rd-4th week. This will be a multiple-choice question.

A4- Term Project (20%)- Project Guidelines – Gamification for Digital Businesses

Project Title: "Leveraging Gamification in Digital Businesses" (Title may be adapted to chosen company/industry.)

Assignment Description

Groups (2–5 members) will study a real-world case where gamification is used to improve business models, engagement, and business resilience.

- Explore how gamification supports business processes and decision-making.
- Analyse the impact of gamification on business and discuss challenges and opportunities in using gamification for digital businesses.

Timeline: Stage One Report Proposal Submission - Deadline: 6th week of the course.

Mode of Submission: Reports and PPTs, Viva - The faculty will communicate the UMS submission link.

A5- End term examination (30%)- End term examination will be of 30 marks and 90 minutes to be conducted during the end-term week. This will be an invigilated exam held on the JGU campus, in the mode decided by CoE (pen-and-paper).

Rubrics for Assessment 4:

The students will be assessed based on the following points:

Criteria/Level	Poor (1-2)	Fair (3-5)	Good (6-7)	Excellent (8-10)
Understanding of concepts	Lack of understanding of core concepts	Limited understanding of core concepts	Adequate understanding of core concepts	Clear understanding of core concepts
Logical Flow/Organization of ideas	No sense of organization	There is a sense of organization, although some of the organizational tools are used weakly or missing	Good overall organization includes the main organizational tools.	Well organized. Includes title, introduction of main idea, transitions, and conclusion.
Depth and breadth of	Information presented is very limited.	Information presented is inadequate and	Information centres on some of the points and	Information presented covers all the points in

analysis and discussion	No analysis or implications drawn	misses many points. Some analysis and discussion.	covers them adequately. Adequate analysis and discussion.	depth and is accurate. Good analysis and well-rounded discussion
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Teaching Method

The course will feature a judicious mix of lectures, discussions, problem-solving, experiential learning, and practice sessions. In this context, the onus of learning will be on the student, and the instructor will serve as a facilitator. The key for students is to revisit and practice the concepts periodically to sustain the learning process.

Textbooks:

1. For the Win: How Game Thinking Can Revolutionize Your Business by Kevin Werbach
2. Actionable Gamification - Beyond Points, Badges, and Leaderboards by Yu-Kai Chou

Cases and Readings

1. Is it all a game? Understanding the principles of gamification | Harvard Business Publishing Education
2. Game on: Engaging customers and employees through gamification | Harvard Business Publishing Education
3. How Gamification Can Boost Employee Engagement | Harvard Business Publishing Education
4. The Business Value of Gamification | Harvard Business Publishing Education
5. How Deloitte Made Learning a Game | Harvard Business Publishing Education
6. Algorithmic Nudges Don't Have to Be Unethical | Harvard Business Publishing Education
7. GameStop: Social media Finds a Cheat Code (A) | Harvard Business Publishing Education
8. Xoxoday: Solving the Conundrum of Gamification and Well-Being | Harvard Business Publishing Education

Session Plan

Session Details	Topics	PLOs Covered
Session No-1	Introduction to Course and Introduction to Gamification	PLO1, PLO2, PLO10
Objective of the session	Introduction to Gamification	
Subtopics to be covered	1 Understanding Gamification 2 Why Organizations Use Gamification 3 Origins of Gamification	
Readings	1. For the Win: How Game Thinking Can Revolutionize Your Business by Kevin Werbach	

	2. Actionable Gamification - Beyond Points, Badges, and Leaderboards by Yu-Kai Chou	
Case Title & Number	Not Applicable (N/A).	
Pedagogy	Lectures, cases, and class discussions	
Session No-2	Foundations of Games and Game Design	PLO1, PLO2, PLO10
Objective of the session	Theoretical background of game design	
Subtopics to be covered	<ol style="list-style-type: none"> 1. The Deeper Meaning of Games 2. Game Design as the Basis of Gamification 3. Linking Game Design to Gamification 4. Understanding Game Design in Context 5. The Raw Materials of Games: Game Elements 	
Readings	<ol style="list-style-type: none"> 1. For the Win: How Game Thinking Can Revolutionize Your Business by Kevin Werbach 2. Actionable Gamification - Beyond Points, Badges, and Leaderboards by Yu-Kai Chou 	
Case Title & Number	Not Applicable	
Pedagogy	Lectures, cases, and class discussions	
Session No-3	Applying Game Design Principles to Non-Game Contexts	PLO1, PLO2, PLO10
Objective of the session	Game Design Principles for Applications	
Subtopics to be covered	<ol style="list-style-type: none"> 1. Approaching Any Situation Through the Game Design Lens 2. Deconstructing Games into Components 3. Applying Game Elements to Create Gamified Systems 4. Applications 	
Readings	<ol style="list-style-type: none"> 1. For the Win: How Game Thinking Can Revolutionize Your Business by Kevin Werbach 2. Actionable Gamification - Beyond Points, Badges, and Leaderboards by Yu-Kai Chou 	
Case Title & Number	Case- Is it all a game? Understanding the principles of gamification.	
Pedagogy	Lectures, cases, and class discussions	
Session 4	Psychology of Gamification	PLO1, PLO2, PLO10
Objective of the session	Gamification and Human Motivation	
Subtopics to be covered	<ol style="list-style-type: none"> 1. Behavioral Approaches to Gamification 2. Reward Design in Gamified Systems 3. Alternatives and Complementary Approaches 4. Applications 	
Readings	1. For the Win: How Game Thinking Can Revolutionize Your Business by Kevin Werbach	

	2. Actionable Gamification - Beyond Points, Badges, and Leaderboards by Yu-Kai Chou	
Case Title & Number	Case- How Deloitte Made Learning a Game	
Pedagogy	Lectures, cases, and class discussions	
Session No-5	Designing Gamification Systems	PLO1, PLO2, PLO10
Objective of the session	Gamification as a Design Practice	
Subtopics to be covered	1. Design Practice. 2. Gamification Design Framework	
Readings	1. For the Win: How Game Thinking Can Revolutionize Your Business by Kevin Werbach 2. Actionable Gamification - Beyond Points, Badges, and Leaderboards by Yu-Kai Chou	
Case Title & Number	Case- GameStop: social media finds a Cheat Code	
Pedagogy	Lectures, cases, and class discussions	
Session No-6	Design Choices	PLO1, PLO2, PLO10
Objective of the session	Design choices and Assessments, Classification	
Subtopics to be covered	1. Human-Centered Design in Gamification 2. Creative Considerations in Gamification Design 3. Building Thoughtful and Sustainable Solutions	
Readings	1. For the Win: How Game Thinking Can Revolutionize Your Business by Kevin Werbach 2. Actionable Gamification - Beyond Points, Badges, and Leaderboards by Yu-Kai Chou	
Case Title & Number	Case- How Deloitte Made Learning a Game	
Pedagogy	Lectures, cases, and class discussions	
Session No-7	Hands-on session 1: Designing Gamification for a Digital Business	PLO1, PLO2, PLO10, PLO12, PLO13
Objective of the session	Hands-on Activity on Designing Gamification for a Digital Business	
Subtopics to be covered	N/A.	
Readings Details	N/A.	
Case Title & Number	N/A.	
Pedagogy	In-class exercises and discussion	

Session No-8	Guest Lecture	PLO1, PLO2, PLO10
Objective of the session	Real-world examples of Gamification in Business	
Subtopics to be covered	Gamification for digital business: Processes and impact.	
Readings	N/A.	
Case Title & Number	N/A.	
Pedagogy	Guest Lecture and class discussions- Speaker- Mr. Ashutosh Mishra, Senior Consultant, E & Y	
Session No-9	Applications for Gamification in Organizations	PLO1, PLO2, PLO10
Objective of the session	Understand the fundamentals of Gamification within Organizations. Identify real-world business applications of Gamification in industries.	
Subtopics to be covered	Employee engagement and motivation, Training, learning, and professional development, Enhancing productivity and collaboration, Challenges: resistance, ethical use, and sustainability.	
Readings	1. For the Win: How Game Thinking Can Revolutionize Your Business by Kevin Werbach 2. Actionable Gamification - Beyond Points, Badges, and Leaderboards by Yu-Kai Chou	
Case Title & Number	Case- How Gamification Can Boost Employee Engagement	
Pedagogy	Lectures, cases, and class discussions	
Session No-10	Gamification-led Innovation for digital business: Case of customer engagement	PLO1, PLO2, PLO10
Objective of the session	Understand how to use gamification to engage customers. Identify real-world business applications.	
Subtopics to be covered	Gamification for customer engagement, Integrating theoretical perspectives within the digital business processes, Analysis.	
Readings	1. For the Win: How Game Thinking Can Revolutionize Your Business by Kevin Werbach 2. Actionable Gamification - Beyond Points, Badges, and Leaderboards by Yu-Kai Chou	
Case Title & Number	Case- Game on: Engaging customers and employees through gamification	
Pedagogy	Lectures, cases, and class discussions	
Session No-11	Applications of Gamification in Digital Platforms	PLO1, PLO2, PLO10
Objective of the session	Understand the fundamentals of gamification in Digital platforms	

Subtopics to be covered	Business Use Cases	
Readings	1. For the Win: How Game Thinking Can Revolutionize Your Business by Kevin Werbach 2. Actionable Gamification - Beyond Points, Badges, and Leaderboards by Yu-Kai Chou	
Case Title & Number	N/A.	
Pedagogy	Lectures, cases, and class discussions	
Session No-12	Social and Ethical Concerns and Future of Gamification	PLO1, PLO2, PLO10
Objective of the session	Understanding the Concerns and Limitations of Gamification.	
Subtopics to be covered	1. Addressing Dangers Through Thoughtful Design 2. The Future of Gamification	
Readings	1. For the Win: How Game Thinking Can Revolutionize Your Business by Kevin Werbach 2. Actionable Gamification - Beyond Points, Badges, and Leaderboards by Yu-Kai Chou	
Case Title and Number	Case- Algorithmic Nudges Don't Have to Be Unethical	
Pedagogy	Lecture, in-class exercise and discussions	
Session No-13	Hands-on session- 2	PLO1, PLO2, PLO10, PLO12, PLO13
Objective of the session	Hands-on Session on Gamification for Digital Businesses	
Subtopics to be covered	N/A	
	N/A	
Readings	Readings, cases, and reports will be shared with the class.	
Case Title and Number	N/A	
Pedagogy	Case study, class discussions, activity, and exercise.	
Session No- 14	Revision Session	PLO1, PLO2, PLO10, PLO12, PLO13, PLO16
Objective of the session	Revise and reflect on the course	
Subtopics to be covered	Presentation/Discussion	
Readings	N/A	
Case Title & Number	N/A	
Pedagogy	Revision and discussions	
Session No-15	Revision Session	PLO1, PLO2, PLO10, PLO12, PLO13, PLO16
Objective of the session	Revise and reflect on the course	
Subtopics to be covered	Presentation/Discussion	
Readings	N/A	
Case Title and Number	N/A	
Pedagogy	Revision and discussions	

Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall well-being. These include physical and mobility-related difficulties, visual impairment, hearing impairment, mental health conditions, and intellectual/learning difficulties, e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register any time during the semester up until a month before the end-of-semester exam begins. Those students who wish to continue receiving support from the previous semester must re-register within the first month of the semester. Last-minute registrations and support might not be possible, as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability, and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to disabilitysupportcommittee@jgu.edu.in

*Disclaimer: This course outline, including assessments, sessions and/or readings, may be revised during the semester if such need arises.