

GBE2501 : Game Business Models

The Game Business Models course explores the economics that influence decision makers in the gaming industry. Students will examine the various ways that gaming and esports organizations operate, develop, and nurture revenue streams. They will evaluate traditional models in game publishing and licensing as well as modern digital strategies involving downloadable content, subscription models, microtransactions, and event streaming. Students will build their ability to detect new revenue-generation opportunities within emerging business models as they take shape.

Credits 4

Course Length 4 weeks