Competencias de la titulación a las cuales contribuye la asignatura

- CEVJ 10. Identificar el proceso de producción y las metodologías de desarrollo de un videojuego, así como el rol de cada uno de los perfiles implicados y sus funciones.
- CEVJ 11. Identificar los modelos de negocio, financiación y monetización propios de la industria del videojuego, así como su distribución digital, seguimiento y marketing.

Metodologías docentes

The teacher will explain the new content with references and exercises to the students they will have to study and prepare during the following days in order to practice and deeper understand the contents. The course, apart from the required specific theory, is intented to be rather practical, focusing on the student's learning by doing and understanding the tools to gauge how a business works and students will participate also commenting in the classroom real-life cases.

This is a business driven subject, that needs to be as practical as possible to students understand the need profitability that each game (or product) needs to drive and notions of finance that will be helpful for them in the future.

They will learn which and how the financial reports are required to managing and running a company. It will be important that students participate during the course in the creation of business plans, investor pitches and budgeting controlling. As the best way of learning will be by doing.

There will be at least 2 practical cases for students to carry on, where the teacher will present the case and students will have to develop it, explain it to the rest of the classroom and others will comment.

Oral presentations will be important as this may take the students away from their comfort zone and forces them to synthesize and summarize information, very important also for their future as entrepreneurs or individual workers.

Objetivos de aprendizaje de la asignatura

- Understand how to create a budget for the development and commercialization of a videogame, fund a company and
fundamentals of finance controlling
- High-level comprehension of your company’s financial controls, key facts of business finance, annual accounts, profit and loss, balance sheet and how the cash circulates in a business
- Students will need to recognize key indicators of the company
- They will need to have a fair knowledge of excel
- Students should learn to understand a company thru the numbers and be able to plan its performance for the following period of time (month, year, years)
- They will be able to look for the best possible options to forecast cost and sales, and differentiate variable and fix costs in order to forecast them over the time
- They will develop the understanding to challenge other departments forecast
- They will be able to build a budget from scratch
- By the end of the course they should be able to understand a Budget and its deviation
- Different business models within the industry, revenue sources as a studio, as a single-person business (freelancer) or consultant, and what the market is looking for, as well as in-game business models that will bring money to the company from the end users
- Be aware of the different investor needs depending on the stages of the company, and create the best pitch to help you finance your company in a highly competitive and saturated business as the videogames industry
- Practice your investor pitch

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## Contenidos

| STARTUPS | Dedicación: 2h  
Grupo grande/Teoría: 2h |
|-----------------|------------------|
| **Descripción:**  
What are the different stages for funding a (startup) company?  
- Seed  
- Series A  
- Series B / Series C  
- Exit | |

| VIDEOGAME CREATION PROCESS OVERVIEW | Dedicación: 2h  
Grupo mediano/Prácticas: 2h |
|-----------------|------------------|
| **Descripción:**  
- Life-cycle milestones  
- Roles  
- Approval processes | |

| BUDGETING | Dedicación: 8h  
Grupo mediano/Prácticas: 8h |
|-----------------|------------------|
| **Descripción:**  
- How do I create a budget for my videogame?  
- How do I control my budget?  
  - Roles and organization chart inside the studio  
  - Producer and Business Controller roles coordination to input Costs  
  - One Cost Centre or more Cost Centers / Analytics Accounting  
  - Fixed and variable costs  
  - Forecasting  
  - Create your spread sheet: Budget / Actual / Deviation. Managing deviation  
  - Most important KPI to control  
- Class practical case | |
# 804251 - FMN - Financiación y Modelos de Negocio

## FINANCE AND FINANCING

<table>
<thead>
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<th>Dedicación:</th>
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<td>Grupo mediano/Prácticas:</td>
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**Descripción:**

a. **FINANCE:** Introduction to Finance  
   i. The three financials reports (6h)  
      1. Balance Sheet  
      2. Income Statement: P&L  
      3. Cashflow  

b. **FINANCING:** How do I finance my videogame?  
   i. Overview  
   ii. Private Funding  
   iii. Public administration  
   iv. Role Playing

## BUSINESS MODELS

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**Descripción:**

a. What are the different models for earning money in the videogame industry?  
   i. B2B  
   ii. B2C  

b. **THE BUSINESS PLAN**

## ENTREPRENEURSHIP

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**Descripción:**

a. What is means to be an entrepreneur  
   b. What makes a successful entrepreneur  
   c. Finding help for early entrepreneurs: Catalonia incubators and accelerators

## INVESTOR PITCH

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<th>4h</th>
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**Descripción:**

Practical exercise; elevator pitch
804251 - FMN - Financiación y Modelos de Negocio

**Sistema de calificación**

15% of the final grade: Practical case study 1
30% of the final grade: Partial exam
15% of the final grade: Practical case study 2
30% of the final grade: Final exam
10% of the final grade: Student involvement and attitude (running all course)

This soft skill evaluation will value student?s team-work and presentations. The student shall need to create different real-live cases and present them to the rest of the class.

**Bibliografía**

**Básica:**

Margaret J. Barr. Budgets and Financial Management in Higher Education.
Espen Andersen and Bill Schiano. Teaching with cases. A practical guide.
Jury, Timothy. Cash Flow Analysis and Forecasting.
Rivera Butzbach, Eric. Crowdfunding: La eclosión de la financiación colectiva (un cambiotecnológico, social y económico).
Brad Feld, Brad. Mendelson, Jason. Cómo cerrar rondas de financiación con éxito.

**Complementaria:**


**Otros recursos:**

**Enlace web**

http://inicia.gencat.cat/inicia/cat/guia/guia_financament/index43973
Guia de Finançament de la Generalitat

**Material audiovisual**

http://www.enisa.es/es/financiacion
Ministerio de Economia, Industria y Competitividad

https://www.cdti.es
CENTRO PARA EL DESARROLLO TECNOLÓGICO INDUSTRIAL