



Guía docente

804251 - FMN - Financiación y Modelos de Negocio

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Unidad responsable: Centro de la Imagen y la Tecnología Multimedia
Unidad que imparte: 804 - CITM - Centro de la Imagen y la Tecnología Multimedia.

Titulación: GRADO EN DISEÑO Y DESARROLLO DE VIDEOJUEGOS (Plan 2014). (Asignatura obligatoria).
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Curso: 2020 **Créditos ECTS:** 6.0 **Idiomas:** Inglés

PROFESORADO

Profesorado responsable: Patton Ripoll, Liam Winston

Otros:

COMPETENCIAS DE LA TITULACIÓN A LAS QUE CONTRIBUYE LA ASIGNATURA

Específicas:

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.

Transversales:

CT5. TERCERA LENGUA: Conocer una tercera lengua, preferentemente el inglés, con un nivel adecuado oral y escrito y en consonancia con las necesidades que tendrán los titulados y tituladas.

CT1a. EMPRENDIMIENTO E INNOVACIÓN: Conocer y entender la organización de una empresa y las ciencias que rigen su actividad; tener capacidad para entender las normas laborales y las relaciones entre la planificación, las estrategias industriales y comerciales, la calidad y el beneficio.

CT2. SOSTENIBILIDAD Y COMPROMISO SOCIAL: Conocer y comprender la complejidad de los fenómenos económicos y sociales típicos de la sociedad del bienestar; tener capacidad para relacionar el bienestar con la globalización y la sostenibilidad; lograr habilidades para utilizar de forma equilibrada y compatible la técnica, la tecnología, la economía y la sostenibilidad.

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 intended 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

HORAS TOTALES DE DEDICACIÓN DEL ESTUDIANTADO

Tipo	Horas	Porcentaje
Horas grupo mediano	18,0	12.00
Horas aprendizaje autónomo	90,0	60.00
Horas grupo grande	30,0	20.00
Horas actividades dirigidas	12,0	8.00

Dedicación total: 150 h

CONTENIDOS

STARTUPS

Descripción:

What are the different stages for funding a (startup) company?

- Seed
- Series A
- Series B / Series C
- Exit

Dedicación: 2h

Grupo grande/Teoría: 2h

VIDEOGAME CREATION PROCESS OVERVIEW

Descripción:

- a. Life-cycle milestones
- b. Roles
- c. Approval processes

Dedicación: 2h

Grupo mediano/Prácticas: 2h



BUDGETING

Descripción:

- a. How do I create a budget for my videogame?
- b. How do I control my budget?
 - i. Roles and organization chart inside the studio
 - ii. Producer and Business Controller roles coordination to input Costs
 - iii. One Cost Centre or more Cost Centers / Analytics Accounting
 - iv. Fixed and variable costs
 - v. Forecasting
 - vi. Create your spread sheet: Budget / Actual / Deviation. Managing deviation
 - vii. Most important KPI to control
- c. Class practical case

Dedicación: 8h

Grupo mediano/Prácticas: 8h

FINANCE AND FINANCING

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

Dedicación: 20h

Grupo mediano/Prácticas: 20h

BUSINESS MODELS

Descripción:

- a. What are the different models for earning money in the videogame industry?
 - i. B2B
 - ii. B2C
- b. THE BUSINESS PLAN

Dedicación: 12h

Grupo mediano/Prácticas: 12h

ENTREPRENEURSHIP

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

Dedicación: 2h

Grupo mediano/Prácticas: 2h



INVESTOR PITCH

Descripción:

Practical exercise; elevator pitch

Dedicación: 4h

Grupo mediano/Prácticas: 4h

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:

- Marriott, P.; Edwards, J.R.; Mellet, H.J. Introduction to accounting. 3rd ed. Sage Publications, 2002. ISBN 9780761970378.
- Rivera Butzbach, Eric. Crowdfunding: la eclosión de la financiación colectiva, un cambio tecnológico, social y económico. Microtemas.com - Bubok - QVE, ISBN 9788415546405.
- Feld, B.; Mendelson, J. Cómo cerrar rondas de financiación con éxito. Libros de cabecera, 2015. ISBN 9788494374265.
- Tennent, John. Guide to financial management: understand and improve the bottom line. 3rd ed. The Economist, 2018. ISBN 9781610399999.
- Ross, S.; Westerfield, R.; Jordan, B. Fundamentals of corporate finance. 10th ed. Mcgraw-Hill/Irwin, 2012. ISBN 9780078034633.
- Barr, M.J.; McClellan, G.S. Budgets and financial management in higher education. 3rd ed. Jossey-Bass, 2018. ISBN 9781119287735.
- Andersen, E.; Schiano, B. Teaching with cases: a practical guide. Harvard Business Review Press, 2014. ISBN 9781625276261.
- Tracy, John A.; Tracy, Tage. How to read a financial report. 8th ed. Wiley, 2014. ISBN 9781118735848.
- Jury, Timothy. Cash flow analysis and forecasting: the definitive guide to understanding and using published cash flow data. Wiley, 2012. ISBN 9781119962656.

Complementaria:

- Argenti, Paul A. The fast forward MBA: pocket reference. 2nd ed. Wiley, 2002. ISBN 9780471222828.

RECURSOS

Material audiovisual:

- <http://www.enisa.es/es/financiacion>. Ministerio de Economía, Industria y Competitividad
- <https://www.cdti.es>. CENTRO PARA EL DESARROLLO TECNOLÓGICO INDUSTRIAL

Enlace web:

- <http://xarxaempren.gencat.cat/ca/crea-el-teu-negoci/com-obtenir-financament/guia-de-financament/>. Guia de Finançament de la Generalitat