

## Section 3

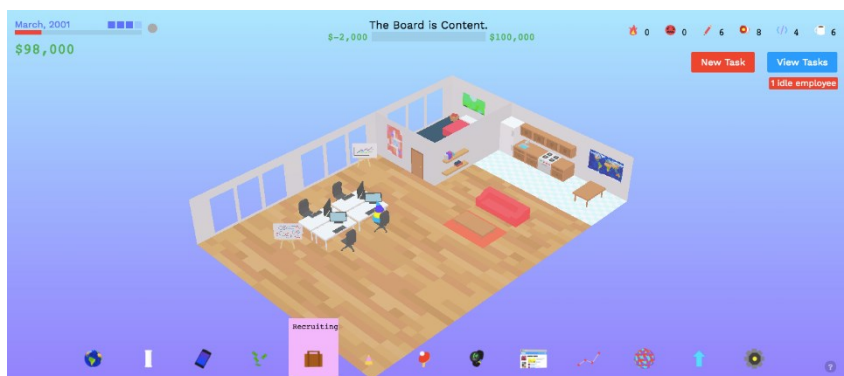
### Chapter 13 - Assessment In Videogames And Educational Apps Based Learning In Tertiary Education

## Exemplary case 4

Title: **“The Founder” Business simulation application**

#### Description:

The Founder is a browser based game simulating a startup company establishment from scratch. Player creates the company by picking a name and a cofounder and start creating products. Different product types unlock during the game allowing to innovate and capture the market, while player has to be keeping track of employee satisfaction, competitors progress and board expectations. The game illustrates fast pace and toggling between failure and success of startups in the technology hubs like Silicon Valley.



#### **Integration into learning plan**

The Founder is an open source game, that does not have additional teaching materials associated with the content as some of the corporate systems do. Because of it's open-ended freeplay

nature, game is suitable for students business development projects. Every player start at the same entry point but their success and end result depends on the strategy they take during the game. Student groups could be assigned to found and develop a company within the game and document their decisions for the group project explaining the choices and consequences they got. Also the game could be used to test students business plans. Students can develop a business plan for a specific start of the company in the game setting and then try it in the game observing which parts of the plan were working well and which were not. This game is also good tool to introduce new way of building disruptive startup companies rather than exploring usual corporate business model.

### **Learning assessment**

As the game itself does not have integrated assessment metrics and tools the usual assessment methods could be applied to measure students learning outcomes of playing the game. As the game is most suitable for the project work, project reports and presentations can be used to track the progress and performance. Students actions in game and their alignment with the course content and theory may be measured through subtasks for the projects to test specific business development strategies and report the results.

### **Access for school**

Game is free and available online on the webpage: <http://thefounder.biz>