University of Mumbai

No. UG/ 159 of 2019-20

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Faculty of Interdisciplinary Studies.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Communication & Journalism at its meeting held on 15th May, 2019, have been accepted by the Academic Council at its meeting held on 26th July, 2019 **vide** item No. 4.47 and subsequently approved by the Management Council at its meeting held on 13th September, 2019 **vide** item No.16 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinances No. 6496 & 6497 Regulations No. 9240 to 9241, 9240-A and the syllabus of Certificate Course in Video Games Studies has been introduced and the same have been brought into force with effect from the academic year **2019-20**, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
28th November, 2019

(Dr. Ajay Deshmukh)
REGISTRAR

To,

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Faculty of Interdisciplinary Studies. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C/4.47/26/07/2019
M.C/16/13/09/2019

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No. UG/ 159 -A of 2019   MUMBAI-400 032   28th November, 2019

Copy forwarded with Compliments for information to:-

1) The I/c Dean, Faculty of Interdisciplinary Studies,
2) The Chairman, Ad-hoc Board of Studies in Communication & Journalism,
3) The Director, Board of Examinations and Evaluation,
4) The Director, Board of Students Development,
5) The Co-ordinator, University Computerization Centre,

(Dr. Ajay Deshmukh)
REGISTRAR

Cover Page

UNIVERSITY OF MUMBAI

Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Certificate Course in Video Games Studies
2	Eligibility for Admission	
3	Passing Marks	
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters	
6	Level	P.G. / U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2019-20

Date:

Signature:

Chairman/ Chairperson:

Dean Faculty of Interdisciplinary Studies:

UNIVERSITY OF MUMBAI

Certificate Course in Video Games Studies

(To be introduced from Academic Year 2019-20)

Syllabus

Certificate Course

<u>Video Games Studies</u>

Department Communication and Journalism

Kalina Campus

O. 6496 - Title: **Certificate Course in Video Games Studies**

O. 6497 - Eligibility: A student for the admission of Certificate Course in Video Games Studies must have at least completed his/her Higher Secondary Education (HSC i.e. 10+2) of Maharashtra State Board or any other equivalent board.

R. 9240 - Duration of Programme: The duration of this Certificate Course in Video Games Studies shall be of 60 hours. The programme shall be conducted on part time basis. The maximum duration for the completion is 3 months.

R. 9241 - Course Fees:
INR 10000 per student

R. 9240 A- Batch Intake:
The course will have a minimum intake of 15 students to start the course. The maximum capacity will be of 30 Students

Pedagogy:

A more student centric approach will be used where students will be encouraged to participate in the learning process. The teaching methods will be oral and extensive use of audio visual videos along with assignments, workshops and group activities

CERTIFICATE COURSE IN VIDEO GAMES STUDIES

Introduction

The video games industry has witnessed a global shift in the past few years. It has moved from becoming just a children's entertainment system in the 90's to a well booming industry in the past decade with consoles like Playstation and Xbox becoming household names. Over the course of time, video games industry has surpassed Hollywood movies in their budget, landscape and visions in terms of their ideas, their stories and their iconic characters that have made millions globally when it comes to merchandise or its popularity amongst its fans. The Video Game market has remained niche but over the course of time with smartphone industry booming, video games have understood transitioning into platforms for which the Indian mass market is one of the biggest markets in the world

Over the course of the last two decades, Video games has been discussed as an important area of media just like studying films or music. Video games has a lot of untapped potential in the age of new media and this course explains the theorotical structures of not just defining a Video Game but also looking at the art and the structures that goes into the aspects of marketing the content as well.

Objective of the course

This course introduces the students to video games and understanding it from the theoretical perspective of history and its importance in popular culture. This course introduces various topics to make the students aware of storytelling and character analysis that have been absent from modern studies which makes it as important as television studies or film studies course. This course will also educate the students with looking at violence, looking at gender perspectives as well as looking at the business of video games around the world and in India as well.

Benefits of the course

The course is beneficial for anyone looking forward to go in the Media industry as this course covers areas of culture studies and sociology by looking at gender, prejudices/ stereotypes, violence, movies and popular culture impact. This course will be covering a vast variety of topics for people who look at traditional/social media advertising and marketing of a niche medium. This course can be beneficial for people who are planning to go into the video game industry as this covers the theoretical perspective of the same.

Work Content

The course shall comprise of the following units

Week 1	Introduction to the concept of video games
Week 2	A history of video games around the world
Week 3	Genres in video games
Week 4	The art of storytelling in games
Week 5	Video games characters: A brief history of iconic characters based on their genres
Week 6	Video games and their platforms
Week 7	Prejudice and stereotypes in video games
Week 8	Video games and violence. Looking beyond the usual
Week 9	Studying Gender in video games
Week 10	Video games and music
Week 11	Video games in movies
Week 12	Popular culture in games
Week 13	Advertising and marketing video games
Week 14	The future: How new media and smartphones revolutionised games
Week 15	The business of video games in India. Looking at eSports in India

Total Hours	60 hours

Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks. Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include two tests conducted in the classroom. These test will be in the form of presentations. Altogether these tests will be for 25 marks.

The self-study component of 20 hours will include researching video game stories and all the available components presented during the weeks. These will be evaluated for 15 marks. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus.

Projects

Each student will be given one video game of random genre as per the lecturer to study and analyse. The student will have to study the story of the game and the characters in the story. Based on that, the student will have to research on various areas such as violence, the representation of gender, the music in the video games and how was it advertised on various platforms before and after it was released. This will provide the student with a holistic view of an industry from the story to its promotion thus benefiting him to analyse and strategize video games by not just studying just the story but the marketing aspects of the game as well

Budget:

Total Revenue from 30 students @ 10000/- = INR 300,000/- (Rupees Three Lac)

Cost to the Department:
Expert Faculty Remuneration - INR 85000 /- @ of INR 1000/- per hour
Coordinator - INR 10,000/-
Resource Procurement - INR 25,000/-
(Newspapers, books, DVDs, Props etc.)
3 Workshops (₹10,000/- each = ₹30,000/-)

Total Cost - INR 1,50,000/- (One Lac and Fifty Thousands only)

Evaluation Pattern

Sr. No.	Content/ Activities	Credit
1.	Attendance	1
2.	Weekly assignments	1
3.	Participation in Class Activities	1
4.	Final Project	3
	Total	**6**

NOTE: Students with less than 75% attendance will not be given other credits.

Bibliography :

What is video game culture? Cultural studies and game studies- Adrienne Shaw (2010)

Gaming history: Computer and video games as historical scholarship- Dawn Spring (2015)

Home video games platform: Robin S Lee (March 2011)

What defines video game genre? Thinking about genre study after the great divide- David A Clearwater (Loading… Vol. 5, issue 8)

The Art of Game Characters- Leo Hartas

Beyond programming: The power of making games- Lisa Castenda, Manrita Siddhu (2015)

Video game characters- Felix Schroter and Jan- Nol Tham (2013)

Video games and Citizenship: Jeroen Bourgonjon and Ronald Soetaert

How video games are reaching out to reluctant readers- Kristie Jolley (2013)

Video games and violence; Public policy implications- Joel e Collier, Pearson Liddel Jr. and Gloria J Liddel (2008)

The culture study: effect of online violent video games on the levels of aggression- J. Hollingdale (2014)

The potential societal impact of virtual reality- Mark Ekolto Riveria

Gender and racial stereotypes in popular video games- Yi Mou, Wei Peng (2009)

Women and video games: Pigeonholing the past- Allison Perry (2012)

Advertising video games: Kelly Anders. Journal of public policy and marketing. (Volume 18 no. 2)

Effectiveness of social media as a tool for communication and it's potential for tech enabled connections: A micro level study- Trisha Dowerah Baruah (May 2012)

The relationship between addictive use of social media and video games and symptoms of psychiatric disorders: A large scale cross sectional study- Schou Andreassen C (2016)

Value creation in video game industry: Industry economics, consumer benefits and research opportunities- Andre Marchand and Thorsten Henning Thurau (July 2013)

Gender Games: A Content Analysis Of Gender Portrayals In Modern, Narrative Video Games - Jared Friedburg (2015)

Gender and Racial stereotypes in popular video games- Y Mou (2009)

On the scientific relevance of eSports- Michael Wagner

The effect of Online Violent Video Games in adults- J Hollingdale (2014)