GUÍA Docente

Information about the course

Degree: Degree in Design and Narration in Animation and Video games

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 2050104 **Name:** Business models in the animation and video game industry

Credits: 6,00 ECTS **Year:** 1 **Semester:** 1

Module: ENTORNO EMPRESARIAL Y PROYECTOS.

Subject Matter: EMPRESA DIGITAL Y LESGISLACIÓN **Type:** Obligatoria

Branch of knowledge:

Department: Multimedia and Digital Arts

Type of learning: Classroom-based learning

Language/-s in which it is given: Spanish

Teachers:

2051A	Federico Lopez Esquibel **(Profesor responsable)**	federico.lopez@ucv.es

Module organization

ENTORNO EMPRESARIAL Y PROYECTOS.

Subject Matter	ECTS	Subject	ECTS	Year/semester
PROYECTOS DE ANIMACIÓN Y VIDEOJUEGOS.	6	Project development in animation and video games	6	3/2
EMPRESA DIGITAL Y LESGISLACIÓN	12	Business models in the animation and video game industry	6	1/1
		Digital Legislation	6	2/2

Recommended knowledge

To get the most out of the course, it's ideal to have a foundation in the following areas:

·**Basic Principles of Economics and Business:** You don't need to be an expert, but understanding concepts like **supply and demand**, **fixed and variable costs**, **profit margins**, and the **break-even point** will give you a great advantage. Knowing what a **business plan** is and its main components is also very useful.

·**Animation and Video Game Culture:** Being familiar with the history and evolution of both industries is key. Knowing about important studios (from Disney or Ghibli to indie studios like Supergiant Games), influential games and films, and different genres and platforms will allow you to better understand the case studies analyzed in the course.

·**Notions of Marketing and Communication:** Understanding the fundamentals of marketing, such as **market segmentation**, **target audience**, and **promotion and distribution strategies**, is crucial. Today, knowledge of **digital marketing**, social media, and community building is especially relevant.

Learning outcomes

At the end of the course, the student must demonstrate having acquired the following learning outcomes:

R1 - Design an (imaginary) company in the animation and/or video game sector, as a team, applying the basic elements covered in the course and defending it in an oral presentation, taking into account the sincere search for the whole truth and the integration of all dimensions of the human being in the face of life's big questions, applying the principles derived from the concept of integral ecology and respecting and putting into practice the ethical principles and proposals for action derived from the objectives for sustainable development. RA14.1 / RA13.4 / RA1.4 / RA2.15 / RA3.16 / RA4.16 / RA6.21 / RA7.21 / RA8.23

Learning outcomes of the specified title

Type of AR: Habilidades o Destrezas

- Apply the specific standards of the digital field, the protection of intellectual and industrial property, and image rights derived from the Spanish and European legislative framework, justifying such application.

Type of AR: Conocimientos o contenidos

- Have acquired advanced knowledge and demonstrated an understanding of the theoretical and practical aspects and working methodology in their field of study with a depth that reaches the cutting edge of knowledge.

Type of AR: Competencias

- Analyze the characteristics of the animation and video game sector, how it operates, and the trends to understand and predict its evolution.

- Apply the principles derived from the concept of integral ecology to their proposals or actions, regardless of their scope, area of knowledge, and the contexts in which they are presented.

- Be able to collect and interpret relevant data (usually within their area of study) to make judgments that include reflection on important social, scientific, or ethical issues.

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

- Develop theoretical and practical responses based on the sincere search for the full truth and the integration of all dimensions of the human being in response to life's major questions.

- Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, applying them to all academic and professional activities.

R2 - Make proposals for possible self-employment options, taking into account the conditions discussed in the course. RA14.2 / RA13.5 / RA1.5 / RA2.16 / RA3.17 / RA4.17

Learning outcomes of the specified title

Type of AR: Habilidades o Destrezas

- Apply the specific standards of the digital field, the protection of intellectual and industrial property, and image rights derived from the Spanish and European legislative framework, justifying such application.

Type of AR: Conocimientos o contenidos

- Have acquired advanced knowledge and demonstrated an understanding of the theoretical and practical aspects and working methodology in their field of study with a depth that reaches the cutting edge of knowledge.

Type of AR: Competencias

- Analyze the characteristics of the animation and video game sector, how it operates, and the trends to understand and predict its evolution.

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

R3 - Use specific legal vocabulary relating to the field of animation and video games correctly. RA4.18

Learning outcomes of the specified title

Type of AR: Competencias

- Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

R4 - Applies the basic legal framework relating to animation and video game projects, worked on in the subjects, taking into account the sincere search for the whole truth and the integration of all dimensions of the human being in the face of the great questions of life, applying the principles derived from the concept of integral ecology and respecting and putting into practice the ethical principles and proposals for action derived from the objectives for sustainable development. RA14.3 / RA3.18 / RA6.22 / RA7.22 / RA8.24

Learning outcomes of the specified title

Type of AR: Habilidades o Destrezas

- Apply the specific standards of the digital field, the protection of intellectual and industrial property, and image rights derived from the Spanish and European legislative framework, justifying such application.

Type of AR: Competencias

- Analyze the characteristics of the animation and video game sector, how it operates, and the trends to understand and predict its evolution.

- Apply the principles derived from the concept of integral ecology to their proposals or actions, regardless of their scope, area of knowledge, and the contexts in which they are presented.

- Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, applying them to all academic and professional activities.

R5 - Appropriately apply intellectual property rights protection instruments, usage licences, etc. to real or simulated cases. RA2.17

Learning outcomes of the specified title

Type of AR: Competencias

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

Assessment system

In-person modality

Assessed learning outcomes	Granted percentage	Assessment tool
R1, R2	40,00%	SE1 – Written exams.
R1, R2	20,00%	SE5 – Oral exams.
R1, R2	40,00%	SE8 – Project development.

Observations

According to Article 9 of the General Regulations on Assessment and Grading of Official Degrees and Own Degrees at UCV, the *single assessment* is linked to the inability of students enrolled in an in-person program to attend classes. Therefore, it is considered an extraordinary and exceptional evaluation system, which may be requested by students who, for duly justified and documented reasons, are unable to undergo the continuous assessment system. The request must be submitted to the subject's instructor, who will explicitly decide whether to accept or reject the single assessment request and communicate the decision accordingly.

Regarding this particular subject, a **minimum attendance of 80%** is required. This is the threshold to consider when evaluating the possibility of applying for the single assessment.

If the request is approved, the final grade will be based on two components, both of which must be completed during the corresponding exam period (either the first or second call):

1. Submission of all coursework and activities assigned throughout the course.
2. Completion of the final exam.

This subject allows the use of generative Artificial Intelligence tools as support for learning. AI may be used as a tool for ideation, improving writing, or conducting initial research, but it must never replace the student's critical thinking or original work. The student remains the final author and,

therefore, is solely responsible for the truthfulness, quality, and originality of the submitted content. Using AI to generate entire texts and presenting them as one's own, or failing to disclose AI usage, will be considered plagiarism and handled as such under the academic regulations.

To comply with the principle of academic honesty, **explicit disclosure of any AI use is mandatory**. At the end of each submitted assignment, a section titled *"AI Usage Declaration"* must be included, specifying the tool used (e.g., Gemini), the date of use, and a brief description of how it was employed (e.g., "to generate initial ideas and check grammar in the final draft"). This policy aims to promote the ethical development of digital skills and prepare students for the current professional environment.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Training activities

The methodologies to be used so that the students reach the expected learning outcomes will be the following:

M2   MD2: Interactive lecture

M5   MD5: Case studies

IN-CLASS TRAINING ACTIVITIES

ACTVITY	RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES	METHODOLOGY	HOURS	ECTS
AF2 – Active listening, elaboration and formulation of questions, summaries, concept maps and/or notes that organize the information received, and related work.	R1	MD2: Interactive lecture MD5: Case studies	30,00	1,20

AF5 – Analysis of exemplary realities — real or simulated — allowing the student to connect theory with practice, learn from real-world models, or reflect on the processes used in the presented cases.	R1	MD2: Interactive lecture MD5: Case studies	30,00	1,20
TOTAL			**60,00**	**2,40**

TRAINING ACTIVITIES OF AUTONOMOUS WORK

ACTVITY	RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES	METHODOLOGY	HOURS	ECTS
AF8 – Independent work. Study, memorization, exam preparation, practice of practical skills, preparation of assignments, essays, reflections, metacognitive activities, portfolio development, etc.	R1	MD5: Case studies	50,00	2,00
AF6 – The student, individually or collectively, focuses on producing a tangible final result (product) that incorporates the knowledge and skills necessary for its realization.			40,00	1,60
TOTAL			**90,00**	**3,60**

Description of contents

Description of content necessary for the acquisition of learning outcomes.

Theoretical content:

Block of content	Contents
TRANSVERSAL SKILLS	This initial block is fundamental for laying the groundwork for the student's professional development. We will focus on enhancing communication and self-awareness skills, which are key tools for any entrepreneur or professional. Students will work on defining their personal brand and practice effective presentation techniques to communicate their ideas with impact.
FUNDAMENTALS OF THE MARKET AND THE COMPANY	This block establishes the economic and conceptual foundations for understanding the environment in which companies operate. It will analyze the basic principles of supply and demand, the social and economic function of a company, the profile of an entrepreneur, and the specific business models that characterize creative and digital industries, such as gaming or cinema.
STRATEGY AND INTERNAL ORGANIZATION	Once the environment is understood, we will delve into the heart of the company: its strategy. This block is dedicated to learning how to formulate a project's purpose (mission, vision, and values) and how to use professional analysis tools like PESTEL, Porter's 5 Forces, and SWOT to diagnose the internal and external situation, thus enabling the definition of clear strategic lines and objectives.
THE MARKETING PLAN	With a defined strategy, the next step is to connect with the market. This block focuses on the marketing plan as a roadmap to reach the customer. You will learn how to conduct market research, define the target audience using "Buyer Personas," design a solid value proposition, and define product, price, and distribution strategies, integrating all elements into a Lean Canvas.

VIABILITY AND FINANCIAL PLAN

The final block addresses a critical aspect of any project: its economic sustainability. It will introduce basic financial concepts to evaluate the viability of a business idea, including the analysis of fixed and variable costs and the calculation of the break-even point. Through practical workshops, students will learn to make revenue forecasts and prepare a projected income statement.

Temporary organization of learning:

Block of content	Sessions	Hours
TRANSVERSAL SKILLS	4	8,00
FUNDAMENTALS OF THE MARKET AND THE COMPANY	7	14,00
STRATEGY AND INTERNAL ORGANIZATION	7	14,00
THE MARKETING PLAN	7	14,00
VIABILITY AND FINANCIAL PLAN	5	10,00

References

·Osterwalder, A. y Pigneur, Y. (2011). *Generación de Modelos de Negocio*
·Ries, E. (2012). *El método Lean Startup*
·Kim, W. C. y Mauborgne, R. (2005). *La estrategia del océano azul*
·Godin, S. (2018). *Esto es Marketing*
·Clark, T., Osterwalder, A. y Pigneur, Y. (2012). *Tu modelo de negocio*
·Kahneman, D. (2012). *Pensar rápido, pensar despacio*