



Management Development Program on Analogue Gamification STRATEGIES FOR Gen Z Learners

Date :
Feb 17,2023

Time :
09.00 am – 05.00 pm

Venue :
PSG Institute of Management, Peelamedu, Coimbatore

Overview of the Program

Analogue Gamification tends to be “low tech” in comparison to digital gamification. It can include board games, card games, game-based activities, puzzles and more. The key is that it usually happens in live groups, with participants in the same room or location (Andrzej Marczewski,2020). While engaging the Gen Z learners in the classroom is fascinating for many teachers, for some it is challenging. Competition, play and socializing is a natural phenomenon that the students are attracted towards. Recent developments in pedagogy have emphasised the need for collaborating with students as an integral part of the learning process. This workshop enables the participants to experience learning through playing and enjoying classroom games. While playing is fun, designing classroom games is a fantastic way to be creative and innovative for a faculty

Workshop Objectives

This workshop aims at

1. Introducing the learner to experience games that can be used in the classroom to teach generic courses in management
2. Equipping participants with prerequisites to design their own games and map the same to the course content.

Scope

The program content specifically discusses the activities, games (board /card) for use inside classroom / college premises. It shall be relevant to management/ commerce or communication courses.

The scope **does not include** the use of online games / gamification / Use of ICT / web-based games.

For whom

The program is aimed at Industry practitioners from L&D space and faculty members from the discipline of management and commerce courses.





Registration

The registration fees shall be

**₹1250 (inclusive of 18% GST)
for Academicians**

**₹1750 (inclusive of 18% GST)
for Industry Practitioners**

Scan the QR Code for
registration or

<https://forms.gle/FDmiViicoXWKEeHM9>



Facilitator

Dr. Kirupa Priyadarsini, Associate Professor - PSGIM has 20 years of experience in academia. She is passionate about experiential learning and game based learning. She is actively involved in outbound training, training in psychometric tools, game design and also facilitates workshops on research tools and techniques. She has organised and conducted MDP's for MNCs and is involved in consulting assignments. She served as a knowledge partner for an UK based company Student Podium during 2016-2020. A gold medallist in her MBA, she is also the recipient of the CMA – GRD Best Management Faculty Award, AIMS JL Batra Silver Medal for research. Dr. Kirupa has also won several awards at institution level for domain expertise, research and industry-academia connect.



For Registration & Further details,
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About PSG IM

PSG Institute of Management, a part of the renowned PSG & Sons' Charities, is one of the prestigious and premier business schools in the country. Ranked among the top 30 schools in the B-schools ratings, PSGIM has been spearheading change to be in tune with global requirements of management education. The curriculum is designed to deliver cutting edge application of theory, combined with an industry interface protocol that ensures that the students are industry - ready when they graduate from the portals of PSGIM.

PSGIM also undertakes research and consultancy assignments which open up real-time opportunities for the students to understand and appreciate corporate functioning.