SCHOOL: LAW [ ] MSB [ ] YGCLA X Contact Name: Stuart Moulthrop Phone: 5301
DEPARTMENT / DIVISION: Information Arts and Technologies

SHORT DESCRIPTION OF PROPOSAL (State Document N action item from Box 3 below and program name OR course name, code, & number as applicable): Action Item 8: New Course; COSC 405: The Business of Game Development

PROPOSED SEMESTER OF IMPLEMENTATION: Fall X Spring [ ] Year: 2010

Box 1: TYPE OF ACTION ADD(NEW) X DEACTIVATE [ ] MODIFY [ ] OTHER [ ]
Box 2: LEVEL OF ACTION Non-Credit [ ] Undergraduate X Graduate [ ] OTHER [ ]

Box 3: ACTION ITEM (check appropriate boxes)
1. Experimental Course 1
2. Course Title
3. Course Credits
4. Course Number
5. Course Level
6. Pre & Co-Requisite
7. Course Description
8. New Course N, O, P
9. Deactivate a Course N, O
10. Program Requirements N, O, (P)
11a. UG Specialization (24 credits or less) N, O a, b, c, d, e
11b. Masters Specialization (12 credits or less) N, O a, b, c, d, e
11c. Doctoral Specialization (18 credits or less) N, O a, b, c, d, e
12. Minor (add or delete) N, O a, b, c, d, e
13. Closed Site Program N, O e
14. Program Suspension N, O
15. Program Reactivation N, O
16a. Certificate Program (ug/g) exclusively within existing degree program N, O
16b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits) N, O, Q, R, S, a, c, e
17. Off-Campus Delivery of Existing Program N, O, S
18a. UG Concentration (exceeds 24 credit hrs) N, O, S a, c, d, e
18b. Masters Concentration (exceeds 12 credit hrs) N, O, S a, c, d, e
18c. Doctoral Concentration (exceeds 18 credit hrs) N, O, S a, c, d, e
19. Program Title Change N, O, S
20. Program Termination 2 N, O
21. New Degree Program 3 N, O, Q, R, S
22. Other

DOCUMENTS REQUIRED (see box 4 below) IMPACT REVIEWS (see box 5 on back) APPROVAL SEQUENCE (see box 6 on back)
1. This Cover Sheet
2. Summary Proposal
3. Course Definition
4. Full 5-page MHEC Proposal
5. Financial Tables (MHEC)
6. Other documents as may be required by MHEC/USM. See http://www.ubalt.edu/downloads/program/ approval_Grid-USM-10-07.doc
**Box 5: IMPACT REVIEW**

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<tr>
<th>SIGNATURES (see procedures for authorized signers)</th>
<th>DATE</th>
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<td>Director or designee:</td>
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<td>CIO or designee:</td>
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<td>Director or designee:</td>
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<td>Registrar or designee:</td>
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**Box 6: APPROVAL SEQUENCE**

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<tr>
<td>Chair: Nancy H.</td>
<td>8/19/09</td>
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<td>Chair: Margaret G.</td>
<td>9/28/09</td>
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<td>Required only if the mission of the University is changed by the action</td>
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4 University Council review (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.
O-1: Briefly describe what is being requested:

We are proposing a new course, COSC 405: The Business of Game Development, which will fulfill a core requirement in the B.S. in Simulation and Digital Entertainment (SDE). (See separate Forms N and O for proposed changes to major requirements.)

For new courses or changes in existing courses (needed by Registrar)

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<th>OLD Title:</th>
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<tr>
<th>NEW Title:</th>
<th>Course # / HEGIS Code:</th>
<th>Credits:</th>
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<tbody>
<tr>
<td>The Business of Game Development</td>
<td>COSC 405</td>
<td>3</td>
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O-2: Set forth the rationale for the proposal:

This course will give students an understanding of economic and commercial factors that influence development of games and interactive software. This will be of general benefit to all students seeking careers in game development or related industries, and of particular importance to students who wish to start small, independent ventures, taking advantage of new technical developments that favor such enterprises.
1. Date Prepared: August 21, 2009
2. Prepared by: Stuart Moulthrop
3. Department: School of Information Arts and Technologies
4. Course Number: COSC 405
5. Course Title: The Business of Game Development
6. Credit Hours: 3
7. Catalog Description: Examines the past, present, and future of the video game industry, with an emphasis on business organizations and practices that have evolved along with the medium. Particular attention given to opportunities and requirements for new ventures in games and other areas of interactive design.
8. Prerequisites: None
9. Course Purpose: Core Requirement for B.S. in Simulation and Digital Entertainment
10. General Education Area, if applicable: N/A
11. Course Type: Lecture.
12. Faculty Qualified to Teach: Austin, Moulthrop, Oldenburg
13. Content Outline: Features and emphasis of the class may vary, but the course will treat topics listed below.

**TOPICS**
- Industrial and economic history of video games
- Formulating and evaluating product concepts
- Intersection of technologies and markets
- Marketing and promoting video games
- Managing complex technical projects
- Managing for creativity
- Managing asynchronous and distributed work groups
- Standard tools for project management in software development
- Understanding and protecting intellectual property
- Basic strategies for new business ventures
Developing a business plan
Writing game design documents
Defining and managing success

14. Learning Goals

By the end of the course, each student should be able to:
(1) Formulate a plausible proposal for a new venture in game design, or a related area of interactive software development;

(2) Analyze proposals for game design ventures in terms of innovation, technical affordances, and barriers to entry;

(3) Identify key legal, financial, and institutional requirements for new ventures in game development;

(4) Write a business plan and related promotional documents for a game development venture.

15. Assessment Strategies

Appropriate methods of student assessment include quizzes, exams, oral presentations, business plans, and game design documents.

16. Suggested Text(s) and Materials:

Appropriate texts may include:


17. Suggested Class Size: 24

18. Lab Fee: Required