



Business Models in the Games Industry (AD-039)

(ÄRIMUDELID MÄNGUTÖÖSTUSES)

(Бизнес-модели в игровой индустрии)

SUBJECT DESCRIPTION

Credits (ECTS)	3.00 ECTS
Assessment	grading
Aim of the subject and short description	
<p>The objective of this course is to provide an in-depth look at the business strategies and monetization models that drive the modern games industry. Students will explore how games generate revenue, from premium sales and subscriptions to free-to-play models, in-game economies, and blockchain-based monetization. The course examines both traditional and emerging business models, offering insights into market trends, player spending behavior, and sustainable monetization strategies. Through case studies and practical exercises, students will analyze successful game monetization strategies, learn about publishing and distribution channels, and explore funding opportunities for game developers. Ethical considerations, including fair monetization practices and player engagement balance, will also be discussed.</p> <p>By the end of the course, students will have a strong understanding of how games succeed financially and how to apply these principles to their own projects.</p>	
Learning outcomes:	
<p>Student:</p> <ol style="list-style-type: none">1. will be able to identify and compare key business models in the games industry;2. will be able to analyze monetization strategies, including premium, free-to-play, and hybrid approaches;3. will be able to understand publishing, licensing, and distribution methods for games;4. will be able to evaluate the role of blockchain, NFTs, and emerging technologies in game monetization;5. will be able to assess ethical considerations in game monetization and player engagement.	