

Challenges and opportunities for technology use in management education

Gamification and simulations

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GAMIFICATION AND SIMULATIONS

Gamification and Serious Games can be **POWERFUL** assets to include in your curricula.

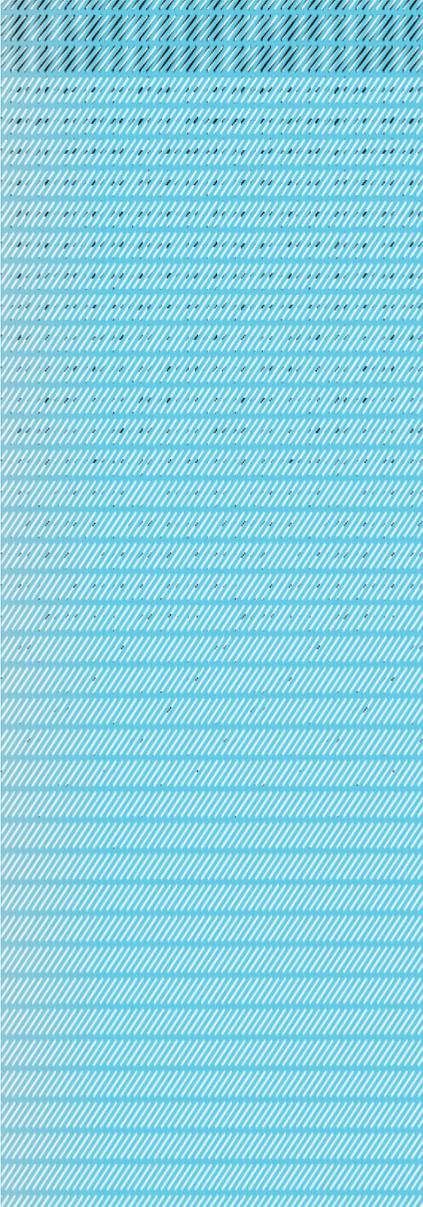
LEARNING BY DOING

USER ENGAGEMENT

RISK-FREE ENVIRONMENT

ALIGNED WITH CORPORATE NEEDS





GAMIFICATION

vs.

SERIOUS GAME

GAMIFICATION

GAMIFICATION : adding game mechanics to non-game activities and context.

Objective : Promote **CHANGE** in **BEHAVIOURS**.

EXAMPLE of gamification ?

GAMIFICATION

SERIOUS GAME



GAMIFICATION EXAMPLE

AM League (Finance)

-  Gaming logic applied to portfolio investment strategies.
-  Players : 50+ Asset Managers from Investment Funds.
-  Focused audience : 2 000 fund selectors, finance executives.
-  AM League

AM LEAGUE

GAMIFIED FINANCE

For Asset Managers :
great way to show skills
but also compare to
peers.

For Investment Funds :
great advertising
channel.

For Fund selectors :
faster identification of
best performing funds/
asset managers.



The screenshot displays the amLeague website interface. At the top, the logo 'amLeague ACTIVE MANAGERS DATA' is visible. The page title is 'Classements' (Rankings). A dropdown menu shows 'Sélectionnez un mandat' with 'Euro Equities' selected. Below this, a table lists the top 5 performing asset managers. The table columns include: Société de Gestion, Gérant, YTD, Yearly, Volatilité, Tracking Error, Sharpe Ratio, IR, Beta, Alpha, Max Drawdown, Inception Date, and Since Inception. The table data is as follows:

Société de Gestion	Gérant	YTD	Yearly	Volatilité	Tracking Error	Sharpe Ratio	IR	Beta	Alpha	Max Drawdown	Inception Date	Since Inception
Invesco AM	J. Taylor, M. Perowne	7,22%	19,12%	20,24	3,76	0,74	1,01	1,04	3,00	-32,15%	30/08/2010	70,60%
EUROSTOXX NR		5,76%	12,44%	19,23	n.d.	0,58	n.d.	n.d.	n.d.	-30,66%	-	49,41%
Federal Finance	A. Dupiellet, M. Carval	5,75%	12,64%	20,41	3,85	0,43	-0,63	1,04	-2,65	-36,62%	30/06/2010	59,50%
TOBAM	Team managed	5,67%	12,37%	10,60	8,82	1,29	-0,58	0,57	3,16	-11,56%	30/12/2011	41,09%
BNP Paribas IP	THEAM	5,47%	10,35%	9,88	6,24	1,62	-0,50	0,85	3,61	-7,85%	31/09/2012	35,49%
ECOFI Investissements	M. Baillargeon, O. Plaisant	5,19%	10,78%	19,32	3,19	0,59	0,08	0,99	0,32	-32,32%	30/06/2010	49,74%
MOYENNE		5,56%	9,94%	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.	-	n.d.

At the bottom of the table, it says 'Veillez vous identifier pour voir l'ensemble des classements.' The footer of the page reads 'Copyright © 2014 amLeague Tous droits réservés'.



AM LEAGUE



citywire global

The top 5 best performing amLeague managers of 2013

By Atholl Simpson on 06 January 2014



As the curtain falls on 2013 the highest returning manager in the amLeague competition across the whole of last year was a duo from Invesco Asset Management, Jeremy Taylor and Matthew Perowne.

Over the twelve month period the eurozone equity managers built up a commanding lead to finish off 2013 with a return of 38.70%, the best performance across all the league's mandates.

While Taylor and Perowne emerged as the clear winners, the remaining spots in the top four were a closely fought contest.

In second place in the overall amLeague best performing manager ranking were Roche-Brune AM duo Bruno Fine and Grégoire Laverne The duo, also in the eurozone equity mandate, posted returns of 31.4%.

They were followed by AllianceBernstein's Global Equity Value team, who returned 30.24% in 2013.

INVESTOR
A SMARTER STRATEGY FOR EQUITY INVESTING.

NATIXIS
FOR INVESTMENT PROFESSIONALS ONLY

Markets	Change	Value
CAC 40	▼ 1.85%	4360.4
DAX	▼ 1.47%	9605.99
EURONEXT 100	▼ 1.50%	836.89
FTSE 100	▼ 1.37%	6680.63
HANG SENG	▼ 0.49%	23837.07



Perfect replication of market environment.



High-fidelity gaming environment. Game = reality.



Operated on 5 asset classes (euro/ global equities).



Scalable : more Asset Managers = better game.



Experiment to learn.



SERIOUS GAME

SERIOUS GAME : immersive environment for a genuine learning experience.

Objective : Boost **USER ENGAGEMENT** in a **RISK-FREE** context.

EXAMPLE of simulation ?

GAMIFICATION

SERIOUS GAME



SERIOUS GAME EXAMPLE

Patient GeneSys (Health)



Platform for serious games development.



Professional content from healthcare editor (Vidal).



10 000 GPs, hospital doctors and nurses trained.



Interaction Healthcare, with the collaboration of CNRS (LIMSI), Vidal, Voxygene, University Hospital of Angers (France).

PATIENT GENESYS

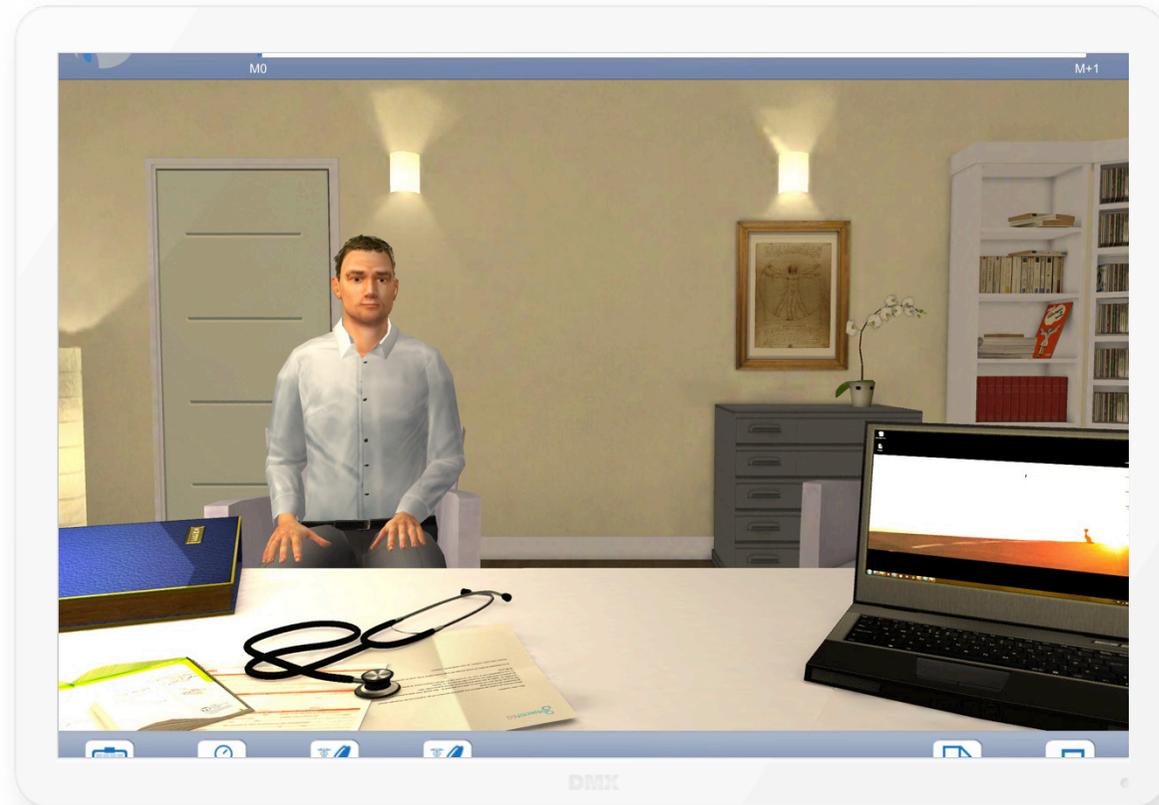
SERIOUS GAME PLATFORM

Platform to develop serious games in healthcare industry.

Public modules can be created/ shared/ sold individually.

Existing modules for emergency rescue, health checks and diagnosis.

Included : live database of treatments/ drugs.

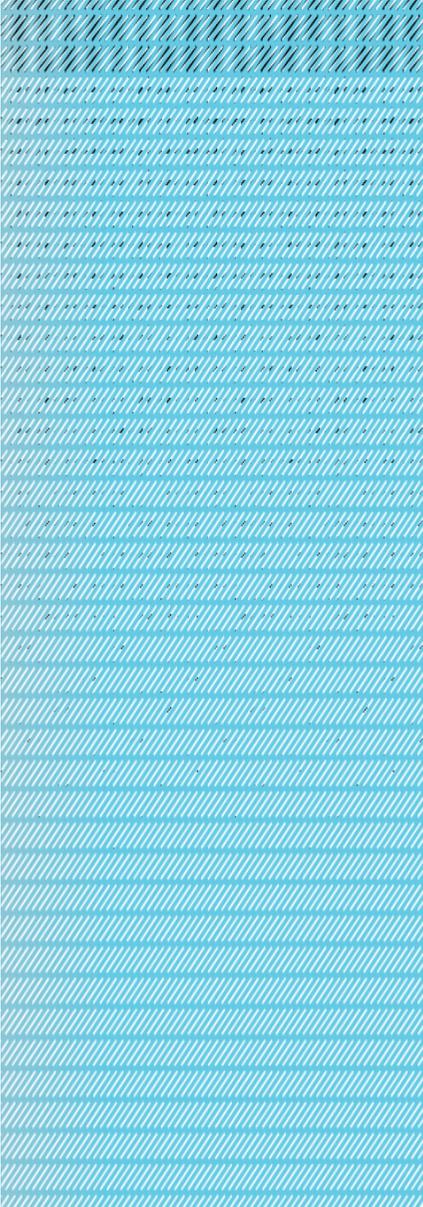


PATIENT GENESYS



- 👁️ 3-D game environment.
- ✓ Replicates decision-making processes.
- ✍️ Relatively easy to create new learning modules.
- 📄 Scalable distribution : software, web, tablets.
- 👤 Defriefing with group/ teacher.





Thank you !

Any questions : franck@widdil.com