Course Syllabus

Code - Course Title	**OGP220 - Game Entrepreneurship and Business Plan**
Course Type	IV. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. GÜVENÇ USANMAZ

Mode of Delivery	This course is delivered through face-to-face instruction. Theoretical lectures, case studies and project work are integrated throughout the semester. The referenced frameworks and tools (business model canvas, presentation and spreadsheet tools) are examples; the instructor may prefer equivalents.
Prerequisites	There are no prerequisites or co-requisites for this course.
Courses Recomended	It is recommended to have completed OGP108 2D Game Development Studio before taking this course. Taking XXX7956 Software Development and Project Management or XXX7957 Game Marketing and Distribution concurrently may help connect the business plan to project and marketing dimensions.
Recommended Resources	IGDA. Indie game business resources: https://igda.org/GameDiscoverCo: https://gamediscoverco.com/ (selected reports)
Work Placement	This course has no internship or placement requirement.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to game industry; ecosystem analysis, market trends, AAA/indie/mobile landscape.	
Week - 2		Studio types and indie developer journey; solo dev vs small team.	
Week - 3		Business models: premium, F2P, subscription, in-app purchases (IAP); model selection.	
Week - 4		F2P economy design basics; balance between monetization and player experience.	
Week - 5		Entrepreneurship basics: company setup processes (general framework); sole proprietorship/LLC options.	
Week - 6		Intellectual property rights and contracts; copyright, trademark, publisher/dev agreement concepts.	
Week - 7		Business plan preparation: value proposition, Business Model Canvas, target market.	
Week - 8		Income and expense projections; burn rate, runway, break-even analysis.	
Week - 9		Risk management: scope, financial, team, market risks; scenario planning.	
Week - 10		Funding sources: angel investors, crowdfunding, publisher deals, government incentives.	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 11		Team management: role distribution, agile project management, remote work dynamics.	
Week - 12		Go-to-market strategy: MVP, early access, target audience, competitor analysis.	
Week - 13		Pitch deck preparation; investor/publisher presentation structure.	
Week - 14		End-of-term business plan and pitch presentation; feedback and course wrap-up.	

Learning Outcomes

#	Learning Outcome
1	Analyzes the game industry ecosystem, studio types and indie developer context.
2	Selects and justifies an appropriate business model (premium, F2P, IAP, etc.) for a game project.
3	Explains intellectual property and basic contract concepts in an entrepreneurship context.
4	Creates a game business plan draft with value proposition and Business Model Canvas.
5	Performs revenue-expense projection, burn rate and break-even analysis.
6	Identifies game project risks and compares funding/incentive options.
7	Designs team role distribution and agile/remote work plan.
8	Presents a business plan with go-to-market strategy and pitch deck.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.