



KOCHI

ISTD KOCHI WELCOMES YOU TO A
MANAGEMENT DEVELOPMENT PROGRAMME ON

GAMIFICATION FOR LEARNING AND DEVELOPMENT

by



Dr. Manu Melwin Joy,
Assistant Professor, SMS, CUSAT

**A rare
opportunity!**

Learn from an expert in
Gamification, Design Thinking,
HR Analytics
and
Talent Retention.

18.01.2019 | 9am to 5pm

Park Central, Kathrikadavu, Kaloore, Kochi

ABOUT THE PROGRAM

GAMIFICATION

Gamification as a concept is not necessarily a new one, although the term itself may very well be. The basic premise of gamification is that it uses game mechanics for non-game applications. It employs the use of game elements to leverage a participant's sense of challenge, competition, and reward to educate, change attitude or behaviour and inspire action. Since 2010, over 350 companies have launched major gamification projects. These include consumer brands like MLB, Adobe, NBC, Walgreens, Ford, Southwest, eBay, Panera, and more. In 2014, more than 70% of Global 2000 organizations have at least one gamified application, driving 50% of all innovation. Gamification is increasing in acceptance in the learning and development sphere. The objective of gamification in learning and development is to encourage both enjoyment and engagement through the learning experience by capturing the attention of learners and motivating them to continue learning.

OBJECTIVE

The primary objective of this MDP is to provide hands-on experience in using game-design elements and game principles to equip the participants to gamify their learning environments (trainings, workplaces, classrooms etc), thereby enhancing the process of learning and development.

WHO SHOULD ATTEND?

1. Anyone with a basic flair for creativity, aggregation and exploration can join in.
2. Corporate Executives/HR managers who want to create an engaging workplace.
3. A training professional looking forward to enhance the learning process.
4. A faculty member wanting to bring excitement in the class room methodology
5. A research scholar wanting to include gamified system for research.
6. A professional willing to upgrade and escalate to the new learning.
7. An entrepreneur looking for innovative engagement tools for higher profits.

TOPICS COVERED

- Why study Gamification?
- What is Gamification?
- Game thinking
- Categories of Gamification
- Anatomy of Fun
- Think like a game designer
- The Pyramid of Game Elements
- Octalysis Model
- Core Drive 1 - Epic meaning and Calling
- Core Drive 2 - Development and Accomplishment
- Core Drive 3 - Ownership & Possession
- Core Drive 4 – Social Influence and Relatedness
- Core Drive 5 - Unpredictability and Curiosity

RESOURCE PERSON

Dr. Manu Melwin Joy is currently working as Assistant Professor at School of Management Studies, Cochin University of Science and Technology, Kochi, India. His research focus includes Gamification, Design Thinking, HR Analytics and Talent Retention. He has completed certification in Gamification from University of Pennsylvania and Design Thinking from University of Virginia. Apart from publishing articles in accredited journals, he has authored many books with the most recent one titled "Fun is the future - A collection of compelling gamification success stories". He has handled sessions on gamification across the country in many organizations like G L Bajaj Institute of Technology and Management (Greater Noida), Bapuji Group of Institutions (Davangere), Institute of Management in Government (IMG), Kerala Veterinary and Animal Sciences University (KVASU) to name a few.

ABOUT ISTD

ISTD was established in April 1970 as a non-profit Society and is a premier institution in the field of Training & Development in the country.

For further details check our website [**http://www.istd.co.in**](http://www.istd.co.in)

CERTIFICATE:

Delegates will be issued with an ISTD Course attendance certificate by the end of the session.

TARGET PARTICIPANTS:

Entrepreneurs, Directors, Corporate Executives / HR managers, Faculty, Scholars. Professionals who want to create an engaging workplace.

COURSE FEE:

Rs.4000/-* for non-members & Rs.3000/-* for ISTD Members (* Taxes All Inclusive)

REGISTRATION:

Ms. Sumayya, ISTD Kochi Chapter,
Door No.41/1651, Ground Floor, S I Kadavil Court, Arangath Cross Road,
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NOMINATION FORM

GAMIFICATION FOR LEARNING AND DEVELOPMENT

Park Central, Kathrikadavu, Kaloor, Kochi

ABOUT THE PARTICIPANT:

Name: _____

Designation: _____

Organisation: _____

Address: _____

Pincode: _____ Mobile: _____

Email: _____

SPONSORING AUTHORITY (If nominated by and organisation)

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Designation: _____

Organisation: _____

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Pincode: _____ Mobile: _____

Email: _____

The fee is payable either by Online payment or Crossed Cheque/Demand Draft, favouring ISTD Kochi Chapter payable at Kochi

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Signature and Date.....

Nirmala Lilly

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