

Learning By doing

Degree Programme in International Business

The Power of Cross-functional Teamwork - "Game of My Life" Research

This autumn, 24 students from the **International Management course** were given a challenging business project - to research an assigned market for a serious game product, 'Game of My Life' which aims to help young teens between 16 to 19 years of age with low mood syndroms to learn life management skills. This product is still in the early phase of the development stage. However, knowing how the global market is developing, what are the needs of young people with low mood problems in different markets, how to access the market opportunities, what are the risks and what localization issues etc. are all important considerations to get this product to the next level.

The '**Game of My Life**' product is developed by an in-house project in KAMK, through collaborative efforts between the games students, a local game company and experts from the health management department. This collaboration extend further to the international business department, with an objective to gain more knowledge about different market opportunities where this product can be further developed and potentially, commercialized. As part of the course, the **teams were tasked to research about an assigned market** selected by the HETTE project team, and to provide an entry model to the market that will best suit the 'Game of My Life' product. The teams were also required to highlight the risks, challenges and other gaps for this product in addition to testing the product as Phase 1 of their deliverable.

After 12 weeks of hard work and courageous efforts, seven teams made of members from international, multi-cultural expertise and knowledge backgrounds presented their results to project commissioner, HETTE project manager, Ms. Tanja Korhonen. The teams' contributions are valued and appreciated especially in view of the timeframe, the surrounding challenges and research topic for the project. They received a certificate of acknowledgment from HETTE for the output they have delivered. In addition, one team (photo) was selected for producing the best results in both phases - testing the games and producing the best research contents which are both realistic and pragmatic.



The main learning is the process you have been through as a team over the last 12 weeks, from ground zero to connecting the dots using the knowledge from this course and other courses, to overcome issues, manage conflicts and put your heads together as a team. It is a valuable opportunity to the students to work on such real business case.

"It has been great to see how students work proactively in multicultural teams. Project work results provide valuable information for our project: what market areas could be reached and how to do that. Project teams also brought very valuable comments and ideas for developing the 'Game of My Life' further", says the HETTE project manager, Ms Tanja Korhonen.

Ruey Komulainen, lecturer
Tanja Korhonen, HETTE project