



Faculty of Arts and Social Sciences
Information Systems

Syllabus

Monetisation of digital games

Course Code:

ISAD02

Course Title:

Monetisation of digital games
Intäktsgenerering från dataspel

Credits:

7.5

Degree Level:

Master's level

**Progressive
Specialisation:**

Second cycle, has only first-cycle course/s as entry requirements (A1N)

Major Field of Study:

ika (Information Systems)

Course Approval

The syllabus was approved by the Faculty of Arts and Social Sciences 2025-04-22, and is valid from the Spring semester 2026 at Karlstad University.

Prerequisites

A Degree of Bachelor, Degree of Bachelor of Fine Arts, or vocational diploma of at least 180 ECTS credits, or equivalent

Learning Outcomes

Upon completion of the course, students should be able to:

1. describe and explain various business models,
2. describe the technical and economic ecosystems surrounding game development,
3. critically discuss the requirements for maintaining different business models,
4. reflect upon the ethical aspects of different approaches to revenue generation, and
5. give an account of security threats related to revenue generation.

Content

One of the objectives of creating a game may be to generate revenue. This course covers

various business models for monetisation, including sales of physical games, user licenses, additional features and upgrades, sequels or related games, physical merchandise within games and through external channels, as well as intellectual property rights, offering game developers additional ways to capitalise on players' interest in a game. The course also addresses monetisation models based on players' own development and sale of digital in-game products. Furthermore, it examines advertising-based income, both through ads embedded in games and through games developed as promotional products for other companies.

The course treats technology choices for generating revenue from intellectual property rights and examines the economic ecosystem that allows games to remain viable for decades, but also includes ethical considerations and security risks associated with revenue generation in games.

Instruction is in the form of lectures, literature seminars, and seminars in which students present cases that they have identified and analysed themselves. The course is multidisciplinary and draws on theoretical frameworks from information systems, particularly systems development, as well as business administration and media and communication studies.

Reading List

See separate document.

Examination

Assessment is based on a written exam and written hand-in assignments completed in groups and discussed in seminars. Submissions for assessment must clearly indicate individual contributions.

If students have a decision from Karlstad University entitling them to Targeted Study Support due to a documented disability, the examiner has the right to give such students an adapted examination or to examine them in a different manner.

Grades

One of the grades Distinction (VG), Pass (G), or Fail (U) is awarded in the examination of the course.

Quality Assurance

Follow-up relating to learning conditions and goal-fulfilment takes place both during and upon completion of the course in order to ensure continuous improvement. Course evaluation is partly based on student views and experiences obtained in accordance with current regulations and partly on other data and documentation. Students will be informed of the result of the evaluation and of any measures to be taken.

Course Certificate

A course certificate will be provided upon request.

Additional information

The local regulations for studies at the Bachelor and Master levels at Karlstad University stipulate the obligations and rights of students and staff.