

Subject: Development Assignment: STR Board Game Project

Dear Team,

I am pleased to announce the formation of a new development team tasked with a very interesting project. As part of our ongoing efforts to enhance our educational product offerings, we have identified an opportunity to design a board game to enrich our graduate course on Strategic Management.

Project Overview:

Your team is responsible for enhancing and finalizing the concept for a board game focused on the airline industry. This game, currently in an early prototype form, will serve as an educational tool, providing students of Strategic Management with a practical and engaging way to deepen their understanding of business strategies.

Project Goals:

1. Game Concept Enhancement:

- Refine and enhance the existing prototype of the board game, ensuring it effectively teaches strategic management principles within the airline industry.
- Consider using novel technologies such as 3-D printing for game components or generative AI for game graphics.
- Conduct benchmark analysis of existing educational board games to identify areas for improvement and differentiation.
- Develop and implement playtesting sessions to gather feedback and iteratively improve the game design and mechanics.

2. Educational Package Creation:

- Develop a comprehensive educational package to support three teaching sessions:
 - Session 1: Introduction to Business Strategies (up to 50 minutes) – using the game context
 - Session 2: Gameplay and its Analysis (up to 100 minutes)
 - Session 3: Post-game Discussion and Strategy Evaluation (up to 50 minutes)
- Consider integrating multimedia resources to enhance the learning experience.
- Prepare detailed teaching notes to guide instructors through each session, ensuring they can effectively facilitate discussions and activities related to the game.
- Include an assessment tool to evaluate student learning outcomes from the game.

3. Business Plan Development:

- Conduct market analysis and stakeholder interviews to identify potential demand and target audience.
- Prepare a business plan that includes simple cost estimates, pricing strategies, potential revenue projections, and a marketing strategy to promote the game to educational institutions.

Timeline:

- The project should be completed within the next three months. Specific deadlines for intermediate milestones will be communicated shortly.

This project represents a significant opportunity for our company to innovate in the educational sector and expand our product portfolio. I am confident in your abilities to deliver a high-quality, impactful educational product.

Please feel free to reach out with any questions or if you need further clarification on the project objectives.

Best regards,

Derek Ucitelsson,

Executive Director

International Education Company