


Chapter 9

Escape Room for Organisation Design: International Development of Nude Project

Irene Navarro-del Aguila

 <https://orcid.org/0000-0001-8454-2242>
University of Almería, Spain

Jeronimo de Burgos-Jiménez

University of Almería, Spain

ABSTRACT

The main objective of this chapter is to illustrate a current example of a practical experience of gamification by studying a case of application of an escape room to the subject of organisation design, in university studies, specifically the 2nd year of the degree in business administration and management. It will highlight the use of an innovative tool for teaching and learning through an escape room applied to the subject of internationalisation of companies. It will be shown how it is possible to practice gamification within the area of business organisation. With this objective, an escape room will be presented, called “International Development of Nude Project.” This game has been designed so that participants know how to apply the knowledge, skills, and attitudes that enable the understanding of new theories of selection of the most appropriate and effective structure and form for an organisation, taking into account its internal characteristics and the elements of the general and specific environment.

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INTRODUCTION

Serious games according to (Gee, 2011) have been constructed to enhance and facilitate learning in a particular subject area. According to (Brown et al., 2019)) “Game-based learning is a type of training that uses game elements to teach specific skills or knowledge according to set objectives to achieve a specific learning outcome, building on core content, and making the teaching-learning process fun and motivating.

Within these games, we have decided to use educational Escape Rooms because we consider them to be a variety of gaming in which adventure predominates, as we have thought that due to the age of adolescence in which our students find themselves, this profile can awaken their interest more. In addition, the Escape Rooms are more innovative in this area of knowledge. We can define an escape room as a game in which a group of people meet in a room to solve challenges or enigmas in a limited time using clues found in the place where it takes place and their knowledge and skills (Nicholson, 2015). It also encourages teamwork, which, bearing in mind that it will be applied to a subject of business administration, is a skill that should be acquired.

An escape room applied to the subject of Organisation Design will be carried out. According to (Daft, 2011) Organisations adapt to and influence a rapidly changing environment. Through their activities, organisations create value for their owners, customers, and employees.

Economic, technological, and competitive forces have combined to drive companies from a domestic to a global focus. The importance of the global environment for today’s organisations is reflected in the changing global economy. Managers must consciously adopt a strategy for global development and growth. Organisations enter foreign markets in a variety of ways and follow various trajectories. They start on the international stage, where they take exports seriously and begin to think multidomestically. Subsequently, it decides to conduct international competition, compared to other companies in the industry. At this point, an international development division replaces the export department, and specialists are hired to handle sales, service, and warehousing abroad. All these stages are part of a process of globalisation of the company of which we intend to make an escape room in class, taking advantage of the connection with the subject and with the mindset of the students of the Spanish brand Nude Project by street wear, founded by two university marketing students with whom they can identify because of their dissemination on social networks and their relationship with musical artists. This brand has recently announced its intention to go international in the press, news that we have discussed and analysed in class. In addition, interest in the founders

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