

ABSTRACTS

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GAMIFICATION– LEARNING BY DOING AND FUN?

Today distributed simulation games for managers. During the training participants to stimulation game experience is enriched and expanded the association, which allows to make better decisions in the actual management of the company. The game allows to acquire new skills, make decisions under conditions as close as possible to the knowledge of which is to direct learning by doing. Because of these characteristics simulation games have become a permanent set of effective methods of training managers. In recent years, the growing popularity of games (mostly PC) contributed to the emergence of the concept of gamification or use of property, methods of philosophy of play as a methodology for the management of the company. The author discusses the possibility of using gamification and increase the use of simulation games for teaching various aspects of management control.