

A night photograph of a modern university building with a large, illuminated sign in the sky. The sign reads "Business Development in Scandinavia: Education for work and gamified classroom environments". The building is lit up, and the sky is dark with some light trails.

**Business Development in  
Scandinavia: Education for work  
and gamified classroom  
environments**



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# Argument

- Everyone experiences the classroom environment, but it is very different from the world of work, which causes problems.
- **We need to CHANGE from:**
- **teaching *as* standardised instruction to:**
- **learning *as* integration into world of work, combined with personal growth**

# Key aspects of the classroom/work environment

- Proximity: being aware of things
  - Mobility: being able to take action
  - Possession: being at home
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- Identity: being someone
  - Progression: getting somewhere
  - Representation: seeing something change
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# Why?

- Increase motivation
- Reduce absence
- Reduce dropout
- Improve grades

# Coping

- The feeling of coping comes when the students have reached a new level (Flow).



# Customized training

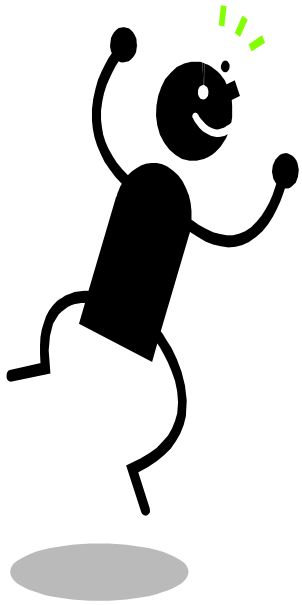
- Connects to students' own progression, not to perceived character.
- Allows students to stretch the boundaries of the classroom framework.
- Can also be applied in a business or professional environment



# Results

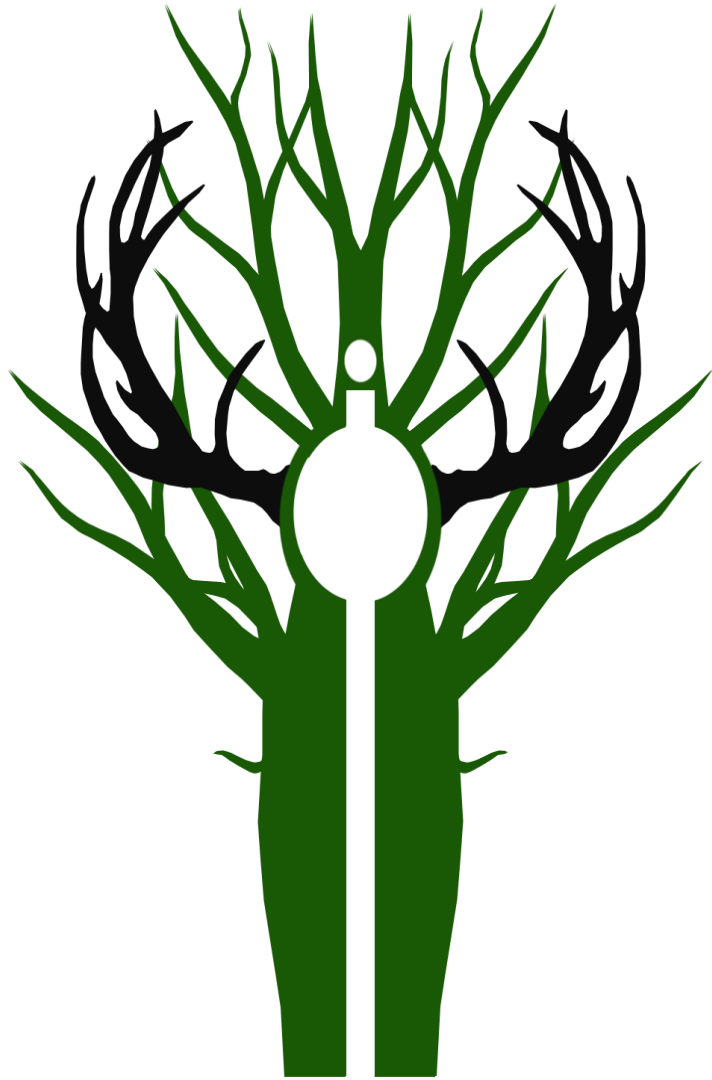
- Absenteeism has gone down
- Less dropout
- Improvement in behavior
- Better exam results
- Better class environment

# What do students think?



- They like that they can benefit from working hard and behaving better.
- They experience teamwork as important
- When they see fellow students reach a new level, they are inspired to work harder.





# Heimdall's Quest

Motivational Challenge  
System

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