

Postgraduate Certificate

Gaming Industry and E-Sports as a gateway to the Metaverse





Postgraduate Certificate Gaming Industry and E-Sports as a gateway to the Metaverse

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates and Undergraduates who have previously completed any of the programs in the fields of Social and Legal Sciences, Administrative and Business Sciences

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/gaming-industry-e-sports-gateway-metaverse

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

The *Gaming* and *E-sports* industry is experiencing unprecedented growth, becoming a key gateway to the metaverse. The ability of video games and e-sports to create immersive and engaging virtual worlds is a powerful tool to engage and retain users. Companies are taking note of this and are increasingly adopting gamification techniques in their marketing and user experience strategy. For this reason, TECH has designed a program, which is a unique opportunity for those looking to specialize in this area. With a *Relearning* pedagogical methodology and flexible academic resources, this 100% online program allows students to learn about the latest industry trends and tools.



Postgraduate Certificate in Gaming Industry and E-Sports as a gateway to the Metaverse.
TECH Technological University



“

Do you want to delve into the future of digital entertainment? Join this Postgraduate Certificate and learn how to analyze the evolution of the video game industry and the first primitive examples of Metaverses”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

This Postgraduate Certificate enables students to achieve a series of fundamental objectives. Among them is the ability to analyze the evolution of the video game industry and the first examples of metaverses, establish synergies between E-sports and other ecosystems of the Gaming industry, deepen the definition of play-to-earn and substantiate the player-investor paradigm. Additionally, the program also offers tools to distinguish interactive experiences from games and to apply the latest technologies to create synergies between specialized markets, such as e-sports and the metaverse.



“

Acquire business skills necessary to market Gaming and E-sports products and understand how to leverage the power of these medias to increase user retention”

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The Postgraduate Certificate in Gaming Industry and E-Sports as a Gateway to the Metaverse will enable the student to:

01

Analyze the video game industry's evolution and the first primitive examples of Metaverses

04

Determine the most influential video games in history up until the Metaverse concept

02

Delve into classic business models, the general state of the industry and the creation of the GameFi concept

03

Establish synergies between E-Sports and other gaming industry ecosystems regarding the current Metaverses

05

Establish how online multiplayer video games emerged and what they brought as they became popular and what experiences they have carried over into virtual environments today



06

Analyze the current video game industry's situation and the different business models that facilitate our project viability carried over into virtual environments today

08

Substantiate what we mean by the player-investor paradigm in order to determine and study specific targets within the industry



09

Be able to distinguish, in detail, interactive experiences from games. Establish the differences between both concepts to define the objectives to be achieved within our business

07

Deepen the definition of play-to-earn to understand the conceptual differences with regarding the play & earn model

10

Be able to apply the tools provided by today's technology to create synergies between specialized markets such as E-Sports and the Metaverse

05

Structure and Content

The Postgraduate Certificate in Gaming Industry and E-Sports as a Gateway to the Metaverse is a 100% online program that offers a Relearning methodology for students to obtain the necessary knowledge in the world of video games and E-sports. The syllabus includes an overview of the Metaverse through video games, the evolution of the industry and business models. Additionally, it delves into the interactivity and playable experience of Metaverses and how they can be used to create exclusive communities and clubs.



“

The Postgraduate Certificate in Gaming Industry and E-Sports as a Gateway to the Metaverse is a valuable investment for those interested in the future of technology and the evolution of the entertainment industry”

Syllabus

With the arrival of the Metaverse, new worlds of possibilities present themselves that can change the way people interact and relate to each other. Therefore, the program aims to prepare students to enter the Metaverse, explore the possibilities of games and *E-sports* in this new world and take advantage of all the opportunities it offers.

During the 150 hours of training, the program covers topics such as the growth and settlement of the video game market, the maturity of the industry, the multiplatform Metaverse and the massive revolution of the concept, business models, *Play-to-earn* and *GameFi*, among others. It also explores the different current metaverses and their relationship with E-sports, as well as the interactivity and playable experience in the Metaverse.

The students from this Postgraduate

Certificate benefit from a comprehensive and updated training in the world of games and the digital entertainment industry. They learn about new technologies and business models, allowing them to take advantage of all the opportunities in the Metaverse and the *E-sports* industry. Additionally, they develop important skills such as creativity, teamwork, decision making and problem solving, which prepares them to face the challenges of the ever-changing business world.

This Postgraduate Certificate in *Gaming* and *E-Sports* as a Gateway to the Metaverse is developed over 6 weeks and is divided into 1 module:.

Module 1

The Gaming Industry and E-Sports as a Gateway to the Metaverse



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Gaming Industry and E-Sports as a gateway to the Metaverse completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

A unique educational experience, key and decisive to boost your professional development and make the definitive leap.

Module 1. The Gaming Industry and E-Sports as a Gateway to the Metaverse

1.1. Metaverse Through Video Games

- 1.1.1. Interactive Experiences
- 1.1.2. Market Growth and Settlement
- 1.1.3. Industry Maturity

1.2. Breeding Ground for Today's Metaverses

- 1.2.1. MMOs
- 1.2.2. Second Life
- 1.2.3. PlayStation Home

1.3. Multi-platform Metaverse. Massive Concept Revolution

- 1.3.1. Neal Stephenson and his Snow Crash
- 1.3.2. From Science Fiction to Reality
- 1.3.3. Mark Zuckerberg Meta. Massive Concept Revolution

1.4. Video Game Industry State Metaverse Platforms or Channels

- 1.4.1. Video Game Industry Figures
- 1.4.2. Metaverse Platforms or Channels
- 1.4.3. Economic Projections for the Coming Years
- 1.4.4. How to Make the Most of the Industry's Great Shape

1.5. Business Models F2P vs.. Premium

- 1.5.1. Free to play or F2P
- 1.5.2. Premium
- 1.5.3. Hybrid Models. Alternative Proposals

1.6. Play-to-earn

- 1.6.1. CryptoKittiesSuccess
- 1.6.2. Axie Infinity. Other Success Stories
- 1.6.3. The Play-to-Earn Attrition and Play&EarnCreation

1.7. GameFi: Player-Investor Paradigm

- 1.7.1. GameFi:
- 1.7.2. Video Games as a Job
- 1.7.3. Classic Entertainment Model Break

1.8. The Metaverse in the Classic Industry Ecosystem

- 1.8.1. Fans' Prejudices and Generalized Bad Image
- 1.8.2. Technological and Implementation Difficulties
- 1.8.3. Lack of Maturity

1.9. Metaverse: Interactivity vs. Playable Experience

- 1.9.1. Interactivity vs Playable Experience
- 1.9.2. Types of Experience in Today's Metaverse
- 1.9.3. Perfect Balance Between the Two

1.10. Metaverso for E-Sports

- 1.10.1. Equipment Difficulties to Grow
- 1.10.2. Metaverse: Immersive Experiences, Communities and Exclusive Clubs
- 1.10.3. User Monetization by Blockchain Technology



With this program you will be able to acquire skills and knowledge to take advantage of the industry's maturity and economic projections for the coming years"



06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



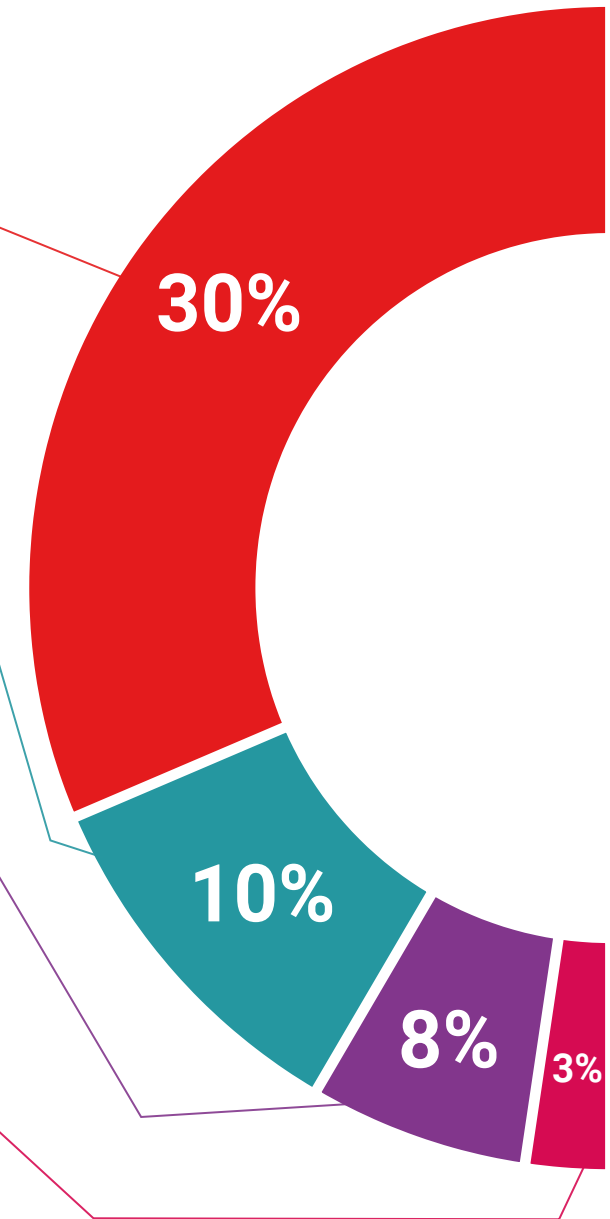
Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

This Postgraduate Certificate in Gaming Industry and E-Sports as a Gateway to the Metaverse is aimed at University Graduates and Undergraduates who have previously completed any of the following programs in the field of Social and Legal Sciences, Administrative and Economic Sciences, as well as those specialized in the fields of Engineering and Computer Science with an interest in the Digital Marketing Sector focused on the Metaverse.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals with a university degree in any field and two years of work experience in the IT field of virtual and digital contexts may also take the Postgraduate Certificate.





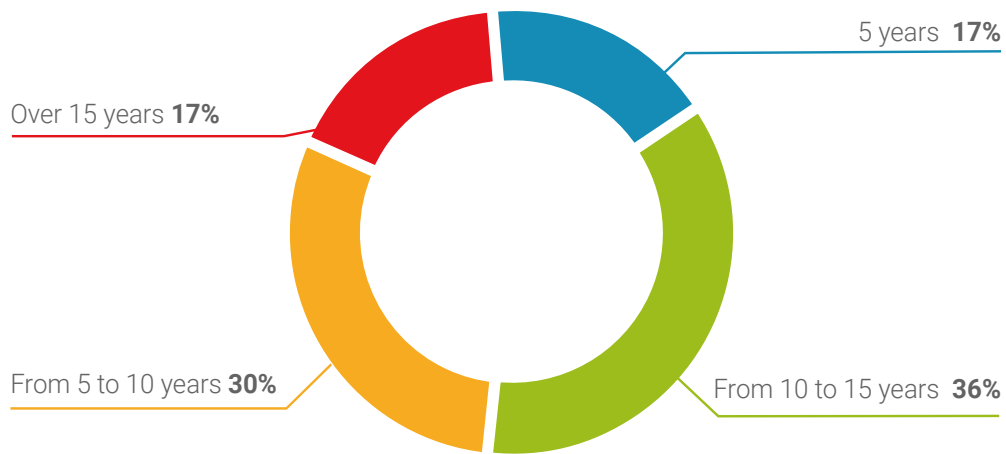
“

With this training, students will be able to stand out in a highly competitive job market and be ready to face the new challenges offered by the digital world”

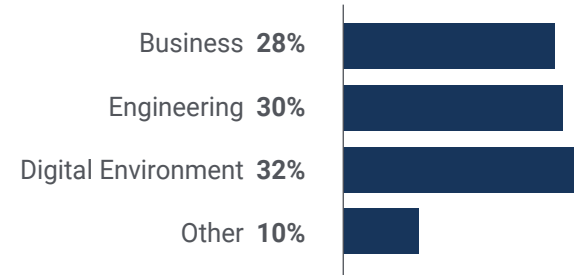
Average Age

Between **35** and **45** years old

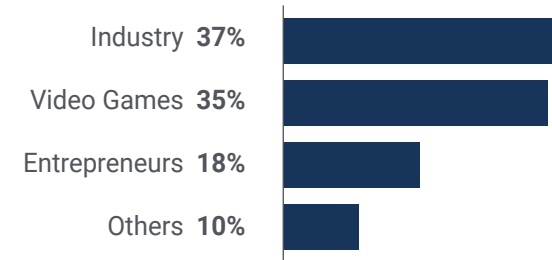
Years of Experience



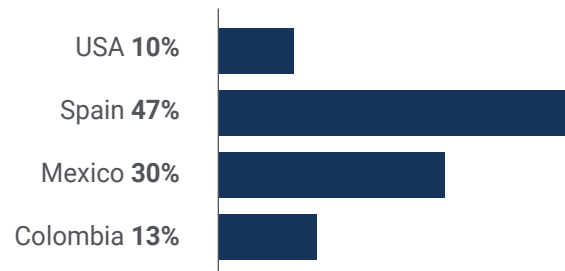
Training



Educational Profile



Geographical Distribution



Ana María Ramírez

Degree in Marketing

I decided to take the Postgraduate Certificate in Gaming Industry and E-Sports as a Gateway to the Metaverse and I do not regret it at all. Thanks to this program I was able to acquire the necessary knowledge to understand the workings of this ever-growing industry, as well as to understand how companies can benefit from the use of video games and e-sports to reach new audiences. Additionally, thanks to the practical part of the program, I was able to put into practice what I learned and gain real experience in projects related to the Metaverse. Now I feel prepared to face the challenges and opportunities offered by this constantly evolving industry"

08

Course Management

The teaching team of the Postgraduate Certificate is composed of recognized professionals active in the sector. These professionals have been carefully selected by TECH for the program, due to their extensive experience and knowledge in the different areas covered by the Gaming industry and E-sports. Students will have the opportunity to access a syllabus written by experts with practical vision in the field, which will allow them to learn firsthand the latest trends and tools in the market, as well as the skills and abilities necessary to succeed in the industry.



“

Leading experts in the Gaming and E-sports Industry will guide you in your career into the Metaverse. Enroll now!”

Management



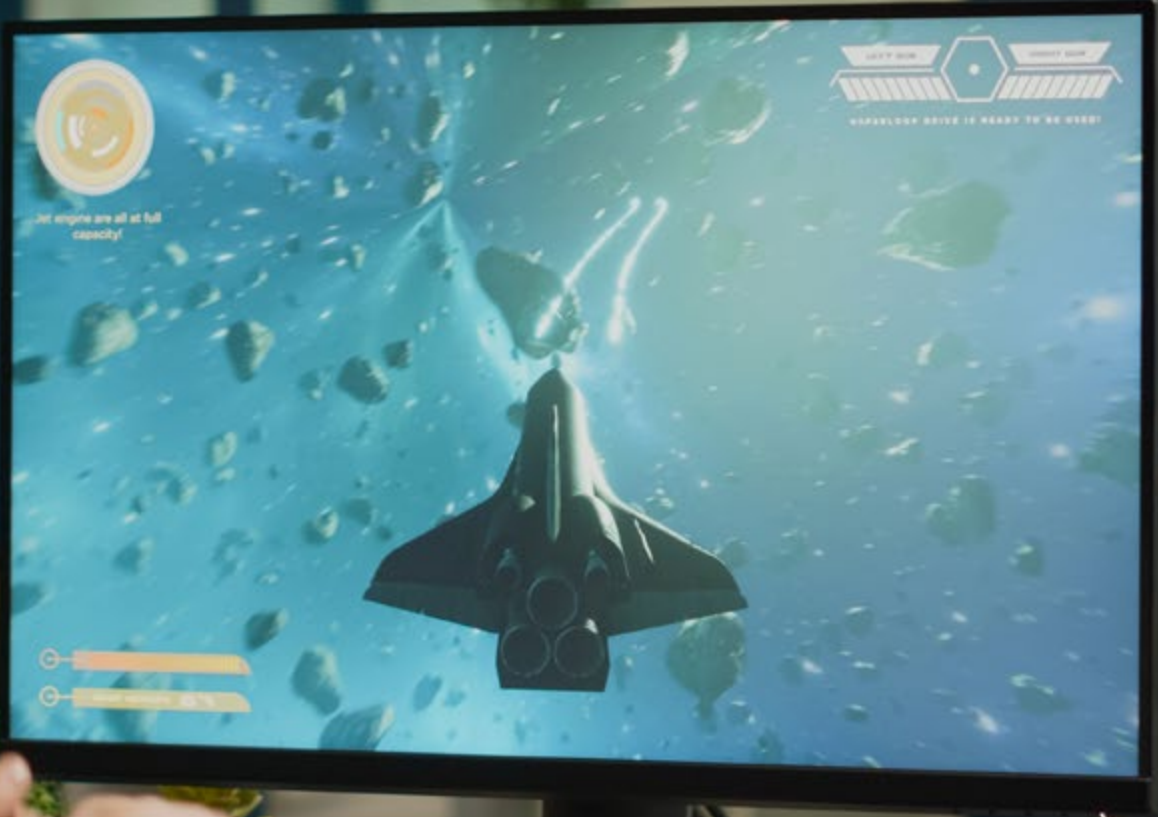
Dr. Cavestany Villegas, Íñigo

- ♦ Co-Founder & Head of Ecosystem of Second World
- ♦ Web3 and Gaming Leader
- ♦ IBM Cloud Specialist at IBM
- ♦ Advisor at Netspot OTN, Velca and Poly Cashback
- ♦ Teacher in business schools such as IE Business School or IE Human Sciences and Technology
- ♦ Graduate in Business Administration from IE Business School
- ♦ Master's Degree in Business Development from the Autonomous University of Madrid
- ♦ IBM Cloud Specialist
- ♦ Profession Certification in IBM Cloud Solution Advisor

Professors

Dr. Sánchez Temprado, Alberto

- ♦ Project Manager at SecondWorld
- ♦ Game Evaluation Manager at Facebook
- ♦ Game Analyst at PlayGiga
- ♦ Level Designer at BlackChiliGoat Studio
- ♦ Game Designer at Kalpa Games
- ♦ Graduate in Audiovisual Communication from the Complutense University Madrid
- ♦ Master's Degree in Game Design, Complutense University of Madrid
- ♦ Master's Degree in Film, Television and Audiovisual Communication at Complutense La University of Madrid



09

Impact on Your Career

Completing the Postgraduate Certificate program offered by TECH can have a great impact on a professional's career. This is because the program provides a thorough understanding of the video game and e-Sports industry, as well as how these relate to entering the metaverse. Additionally, students can gain valuable skills in areas such as video game production, Marketing and e-Sports event management. These skills enable professionals to advance their careers in the ever-evolving world of the metaverse and the video game industry.



“

Would you like to delve into the most current business models and the overall state of the Gaming Industry? This program is for you. Learn about the GameFi concept and how to apply it to your projects”

Thanks to this Postgraduate Certificate, you will be able to understand how online multiplayer video games emerged and how they have evolved into today's virtual environments.

Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in the *Gaming* industry and *E-Sports* as a gateway to the Metaverse from TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the *Metaverse Management* field. The main objective is to promote your personal and professional growth. Helping you achieve success.

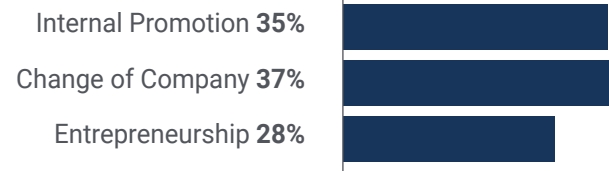
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

With this program you will be able to Establish synergies between E-Sports and other gaming industry ecosystems regarding the current Metaverses.

Time of Change



Type of Change



Salary Increase

The completion of this program represents a salary increase of more than **27.32%** for our students.



10

Benefits for Your Company

Companies that have professionals who have completed the Postgraduate Certificate in the *Gaming* industry and *E-Sports* as a Gateway to the Metaverse have a competitive advantage in today's market. These graduates are trained to lead innovative projects in the video game and e-sports industry, and their knowledge allows them to develop effective strategies for the company's entry into the Metaverse. Additionally, their global vision and their ability to adapt to constantly changing environments make them essential to business success in the digital world.



“

*Do you want to be an expert in Metaverse?
Learn about the most influential video games
in history, all the way to the Metaverse concept,
with the development of this program”*

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Certificate in Gaming Industry and E-Sports as a Gateway to the Metaverse guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program
and receive your university qualification
without having to travel or fill out
laborious paperwork”*

This **Postgraduate Certificate in Gaming Industry and E-Sports as a Gateway to the Metaverse** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Gaming Industry and E-Sports as a Gateway to the Metaverse**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper Postgraduate Certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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Postgraduate Certificate

Gaming Industry and E-Sports as a gateway to the Metaverse