

Postgraduate Certificate Innovation in Video Game Companies





Postgraduate Certificate Innovation in Video Game Companies

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals with certificate, diploma and bachelor's degree in the field of Business who want to broaden their career and acquire the necessary skills that will allow them to carry out a managerial activity in the different fields of the video game industry.

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/innovation-video-game-companies

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01 Welcome

If there is one thing that defines the video game industry above and beyond its constant evolutionary nature, it is undoubtedly innovation. This is a sector that is constantly looking for new and different ideas, but that satisfy the demand of the gamer population. That is why the creative team of this type of companies is usually the most valued, since it is from these professionals that the initiatives that later become considerable profits come from. In order to provide students with the necessary concepts that will allow them to develop their creative skills, this program is launched, which will provide their career with the keys to become an innovative and professional director through a fully online program led by experts in the sector.



Postgraduate Certificate in Innovation in Video Game Companies.
TECH Technological University



“

A program with the most up-to-date information and the most important concepts in gamer innovation, to keep up with industry demand”

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

Although at first sight it may seem complicated to present a program that helps students to develop their most creative stage, TECH has succeeded. That is why our objective with this program is to go beyond, and give you the best and most complete information, through the contextualization and development of the different subjects in a broad and specialized way.



“

In order for you to be able to achieve your professional goals TECH provides you with the best academic tools, thanks to which you will see how your knowledge will expand in a matter of a few weeks"

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

The Postgraduate Certificate in Innovation in Video Game Companies will enable students to:

01

Generate strategies for the industry

02

In-depth knowledge of emerging technologies and innovations in the video game industry





03

Broad knowledge of the main elements for the development of innovative and viable solutions for different video game services and products

04

Be up-to-date on the importance of innovation in the different business models and their tools

05

Structure and Content

Since the appearance of the Magnavox Odyssey in 1972, the video game industry has undergone a dizzying change in innovation and creativity. Virtual reality or the possibility of playing with people from different parts of the world seemed impossible a few years ago, however, today it is totally commonplace. The importance of innovative initiatives in parallel to the development of technology has placed gaming companies on the cusp of profitability.



“

In this program you will find the most complete and innovative syllabus, that is, all the information you need to achieve your professional success”

Syllabus

The content of this Postgraduate Certificate in Innovation in Video Game Companies has been designed exclusively for this program by the teachers following TECH's pedagogical guidelines and based on the most innovative and high quality content on the market.

Through a tour of the main concepts in innovation and talent, the syllabus delves into business models and innovative project management, as well as the most effective tools. In addition, it also delves into disruptive technologies and the return on investment for emerging initiatives.

During the six weeks of this program, the students will have access to the Virtual Classroom where they will find, from the first day, all the content. In addition, you will also have at your disposal the best material selected and partly elaborated by the teacher's team, so that you can delve into each section of the syllabus as much as you consider necessary.

This program is presented as the best option in the market to expand and update the graduate's knowledge in a short period of time, but with guaranteed success. All this through an online program, directed by the best experts and endorsed by the largest Technological University in the world.

This Postgraduate Certificate in Innovation in Video Game Companies is developed over 6 weeks and in a single module:

Module 1.

Innovation



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Innovation in Video Game Companies 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, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Innovation

1.1. Innovation and Strategy

- 1.1.1. Innovation in Video Games
- 1.1.2. Innovation Management in Video Games
- 1.1.3. Innovation Models

1.2. Innovative Talent

- 1.2.1. Implementing an Innovation Culture in Organizations
- 1.2.2. Talent
- 1.2.3. Innovation Culture Map

1.3. Talent Management in Digital Economy

- 1.3.1. Talent Life Cycle
- 1.3.2. Uptake-Generational Conditioning Factors
- 1.3.3. Retention: Engagement, Loyalty, Evangelists

1.4. Business Models in Video Game Innovation

- 1.4.1. Innovation in Business Models
- 1.4.2. Innovation Tools in Business
- 1.4.3. Business Model Navigator

1.5. Innovation Project Management

- 1.5.1. Customers and Innovation Processes
- 1.5.2. Value Proposition Design
- 1.5.3. Exponential Organizations

1.6. Agile Methodologies in Innovation

- 1.6.1. Design Thinking and Lean Startup Methodologies
- 1.6.2. Agile Project Management Models: Kanban and Scrum
- 1.6.3. Lean Canvas

1.7. Innovation Validation Management

- 1.7.1. Prototyping (PMV)
- 1.7.2. Customer Validation
- 1.7.3. Pivot or Persevere

1.8. Process Innovation

- 1.8.1. Process Innovation Opportunities
- 1.8.2. Time-to-Market, Reduction of Non-Value Tasks and Defect Elimination
- 1.8.3. Methodological Tools for Process Innovation

1.9. Disruptive Technologies

- 1.9.1. Physical - Digital Hybridization Technologies
- 1.9.2. Technologies Used in Communication and Data Handling
- 1.9.3. Application Technologies in Management

1.10. Return on Investment in Innovation

- 1.10.1. Data Monetization Strategies and Innovation Assets
- 1.10.2. The ROI of Innovation General Focus
- 1.10.3. Funnels



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.



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.

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

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 is aimed at graduates, professionals with postgraduate certificate and bachelor's degree who have previously completed any of the degrees which offers education and pedagogy. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities. Professionals who are university graduates in any area and have two years of work experience in the managerial field may also take the Postgraduate Certificate.





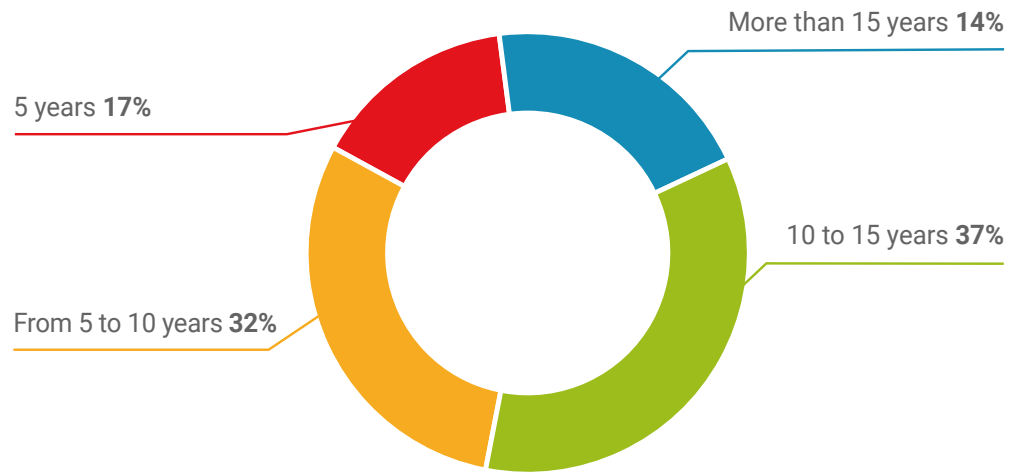
“

TECH designs its programs with students with high professional ambitions in mind. That's why programs like this Postgraduate Certificate live up to the highest educational expectations"

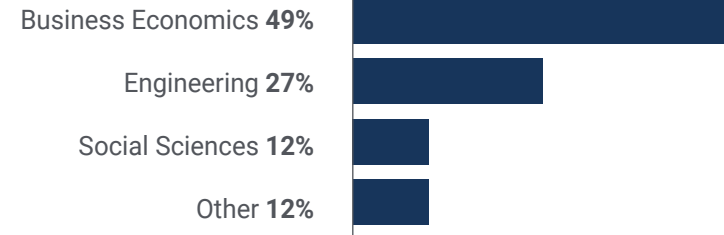
Average Age

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

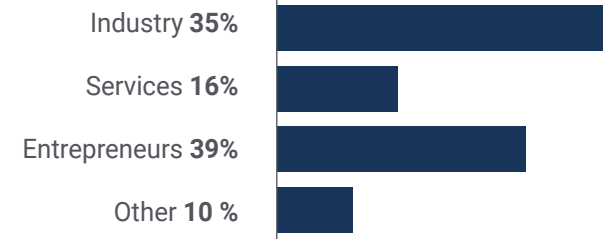
Years of Experience



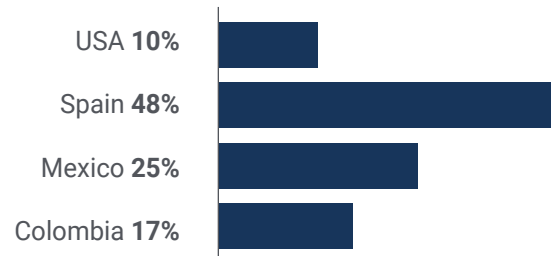
Training



Educational Profile



Geographical Distribution



Elena Rodríguez Mesa

CEO- Chief Executive Officer

"Taking this program has been one of the best decisions I have made in my educational career. The teachers were available from the first moment to guide me and the content I found very useful when opting for a more ambitious job improvement"

08

Course Management

The management team of this Postgraduate Certificate could not be made up of teachers who were not experts in the management of different areas of companies dedicated to the digital and video game world. Their experience and personal and professional growth give this program its own unique character and allow us to offer students a highly practical content based on current events in the *gaming industry*.



“

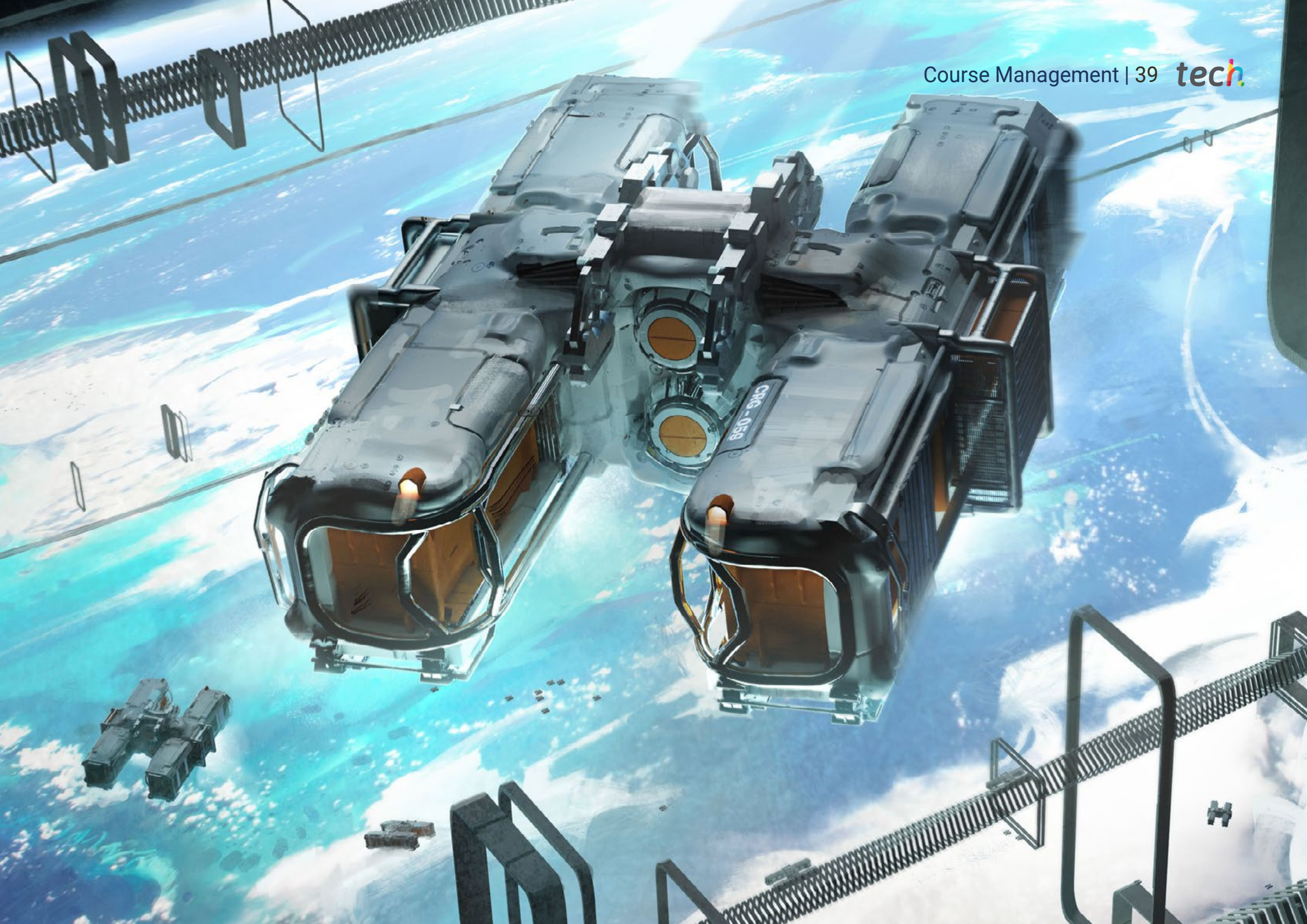
You will have access to one-on-one mentoring with the teachers, who will be ready to help you and guide you along the path to your professional zenith"

Management



Mr. Moreno Campos, Daniel

- ♦ Chief Operations Officer in Marshals
- ♦ Project Manager Officer in Sum- The Sales Intelligence Company
- ♦ Content Manager en GroupM (WPP)
- ♦ Teacher in Boluda.com
- ♦ Teacher in Edix (UNIR)
- ♦ Associate Teacher in ESIC Business & Marketing School
- ♦ Master's Degree in Innovation and Digital Transformation, Digital Communication and Multimedia Content at MSMK University
- ♦ Product Owner Certification



09

Impact on Your Career

Seeking the greatest possible positive impact on the student's career, TECH has brought together in this Postgraduate Certificate not only the key knowledge in the management and innovation of video game companies, but also the unique perspective to put that knowledge into practice with the greatest of success. In this way, both the students' critical and analytical skills as well as their own transversal competencies, essential for any modern leader, are fostered.





“

Give your professional career the boost it needs with this Postgraduate Certificate and give your educational experience the edge that will make you stand out from the rest"

Are you ready to take the leap?

Excellent professional development awaits you

TECH's Postgraduate Certificate in Innovation in Video Game Companies is an intensive program that prepares you to face challenges and business decisions in the field of business management within the gaming industry. The main objective is to promote your personal and professional growth. Helping you achieve success.

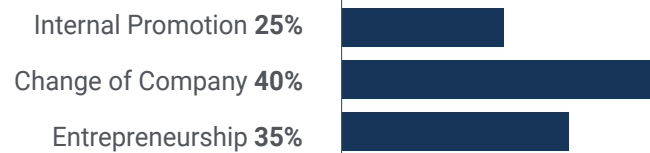
A program with a high practical content, at the forefront of the most effective educational pedagogies.

The salary improvement that you will be able to access after completing this program is another motivation that will help you achieve your goals.

Time of Change



Type of change



Salary increase

The completion of this program represents a salary increase of more than **24.5%** for our students.



10

Benefits for Your Company

The Postgraduate Certificate in Innovation in Video Game Companies contributes to elevate the organization's talent to its maximum potential through the institution of high-level leaders. Participating in this qualification is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers. In addition, the figure of a qualified manager can help the company grow to position itself above the competition.





“

It's the opportunity you've been looking for to strengthen your resume and the competencies and skills needed to stand out in the gaming business innovation sector"

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 Innovation in Video Game Companies 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 Innovation in Video Game Companies** 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 Innovation in Video Game Companies**

Official N° of Hours: **150 h.**



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



Postgraduate Certificate Innovation in Video Game Companies

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate

Innovation in Video Game Companies

