

# Postgraduate Certificate

## Video Game Business Creation



## Postgraduate Certificate Video Game Business Creation

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

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/video-game-business-creation](http://www.techtute.com/us/school-of-business/postgraduate-certificate/video-game-business-creation)

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# 01 Welcome

Starting any kind of business is always difficult, especially in an industry as new and changing as the video game industry. However, when the entrepreneur has the necessary knowledge to do so, the workload is reduced and the chances of success increase. In order to provide students with the concepts that allow them to create a *gaming* company from scratch, this program is online, accessible 24 hours a day and with the most current and complete content of the moment. In short: the best option to learn the keys that allow you to operate in the video game industry.



Postgraduate Certificate in Video Game Business Creation  
TECH Technological University



“

*Tencent, Sony or Ubisoft were also small projects in the minds of great professionals. This Postgraduate Certificate will give you the keys to create a great company and place it at the top of the sector"*

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

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

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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

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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

The main objective of this program in Video Game Business Creation is to provide students with the best strategies, protocols and techniques that allow them to undertake a business based on video games. That is to say, a complete, current and avant-garde syllabus in which they can find a guide to develop professionally and acquire all the skills and aptitudes necessary to lead a project of this scale.



“

*TECH's objective is that the student finishes the program knowing all the tools that will help them, with total guarantee, to achieve their professional goals in the long term”*

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

The Postgraduate Certificate in Video Game Business Creation will enable students to:

01

Generate strategies for the industry

02

Learn how to create companies in the video game market in a comprehensive way







03

Gain a broad body of knowledge of the main aspects involved in starting a company that will position itself within the video game market

04

Be up to date with technological innovations that allow you to carry out an effective and productive business plan

05

# Structure and Content

This program has been developed following the *relearning* pedagogical methodology, in which TECH is a pioneer. The most important terms and concepts are reiterated throughout the syllabus in such a way that learning them is done in a progressive and gradual way. This allows the student to save study time in memorizing and facilitates the retention of knowledge for a longer period of time.



“

*Boost your career with a current program, with innovative content and based on successful models of large gaming companies"*

## Syllabus

The design of this program in Video Game Business Creation has been carried out by the teaching team. Their experience and professionalism, linked to the cutting-edge teaching methodology that TECH applies in all its degrees, has resulted in a complete and current program that includes, in depth, the most important concepts that will allow students to participate and lead initiatives in the creation of *gaming* companies.

It is an intensive program developed during 6 weeks and in this way the student will have access to 150 hours of material not only theoretical, but also practical, as well as additional. In the Virtual Classroom you will find detailed videos, dynamic summaries of each unit, research articles and complementary readings that will allow you to expand on each section as you wish.

This program delves into the keys to entrepreneurship and the innovations that this industry has experienced, and explores the keys to developing a successful business plan. In addition, it also focuses on production systems and new online distribution models, so that the student knows the entire process.

A Postgraduate Certificate 100% online and with a virtual classroom available 24 hours a day, which allows you to organize your own teaching schedule, without having to neglect your work activity. Additionally to the quality of the content, the professionalism of the teaching staff and the prestige that a degree issued by the largest Technological University in the world will add to your resume: TECH.

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

### Module 1

### Video Game Company Formation



### Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Certificate in Video Games Business Creation 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. Video Games Business Creation**

**1.1. Entrepreneurship**

- 1.1.1. Entrepreneurial Strategy
- 1.1.2. Entrepreneurship Projects
- 1.1.3. Agile Methodologies in Entrepreneurship

**1.2. Technological Innovations in Video Games**

- 1.2.1. Innovations in Consoles and Related Peripherals
- 1.2.2. Innovation in Motion Capture and Live Dealer
- 1.2.3. Innovation in Graphics and Software

**1.3. The Business Plan**

- 1.3.1. Segments and Value Proposition
- 1.3.2. Processes, Resources and Key Alliances
- 1.3.3. Customer Relations and Interaction Channels

**1.4. Investments**

- 1.4.1. Investments in the Video Game Industry
- 1.4.2. Critical Aspects to Capture Investments
- 1.4.3. Financing Startups

**1.5. Finances**

- 1.5.1. Revenues and Efficiencies
- 1.5.2. Operative Costs and Capital
- 1.5.3. Income Statement and Balance Sheet

**1.6. Video Game Production**

- 1.6.1. Production Simulation Tools
- 1.6.2. Planned Production Management
- 1.6.3. Production Control Management

**1.7. Operations Management**

- 1.7.1. Design, Localization and Maintenance
- 1.7.2. Quality Management
- 1.7.3. Inventory and Supply Chain Management

**1.8. New Online Distribution Models**

- 1.8.1. Online Logistics Models
- 1.8.2. Direct Online Delivery and SaaS
- 1.8.3. Dropshipping

**1.9. Sustainability**

- 1.9.1. Creation of Sustainable Value
- 1.9.2. ESG (Environmental, Social and Governance)
- 1.9.3. Sustainability in Strategy

**1.10. Legal Aspects**

- 1.10.1. Intellectual Property
- 1.10.2. Industrial Property
- 1.10.3. RGDP



“

*Whether you want to be a solo entrepreneur or your goal is to work for a large company, this program will provide you with the most current and effective knowledge to achieve it"*

# 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 offer 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.







“

*Distinguish yourself from the rest by adding to your resume a qualification that certifies your skills in Video Game Business Creation”*

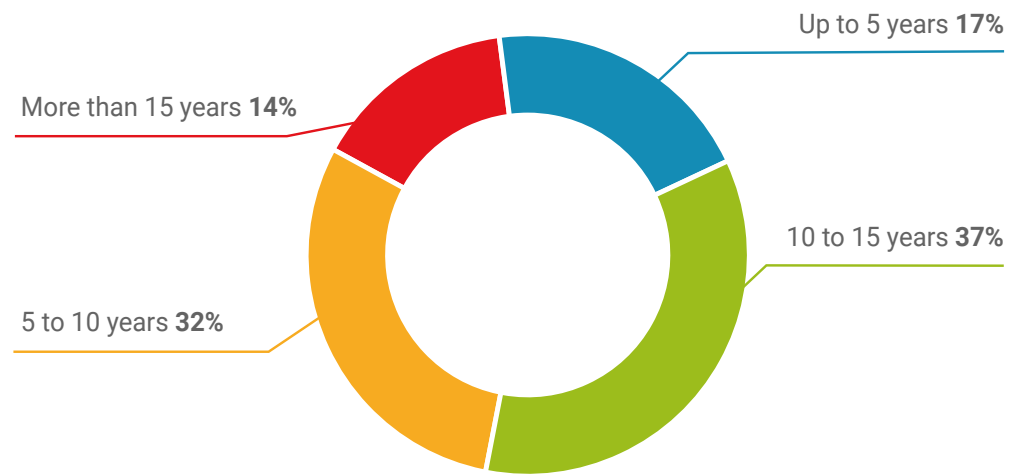
### Average Age

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

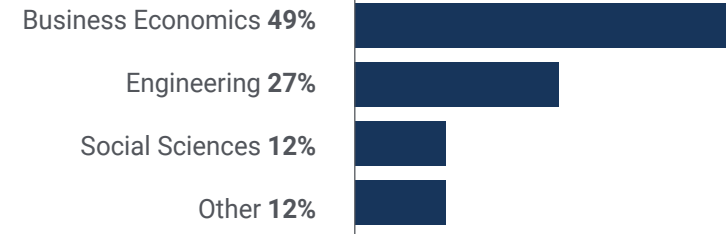
### Years of Experience

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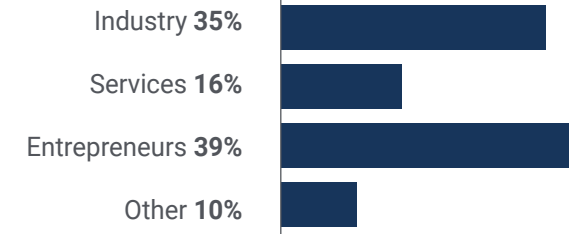
### Training

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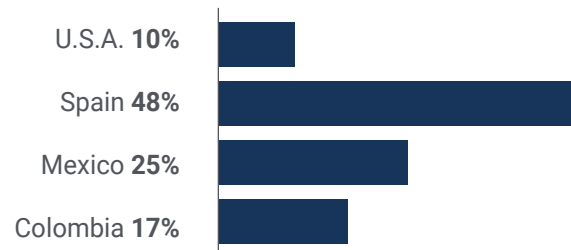
### Academic Profile

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## Geographical Distribution

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## Rodrigo Montesinos Morales

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Entrepreneur and CEO

*"Completing this program gave me the push and confidence I needed to undertake my own business venture. Their tutors helped me at all times, and advised me on how I could develop a business plan in this industry with guaranteed success. Years later I never tire of thanking them, because if it hadn't been for TECH and its team I would never have achieved my dream of having my own gaming company"*

08

# Course Management

Since entrepreneurship is such a delicate issue that requires so much attention, the teaching staff of this program could not be composed of professionals other than experts with extensive experience in the business sector. This faculty brings to the syllabus a plus of quality and a realistic vision that enriches the content and helps the student to better contextualize the information received.

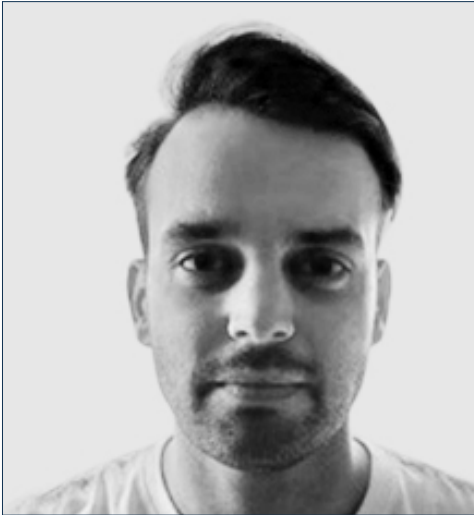




“

*The experience of the teaching staff will allow them to provide the syllabus with a practical vision and will adapt the content to the current market demand”*

## Management



### Mr. Moreno Campos, Daniel

- ♦ Chief Operations Officer in Marshals
- ♦ Project Manager Officer in Sum, The Sales Intelligence Company
- ♦ Content Manager en GroupM, WPP
- ♦ Boluda Online Marketing Courses Teacher
- ♦ Teacher at Edix by 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 video business Creation, 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.





“

*With this program you will see, in a short time, your business skills improved and you will develop leadership skills highly valued in the video game industry"*

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

TECH's Postgraduate Certificate in Video Game Business Creation 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.

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

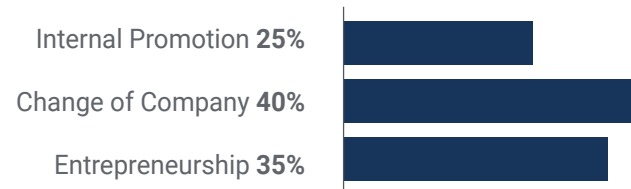
*Obtain a significant job improvement with this qualification and aspire to become a successful entrepreneur with a total guarantee of success.*

*Learn about new online distribution models and delve into successful operations management, concepts that will allow you to save costs in your future projects.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **24,5%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Video Game Business Creation 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.



“

*With the knowledge that this program will give you, you will be able to grow a gaming company to the top of the industry"*

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 Video Game Business Creation 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 Video Game Business Creation** contains the most complete and up-to-date program 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 Video Game Business Creation**

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 Video Game Business Creation

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

# Postgraduate Certificate Video Game Business Creation

