

# Postgraduate Certificate

## Video Games Business Management





## Postgraduate Certificate Video Game Business Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: professionals with university degree, postgraduate certificate, bachelor's degree in the area of business who want to expand their career and acquire the necessary skills to allow them to carry out a managerial activity within the different fields of the industry of video games.

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

# 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 growth experienced by the video game industry in recent years has been very significant and it is something that, at the moment, does not seem to have limits. For this reason, the number of companies dedicated to this sector has multiplied, demanding more and more frequently the incorporation of business professionals specialized in this area to their staffs. In order to respond to this demand, this program is developed to provide students with the necessary knowledge to enable them to develop an effective managerial activity for the company. All this, through a complete 100% online program, tutored by experts and accessible from any device with an Internet connection.



Postgraduate Certificate in Video Game Business Management.  
TECH Technological University



“

*TECH presents a Postgraduate Certificate that will allow you to acquire the necessary management skills to place any video game company at the top of the industry”*

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 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

---

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 ground-breaking 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

Despite the fact that the video game industry is very changing, TECH's main objective with this Postgraduate Certificate is to offer graduates a program that will help them implement their professional strategy with the knowledge that will allow them to reach a prestigious position within a Gaming company. In this way, and although the information is constantly changing, they will know the key aspects to be always up to date with the latest developments in the sector.



“

*Achieving your professional aspirations has never been easier than it is today. In just 6 weeks you will have become the manager you've always wanted to be”*

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

The **Postgraduate Certificate in Video Games Business Management** will enable students to:

01

Gain in-depth knowledge of emerging technologies and innovations in the industry

04

Learn the entire structure of the industry's value chain in detail and obtain the necessary skills to manage the various organizations in the industry

02

Master the functional areas of businesses within the video game sector



03

Gain in-depth knowledge of the impact on project management and in team leadership

05

Get to know the different agents involved in the industry: distributors, accessory and console manufacturers, etc

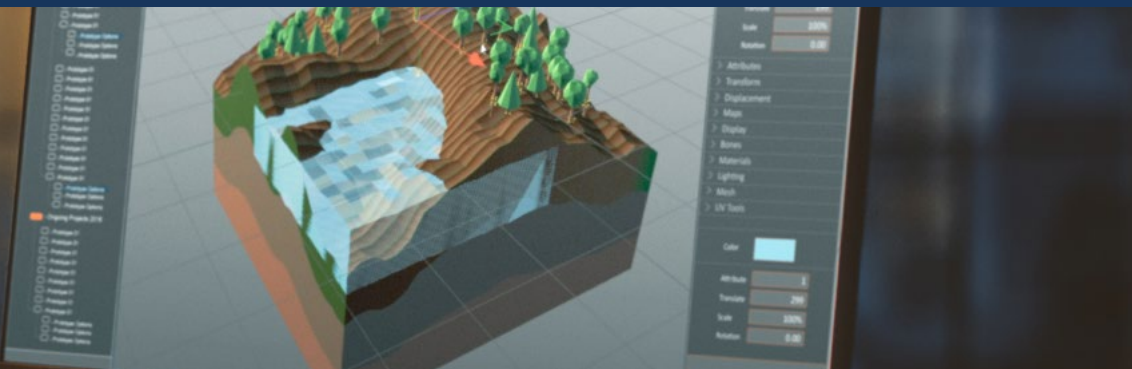


06

Delve into the technologies applicable to the development of video games

08

Be up to date regarding professional e-Sports clubs



09

Develop effective and productive management techniques

07

Gain knowledge about the professional profiles of the video game industry

10

Master the management of strategies to ensure optimal business development

05

# Structure and Content

For the development of this Postgraduate Certificate TECH and its team have used the best syllabus available, previously supervised by teachers, with the aim of presenting quality information and adapted to the reality of companies engaged in the video game industry. In this way, students will have access to innovative and dynamic content, which will provide them with everything they need to meet the requirements demanded by large companies in the sector.



“

*If the syllabus is not enough for you, in the Online Campus you will find summaries of each unit, complementary readings and detailed videos to go deeper into each section"*

## Syllabus

The Postgraduate Certificate in Video Game Business Management from TECH Technological University provides students, through its intensive program, with the necessary concepts that will allow them to achieve their professional objectives and face the challenges that arise from the field of business management, such as the development of effective strategies within the different areas of an organization.

The program, distributed in 150 hours, is composed not only by a complete, current and contrasted theoretical content, but it is also accompanied by a variety of audiovisual material. This material includes case studies, with which the graduates will be able to to apply the knowledge learned and develop a critical capacity based on their own personal and educational experience.

In addition, they will have access to the entire program from the very beginning, which will allow them to organize their study time according to their personal and professional availability. A program designed for working professionals and focused on improving their skills and competencies. In short, a Postgraduate Certificate with which to delve into the concepts that will allow them to reach their professional peak.

This Postgraduate Certificate in Video Game Business Management is developed over 6 weeks and consists of 1 single module:

### Module 1

### Video Games Business Management



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

TECH offers you the possibility to study this Postgraduate Certificate in Video Games Business Management completely online. Throughout the 6 weeks of the program, the students will be able to access all the contents at any time, which will allow the students to distribute their study time.

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

**Module 1. Video Games Business Management**

**1.1. Industry and Value Chain**

- 1.1.1. Value in the Training Sector
- 1.1.2. Elements of the Value Chain
- 1.1.3. Relationship between Each of the Elements in the Value Chain

**1.2. Video Game Developers**

- 1.2.1. Conceptual Proposals
- 1.2.2. Creative Design and Video Game Storylines
- 1.2.3. Technology Applied to Video Game Development

**1.3. Console Manufacturing**

- 1.3.1. Components
- 1.3.2. Types and Manufacturers
- 1.3.3. Console Generation

**1.4. Publishers**

- 1.4.1. Selection
- 1.4.2. Development Management
- 1.4.3. Product and Service Creation

**1.5. Distributors**

- 1.5.1. Agreements With Distributors
- 1.5.2. Distribution Models
- 1.5.3. Distribution Logistics

**1.6. Retailers**

- 1.6.1. Retailers
- 1.6.2. Orientation and Link With the Consumer
- 1.6.3. Assessment Services

**1.7. Accessories Manufacturers**

- 1.7.1. Accessories for Gaming
- 1.7.2. Market
- 1.7.3. Trends

**1.8. Developers of *Middleware***

- 1.8.1. Middleware in the Video Game Industry
- 1.8.2. Middleware Development
- 1.8.3. Middleware: Typology

**1.9. Professional Profiles of the Video Game Industry**

- 1.9.1. Game Designers and Programmers
- 1.9.2. Modelers and Texturizers
- 1.9.3. Animators and Illustrators

**1.10. Professional *e-Sports* Clubs**

- 1.10.1. Administrative Department
- 1.10.2. Sports Department
- 1.10.3. Communication Department



*Learn everything you need to know about the world of Middleware and use this knowledge to develop industry-specific strategies"*



# 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 fits with the educational demand of graduates from different fields. However, the academic profile to which it is addressed, mainly, focuses on university graduates in the area of business who want to expand their professional curriculum and acquire the necessary skills that allow them to carry out a managerial activity within the different branches of the video game industry.





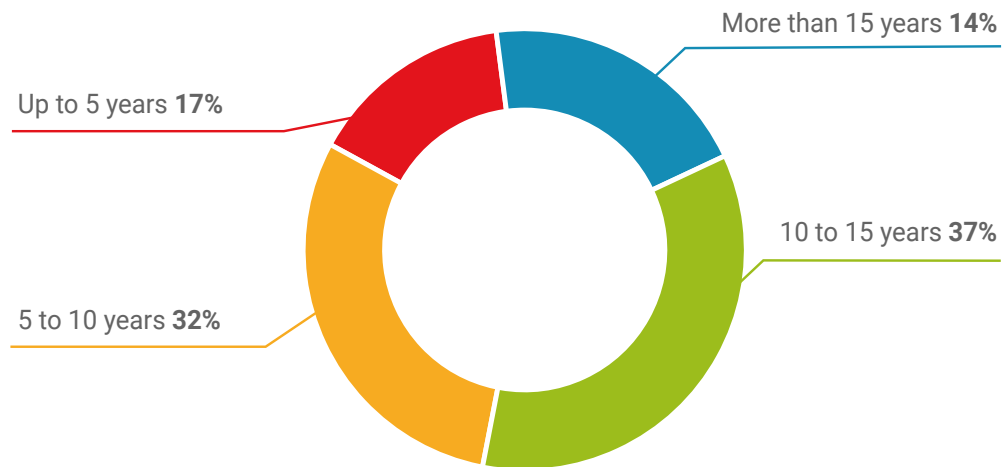
“

*With this program, you will be able to apply for managerial positions in the video game industry, which will allow you to perform your true professional capabilities"*

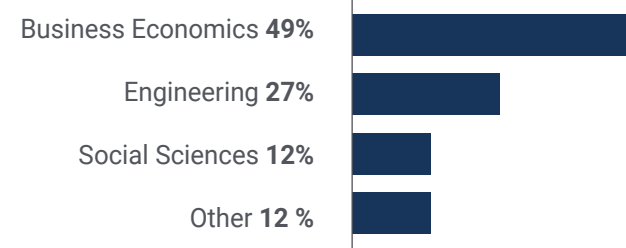
### Average Age

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

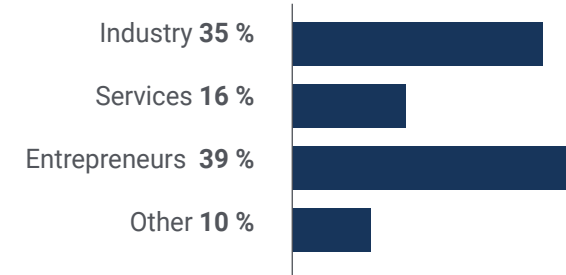
### Years of Experience



### Training

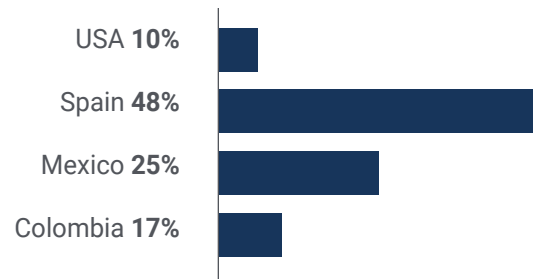


### Academic Profile



## Geographical Distribution

---



## Rodrigo Moreno

---

Chief Operating Officer

*"When I started taking this program, I never imagined how far it would take me in the future. In addition to providing me with all the information I needed to fulfill my dream of leading the operations team of a Gaming company, it taught me the guidelines that I use today in my day-to-day work as a manager and that have helped me grow into the professional I am today"*

08

# Course Management

TECH has selected the best possible teaching team for this Postgraduate Certificate, a group of highly qualified people with professional experience in business management and teaching. In addition, it is a faculty with an enormous human quality, deeply committed to the improvement of its students. All these characteristics give the program a unique character, which will help graduates in their quest for success.



“

*The teaching staff will be at your disposal to guide you. You will be able to request individualized tutoring and will have access to case studies taken from their day-to-day work”*

## 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

This program will provide graduates with an academic distinction that will give them access to professional and employment opportunities. They will have access to more relevant and prestigious jobs, and will have the necessary knowledge with which they will develop their work activity in an outstanding way. In short: it will propel their career towards success in the video game business sector.







“

*This program will allow you to develop the skills that gaming companies demand in a good manager”*

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

TECH's Postgraduate Certificate in Video Game Business Management is an intensive program that prepares you to face challenges and business decisions in the field of management strategy development in the video game industry. The main objective is to promote personal and professional growth. Helping students achieve success. If you want to improve yourselves, achieve a positive change at the professional level and interact with the best, TECH is the place.

*If you are looking for a substantial salary improvement, this Postgraduate Certificate will give your resume the prerequisite you need to achieve it.*

*Through this program you will be able to create a network of contacts useful for your professional future.*

#### When the change occurs



#### Type of change



## Salary increase

---

This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

This Postgraduate Certificate in Video Game Business Management contributes to increase the talent and capabilities of the professional profile of the employees of a video game company. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*Make the most of this opportunity and give your professional career the boost it needs with this Postgraduate Certificate endorsed by a prestigious university such as TECH”*

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 Management 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 Management** 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 Video Game Business Management**

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 Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 8h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Video Games Business Management

