

Postgraduate Diploma

Video Game Business Creation and Management





Postgraduate Diploma Video Game Business Creation and Management

Language: English

Course Modality: Online

Duration: 6 months

Certificate: TECH Technological University

Teaching Hours: 450 h.

Target Group: Professionals with a university degree, postgraduate certificate, bachelor's degree in the field of business who want to expand their career and acquire the necessary skills to create and manage a business model in the video field.

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-video-game-business-creation-management

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01

Welcome

The boom of the video game industry and the increasing demand from society has generated that many businessmen and entrepreneurs have thought, at least once in their career path, about founding a company related to this field. However, the lack of information has held them back. This program was created with the aim of guiding them in the Creation and Management of Video Game Companies, to provide them with the necessary knowledge to successfully manage a digital project based on the latest developments in the field. A unique opportunity to learn, from the hand of experts and through an online program, about the keys that will place the company among the best.



Postgraduate Diploma in Video Game Business Creation and Management.
TECH Technological University



“

This program will provide you with the keys to successfully manage any business project in the video game industry, which will boost your career”

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 centre for intensive managerial skills training.



“

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 combines 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.

100,000+
executives trained 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:



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 studies in the academic community"



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 (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic 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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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 training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

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 participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

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

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

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 areas 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

Be part of an exclusive community

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

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

04 Objectives

The main objective of this Postgraduate Diploma in Video Game Business Creation and Management is to provide students with the necessary concepts that will allow them to manage, with total guarantee and confidence, a project related to this digital industry. That is why this program will not only have a positive impact on the business path of the entrepreneurial profile, but will also provide entrepreneurs with a highly valued professional plus in the employment demand of large companies.



“

This Postgraduate Diploma will allow you to apply for job offers from large companies in the video game sector such as Tencent or Riot Game”

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

The **Postgraduate Diploma in Video Game Business Creation and Management** provides students with the education to:

01

Develop business strategies oriented towards digital and video game businesses

04

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

02

Master the management areas of businesses



03

Delve into the industry ecosystem

05

Acquire detailed knowledge of project operations and management

06

Comprehensively study the main elements to develop innovative and viable solutions for different video game services and products

08

Acquire the most complex skills and competencies to lead business models and products from the field of video games



09

Acquire high standards on emerging technologies and innovation in the video game industry

07

Analyze aspects such as the strategic process and the need to analyze the different variables required for a strategic formulation

10

Substantiate the objectives and functions of strategic management in digital and video game companies

05

Structure and Content

To prepare the syllabus of this Postgraduate Diploma, TECH has followed the guidelines of the teaching team, as well as the strictest criteria in terms of content quality. That is why students will find in each educational unit the latest information that will allow them to improve their knowledge and acquire the necessary skills for the creation and management of a business project in the field of video games.



“

*In only 6 months, you will have become
an expert in the field of Video Game
Business Creation and Management”*

Syllabus

The syllabus of this Postgraduate Diploma in Video Game Business Creation and Management includes, in an intensive and comprehensive way, a quality program based on the latest developments in the field and the most current and practical information. The syllabus will provide students with the keys to achieve their professional and business objectives and will allow them to face more ambitious challenges during their career.

It consists of 450 hours distributed in 6 months, with 3 modules in which the graduates will find not only the concepts collected in theoretical format, but will also have a variety of additional material to study carefully each section. This material includes case studies, with which the graduates will be able to apply the knowledge learned and develop a critical capacity based on their own personal and educational experience.

A good opportunity to invest in the professional future, in a program that will allow them to learn the most effective strategies in the field of Video Game Business Creation and Management and that will help them to obtain a considerable job improvement. All this, in a 100% online program, accessible from any electronic device and at any time.

This Postgraduate Diploma in Video Game Business Creation and Management is developed over 6 months and is divided into 3 modules:

Module 1.

Video Games Business Creation

Module 2.

Project Management

Module 3.

Innovation



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Video Game Business Creation and Management completely online. Throughout the 6 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your 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

<p>1.1. Entrepreneurship</p> <p>1.1.1. Entrepreneurial Strategy 1.1.2. Entrepreneurship Projects 1.1.3. Agile Methodologies in Entrepreneurship</p>	<p>1.2. Technological Innovations in Video Games</p> <p>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</p>	<p>1.3. The Business Plan</p> <p>1.3.1. Segments and Value Proposition 1.3.2. Processes, Resources and Key Alliances 1.3.3. Customer Relations and Interaction Channels</p>	<p>1.4. Investments</p> <p>1.4.1. Investments in the Video Game Industry 1.4.2. Critical Aspects to Capture Investments 1.4.3. Financing Startups</p>
<p>1.5. Finances</p> <p>1.5.1. Revenues and Efficiencies 1.5.2. Operative Costs and Capital 1.5.3. Income Statement and Balance Sheet</p>	<p>1.6. Video Game Production</p> <p>1.6.1. Production Simulation Tools 1.6.2. Planned Production Management 1.6.3. Production Control Management</p>	<p>1.7. Operations Management</p> <p>1.7.1. Design, Localization and Maintenance 1.7.2. Quality Management 1.7.3. Inventory and Supply Chain Management</p>	<p>1.8. New Online Distribution Models</p> <p>1.8.1. Online Logistics Models 1.8.2. Direct Online Delivery and SaaS 1.8.3. Dropshipping</p>
<p>1.9. Sustainability</p> <p>1.9.1. Creation of Sustainable Value 1.9.2. ESG (Environmental, Social and Governance) 1.9.3. Sustainability in Strategy</p>	<p>1.10. Legal Aspects</p> <p>1.10.1. Intellectual Property 1.10.2. Industrial Property 1.10.3. RGDP</p>		

Module 2. Project Management

<p>2.1. Video Game Project Life Cycle</p> <p>2.1.1. Conceptual and Preproduction Phase 2.1.2. Production Phase and Final Phases 2.1.3. Post-Production Phase</p>	<p>2.2. Video Game Projects</p> <p>2.2.1. Genre 2.2.2. Serious Games 2.2.3. Subgenre and New Genres</p>	<p>2.3. Video Game Project Architecture</p> <p>2.3.1. Internal Architecture 2.3.2. Relationship Between Elements 2.3.3. Holistic Vision of the Video Game</p>	<p>2.4. Video Games</p> <p>2.4.1. Playful Aspects in Video Games 2.4.2. Video Game Design 2.4.3. Gamification</p>
<p>2.5. Video Game Technology</p> <p>2.5.1. Internal Elements 2.5.2. Motors of Video Games 2.5.3. Influence of Technology and Marketing on Design</p>	<p>2.6. Project Conception, Launch and Execution</p> <p>2.6.1. Early Development 2.6.2. Phases of Video Game Development 2.6.3. Involvement of the Consumer in the Development</p>	<p>2.7. Video Game Project Management</p> <p>2.7.1. Development Team and Publishers 2.7.2. Operations Teams 2.7.3. Sales and Marketing Teams</p>	<p>2.8. Manual for the Development of Video Games</p> <p>2.8.1. Video Game Design and Technology Handbook 2.8.2. Video Game Development Handbook 2.8.3. Requirements Manual and Technical Specifications</p>
<p>2.9. Video Game Publishing and Marketing</p> <p>2.9.1. Preparation for Kick Off of the Video Game 2.9.2. Digital Communication Channels 2.9.3. Delivery, Progress and Success Monitoring</p>	<p>2.10. Agile Methodologies Applicable to Video Game Projects</p> <p>2.10.1. Design and Visual Thinking 2.10.2. Lean Startup 2.10.3. Scrum Development and Sales</p>		

Module 3. Innovation

3.1. Innovation and Strategy

- 3.1.1. Innovation in Video Games
- 3.1.2. Innovation Management in Video Games
- 3.1.3. Innovation Models

3.2. Innovative Talent

- 3.2.1. Implementing an Innovation Culture in Organizations
- 3.2.2. Talent
- 3.2.3. Innovation Culture Map

3.3. Talent Management in Digital Economy

- 3.3.1. Talent Life Cycle
- 3.3.2. Uptake-Generational Conditioning Factors
- 3.3.3. Retention: Engagement, Loyalty, Evangelists

3.4. Business Models in Video Game Innovation

- 3.4.1. Innovation in Business Models
- 3.4.2. Innovation Tools in Business
- 3.4.3. Business Model Navigator

3.5. Innovation Project Management

- 3.5.1. Customers and Innovation Processes
- 3.5.2. Value Proposition Design
- 3.5.3. Exponential Organizations

3.6. Agile Methodologies in Innovation

- 3.6.1. Design Thinking and Lean Startup Methodologies
- 3.6.2. Agile Project Management Models: Kanban and Scrum
- 3.6.3. Lean Canvas

3.7. Innovation Validation Management

- 3.7.1. Prototyping (PMV)
- 3.7.2. Customer Validation
- 3.7.3. Pivot or Persevere

3.8. Process Innovation

- 3.8.1. Process Innovation Opportunities
- 3.8.2. Time-to-Market, Reduction of Non-Value Tasks and Elimination of Defects
- 3.8.3. Methodological Tools for Process Innovation

3.9. Disruptive Technologies

- 3.9.1. Hybrid Physical-Digital Technologies
- 3.9.2. Technologies Used in Communication and Data Handling
- 3.9.3. Application Technologies in Management

3.10. Return on Investment in Innovation

- 3.10.1. Data Monetization Strategies and Innovation Assets
- 3.10.2. The ROI of Innovation General Focus
- 3.10.3. Funnels



The best program to implement in your career the keys to achieve business success”

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 program in Video Game Business Creation and Management is mainly aimed at two types of students who share the same objective: improving their career and ensuring the success of their projects. On the one hand, the program is focused on entrepreneurs who are interested in the video game industry and see it as an opportunity for their business. Also, it may also be of interest to businesspeople who are looking to boost their careers and opt for managerial positions.





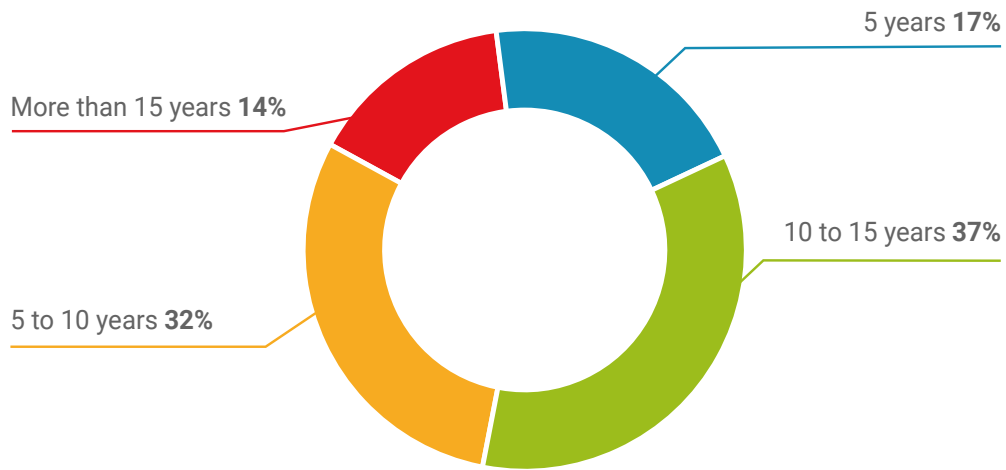
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This Postgraduate Diploma will delve into data and asset monetization strategies in innovation so that your investments are always safe and productive”

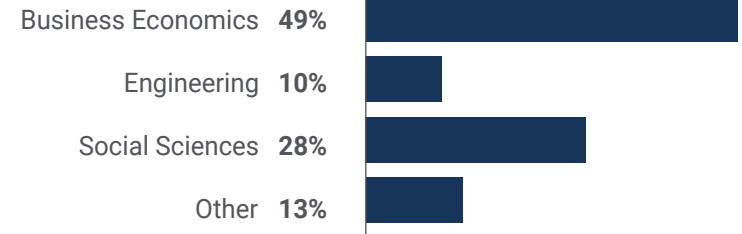
Average Age

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

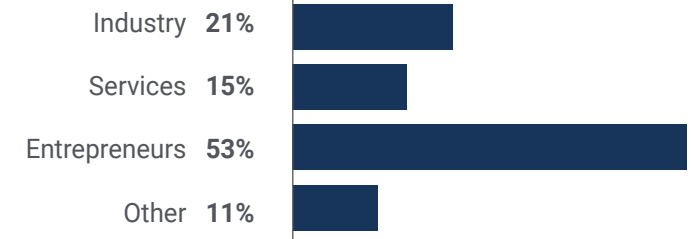
Years of Experience



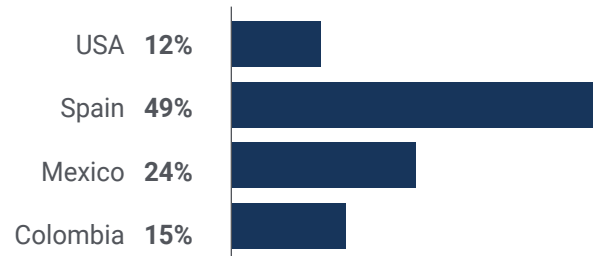
Training



Educational Profile



Geographical Distribution



Davinia Fuentes

Lead Developer

"I was looking for a program that could keep up with the labor demand. With this Postgraduate Diploma, not only have I learned everything I need to know to create and manage a video game business, but I have also invested time in improving my project leadership skills and enhancing my professional career"

08

Course Management

The teaching staff of this Postgraduate Diploma is made up of professionals in the field of Business Creation and Management, which gives the program a unique and dynamic character, based on the faculty's own work experience. This will allow students to soak up the reality of the sector and learn, from experts, everything they need to know to manage and lead a successful project within the digital and video game industry.



“

The experience of the teaching team will guide you to achieve your professional goals”

Management



Mr. Moreno Campos, Daniel

- ♦ Chief Operations Officer in Marshals
- ♦ Project Manager Officer in Sum- The Sales Intelligence Company
- ♦ Content Manager at 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

Completing this Postgraduate Diploma will provide students with the theoretical and practical knowledge to face any project of Video Game Business Creation or Management. This will be reflected in their ability to solve problems and in their professional skills, which will allow them to distinguish themselves above the professionals in their environment. In addition, it will be a boost, in a very short time, for your career, which translates into more and better job opportunities.



“

With this Postgraduate Diploma you will become a manager with unique leadership skills and will be able to successfully face all the challenges that arise in your career”

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

TECH's Postgraduate Diploma in Video Games Companies Creation and Management is an intensive program that prepares students to face business challenges and decisions in the Video Game Business Creation and Management. The main objective is to promote personal and professional growth. Helping them achieve success.

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

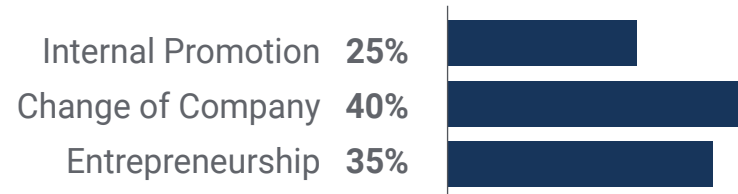
You will learn about the different business models of companies dedicated to video games, their characteristics and modus operandi, which will allow you to develop your own strategy for success.

This program will allow you to apply for more relevant jobs, which will be reflected in a significant salary improvement.

Time of Change



Type of change



Salary increase

This program represents a salary increase of more than **24.5%** for our students.



10

Benefits for Your Company

The opportunities that the company will be able to face with professionals that obtained this Postgraduate Diploma will be greater. Graduates who take this program will develop unique skills to overcome ambitious challenges, achieve complex objectives and handle situations that require the involvement of qualified managers with intrinsic leadership skills. In short: highly qualified professionals who will benefit the company with their skills in the video game business creation and management.



“

Enroll now and take advantage of this opportunity to achieve professional success in just 6 months and with the facilities provided by a 100% online program”

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

01

Intellectual Capital and Talent Growth

Professionals will bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and its professionals and opens up 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 of the world economy.



05

Project Development

Professionals can work on a real project or develop new projects in the field of R&D or business development of their 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 Diploma in Video Game Business Creation and Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

Successfully complete this program and receive your Postgraduate Diploma without having to travel or fill out laborious paperwork"

This **Postgraduate Diploma in Video Game Business Creation and 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Video Game Business Creation and Management**

Official N° of Hours: **450 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.



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