Postgraduate Diploma
Video Game Business Management

tech. technological university

Postgraduate Diploma
Video Game Business Management

» Modality: **online**
» Duration: **6 months**
» 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 field of business who want to expand their career and acquire the necessary skills to manage a business model in the video field**

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

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01
Welcome

The video game industry has experienced exponential growth in recent years. The evolution of mobile devices and online platforms has favored the increase of companies dedicated to this area. Despite this, finding a business profile specialized in the management of gaming companies is difficult, although in high demand. This program is created in response to this situation. Thanks to it, graduates will acquire all the necessary skills that will allow them to successfully manage a video game business project. All this, through a 100% online program and accessible from any electronic device with Internet connection.

Postgraduate Diploma in Video Game Business Management .
TECH Technological University

With this Postgraduate Diploma, you will improve your transversal skills required in all leadership position"

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 ground-breaking 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

Despite the fact that the video game industry is constantly evolving, the objective of this program is to provide students with the keys that will allow them to perform managerial tasks with total confidence and guaranteed success. In addition, the purpose of this and all the programs offered by TECH is to allow graduates to combine their working life with their educational life, so that they can continue to improve professionally in both without having to give up either of them.

If your objective is to obtain management positions in large companies, this program will help you to achieve it"

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

The **Postgraduate Diploma in Video Game Business Management** will enable the student to:

01 Know the context and the components of business strategy with a focus on the video game 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 Develop business strategies oriented towards digital and video game businesses

03 Master the company management fields

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

06 Identify and know how to develop all the disciplines and techniques of Gaming Marketing that enable companies to boost their business models in the video game industry

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

Following the Relearning methodology, this program has been designed in such a way that the most important concepts are repeated throughout the syllabus, favoring a gradual learning process and allowing to reduce the number of hours of study. In addition, graduates will find, in its virtual classroom, additional material that will allow them to broaden their knowledge in those areas they consider most relevant to their future business plans.

This program will guide you to become an expert in Video Game Business Management"

Syllabus

The syllabus of this program in Video Game Business Management has been designed following the guidelines established by TECH's teaching team and pedagogical methodology. That is why students will find in this program an intensive, high quality, complete content with the most current information.

A 450-hour Postgraduate Diploma, distributed over 6 months and organized into 3 modules, in which, in addition to theoretical material, graduates will find detailed videos prepared by the teaching team, interactive summaries, real case studies and studies with which to continue expanding their knowledge in business management.

A good opportunity to invest in the professional future, in a program that will allow them to learn the most effective strategies in Video Game Business Leadership 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 Management takes place over 6 months and is divided into 3 modules:

Module 1.	Strategy in Digital and Video Game Companies
Module 2.	Video Game Business Management
Module 3.	Digital Marketing and Digital Transformation of Video Games

Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma in Video Game Business 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. Strategy in Digital and Video Game Companies

1.1. Digital and Video Game Businesses
1.1.1. Components of Strategy
1.1.2. Digital Ecosystem and Video Games
1.1.3. Strategic Positioning

1.2. The Strategic Process
1.2.1. Strategic Analysis
1.2.2. Selection of Alternative Strategies
1.2.3. Strategy Implementation

1.3. Strategic Analysis
1.3.1. Internal
1.3.2. External
1.3.3. SWOT and CAME Matrix

1.4. Sectorial Analysis of Videogames
1.4.1. Porter's 5 Forces Model
1.4.2. SWOT Analysis
1.4.3. Sectorial Segmentation

1.5. Competitive Position Analysis
1.5.1. Create and Monetize a Strategic Value
1.5.2. Niche Search vs. Market Segmentation
1.5.3. Sustainability of Competitive Positioning

1.6. Economic Environment Analysis
1.6.1. Globalization and Internationalization
1.6.2. Investment and Savings
1.6.3. Production, Productivity and Employment Indicators

1.7. Strategic Management
1.7.1. A Framework for Strategy Analysis
1.7.2. Analysis of the Sectoral Environment, Resources and Capabilities
1.7.3. Putting the Strategy into Practice

1.8. Strategy Formulation
1.8.1. Corporate Strategies
1.8.2. Generic Strategies
1.8.3. Client Strategies

1.9. Strategy Implementation
1.9.1. Strategic Planning
1.9.2. Communication and Organizational Participation Scheme
1.9.3. Change Management

1.10. The New Strategic Businesses
1.10.1. Blue Oceans
1.10.2. Exhaustion of the Incremental Improvement in the Value Curve
1.10.3. Zero Marginal Cost Businesses

Module 2. Video Game Business Management

2.1. Industry and Value Chain
2.1.1. Value in the Training Sector
2.1.2. Elements of the Value Chain
2.1.3. Relationship between Each of the Elements in the Value Chain

2.2. Video Game Developers
2.2.1. Conceptual Proposals
2.2.2. Creative Design and Video Game Storylines
2.2.3. Technology Applied to Video Game Development

2.3. Console Manufacturing
2.3.1. Components
2.3.2. Types and Manufacturers
2.3.3. Console Generation

2.4. Publishers
2.4.1. Selection
2.4.2. Development Management
2.4.3. Product and Service Creation

2.5. Distributors
2.5.1. Agreements With Distributors
2.5.2. Distribution Models
2.5.3. Distribution Logistics

2.6. Retailers
2.6.1. Retailers
2.6.2. Orientation and Link With the Consumer
2.6.3. Assessment Services

2.7. Accessory Manufacturers
2.7.1. Accessories for Gaming
2.7.2. Market
2.7.3. Trends

2.8. Developers of Middleware
2.8.1. Middleware in the Video Game Industry
2.8.2. Middleware Development
2.8.3. Middleware: Typology

2.9. Professional Profiles of the Video Game Industry
2.9.1. Game Designers and Programmers
2.9.2. Modelers and Texturizers
2.9.3. Animators and Illustrators

2.10. Professional e-Sports Clubs
2.10.1. Administrative Department
2.10.2. Sports Department
2.10.3. Communication Department

Module 3. Digital Marketing and Digital Transformation of Video Games

3.1. **Digital Marketing Strategy**
3.1.1. Customer Centric
3.1.2. Customer Journey and Marketing Funnel
3.1.3. Designing and Creating a Digital Marketing Plan

3.2. **Digital Assets**
3.2.1. Architecture and Web Design
3.2.2 User-CX Experience
3.2.3. Mobile Marketing

3.3. **Digital Media**
3.3.1. Strategy and Planning Media
3.3.2. Display and Advertising Graphics
3.3.3. Digital TV

3.4. **Search**
3.4.1. Development and Application of a Search Strategy
3.4.2. SEO
3.4.3. SEM

3.5. **Social Media**
3.5.1. Design, Planning and Analytics in a Social Media Strategy
3.5.2. Marketing Techniques on Horizontal Social Media
3.5.3. Marketing Techniques on Vertical Social Media

3.6. **Inbound Marketing**
3.6.1. Inbound Marketing Funnel
3.6.2. Content Marketing Generation
3.6.3. Leads Acquisition and Management

3.7. **Account Based Marketing**
3.7.1. B2B Marketing Strategy
3.7.2. Decision Maker and Contact Map
3.7.3. Account Based Marketing Plan

3.8. **Email Marketing and Landing Pages**
3.8.1. Characteristics of Email Marketing
3.8.2. Creativity and Landing Pages
3.8.3. Email Marketing Campaigns and Actions

3.9. **Automation of Marketing**
3.9.1. Marketing Automation
3.9.2. Big Data y AI Applied to Marketing
3.9.3. Main Solutions of Marketing Automation

3.10. **Metrics, KPIs and ROI**
3.10.1. Principle Metrics and KPI of Digital Marketing
3.10.2. Solutions and Measuring Tools
3.10.3. ROI Calculation and Tracking

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 balances 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 prepare 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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we balance each of these elements concentrically. With this methodology, we have prepared 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 adapted in 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.

30%

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.

10%

Management Skills Exercises

They will carry out activities to develop specific executive skills in each thematic field. 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.

8%

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.

3%

30%

15%

4%

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 assess and re-assess 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 is mainly aimed at professionals in the field of business administration and graduates who wish to take a program that demonstrates their ability to develop effective and successful managerial capacities. In addition, the profile of students who take this type of program coincides with ambitious people with great expectations for the future who seek to invest their time in improving personally and professionally.
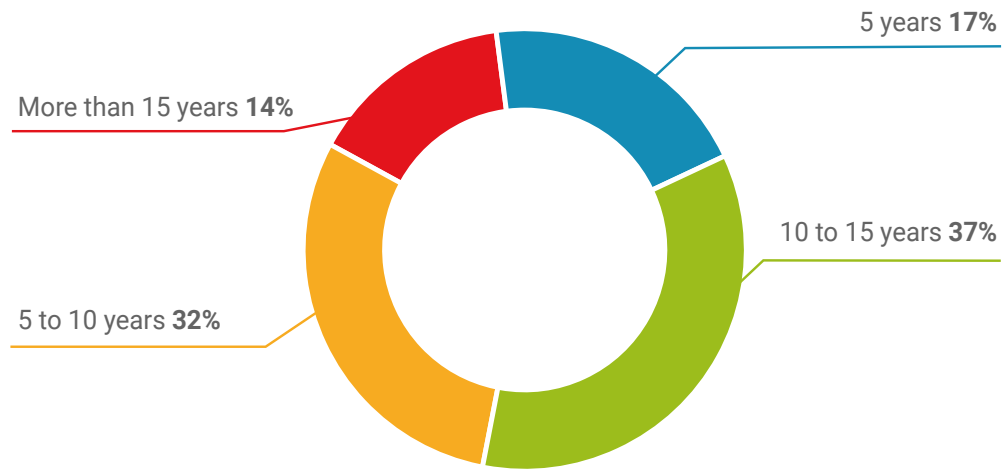
"

This Postgraduate Diploma will provide you with the necessary knowledge of this industry, in such a way that you will be able to develop your strategies being fully informed"

Average Age

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

Years of Experience

5 years **17%**

More than 15 years **14%**

10 to 15 years **37%**

5 to 10 years **32%**

Training

Business Economics **47%**

Engineering **10%**

Social Sciences **30%**

Other **13%**

Educational Profile

Industry **25%**

Services **10%**

Entrepreneurs **56%**

Others **9%**
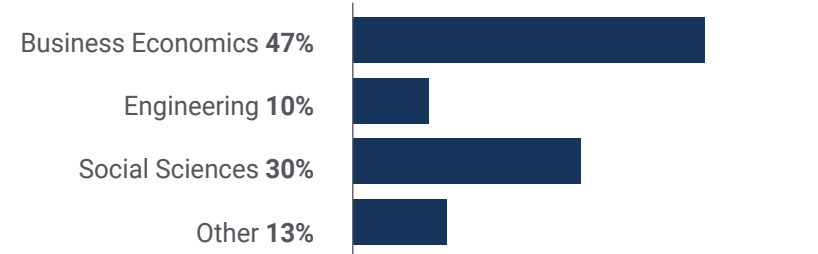
Geographical Distribution

USA **12%**

Spain **49%**

Mexico **24%**

Colombia **15%**
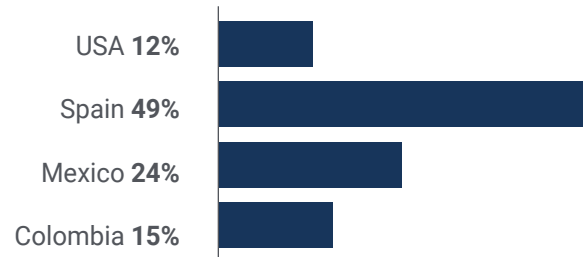
Roberto López

Content Manager

"I was looking for a program that would help me improve my knowledge in the management of such a specific and innovative industry as video games. TECH has provided me with everything I need to know In addition, their professors knew how to guide me at all times, so I got the most out of this program"

Course Management

For the development of the teaching staff of this Postgraduate Diploma in Video Game Business Management, TECH has selected the best team, academically qualified, with a broad professional background in the field and with teaching experience. The teachers will be at the disposal of the graduates to resolve any questions that may arise during the program and to guide them on the road to success.

"

The experience of the teaching team gives this program a plus of quality, since the graduates will be able to learn from active managers, their most effective techniques and methods, but also from their mistakes"

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

Impact on Your Career

The study of this program will provide students' professional careers with the boost they need to opt for a considerable professional and labor improvement. Throughout this program, they will see how their knowledge in the field of Video Game Business Management expands exponentially, allowing them to acquire all the information they need to become leaders prepared and capable of taking on higher goals.

This Postgraduate Diploma will allow you to develop your managerial skills in less time than you expect"

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

This Postgraduate Diploma in Video Game Business Management at TECH is an intensive program that prepares students to face challenges and business decisions in the field of management of companies dedicated to video games. 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 interact with the best, this is the place for you".

Knowing the industry from the inside and from the hand of professionals in the industry will allow you to develop critical and professional skills that are highly valued by companies.

Opting for higher positions will also give you access to a significant salary increase.

Time of Change

During the program	During the first year	After 2 years
13%	**58%**	**29%**

Type of Change

Internal Promotion **23%**

Change of Company **42%**

Entrepreneurship **35%**
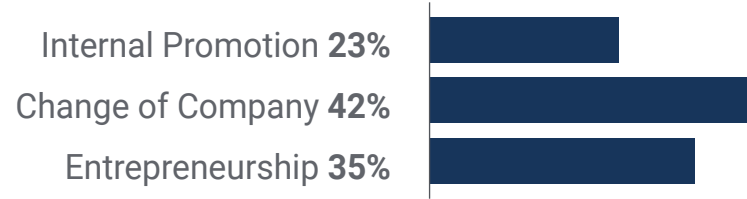
Salary Increase

This program represents a salary increase of more than **23.5%** for our students.

Salary before	A salary increase of	Salary after
$48,000	**23.5%**	**$59,300**

10
Benefits for Your Company

This Postgraduate Diploma will bring to the graduate's project endless benefits: from in-depth knowledge of the video game industry, to the theoretical and practical skills necessary to perform the managerial work effectively. TECH guarantees with its programs the conception of entrepreneurs with unique characteristics and prepared to face challenges and complex situations related to entrepreneurial projects or to the effective management of already consolidated companies.

Become a manager with extensive leadership skills and unique abilities with this Postgraduate Diploma"

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.

tech

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 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 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 Management**

Official N° of Hours: **450 h.**

tech technological university

Awards the following
DIPLOMA
to
Mr./Ms. _____ with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in
Video Game Business Management

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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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