Executive Master's Degree
MBA in Video Games Business Management

MBAVBM

tech. technological university

Executive Master's Degree
MBA in Video Games Business Management

Language: **English**

Course Modality: **Online**

Duration: **12 months.**

Accreditation: **TECH Technological University**

60 ECTS Credits

Teaching Hours: **1,500 hours.**

Target Group: **Graduates in the area of Business Administration, who want to expand their professional curriculum and acquire the necessary skills to manage a business model in the video game sector.**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-video-games-business-management**

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01
Welcome

The videogame industry generates hundreds of millions of dollars each year. Although decades ago this sector was oriented only to consoles and computers, the development of online platforms, as well as mobile phone technology, has brought with it a very large area of expansion and a business opportunity for companies and entrepreneurs seeking to increase their profitability. This is the reason for the creation of this degree, aimed at training managers and students with future projects, providing them with the concepts and skills necessary to successfully manage a company oriented to video games. A 100% online degree, accessible from any device and available 24 hours a day, perfect for working professionals who need to combine their work and academic lives.

MBA in Video Games Business Management.
TECH Technological University

If you are looking to succeed in the video game business sector, this Executive Master's Degree will provide you with the keys to success in less time than you expect"

Why Study at TECH?

TECH is the world's largest 100% online business school. We are an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills training.

TECH is a university at the forefront of technology, which puts all its resources at the student's disposal to help them achieve business success"

At TECH Technological University

Innovation

We offer you an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique, internationally recognized method that will provide you with the keys to develop in a constantly evolving world, where every entrepreneur must be committed to innovation.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system into our programs.

The highest standards

Our admission criteria is not based on the economic situation of an individual. You don't need to make a large investment to study with us. However, in order to obtain a degree in TECH, the student's intelligence and capacity will be tested. Our academic standards are very high...

95% of TECH students successfully complete their studies

Networking

Professionals from a wide range of countries attend TECH, so you will be able to create a large network of contacts that will aid you in the future.

100000+ executives trained each year

200+ different nationalities

Empowerment

The student will grow hand in hand with the best, most prestigious and influential companies and professionals. We have developed strategic partnerships and a valuable network of contacts with major economic players in all 7 continents.

500+ collaborative agreements with leading companies

Talent

Our program is a unique initiative to showcase your talent in the business world. An opportunity that will allow you to voice your concerns and share your business vision.

TECH helps the student to show the world their talent upon finishing this program.

Multicultural Context

By studying at TECH, the student will be able to enjoy a unique experience. You will be studying in a multicultural context. In a program with a global vision, which will allow you to learn about the working methods in different parts of the world, gathering the most innovative information that best suits your business idea.

Our students are made up of more than 200 different nationalities.

At TECH we strive for excellence and, to this end, we boast a series of characteristics that make us unique:

Learn with the best

In the classroom, our 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 you a quality specialization that will allow you to advance in your career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH you will have access to Harvard Business School case studies"

Analysis

At TECH we explore your critical side, your ability to question things, your problem-solving skills, as well as your interpersonal skills.

Academic Excellence

At TECH we offer the student the best learning methodology online. We combine the *Re-learning method* (the most internationally recognized postgraduate learning methodology) with Harvard Business School's *case studies*. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, we ensure that studying is not as expensive for you as it would be at another university.

03
Why Our Program?

Studying this TECH program means increasing your 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. The student 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 you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

We give you the opportunity to take control of your future and develop your full potential. By completing our program, you will acquire the necessary skills to make a positive change in your 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 Companies

We offer you 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

You will solidify your skills in senior business management.

Studying at TECH means opening the doors to a professional panorama of great importance for the student to position themselves as a high-level manager, 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

We show you the latest trends, advances, and strategies to carry out your professional work in a rapidly changing environment.

45% of graduates are promoted internally.

05

You will have access to a powerful network of contacts.

TECH interrelates their students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, they can share partners, customers or suppliers.

You will find a network of contacts that will be crucial for your professional development

06

You will thoroughly develop your business project.

You will acquire a deep strategic vision that will help you develop your own project, taking into account the different areas in companies.

20% of our students develop their own business idea

07

Improve Your *Soft Skills* and Management Skills

TECH helps you apply and develop the knowledge you have acquired and improve your interpersonal skills to become a leader who makes a difference.

Improve your communication and leadership skills and enhance your career

08

You will be part of an exclusive community

We offer you the opportunity to 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 University community.

We give you the opportunity to train with a team of internationally respected teachers

04
Objectives

This Executive Master's Degree is designed with the objective that the student acquires the necessary managerial skills that will allow them to guide their company towards success, increase its profitability and face the competition. This is a comprehensive program that will guide you and provide you with the necessary knowledge and fundamental strategies to grow and succeed in the management of companies dedicated to video games.

This degree will provide you with the necessary requirements with which you can apply for management positions in large companies in the video game industry, such as Blizzard or Ubisoft"

Your goals are our goals.
We work together to help you achieve them.
The **MBA in Video Games Business Management** will train the student to:

01 Develop a plan for the creation of companies oriented to the video game market.

04 Possess in-depth knowledge of the sector in order to design realistic projects based on the current business situation.

02 Operate and Manage Projects.

03 Generate Business Strategies for the Industry.

05 Recognize the emerging technologies and innovations in the industry as a business opportunity.

06 Master the functional areas of businesses within the video game sector.

08 Develop optimal and desirable managerial skills.

09 Gain in-depth knowledge of the positive impact of appropriate project management and in team leadership.

07 Carry out marketing and sales strategies with high productivity potential.

10 Develop high commercial competencies in the main processes that allow you to increase sales capacity and business possibilities.

05
Skills

With the completion of this Executive Master's Degree, the graduate will acquire a series of professional competencies that they will be able to implement in their own company. Not only will you exponentially improve your management and leadership skills, but the in-depth knowledge of the industry will help you create a new business perspective with which to refine your strategy and, ultimately, increase your chances of success in the video game business sector. In addition, the professional improvement will allow the graduate to opt for more relevant positions in consolidated businesses.

Mastering the management of video game companies is within your reach. Don't think twice and invest in a degree that will allow you to take your business to the top"

At the end of this program, the professional will be able to:

01 Develop business strategies oriented towards digital and video game businesses.

02 Master the management areas of digital and video game businesses.

03 Learn in-depth how to design video game projects.

04 Understand in detail the ecosystem of the video game industry.

05 Learn in detail the technologies at the disposal of video games, from a business point of view.

06 Have a comprehensive understanding of the impact of Marketing and *Sales actions.*

08 Understand in detail the main aspects for the creation of video game businesses.

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

07 Analyze the financial and economic management of a video game business.

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

11 Immerse yourself in the strategic scope of digital and video game companies.

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

13 Know the study tools for the analysis of the video game sector, the competitive position and the economic environment.

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

15 Consider the elements that make up the structure of the sector and the particular value chain.

16 Review the elements of the video game value chain.

17 Add value in aspects such as e-commerce.

18 Work on the professional profiles of the video game sector and professional *eSports clubs*.

19 Develop the design of a Digital Marketing plan.

20 Emphasize traffic and audience acquisition disciplines for the distribution of commercial messages.

06
Structure and Content

This course has been designed based on the most avant-garde and practical information, recommended by the teaching team. In this program, the student will find useful, innovative and complete content which will provide everything they need to improve their professional skills and, as a result, help them achieve their business goals. In addition, in the virtual classroom you will find additional material in audiovisual format, complementary readings and case studies with which you will be able to expand your knowledge and continue improving your management skills.

"

A 100% online program that will provide you with a realistic, reliable and current vision of the business model of video game companies and from which you will take advantage of what you need to successfully manage your own project"

Syllabus

The MBA in Video Games Business Management at TECH Technological University provides students, through its intensive program, with the necessary concepts which will allow them to achieve their professional goals and face the challenges that arise in the field of business management. In this case, we more specifically look at projects aimed at the video game sector.

The degree, distributed in 10 modules and 1,500 teaching hours, is composed not only of a complete, current and contrasted theoretical content, but is accompanied by a variety of audiovisual material. This material includes case studies, with which the graduate will be able to apply the knowledge learned and develop a critical capacity based on their own personal and academic experience.

In addition, you will have access to the entire program from the beginning of the course, which will allow you to organize your study time according to your personal and work availability. A degree designed for working professionals and focused on improving their skills and competencies. In short, an Executive Master's Degree with which you can achieve excellence in the field of Video Game Business Management.

This MBA in Video Games Business Management takes place over 12 months and is divided into 10 modules:

Module 1	Strategy in Digital and Video Games Businesses
Module 2	Video Games Business Management
Module 3	Digital Marketing and Digital Transformation of Video Games
Module 4	Video Games Business Creation
Module 5	Project Management
Module 6	Innovation
Module 7	Financial Management
Module 8	Commercial Management
Module 9	eSports Management
Module 10	Leadership and Talent Management

Where, When and How is it Taught?

TECH offers you the possibility to study this MBA in Video Games Business Management completely online. Throughout the 12 months of training, 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 Games Businesses

1.1. Digital and Video Games 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. M. Porter's 5 Forces Model
1.4.2. PESTEL Analysis
1.4.3. Sectorial Segmentation

1.5. Competitive Position Analysis
1.5.1. Create and Monetize a Strategic Value
1.5.2. Searching for the Niche vs. Segmentation of the Market
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. New Business Strategies
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 Games 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 One of the Elements in the Value Chain

2.2. Video Game Developers
2.2.1. Conceptual Proposal
2.2.2. Creative Design and Video Game Storyline
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. Generation of Products and Services

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. Accessories Manufacters
2.7.1. Accessories for *Gaming*
2.7.2. Market
2.7.3. Tendencies

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 in the Video Game Sector
2.9.1. *Game Designers* and Programmers
2.9.2. Modelers and Texturizers
2.9.3. Animators and Illustrators

2.10. Professional *eSports* 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. Design and Creation of a Digital Marketing Plan

3.2. Digital Assets
3.2.1. Architecture and Web Design
3.2.2. User Experience- CX
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 Marketeing 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. Automization 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

Module 4. Video Games Business Creation

4.1. Entrepreneurship
4.1.1. Entrepreneurial Strategy
4.1.2. Entrepreneurship Project
4.1.3. Agile Methodologies of Entrepreneurship

4.2. Technological Innovations in Video Games
4.2.1. Innovations in Consoles and Related Peripherals
4.2.2. Innovation in *Motion Capture* and *Live Dealer*
4.2.3. Innovation in Graphics and Software

4.3. The Business Plan
4.3.1. Segments and Value Proposition
4.3.2. Processes, Resources and Key Alliances
4.3.3. Customer Relations and Interaction Channels

4.4. Investments
4.4.1. Investments in the Video Game Industry
4.4.2. Critical Aspects to Capture Investments
4.4.3. Financing *Startups*

4.5. Finances
4.5.1. Revenues and Efficiencies
4.5.2. Operative Costs and Capital
4.5.3. Income Statement and Balance Sheet

4.6. Video Game Production
4.6.1. Production Simulation Tools
4.6.2. Planned Production Management
4.6.3. Production Control Management

4.7. Operations Management
4.7.1. Design, Localization and Maintenance
4.7.2. Quality Management
4.7.3. Inventory and Supply Chain Management

4.8. New Online Distribution Models
4.8.1. Online Logistics Models
4.8.2. Direct Online Delivery and SaaS
4.8.3. *Dropshipping*

4.9. Sustainability
4.9.1. Creating Sustainable Value
4.9.2. ESG (Environmental, Social and Governance)
4.9.3. Sustainability in Strategy

4.10. Legal Aspects
4.10.1. Intellectual Property
4.10.2. Industrial Property
4.10.3. RGDP

Module 5. Project Management

5.1. Life Cycle of a Video Game Project
5.1.1. Conceptual and Preproduction Phase
5.1.2. Production Phase and Final Phases
5.1.3. Post-production Phase

5.2. Video Game Projects
5.2.1. Genre
5.2.2. *Serious Games*
5.2.3. Subgenre and New Genres

5.3. Architecture of a Video Game Project
5.3.1. Internal Architecture
5.3.2. Relationship Between Elements
5.3.3. Holistic Vision of the Video Game

5.4. Video Games
5.4.1. Playful Aspects in Video Games
5.4.2. Video Game Design
5.4.3. Gamification

5.5. Video Game Technology
5.5.1. Internal Elements
5.5.2. Motors of Video Games
5.5.3. Influence of Technology and Marketing on Design

5.6. Conception, Release and Executiong of Projects
5.6.1. Early Development
5.6.2. Phases of Video game Development
5.6.3. Involvement of the Consumer in the Development

5.7. Management of the Organization of a Video Game Project
5.7.1. The Development Team and *Publishers*
5.7.2. Operations Team
5.7.3. Sales and Marketing Team

5.8. Manual for the Development of Video Games
5.8.1. Design and Technology Manual of Video Games
5.8.2. Development Manual of Video Games
5.8.3. Requirement Manual and Technology Specification

5.9. Video Game Publishing and Marketing
5.9.1. Preparation for *Kick Off* of the Video Game
5.9.2. Digital Communication Channels
5.9.3. *Delivery*, Progress and Success Monitoring

5.10. Agile Methodologies Applicable to Video Game Projects
5.10.1. *Design and Visual Thinking*
5.10.2. *Lean Starup*
5.10.3. *Scrum Development and Sales*

Module 6. Innovation

6.1. Innovation and Strategy
6.1.1. Innovation in Video Games
6.1.2. Management of Innovation in Video Games
6.1.3. Innovation Models

6.2. Innovative Talent
6.2.1. The Implementation of the Culture of Innovation in Organizations
6.2.2. Talent
6.2.3. Innovation Culture Map

6.3. Talent Management in Digital Economy
6.3.1. Talent Life Cycle
6.3.2. Uptake-Generational Conditioning Factors
6.3.3. Retention: *Engagement*, Loyalty, *Evangelists*

6.4. Business Models in Video Games Innovation
6.4.1. Innovation in Business Models
6.4.2. Innovation Tools in Business
6.4.3. *Business Model Navigator*

6.5. Innovation Project Management
6.5.1. Customer and Innovation Process
6.5.2. Value Proposition Design
6.5.3. Exponential Organizations

6.6. Agile Methodologies in Innovation
6.6.1. *Design Thinking* and *Lean Startup* Methodologies
6.6.2. Project Management Agile Models: Kanban and Scrum
6.6.3. Lean Canvas

6.7. Innovation Validation Management
6.7.1. Prototyping (PMV)
6.7.2. Customer Validation
6.7.3. Pivot or Persevere

6.8. Innovation in Processes
6.8.1. Process Innovation Opportunities
6.8.2. *Time-to-Market*, Reduction of Non-Value Tasks and Elimination of Defects
6.8.3. Methodological Tools for Process Innovation

6.9. Disruptive Technologies
6.9.1. Hybrid Physical- Digital Technologies
6.9.2. Technologies in Communication and Data Handling
6.9.3. Application Technologies in Management

6.10. Return on Investment in Innovation
6.10.1. Data Monetization Strategies and Innovation Assets
6.10.2. The ROI of Innovation General Focus
6.10.3. Funnels

Module 7. Financial Management

7.1. Accounting
7.1.1. Accounting
7.1.2. Annual Accounts and Other Reports
7.1.3. Tangible Fixed Assets, Real Estate Investments and Intangible Assets

7.2. Financial Management
7.2.1. Financial Tools
7.2.2. Corporate Finance and Financial Management
7.2.3. Finance for Entrepreneurs

7.3. Analysis of Financial Statements
7.3.1. Analysis of Financial Statements
7.3.2. Liquidity and Solvency Analysis
7.3.3. Treasury Management

7.4. Financial Transactions
7.4.1. Financial Transactions
7.4.2. Investment Management
7.4.3. Criteria for Selecting Certain Investments

7.5. Financial System
7.5.1. Financial System
7.5.2. Structure and Functioning of the Financial System
7.5.3. Value Market

7.6. Management Control
7.6.1. Management Control
7.6.2. Responsibility Centers
7.6.3. Cost Systems

7.7. Budget Control
7.7.1. The Budget Process
7.7.2. Budget Management and Organization
7.7.3. Budget Control

7.8. Treasury Management
7.8.1. *Cash Management* and Treasury Management
7.8.2. Commercial Transaction Collections
7.8.3. Commercial Transaction Payments

7.9. Business Financing
7.9.1. Advantages, Disadvantages and Implications of Debt
7.9.2. Selection of Capital Structure in the Business
7.9.3. Changes to Capital Structure

7.10. Valuation of Companies
7.10.1. Accounting Methods and Business Value
7.10.2. Assets and Debt
7.10.3. Business Valuation Diagnosis and Investor Presentation

Module 8. Commercial Management

8.1. Models of Commercial Organization
8.1.1. Commercial Department
8.1.2. Commercial Department Tools
8.1.3. Sales Force

8.2. Commercial Objectives
8.2.1. Commercial Planning.
8.2.2. Forecasts and Budgets
8.2.3. Commercial Budget

8.3. Commercial Forecast
8.3.1. Commercial Department Cost Effectiveness
8.3.2. Sales Projections
8.3.3. Controlling Commercial Activity

8.4. New Relationship Models
8.4.1. Commercialization in New Business Models
8.4.2. Personalization as a main *Driver* of *Customer* Relations
8.4.3. The Development of the Customer Experience

8.5. The Advisory Sale
8.5.1. Psychology of Sales
8.5.2. Persuasive Communication
8.5.3. Introduction and Evolution of Sales Methods

8.6. Sales Methods
8.6.1. Retail or B2C Sales
8.6.2. B2B External Sales
8.6.3. Online Sales

8.7. *Digital Social Selling*
8.7.1. *Social selling*
8.7.2. Social Attitude: Create a Network of Contacts
8.7.3. Process of Attracting a New Customers Using *Social Media*

8.8. *Digital Sales* Methodologies
8.8.1. Main Agile Methodologies in *Digital Sales*
8.8.2. *Scrum Sales, Neat Selling, Snap Selling, Spin Selling,* etc.
8.8.3. *Inboud Sales* B2B and *Account Based Marketing*

8.9. Marketing Support in the Commercial Department
8.9.1. Marketing Management
8.9.2. The Value of *Digital Marketing* (B2C/B2B)
8.9.3. Marketing Mix Management in the Commercial Department

8.10. Organization and Planning of the Salesperson's Work
8.10.1. Sales Zones and Routes
8.10.2. Time Management and Management Meetings
8.10.3. Analysis and Decision Making

Module 9. *eSports* Management

9.1. *eSports* Industry
9.1.1. *eSports*
9.1.2. *eSports* Industry Actors
9.1.3. The *eSports* Business Model and Marketplace

9.2. *eSports* Clubs Management
9.2.1. Importance of *eSports* Clubs
9.2.2. Creation of Clubs
9.2.3. *eSports* Club Management and Administration

9.3. *eGamers* Relationship
9.3.1. The Role of the Player
9.3.2. Player's Skills and Competencies
9.3.3. Players as Embassadors of the Brand

9.4. Competitions and Events
9.4.1. *Delivery* in *eSports*: Competitions and Events
9.4.2. Event and Championship Management
9.4.3. Main Local, Regional, National and Global Championships

9.5. Sponsorship Management in *eSports*
9.5.1. Sponsorship Management in *eSports*
9.5.2. Types of Sponsorship in *eSports*
9.5.3. Sponsorship Agreement in *eSports*

9.6. Advertising Management in *eSports*
9.6.1. *Advergaming:* New Advertising Format
9.6.2. *Branded Content* in *eSports*
9.6.3. *eSports* as a Communicative Strategy

9.7. Marketing in *eSports* Management
9.7.1. *Owned Media* Management
9.7.2. *Paid Media* Management
9.7.3. Special Focus in *Social Media*

9.8. *Influencer Marketing*
9.8.1. *Marketing Influencer*
9.8.2. Audience Management and Its Impact on *eSports*
9.8.3. Business Models in *Influencer Marketing*

9.9. *Merchant*
9.9.1. Sale of Services and Associated Products
9.9.2. *Merchandising*
9.9.3. E-Commerce and *Market Places*

9.10. Metrics and KPI of *eSports*
9.10.1. Metrics
9.10.2. KPI of Progress and Success
9.10.3. Strategic Map of Objectives and Indicators

Module 10. Leadership and Talent Management

10.1. Business, Organisation and Human Resources

10.1.1. Organization and Organizational Structure
10.1.2. Strategic Management
10.1.3. Analysis and Organization of Work

10.2. Human Resources Management in the Company

10.2.1. Organisation in Human Resources
10.2.2. Recruitment Channels
10.2.3. Professional Profiles in the Video Game Sector

10.3. Personal and Professional Leadership

10.3.1. Leaders and Leadership Processes
10.3.2. The Authority of Communication
10.3.3. Negotiation With Success and Failure

10.4. Knowledge and Talent Management

10.4.1. Strategic Talent Management
10.4.2. Technology Applied to Human Resources Management
10.4.3. Innovation Models in Human Resources

10.5. Knowledge Management as a Key in Business Growth

10.5.1. General Objectives of Knowledge Management
10.5.2. Structure of Knowldge Management Systems and Flows
10.5.3. Processes in Knowledge Management

10.6. Coaching y Mentoring

10.6.1. PNL
10.6.2. *Coaching* and *Mentoring*
10.6.3. Processes

10.7. New Forms of Leadership in VUCA Environments

10.7.1. Individual Change Management
10.7.2. Organizational Change Management
10.7.3. Tools

10.8. Diversity Management

10.8.1. Incorporation of New Generations in Leadership
10.8.2. Female Leadership
10.8.3. Multicultural Management

10.9. Leader *Coach*

10.9.1. Skills of a Leader *Coach*
10.9.2. *Feedback* and *Feedforward*
10.9.3. Recognition

10.10. Adapting to New Technologies

10.10.1. Attitudes
10.10.2. Knowledge
10.10.3. Security/safety

Methodology

This training program provides you with a different way of learning. Our methodology uses a cyclical learning approach: *Re-learning*.
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 Re-learning, 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"

At TECH Business School we use the Harvard case method.

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"At TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world."

We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition

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 intensive program of the School of Business of TECH Technological University prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at , TECH you will use Harvard *case studies*, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

"

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.

In a given situation, what would a professional do? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the program, you will be presented with multiple real cases. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

Re-learning Methodology

Our university is the first in the world to combine Harvard University *case studies* with a 100%-online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard *case studies* with the best 100% online teaching method: Re-learning.

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 Re-learning.

Our business school is the only one in Spanish-speaking countries 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 Spanish 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 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.

Re-learning 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 the teaching materials are specifically created for the course, by specialists who teach on 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. Practical and dynamic activities 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.

30%

10%

8%

3%

30%

15%

4%

Case Studies

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.

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 multimedia content presentation training Exclusive system 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 your goals.

Our Students' Profiles

This Executive Master's Degree is aimed at those people in the business work who are looking to improve their managerial skills and learn the necessary techniques and stratgeies to successfully develop a Video Game Business. That's why students on this course are described as entrepreneurial people, with a vast range of professional qualities, but also able to invest time in improving their professional skills.

This Executive Master's Degree is the answer to your ambition to continue improving your professional future"

Average Age

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

Years of Experience

More than 15 years **14%**

Up to 5 years **17%**

10 to 15 years **37%**

5 to 10 years **32%**

Training

Business Economics **49%**

Engineering **27%**

Social Sciences **12%**

Other **12 %**

Academic Profile

Industry **35 %**

Services **16 %**

Entrepreneurs **39 %**

Other **10 %**
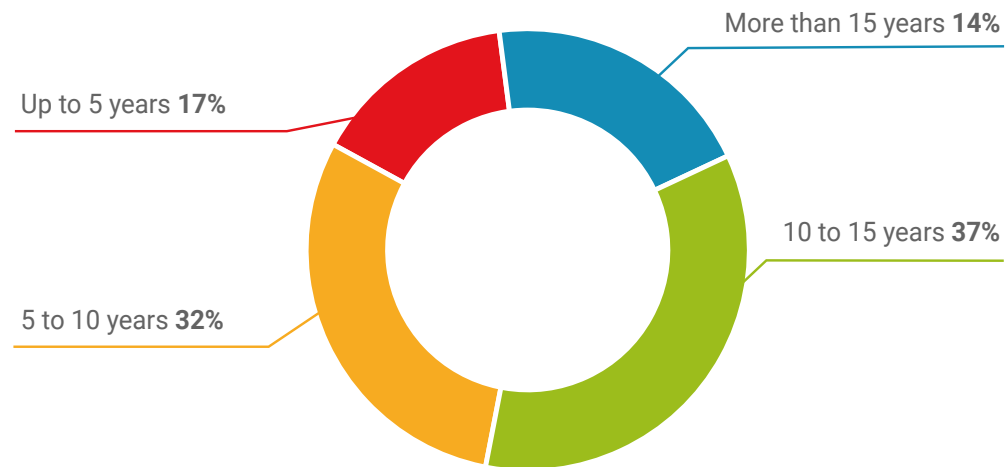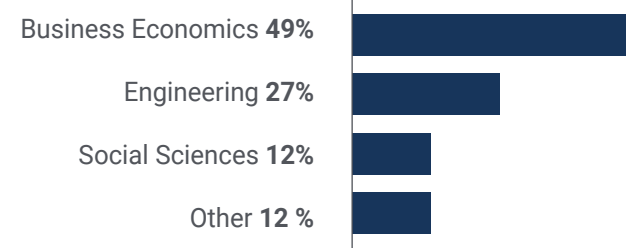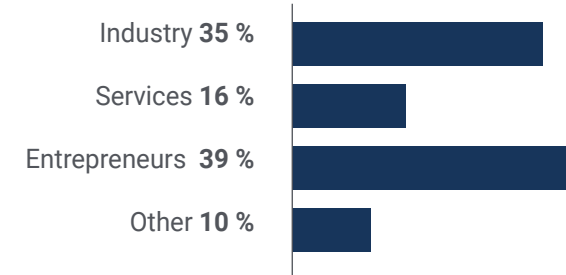
Geographical Distribution

USA **10%**

Spain **48%**

Mexico **25%**

Colombia **17%**
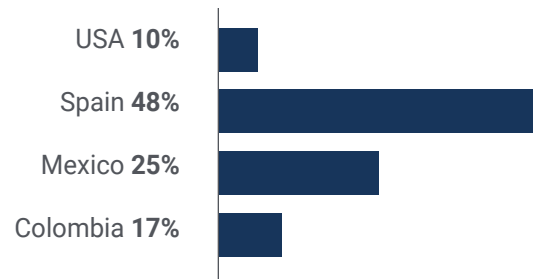
Roberto González

COO-Operational Manager

"I've wanted to create my own video game business for years, but I felt like I wasn't prepared. This program has not only provided me with the knowledge of how to set up a business myself, but also the confidence to be able to do it. In addition, I would like to highlight the great support of the teaching staff, who were available to guide me at all times"

Course Management

This MBA in Video Game Management is taught by a team with extensive experience in the field of management and operational coordination of companies. Their professional background gives the degree a practical and realistic character, allowing students to learn the competencies and skills necessary to successfully run a business from experts.

A quality teaching team to train professionals who are looking for academic and professional excellence"

Management

Moreno Campos, Daniel

- Chief Operations Officer in Marshals
- Tutor in Edix (UNIR)
- Product Owner Certification–Associate Professor in ESIC Business & Marketing School
- Professor in Boluda.com
- Project Manager Officer in Sum-The Sales Intelligence Company
- Content Manager en GroupM (WPP)
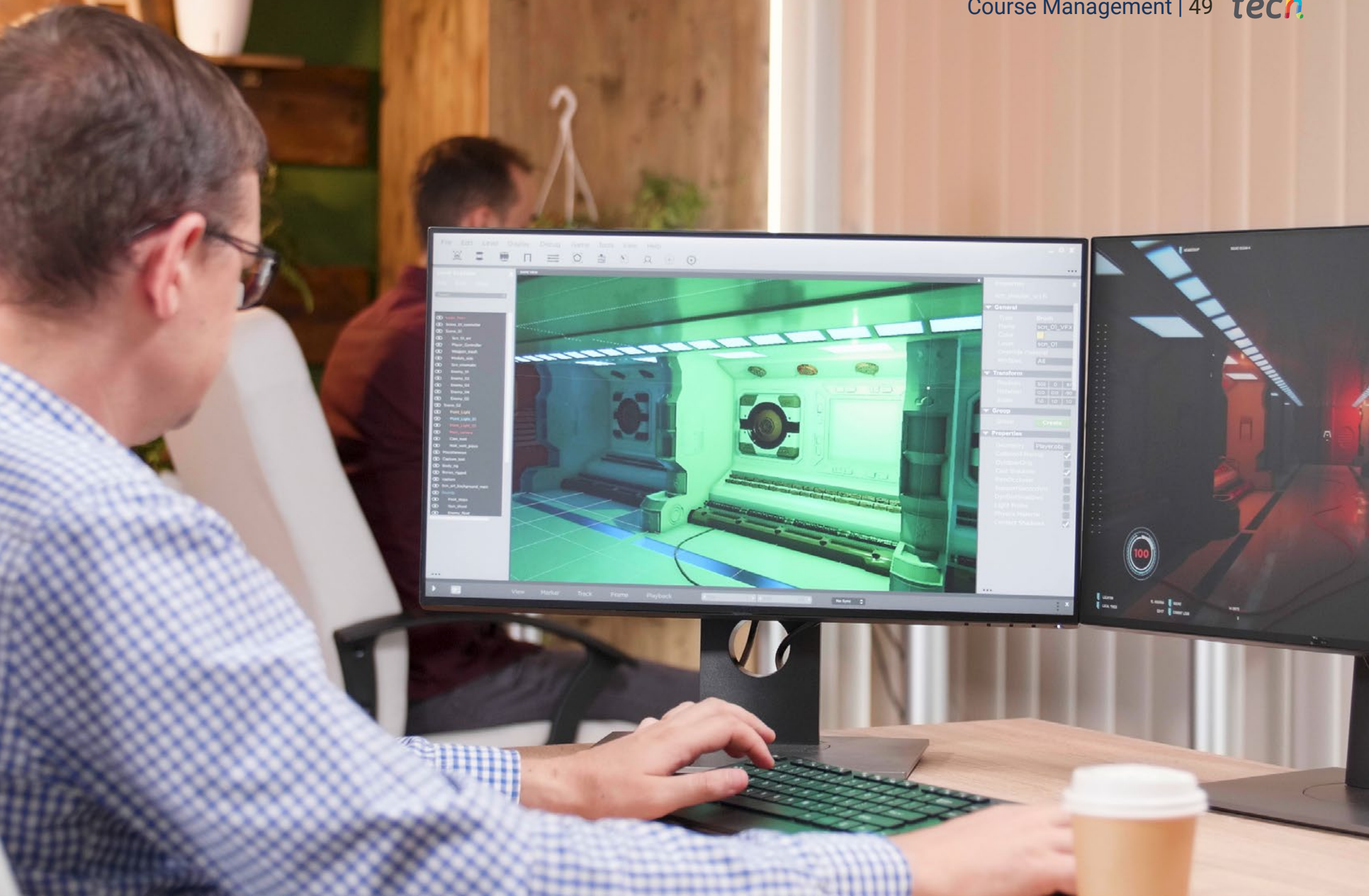
10

Impact on Your Career

Although the current financial situation has made academic options difficult for many students, this degree is an opportunity to invest in quality and a guaranteed future. The program offered by TECH will add a plus to the graduate's professional career, which will allow them not only to expand their job possibilities with a more complete curriculum, but will also provide them with the necessary tools and knowledge to successfully develop any management project they may propose.

With this program you will be able to implement the most effective and innovative techniques to your business strategy, which will allow you to succeed as a director"

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

The MBA in Video Games Business Management at TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the field of Video Games Business Management. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

Generating Positive Change

Make the most of this opportunity to learn from experts in business management, from their experience, their mistakes and their successfule strategies

The professional improvement linked to the completion of this degree will provide you with an exponential increase in your salary

When the change occurs

During the program	During the first year	After 2 years
15%	**57%**	**28%**

Type of change

Internal Promotion **25%**

Change of Company **40%**

Entrepreneurship **35%**

Salary increase

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

Salary before	A salary increase of	Salary after
€48,000	**24.5%**	**€59,800**

11

Benefits for Your Company

This Executive Master's Degree provides the student with the keys to successfully develop an effective management strategy, which will translate into a business model guided by a highly qualified professional and prepared for success. In this sense, the company will learn about new business opportunities that will allow it to expand its capital and invest with greater security and guarantee in tools and techniques at the forefront of the video game business sector.

The video game industry continues to grow. Would you like your company to grow too? Enrol today and start on the journey which will take your business model to the top"

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

01

Intellectual Capital and Talent Growth

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.

Project Development

05

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

Increased Competitiveness

06

This Executive Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

Certificate

The MBA in Video Games Business Management guarantees you, in addition to the most rigorous and updated training, access to an Executive Master's Degree issued by TECH Technological University.

"
After passing this program, get in touch with your advisor and receive your degree without any complicated paperwork"

This **MBA in Video Games Business Management** contains the most complete and up-to-date academic program on the market.
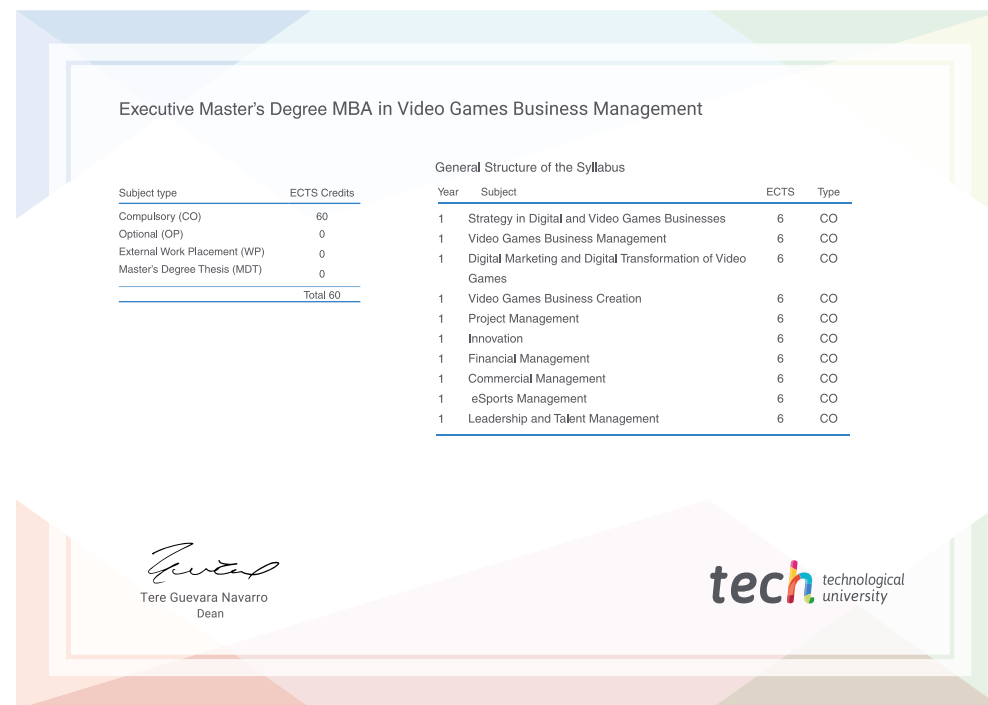
After passing the assessments, students will receive their corresponding **Executive Master's Degree** certificate issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will express the qualification obtained in the Executive Master's Degree, and will meet the requirements commonly demanded by job exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Master's Degree MBA in Video Games Business Management**

ECTS: **60**

Official Nº of Hours: **1,500 hours.**

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tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

EXECUTIVE MASTER'S DEGREE

in

MBA in Video Games Business Management

This is a qualification awarded by this University, with 60 ECTS credits and equivalent to 1,500 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

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

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Executive Master's Degree MBA in Video Games Business Management

Subject type	ECTS Credits
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 60

General Structure of the Syllabus

Year	Subject	ECTS	Type
1	Strategy in Digital and Video Games Businesses	6	CO
1	Video Games Business Management	6	CO
1	Digital Marketing and Digital Transformation of Video Games	6	CO
1	Video Games Business Creation	6	CO
1	Project Management	6	CO
1	Innovation	6	CO
1	Financial Management	6	CO
1	Commercial Management	6	CO
1	eSports Management	6	CO
1	Leadership and Talent Management	6	CO

Tere Guevara Navarro
Dean

tech technological university

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*Apostille Convention. In the event that the student wishes to have their paper diploma stamped with a Hague Apostille, TECH EDUCATION will make the necessary arrangements at an additional cost.

Executive Master's Degree

MBA in Video Games Business Management

Language: **English**
Course Modality: **Online**
Duration: **12 months.**
Accreditation: **TECH Technological University**
60 ECTS Credits
Teaching Hours: **1,500 hours**

Executive Master's Degree
MBA in Video Games
Business Management

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