

Postgraduate Certificate Strategies in Digital and Video Game Businesses



Postgraduate Certificate Strategies in Digital and Video Game Businesses

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

Website: www.techtute.com/in/videogames/postgraduate-certificate/strategies-digital-video-game-businesses

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

01

Introduction

A good strategy is the key for a company to function properly. In companies dedicated to video games it is exactly the same. Knowing how to analyze and direct these tactics is a key point in the management of teams in this type of business. With this program, the graduates will be able to gain the necessary knowledge to be part of the change and thus contribute with their personal touch. This alternative is viable for any professional, regardless of the obligations they have. It is a very flexible program given that, being online, the students can organize their time and place of study without interfering with other aspects of their life.





“

This program will allow you to adopt the skills to support the objectives and duties of Strategies in Digital and Video Game Businesses”

As in any company, the planning and design of good strategies are the basis for the final product to be a success. For this reason, it is important that the professional is fully immersed in the scope that includes digital and video game companies. To do this, this program will analyze aspects such as the strategic process or the need to conduct various investigations for the implementation of different business models and business sustainability. Thus, the graduates will acquire the tools for the sectoral analysis of the video game, its competitive position and its relevant economic environment.

For this task, this Postgraduate Certificate has the collaboration of highly qualified teachers who will prepare the students through a carefully elaborated syllabus. Thanks to this, the professional will be able to specialize in this field and will be able to develop the pertaining skills in a real working environment.

The repetition of key concepts is a commonly used technique for the acquisition of basic and important notions in any type of study. TECH, has taken a step forward and proposes Relearning, an innovative methodology in which the repetition of these notions is carried out by the teachers, thus achieving better results. This, together with its 100% online methodology, makes it a perfect option to specialize in this field.

This **Postgraduate Certificate in Strategies in Digital and Video Game Businesses** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Practical cases so that learning is carried out in a more direct way
- ♦ Specialized content on development and animation in video games
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with Internet connection



*Time should not be an excuse.
Plan your studies and decide
when you will finish them,
without rushing or pressure"*

“

TECH seeks the student's comfort, for this reason you can study whenever and wherever you wish This way your studies will not interfere with your work and personal life”

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

Analyze the weaknesses that the company must work on through new strategic business.

Prepare the basis for a good development of the final product.



02 Objectives

This Postgraduate Certificate contains clear objectives within the Strategies in Digital and Video Game Businesses. Through them, the graduates will incorporate to their previous knowledge, new ones that will enhance their skills to improve the investment and savings of the company, as well as its planning.





“

*A good strategy is the key
to a company's growth plan.
Be part of that development”*



General Objectives

- ♦ Generate strategies for the industry
- ♦ Gain in-depth understanding of video game projects and design
- ♦ Develop video game-oriented strategies





Specific Objectives

- ♦ Know the context and the components of business strategy with a focus on the video game industry

“

The objectives of this program are designed for you to develop your full potential in digital companies specialized in video games”

03

Course Management

This program is directed and taught by professionals dedicated to the different aspects that are carried out within a digital company specialized in video games. Thanks to their experience in the sector, they will provide students with knowledge and skills that they will be able to develop in the workplace.



“

Take your learning path with highly qualified and experienced teachers in the sector who aim to bring out the best in you”

Management



Mr. Moreno Campos, Daniel

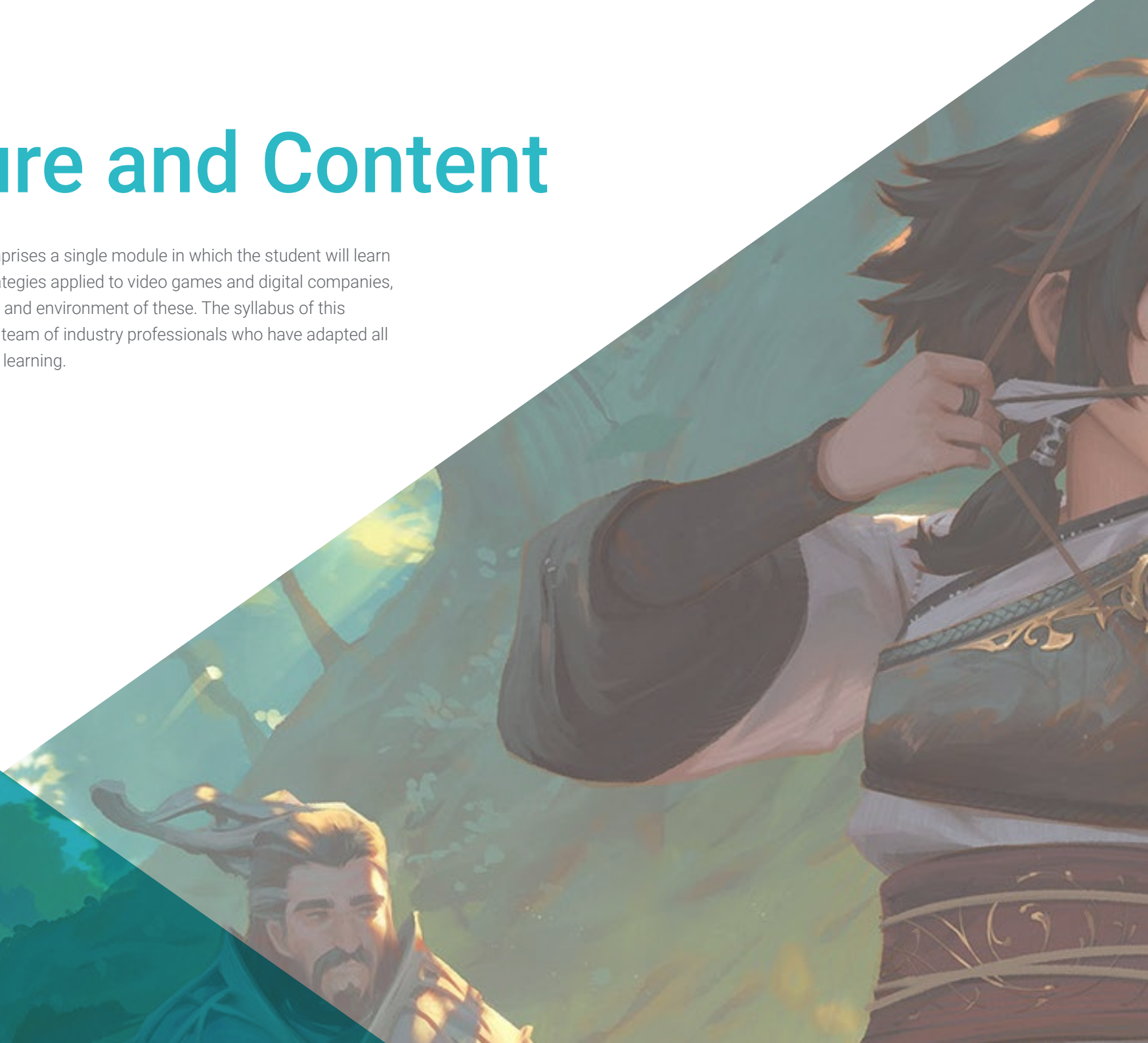
- ♦ Chief Operations Officer in Marshals
- ♦ Project Manager Officer in Sum- The Sales Intelligence Company
- ♦ Content Manager en GroupM (WPP)
- ♦ Teacher in Boluda.com
- ♦ Teacher in Edix (UNIR)
- ♦ Associate Teacher in ESIC Business & Marketing School
- ♦ Master's Degree in Innovation and Digital Transformation, Digital Communication and Multimedia Content at MSMK University
- ♦ Product Owner Certification



04

Structure and Content

This Postgraduate Certificate comprises a single module in which the student will learn not only what are the different strategies applied to video games and digital companies, but also to analyze the positioning and environment of these. The syllabus of this program has been developed by a team of industry professionals who have adapted all the concepts and skills involved in learning.

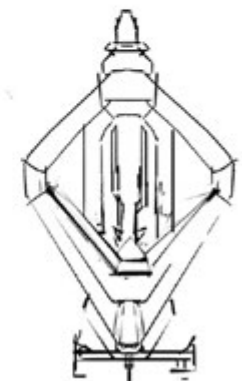
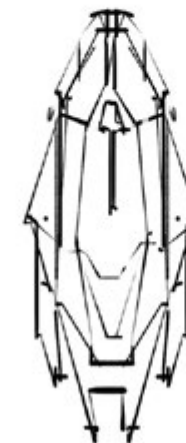
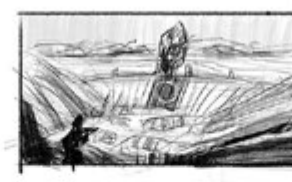


“

*Develop and learn how to elaborate
a strategic direction that obtains
great results for the company”*

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. 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



Each point of the syllabus is carefully studied so that you learn the tasks to be performed within the strategies that must be followed by companies dedicated to the creation of video games”

05 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"

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*”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

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 that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

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 university is the only one in the world authorized to employ 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.

This methodology has 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, and financial markets and 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.

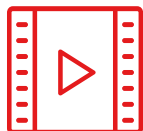
Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

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.



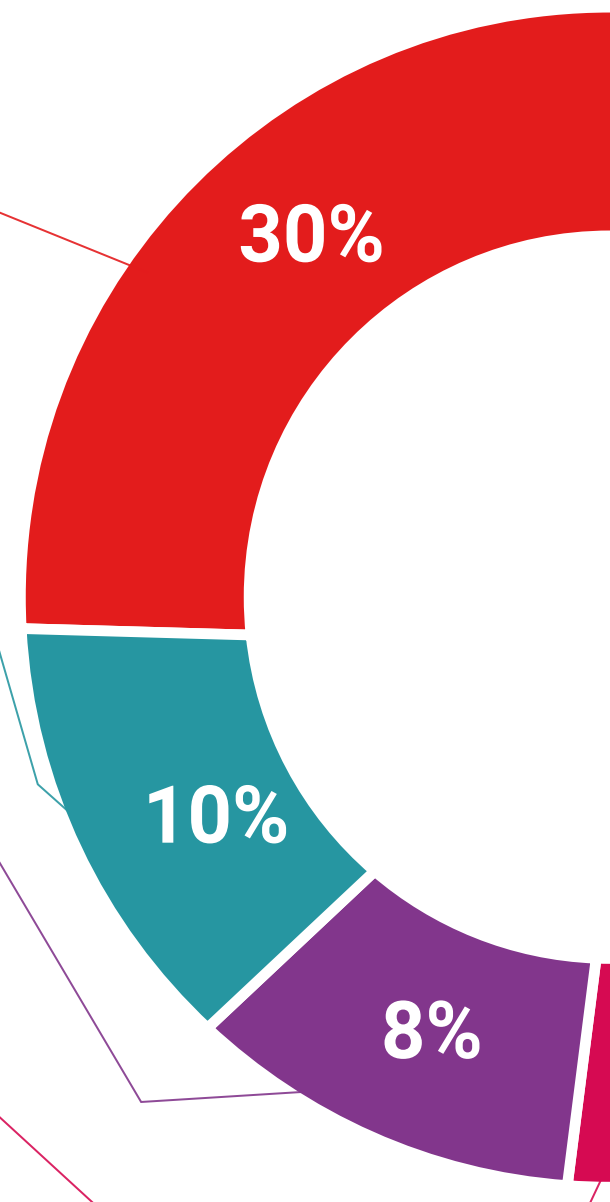
Practising Skills and Abilities

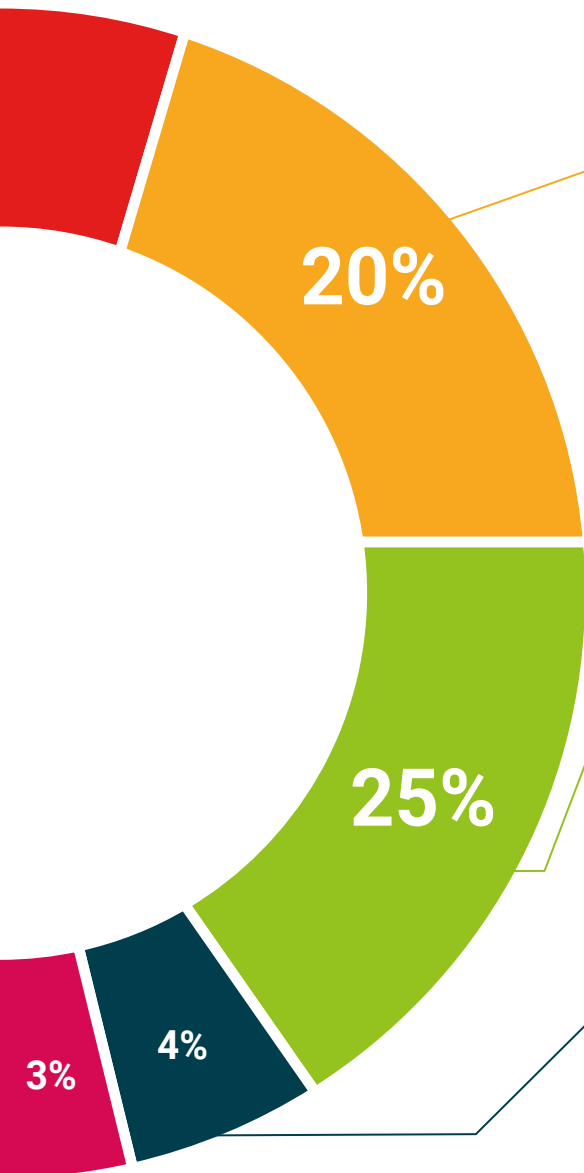
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



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 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.



06 Certificate

This Postgraduate Certificate in Strategies in Digital and Video Game Businesses guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Strategies in Digital and Video Game Businesses** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Certificate in Strategies in Digital and Video Game Businesses**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



Postgraduate Certificate Strategies in Digital and Video Game Businesses

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

Postgraduate Certificate Strategies in Digital and Video Game Businesses