Postgraduate Certificate
Video Game Business Creation

tech technological university

Postgraduate Certificate
Video Game Business Creation

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

Website: **www.techtitute.com/us/videogames-design/postgraduate-certificate/video-game-business-creation**

Index

01
Introduction

Creating a company dedicated to video games is not an easy task. To do so, it is important to know what the needs of the company are and to look for its sustainability. Contemplating the technological innovations of the market or knowing how to manage finances are key points. This program is designed to instruct the students through this area. Within a very complete syllabus, which includes all the necessary knowledge to create a video game company from the start, the students will learn from professionals with extensive work experience. In addition, you will be able to improve your skills in your career path studying this 100% online program from anywhere and with totally avant-garde learning techniques.
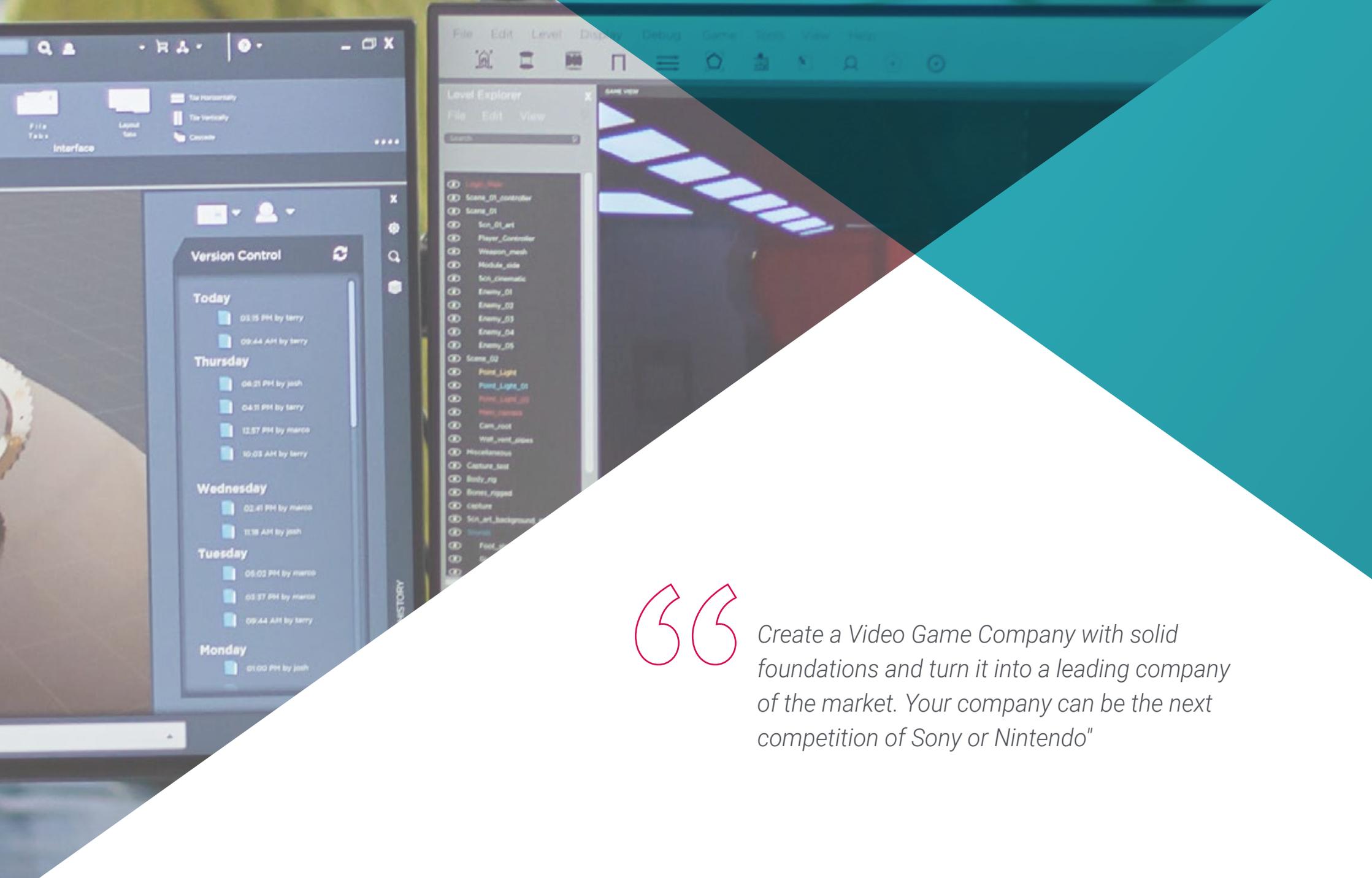
Create a Video Game Company with solid foundations and turn it into a leading company of the market. Your company can be the next competition of Sony or Nintendo"

Video game companies are the order of the day. The fact is that video games are taking up more and more of our time. Consumers are of all kind, and for this reason, it is important to have a good understanding of the factors that increase or decrease the value of the company depending on the final product. Review key elements of a business plan, know the ins and outs of digital game production, or analyze and understand how the new online distribution models work are some of the things that students will learn throughout this program.

To achieve all these objectives, this university has developed together with a teaching staff of professionals from the sector a very complete syllabus where all the bases for a correct creation of companies dedicated to the video game sector are analyzed. The teaching staff will advise the graduates at all times about their possible doubts or problems that may arise during the learning process.

It is scientifically proven that the reiteration of concepts has a positive impact on the acquisition of knowledge. For this reason, TECH uses Relearning in its programs, a pedagogical technique that consists of the repetition of concepts by the teacher and not by the student. Another particularity that makes this program unique is that it is 100% online, so the students will not have to worry about fixed schedules or attending in-person classes.

This **Postgraduate Certificate in Video Game Business Creation** 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 work
- Content that is accessible from any fixed or portable device with an Internet connection

TECH is synonymous with Innovation. We have been looking for the best educational techniques in order to improve the quality of education for our students"

To create a company from scratch, there are several legal issues that are important to know. This is also part of TECH's job, to teach you what they are and when to apply them"

Our teaching staff is one of our strengths. We have professionals who have a true vocation for teaching.

Storytelling, Relearning, etc. These are key teaching techniques. We are at the forefront of education. Study at TECH and you will discover its effectiveness.
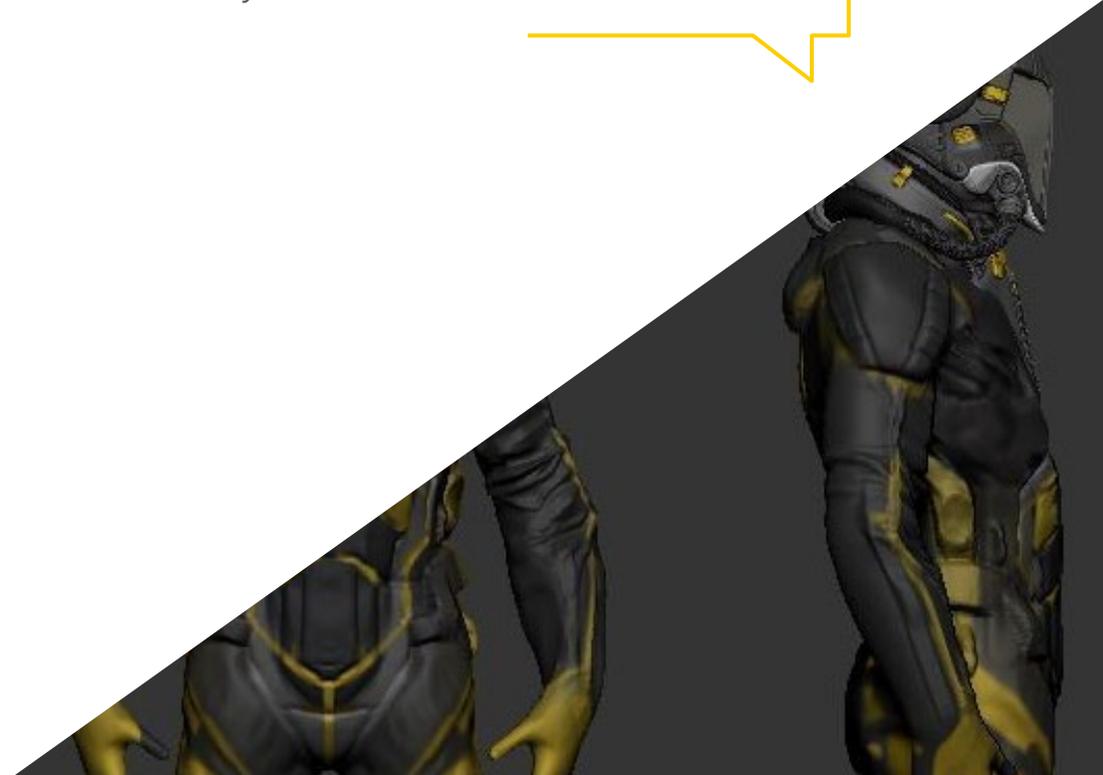
The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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 professionals 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.

02
Objectives

This Postgraduate Certificate contemplates a series of general and specific objectives. Achieving them, you will also get what is necessary for the students to be able to get fully immersed in this career field and develop a Video Game Company. Of course, you will learn the most complete content with expert teachers.

The general and specific objectives are the key to know how far you have to go to reach your goal: create a company with solid foundations"

General Objectives

- Master the functional areas of businesses within the video game sector
- Learn how to create companies in the video game market in a comprehensive way

Specific Objectives

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

" *Carry out a project is not an easy task, but we are sure that after taking this program you will know the steps that need to be followed to reach your professional goals"*

03
Course Management

Teachers with extensive professional experience in new companies such as those focused on the creation of video games, will be responsible for building the foundations of the students' knowledge. Their curriculum stands out for the work and objectives they have successfully achieved, so they are the perfect candidates to accompany the graduates on this journey.

The teachers at this University are highly qualified so that you do not miss any detail and you can learn how to create a company dedicated to video games, in an optimal way"

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 program consists of a single module divided into 10 topics. In it, the student will go through the necessary topics for the fulfillment of the objective of this Postgraduate Diploma. Starting with the keys to entrepreneurship and ending with the legal aspects that the future professionals must know if they want to create a company without any kind of inconvenience.

tech

"

Guarantee an overall quality experience in Video Games thanks to the operations you will learn to perform with this program.

Module 1. Video Game Business Creation

1.1. Entrepreneurship

    1.1.1. Entrepreneurial Strategy

    1.1.2. Entrepreneurship Projects

    1.1.3. Agile Methodologies in Entrepreneurship

1.2. Technological Innovations in Video Games

    1.2.1. Innovations in Consoles and Related Peripherals

    1.2.2. Innovation in Motion Capture and Live Dealer

    1.2.3. Innovation in Graphics and Software

1.3. The Business Plan

    1.3.1. Segments and Value Proposition

    1.3.2. Processes, Resources and Key Alliances

    1.3.3. Customer Relations and Interaction Channels

1.4. Investments

    1.4.1. Investments in the Video Game Industry

    1.4.2. Critical Aspects to Capture Investments

    1.4.3. Financing Startups

1.5. Finances

    1.5.1. Revenues and Efficiencies

    1.5.2. Operative Costs and Capital

    1.5.3. Income Statement and Balance Sheet

1.6. Video Game Production

    1.6.1. Production Simulation Tools

    1.6.2. Planned Production Management

    1.6.3. Production Control Management

1.7. Operations Management

    1.7.1. Design, Localization and Maintenance

    1.7.2. Quality Management

    1.7.3. Inventory and Supply Chain Management

TECH's education system helps you understand the concepts in a clear and precise way"

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.

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. 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:
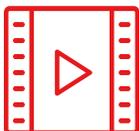
Study Material

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.

30%

10%

8%

20%

25%

4%

3%
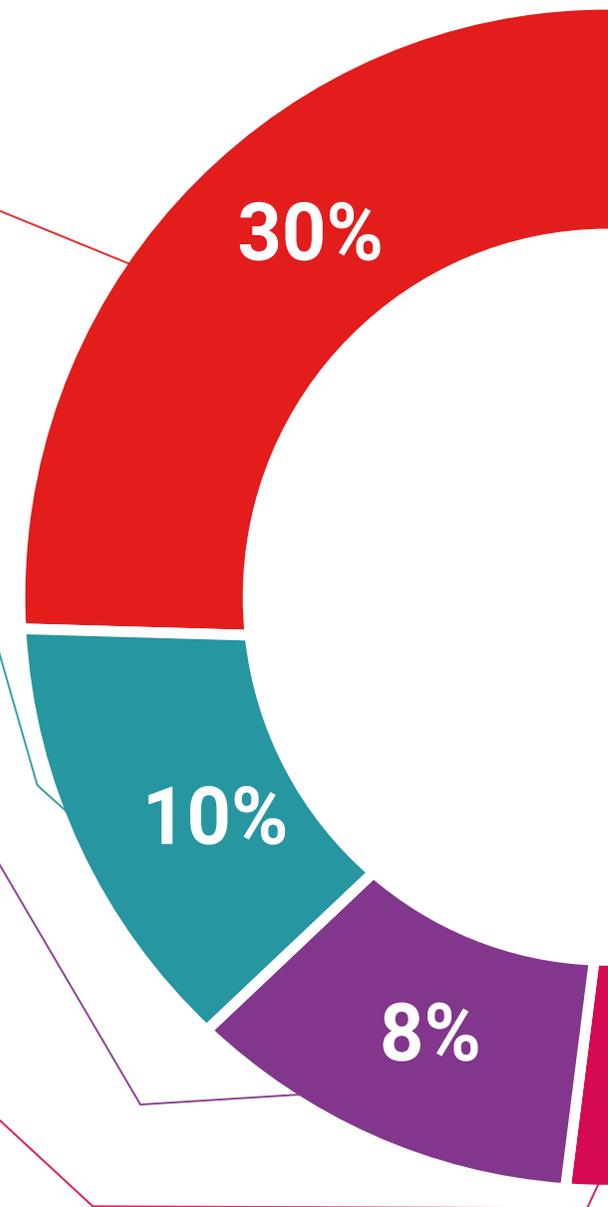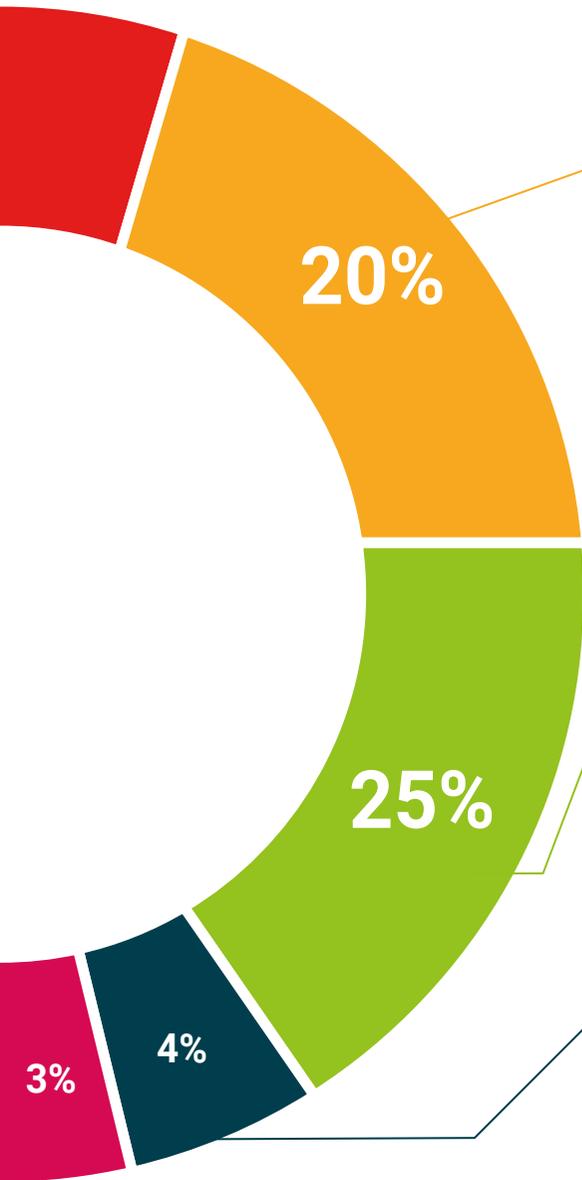
Case Studies

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

The Postgraduate Certificate in Video Game Business Creation 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 degree without having to travel or fill out laborious paperwork"

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

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

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

Title: **Postgraduate Certificate in Video Game Business Creation**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Video Game Business Creation

This is a qualification awarded by this University, equivalent to 150 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.

Postgraduate Certificate
Video Game Business Creation

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

Postgraduate Certificate
Video Game Business Creation

tech technological university