Postgraduate Certificate
Video Game Business Management

tech technological university

Postgraduate Certificate
Video Game Business Management

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

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

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01
Introduction

Video game companies are growing at a rapid pace due to the huge consumption of their main product. For this reason, finding someone capable of taking the reins and managing the company is something that is increasingly demanded. With this program, students will acquire the knowledge that will allow them to develop this role with ease and thus collaborate in the proper functioning of the company. With an enriched content, a highly qualified teaching staff and the advantages offered by the methodology of this program the graduates will find everything they were looking for to complete their progress in the labor market.
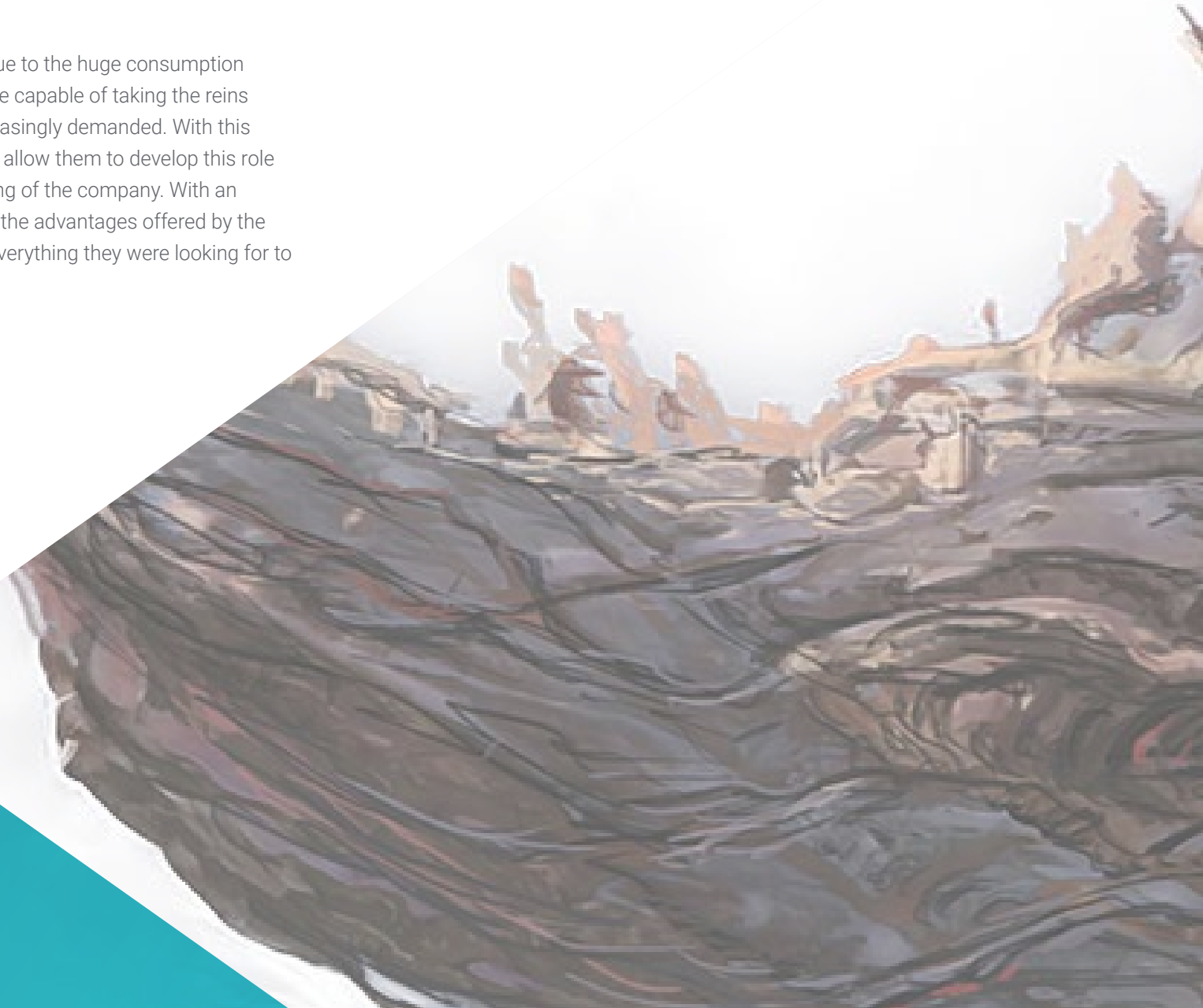
You show the desire and enthusiasm, we will take care of the rest. We provide you with everything you need to develop as a Director in a Video Game Company"

Running a company is not an easy task. In any company, being in charge of the management implies having a series of notions to be the one who organizes and distributes the different tasks to be developed. In the case of a Video Game Company, whoever has this role should know things like the elements of a value chain, who are the manufacturers of the consoles in which the main product is developed or manage the professional e-Sports clubs, as they are a fundamental part of this field.

Through this program, the students will acquire these and other necessary notions in their professional career within the management of a company of this type. For this purpose, they have a teaching team at their disposal that, through different educational techniques, will instruct them to develop their role successfully in the professional field. Thanks to a detailed syllabus, you will be able to learn all the ins and outs of this specialization.

Apart from having a 100% online methodology, this program also has psychometric models. These are based on the learning outcomes and skills that students must acquire and overcome during this program. All this, together with an immersive learning of each subject, makes TECH the ideal university to complete your studies.

This **Postgraduate Certificate in Video Game Business Management** 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 video game development and animation
- 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 an Internet connection

There are different professional profiles that you will have to manage within a video game company such as Animators or Game Designers. Get to know them and learn how to manage them"

"The teaching staff of this program will repeat the key concepts between a minimum of 8 and a maximum of 16 times. This method known as Relearning will make you acquire the relevant knowledge with total security"

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.

Its 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 an 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 experts.

Through Storytelling you will learn the most complex contexts and notions.

Bandai, Microsoft, Sega, etc. Thanks to this program you will know all the manufacturers of video game consoles, as well as their types and generations.

02
Objectives

The general and specific objectives of this program will help students to learn the most relevant notions within of the Management of Video Game Companies. Upon completion of this program, the graduates will be able to put into practice all the knowledge acquired during their learning period. Through a precise and conclusive contents, it is possible to become a professional fully qualified to exercise a labor position of this type.

" *Through a series of general and specific objectives, you will learn everything necessary for the management of different work teams within a company dedicated to video games"*

General Objectives

- Gain in-depth knowledge of emerging technologies and innovations in the industry
- Master the functional areas of businesses within the video game sector
- Delve into the impact on project management and on team leadership

Specific Objective

◆ 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

Achieve all the objectives proposed by this program and specialize in the Management of Video Game Companies"

Course Management

With a teaching team with high capabilities and demonstrable experience, this Postgraduate Certificate has everything necessary for the professional who decides to specialize in Business Management in the Video Game sector, to have all the necessary skills. They will teach students to differentiate the professional clubs of e-Sports, as well as what are the trends within the existing consoles.

Highly qualified teachers will show you the most relevant aspects for an exemplary Video Game Business Management"

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

Structure and Content

This program has been created so that the students have at hand all the points that comprise the Video Game Business Management. For this purpose, a group of professionals with experience in this field has developed a complete syllabus. This consists of a single module in which the most important key concepts are analyzed, such as: console manufacturers or the professional profiles that exist within a company in this field.
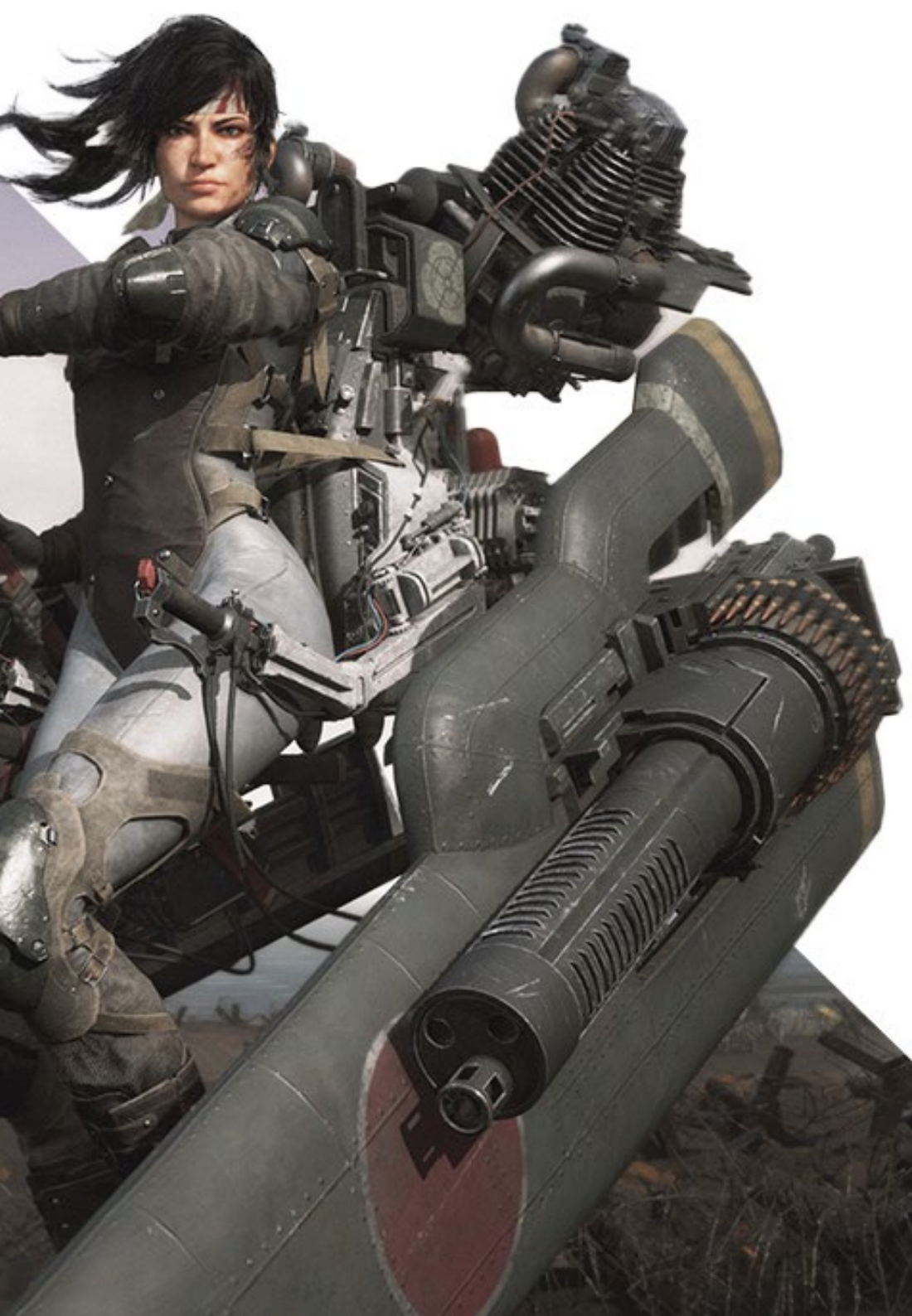
This program has a syllabus prepared so that you do not lose detail of everything related to the Management of Video Game Companies"

Module 1. Video Games Business Management

Learning the elements that make up the company's value chain and the relationship between them is a key point in this module, which will help you understand how it works"

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.

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 Management 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 university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Certificate 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 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 Video Game Business Management**

Official N° of Hours: **150 h.**

tech technological university

Awards the following

CERTIFICATE

to

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

POSTGRADUATE CERTIFICATE

in

Video Game Business Management

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 certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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