Postgraduate Diploma

Business Initiative for Video Games

Postgraduate Diploma
Business Initiative for Video Games

Course Modality: **Online**

Duration: **6 months**

Certificate: **TECH Technological University**

Official N° of hours: **450 h.**

Website: **www.techtitute.com/videogames/postgraduate-diploma/postgraduate-diploma-business-initiative-video-games**

Index

01
Introduction

The world of video games has a series of specific characteristics that make it a complex field to enter as an entrepreneur. Not only is this an industry that is constantly transforming, but it has many aspects such as vocabulary and a very specific customer base that must be understood perfectly in order to succeed in this environment. Therefore, this program offers students all the knowledge they require to achieve success in this sector, so that they can take their companies to the top, and work alongside the most famous video game companies in the world.

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"Help your company grow until it rivals Electronic Arts, Naughty Dog or Ubisoft"

Each entertainment industry has its own characteristics and being successful in them is not easy if you don't have the appropriate knowledge. Producing films is not the same as releasing musical albums on the market, nor is it the same as engaging in other business activities. And, of course, editing video games and publishing them isn't an easy task either.

A number of industry-specific skills are required to know how to operate in this industry properly, but there aren't many places where these skills can be acquired, so entrepreneurs often fail to enter the industry because they haven't been able to master it.

For this reason, this Postgraduate Diploma in Business Initiative for Video Games provides students with all the keys to become successful entrepreneurs in this industry, so that in the future they will be able to compete with the large companies in the sector.

Therefore, this program offers specialized content in business economics and administration, business initiative and in English specific to video games which are all currently essential aspects to be able be involved in a global business like this one.

This **Postgraduate Diploma in Business Initiative for Video Games** contains the most complete and up-to-date educational program on the market. The most important features are:

- The development of case studies presented by experts in administration, management and entrepreneurship of video game companies
- The graphic, schematic, and eminently practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accesible from any fixed or portable device with an Internet connection.

Get started in the videogame industry and achieve success thanks to this Postgraduate Diploma"

" *Apply everything you will learn here to your business and observe how it grows and how your profits increase"*

Learn to manage a high level business in the field of video games

Create a video game company from zero with this Postgraduate Diploma

The program's teaching staff includes professionals from sector who contribute their work experience to this 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 an immersive program designed 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 during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.
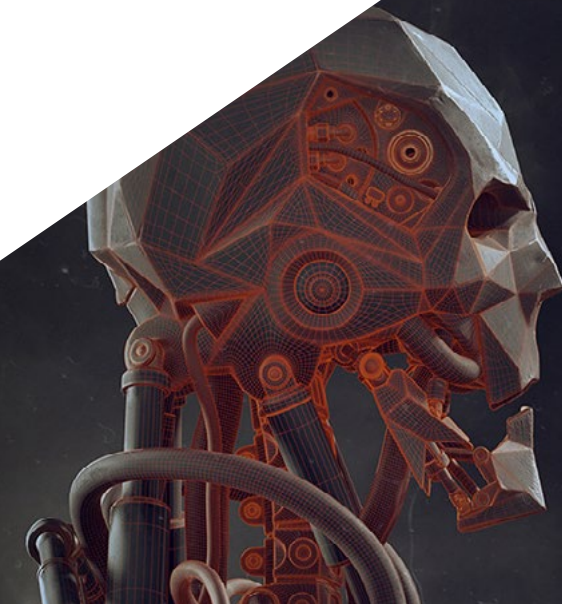
02
Objectives

The main objective of this Postgraduate Diploma in Business Initiative for Video Games is to offer students the best skills and knowledge in this subject so that they can progress in this complex industry. This will allow them to create companies or help their existing companies grow until they compete with the big national and international video games companies. Therefore, with this objective in mind, TECH has designed a specialized program which will enable its students to become authentic specialists in the subject, helping them to achieve all their goals.

"

Achieve all your goals thanks to this Postgraduate Diploma"

General Objectives

- Master the administration of video games companies
- Learn which tools and knowledge are necessary for business entrepreneurship in the video game industry
- Achieve business success
- Learn to get involved in international environments when the dominant language is English
- Know all the terminology related to the world of video games in order to contribute with a better level of integration in global work teams
- Explore more specific technical terms in areas such as online video gaming or copyright

You won't miss a single detail about video game company management"
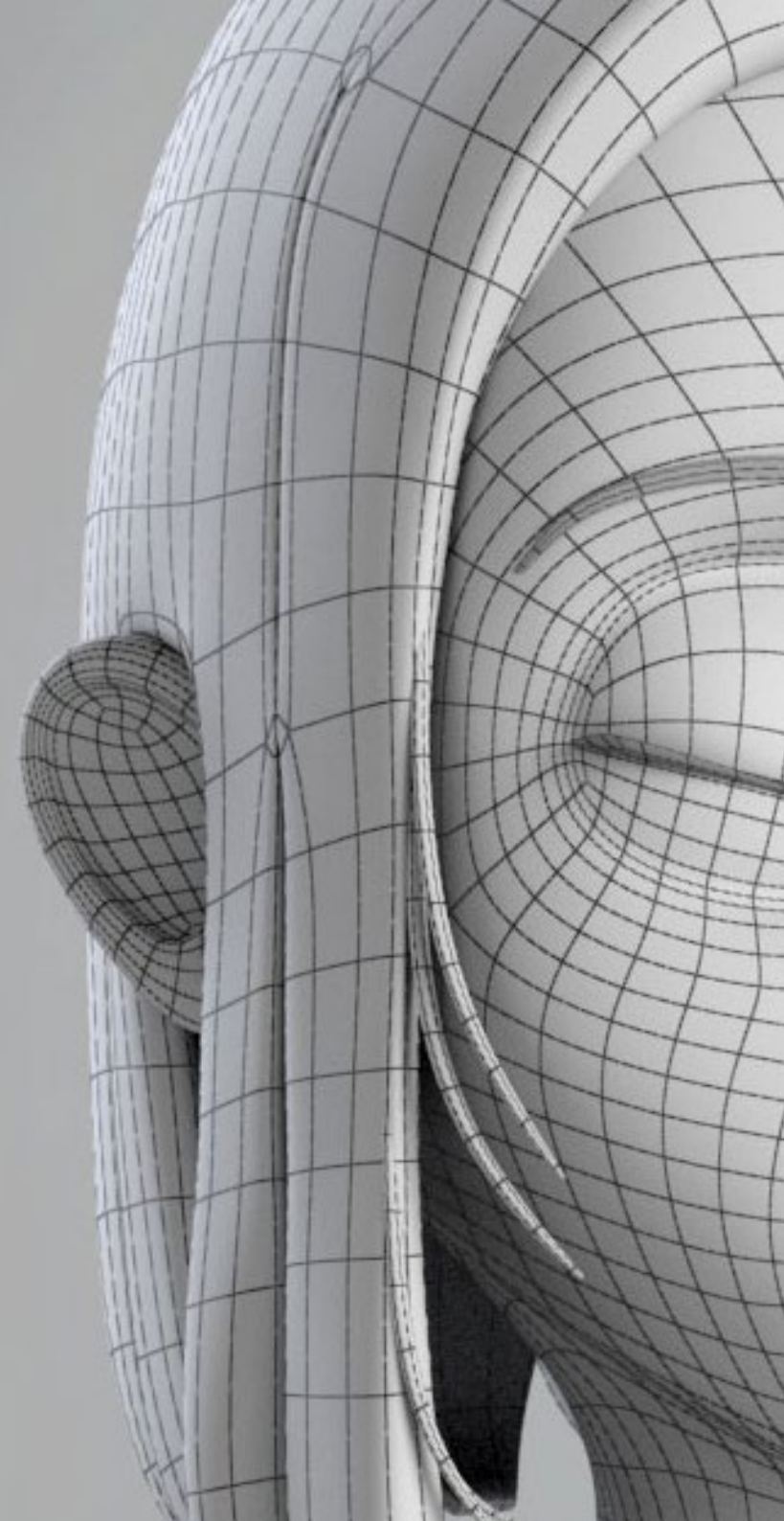
Specific Objectives

Module 1. Company Economics and Administration

- Know the fundamentals of company administration through the description of its elements, its environment, function and organization
- Have the necessary elements for assertive decision making, within the scope of management and administration

Module 2. Business Initiative

- Understand innovation as a way to enter existing markets or create new ones with technology as a starting point
- Analyze the phases for designing and managing business plans

Module 3. English for Video Games

- Have English proficiency for oral presentations, daily interactions and team work
- Develop skills for getting involved in telephone conversations or face-to-face and virtual meetings in English
- Address common topics in the industry such as violence, sedentary lifestyle or mental health
- Gain an in-depth understanding of different current operating systems and the particular language of each one

Structure and Content

The content of this Postgraduate Diploma in Business Initiative for Video Games has been designed by a team of experts, well-known in the industry, who know what is needed to be successful in this field. Therefore, the 3 modules that make up this program are cutting-edge and are completely focused on helping students to obtain great results with their companies in this sector, regardless of their speciality and the type of product they develop in the world of video games.
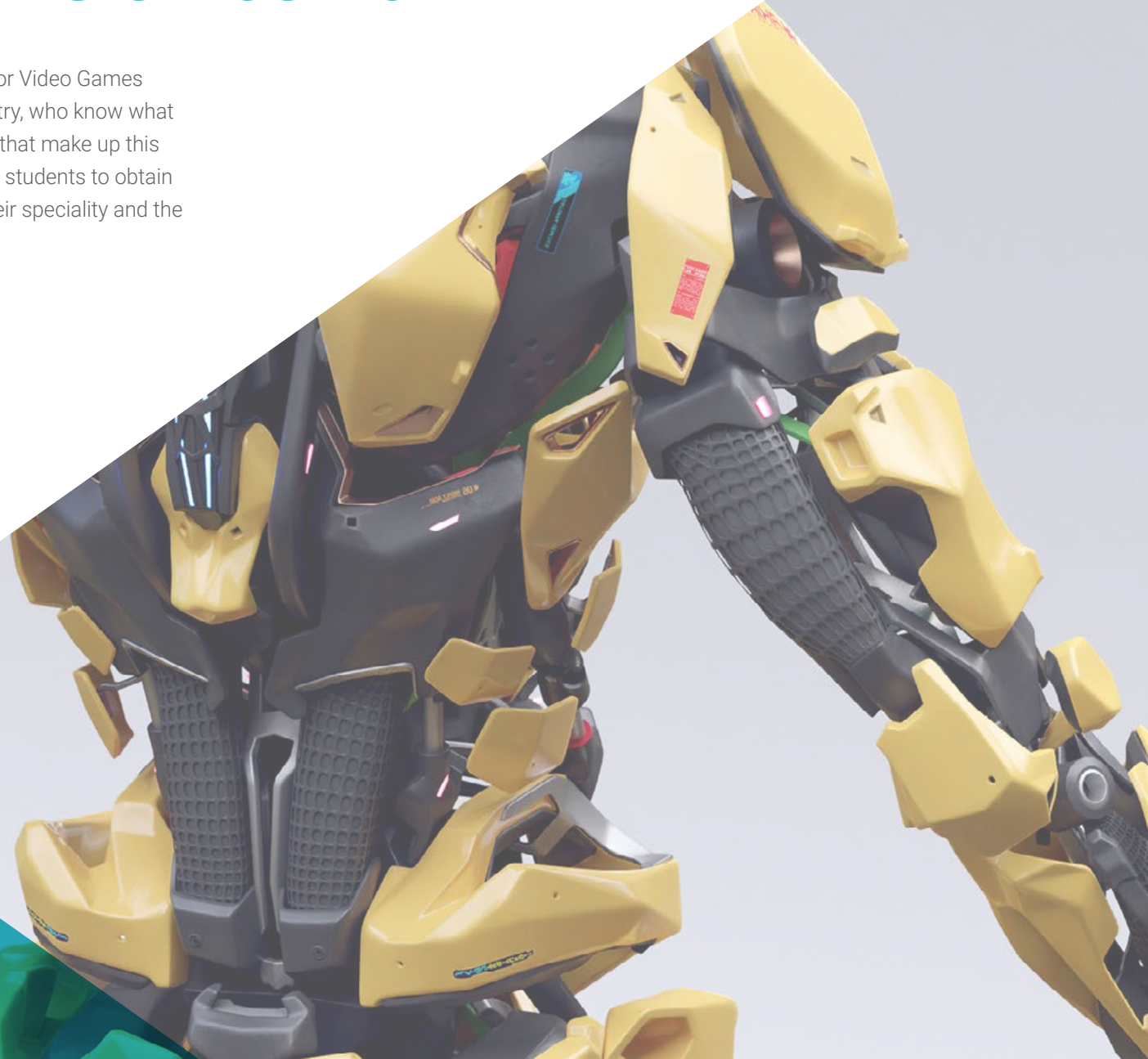
This content is what you need to help your company progress"

Module 1. Company Economics and Administration

1.1. The Company and its Components
 1.1.1. The Concept of Business
 1.1.2. Functions and Classifications of Business Objectives
 1.1.3. Entrepreneurship
 1.1.4. Types of Companies
1.2. The Company as a System
 1.2.1. Concepts of the System
 1.2.2. Models
 1.2.3. Company Subsystems
 1.2.4. Subsystem of Values
1.3. The Company Setting
 1.3.1. Setting and Value
 1.3.2. General Environment
 1.3.3. Specific Environment
 1.3.4. Analysis Tools
1.4. Management Function
 1.4.1. Basic Concepts
 1.4.2. What Does it Mean to Manage a Company?
 1.4.3. Decision-Making
 1.4.4. Leadership
1.5. Business Planning
 1.5.1. Business Plan
 1.5.2. Elements of Planning
 1.5.3. Stages
 1.5.4. Planning Tools
1.6. Business Control
 1.6.1. Concept, Types and Terminology
 1.6.2. Management Control
 1.6.3. Quality Control
 1.6.4. Balanced Scorecard

1.7. Business Organization
 1.7.1. Basic Concepts
 1.7.2. Organizational Structure
 1.7.3. Cultural Dimensions
 1.7.4. Model Structures
1.8. Management of Human Resources
 1.8.1. Motivation
 1.8.2. Recruitment and Selection
 1.8.3. Personnel Training
 1.8.4. Performance Assessment
1.9. Elements of Marketing and Finance
 1.9.1. Concept and Stages
 1.9.2. Marketing and the Markets
 1.9.3. Strategic Marketing
 1.9.4. Relationship and Synergies

Module 2. Business Initiative

2.1. Innovation Methodology and Knowledge Society
 2.1.1. Design Thinking
 2.1.2. The Blue Ocean Strategy
 2.1.3. Collaborative Innovation
 2.1.4. Open Innovation
2.2. Strategic Innovation Intelligence
 2.2.1. Technology Monitoring
 2.2.2. Technology Foresight
 2.2.3. Coolhunting
2.3. Entrepreneurship and Innovation
 2.3.1. Strategies to Search for Business Opportunities
 2.3.2. Assessing the Feasibility of New Projects
 2.3.3. Innovation Management Systems
 2.3.4. Entrepreneur's Soft Skills

Module 3. English for Video Games

There is no better program to help you successfully build a video game company"

04
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"
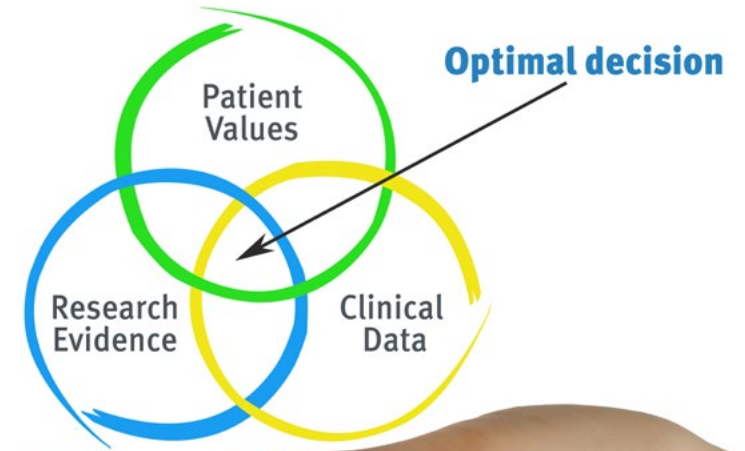
You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus

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 learning, 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.

30%

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

10%

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.

8%

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

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.

05
Certificate

The Postgraduate Diploma in Business Initiative for Video Games guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

Successfully complete this program and receive your university qualification without travel or laborious paperwork"

This **Postgraduate Diploma in Business Initiative for Video Games** contains the most complete and up-to-dated program on the market.

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

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

Title: **Postgraduate Diploma in Business Initiative for Video Games**

Official N° of hours: **450 h.**

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Awards the following
CERTIFICATE
to

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

POSTGRADUATE DIPLOMA
in

Business Initiative for Video Games

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

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

June 17, 2020

Tere Guevara Navarro
Dean

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

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

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Postgraduate Diploma
Business Initiative for Video Games

Course Modality: **Online**

Duration: **6 months**

Certificate: **TECH Technological University**

Official N° of hours: **450 h.**

Postgraduate Diploma
Business Initiative for Video Games

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