

# Postgraduate Diploma Commercial and Financial Management of Video Game Companies





## Postgraduate Diploma Commercial and Financial Management of Video Game Companies

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

Website: [www.techtitute.com/us/videogames/postgraduate-diploma/postgraduate-diploma-commercial-financial-management-video-game-companies](http://www.techtitute.com/us/videogames/postgraduate-diploma/postgraduate-diploma-commercial-financial-management-video-game-companies)

# 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

For a video game company, knowing how to optimize the distribution of the product, as well as its losses and profits is of great importance. That is why this program prepares professionals to know how to face different situations within its departments. With a syllabus that covers the most important aspects for managing the financial and commercial areas, the students will learn from highly qualified teachers. All this, with the endorsement and advantages of the largest online university in the world.





“

*Obtain the most cutting-edge skills in product marketing, as well as the necessary skills for the economic development of the company”*

Video game companies have different departments that work on aspects such as creativity, economics and product distribution. All of them make up a sequence of work of great importance to elevate the company and position it. It is estimated that this type of industry generates a value chain of great importance and dynamism, so a correct management within these departments is of great importance.

Therefore, this Postgraduate Diploma will teach the students how to develop a general and specific view of the company from a commercial and financial point of view. Being aware of the different electronic devices, the professional will be able to provide different points of view, as well as solutions to different problems that may arise in the production chain. With this program, the graduates will be able to manage teams in charge of the distribution and organization of the digital game, as well as the expenses and benefits it generates.

The syllabus that guides this program is elaborated by a highly qualified teaching staff. It contains the concepts and notions necessary for a correct professional development within a company dedicated to the creation of video games. Thus, it is ordered and structured in a meaningful way so that the students have no problems in understanding the theory.

TECH is the largest online university in the world, and the quality of this program has been achieved thanks to the advantages and methodology used in its teaching. A highlight of this Postgraduate Diploma is that the students can study it completely online. It is enough to have access to the Internet to be able to reach all the points of the syllabus. Likewise, the integration of repetition has been implemented with the so-called Relearning within the teaching of this program ensuring optimal results.

This **Postgraduate Diploma in Commercial and Financial Management of Video Game Companies** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Development of case studies presented by experts in Video Games Company Management
- ◆ The graphic, schematic, and practical contents with which they are created, provide 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
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions for experts and individual reflection work
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*There are different ways to sell video games. Learn from each one of them to obtain a high profitability of the product and generate great benefits for the company”*

“

*TECH offers modern and innovative methodologies that will make your learning journey accessible and fruitful. To this end, it has created an online program with learning strategies with a great educational endorsement”*

*Know the different trends in the video game market to develop sales and financing strategies.*

*Learning how to distribute and market the product in a precise way will increase the company's advantages in terms of higher productivity.*

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 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

Following a series of general and specific objectives, the students will acquire the necessary skills to manage the commercial and financial department of a video game company. The idea is to achieve a greater economic growth that allows the expansion and development of a company at an international level. This is possible thanks to a syllabus that does not lack detail, where the graduates will find the concepts and skills necessary to achieve these purposes.







“

*The objectives of this program will allow you to position your company as a leader in the sector with a perfectly structured commercial and financial department”*



## General Objectives

---

- ◆ Generate strategies for the industry
- ◆ Develop video game-oriented strategies
- ◆ Master the functional areas of businesses in the video game industry
- ◆ Learn how to develop marketing and sales strategies in detail

“

*Our tools will help you and accompany you all the way to reach your goals”*





## Specific Objectives

---

### **Module 1. Video Games Business Management**

- ◆ 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

### **Module 2. Financial Management**

- ◆ Identify and recognize the most critical aspects of economic and financial management as one of the main competencies for business management

### **Module 3. Commercial Management**

- ◆ Develop high-commercial competencies in the main processes to increase sales and business development capabilities in video game companies

# 03

# Course Management

Graduates will find in this program, professionals of the sector that will instruct and teach them the best techniques to commercialize video games and manage the financial part of a company in an optimal way. All of them have extensive experience in large companies in the sector. For this reason, they are the perfect candidates to ensure that the students learn in a practical and concise way the most effective methods to achieve the commercial and financial objectives of the digital games company.



“

*Listen and learn based on the experiences of a professional results in good learning. For this reason, in this Postgraduate Diploma you will find teachers who have great professional projects behind them”*

## 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 Diploma has a syllabus prepared by professionals in the sector, who have condensed into 3 modules everything related to the Commercial and Financial Through the topics presented as one of them, the graduates will work to understand and assimilate concepts and skills that will be very useful in their career in the video game field.







“

*Managing the company's economy and the commercialization of the final product are key steps for a good development of the company. By ensuring these two steps, we will be closer to a good result”*

## Module 1. Video Games Business Management

- 1.1. Industry and Value Chain
  - 1.1.1. Value in the Training Sector
  - 1.1.2. Elements of the Value Chain
  - 1.1.3. Relationship between Each of the Elements in the Value Chain
- 1.2. Video Game Developers
  - 1.2.1. Conceptual Proposals
  - 1.2.2. Creative Design and Video Game Storylines
  - 1.2.3. Technology Applied to Video Game Development
- 1.3. Console Manufacturing
  - 1.3.1. Components
  - 1.3.2. Types and Manufacturers
  - 1.3.3. Console Generation
- 1.4. Publishers
  - 1.4.1. Selection
  - 1.4.2. Development Management
  - 1.4.3. Product and Service Creation
- 1.5. Distributors
  - 1.5.1. Agreements With Distributors
  - 1.5.2. Distribution Models
  - 1.5.3. Distribution Logistics
- 1.6. Retailers
  - 1.6.1. Retailers
  - 1.6.2. Orientation and Link With the Consumer
  - 1.6.3. Assessment Services
- 1.7. Accessory Manufacturers
  - 1.7.1. Accessories for Gaming
  - 1.7.2. Market
  - 1.7.3. Trends
- 1.8. Developers of Middleware
  - 1.8.1. Middleware in the Video Game Industry
  - 1.8.2. Middleware Development
  - 1.8.3. Middleware: Typology

- 1.9. Professional Profiles in the Video Game Industry
  - 1.9.1. Game Designers and Programmers
  - 1.9.2. Modelers and Texturizers
  - 1.9.3. Animators and Illustrators
- 1.10. Professional e-Sports Clubs
  - 1.10.1. Administrative Department
  - 1.10.2. Sports Department
  - 1.10.3. Communication Department

## Module 2. Financial Management

- 2.1. Accounting
  - 2.1.1. Accounting
  - 2.1.2. Annual Accounts and Other Reports
  - 2.1.3. Tangible Fixed Assets, Real Estate Investments and Intangible Assets
- 2.2. Financial Management
  - 2.2.1. Financial Instruments
  - 2.2.2. Corporate Finance and Financial Management
  - 2.2.3. Finance for Entrepreneurs
- 2.3. Financial Statement Analysis
  - 2.3.1. Analysis of Financial Statements
  - 2.3.2. Liquidity and Solvency Analysis
  - 2.3.3. Treasury Management
- 2.4. Financial Transactions
  - 2.4.1. Financial Transactions
  - 2.4.2. Investment Management
  - 2.4.3. Investment Selection Criteria
- 2.5. Financial System
  - 2.5.1. Financial System
  - 2.5.2. Structure and Functioning of the Financial System
  - 2.5.3. Value Market
- 2.6. Management Control
  - 2.6.1. Management Control
  - 2.6.2. Responsibility Centers
  - 2.6.3. Cost Systems

- 2.7. Budget Control
  - 2.7.1. Budget Process
  - 2.7.2. Budget Management and Organization
  - 2.7.3. Budget Control
- 2.8. Treasury Management
  - 2.8.1. Cash Management and Treasury Budget
  - 2.8.2. Collecting Trade Receivables
  - 2.8.3. Commercial Transaction Payments
- 2.9. Business Financing
  - 2.9.1. Advantages, Disadvantages and Implications of Debt
  - 2.9.2. Choosing a Company Capital Structure
  - 2.9.3. Changes to Capital Structure
- 2.10. Valuation of Companies
  - 2.10.1. Accounting Methods and Business Value
  - 2.10.2. Assets and Debt
  - 2.10.3. Business Valuation Diagnosis and Investor Presentation

### Module 3. Commercial Management

- 3.1. Commercial Organization Models
  - 3.1.1. Commercial Departments
  - 3.1.2. Commercial Department Tools
  - 3.1.3. Sales Force
- 3.2. Commercial Objectives
  - 3.2.1. Commercial planning
  - 3.2.2. Forecasts and Budgets
  - 3.2.3. Commercial Budgets
- 3.3. Commercial Forecast
  - 3.3.1. Commercial Department Cost Effectiveness
  - 3.3.2. Sales Projections
  - 3.3.3. Controlling Commercial Activity
- 3.4. New Relationship Models
  - 3.4.1. Commercialization in New Business Models
  - 3.4.2. Personalization as the Main Driver of Customer Relations
  - 3.4.3. Developing Customer Experiences

- 3.5. Consultative Selling
  - 3.5.1. Sales Psychology
  - 3.5.2. Persuasive Communication
  - 3.5.3. Sales Methods Introduction and Evolution
- 3.6. Sales Methods
  - 3.6.1. Retail or B2C Sales
  - 3.6.2. B2B External Sales
  - 3.6.3. Online Sales
- 3.7. Digital Social Selling
  - 3.7.1. Social Selling
  - 3.7.2. Social Attitude: Create a Network of Contacts
  - 3.7.3. Process of Attracting a New Customers Using Social Media
- 3.8. Digital Sales Methodologies
  - 3.8.1. Main Agile Methodologies in Digital Sales
  - 3.8.2. Scrum Sales, Neat Selling, Snap Selling, and Spin Selling
  - 3.8.3. Inbound Sales B2B and Account Based Marketing
- 3.9. Marketing Support in Commercial Departments
  - 3.9.1. Marketing Management
  - 3.9.2. The Value of Digital Marketing (B2C/B2B)
  - 3.9.3. Marketing Mix Management in Commercial Departments
- 3.10. Organization and Planning of the Salesperson's Work
  - 3.10.1. Sales Zones and Routes
  - 3.10.2. Time Management and Management Meetings
  - 3.10.3. Analysis and Decision Making



*Manage the different commercial organization models, as well as the budget control of companies such as Rockstar 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

The Postgraduate Diploma in Commercial and Financial Management of Video Game Companies 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 Postgraduate Diploma without having to travel or fill out laborious paperwork”*

This **Postgraduate Diploma in Commercial and Financial Management of Video Game Companies** 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 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 Commercial and Financial Management of Video Game Companies**

Official N° of Hours: **450 h.**



\*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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



## Postgraduate Diploma Commercial and Financial Management of Video Game Companies

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

# Postgraduate Diploma Commercial and Financial Management of Video Game Companies

