Postgraduate Diploma

Video Game Business Creation and Management

tech technological university

Postgraduate Diploma
Video Game Business Creation and Management

- » 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-video-game-business-creation-management**

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01
Introduction

There are many companies dedicated to the management of video games. Although at the beginning there were few, they did not take long to expand as the market was in constant growth. Learning to create and manage companies in this field will open many doors in the labor market. With this program, the professionals will acquire the relevant knowledge to develop a successful work activity and thus, enter one of the industries that currently stands out the most. Together with highly qualified and experienced teachers, the online methodology and a very complete syllabus, achieving the proposed objectives will be enriching and beneficial at the same time.

"You will become an expert in an emerging sector, which is evolving at breakneck speed every day. Through different knowledge of business management and marketing, you will reach your goals"

Video games are becoming more and more relevant in society. A few years ago, it was unthinkable that a game could offer so many different jobs ranging from its creation, its development, to its commercialization. To create a company in this industry, it is necessary to study what is on the market and offer a value proposition knowing who the main users will be.

For this reason, this Postgraduate Diploma developed by TECH, is designed to guide students towards the Creation and Management of Video Game Companies. Following a syllabus prepared by professionals, the graduates will learn which are the items to be addressed to develop a company in this field. The production process of a digital game has different phases, and for this reason it is important to have a qualified person to manage the company.

The teaching staff of this program is highly qualified. They have a wide experience in the sector, which will help the student to acquire the necessary skills to create a company or manage it in an optimal way. At the same time, the syllabus is prepared to follow an order and to adopt the most important concepts to achieve the proposed objectives.

This program has different innovations in the educational field. One of them is its Relearning, methodology, endorsed by different professionals, which consists of the repetition of key concepts by the teacher and not by the student as we are used to. It has been proven that this innovative technique obtains more profitable final results. It is also worth mentioning the online format of this Postgraduate Diploma as it will allow students to prepare for their future work when, how and where they wish without neglecting other obligations of their personal and work life.

This **Postgraduate Diploma in Video Game Business Creation and Management** 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 no excuses with this program. TECH offers you the possibility of organizing your studies so that you can combine it with other aspects of your life"

Innovation is a very important aspect for companies in this category. With them they can stand out and make a difference. Learn how to achieve this distinction through the modules of this Postgraduate Diploma"

Through Relearning, the teacher will be responsible for helping you understand the most important concepts to perform the relevant duties in your future career.

Lead large companies that are benchmarks in the world of video games and be part of their growth.

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

Thanks to the objectives set by this program, the students will acquire the most advanced notions for the Creation and Management of Video Game Companies. These are divided into: general objectives that are valid for the whole program and specific objectives that highlight the most notable particularities of each module. Through them, it will be possible for the graduates to develop and master different areas and skills within project management, innovation and creation of companies in the field of digital games.

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Know in detail how a company dedicated to video games works through the objectives proposed by this program"

General Objectives

- Generate strategies for the industry
- Gain in-depth understanding of video game projects and design
- Develop video game-oriented strategies
- Master the functional areas of businesses in the video game industry
- Learn how to create companies in the video game market in a comprehensive way
- Gain in-depth knowledge of the impact on project management and in team leadership

Specific Objectives

Module 1. Video Games Business Creation

- Gain a broad body of knowledge of the main aspects involved in starting a company that will position itself within the video game market
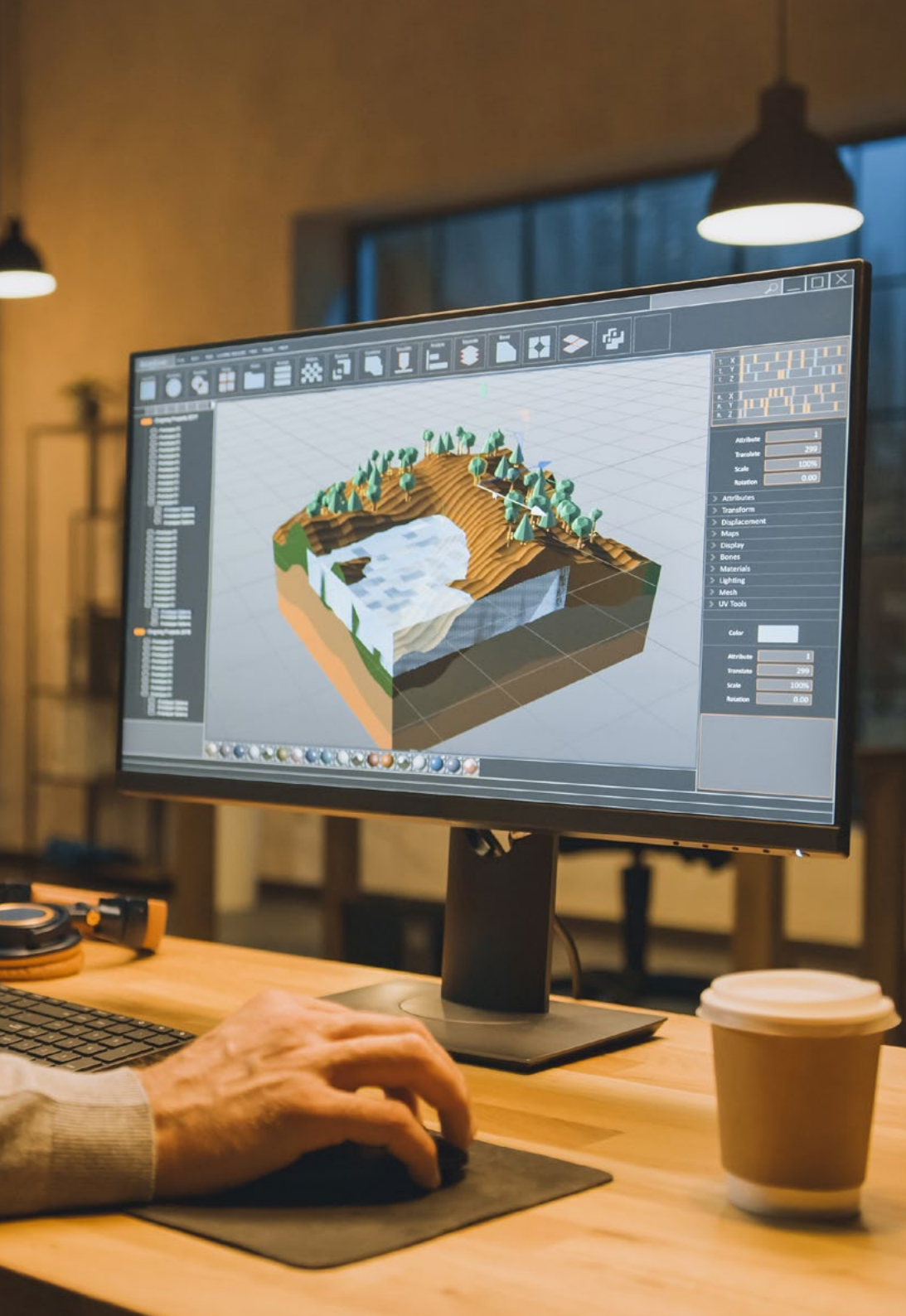
Module 2. Project Management

- Acquire detailed knowledge of project operations and management

Module 3. Innovation

- Comprehensively study the main elements to develop innovative and viable solutions for different video game services and products

"

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

03
Course Management

Thanks to the teaching staff of this Postgraduate Diploma, the student will learn and know the relevant notions applied to the Creation and Management of Video Game Companies. Among them, it is possible to find great professionals of the sector, who have professional successes behind them that are, in turn, a guarantee of their professionalism. They will do everything possible to instruct the graduates through the knowledge and skills required to achieve the proposed objectives.

" *Be guided by the experience and professionalism of our teachers. Take the opportunity to learn with professionals in the sector"*

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

With this Postgraduate Certificate, the graduates will have access to a program designed for their professional growth in the Creation and Management of Video Game Companies. Following a very complete syllabus, the students will learn from how to elaborate a business plan to develop a company in the industry to the management and development of the innovation. Through 3 modules, in which are present all the most precise aspects to achieve the proposed objectives, the students of this Postgraduate Diploma will acquire the keys to develop in this field.

In each module, you will learn everything you need for optimal professional development, such as how to draw up a business plan"

Module 1. Video Games 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
1.8.   New Online Distribution Models
    1.8.1.   Online Logistics Models
    1.8.2.   Direct Online Delivery and SaaS
    1.8.3.   Dropshipping
1.9.   Sustainability
    1.9.1.   Creation of Sustainable Value
    1.9.2.   ESG (Environmental, Social and Governance)
    1.9.3.   Sustainability in Strategy
1.10.   Legal Aspects
    1.10.1.   Intellectual Property
    1.10.2.   Industrial Property
    1.10.3.   RGDP

Module 2. Project Management

2.1.   Video Game Project Life Cycle
    2.1.1.   Conceptual and Preproduction Phase
    2.1.2.   Production Phase and Final Phases
    2.1.3.   Post-Production Phase
2.2.   Video Game Projects
    2.2.1.   Genre
    2.2.2.   Serious Games
    2.2.3.   Subgenre and New Genres
2.3.   Video Game Project Architecture
    2.3.1.   Internal Architecture
    2.3.2.   Relationship Between Elements
    2.3.3.   Holistic Vision of Video Games
2.4.   Video Games
    2.4.1.   Recreational Aspects in Video Games
    2.4.2.   Video Game Design
    2.4.3.   Gamification

Module 3. Innovation

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.

Certificate

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

This **Postgraduate Diploma in Video Game Business Creation and 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 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 Video Game Business Creation and Management**
Official Nº of Hours: **450 h.**

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Awards the following
DIPLOMA
to
Mr./Ms. _____; with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in

Video Game Business Creation and Management

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

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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