Professional Master's Degree
MBA in Video Game Business Management

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MBA in Video Game Business Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/videogames/professional-master-degree/master-mba-video-game-business-management**

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01
Introduction

The management of a company dedicated to the video game industry involves various tasks and objectives to be fulfilled. There are many factors to take into account, such as the marketing techniques to be used, the knowledge of specific programs or the necessary skills to lead a team. Therefore, this program aims to teach the graduates through a more avant-garde educational methodology. Thanks to this, the students will acquire valuable and essential qualities for the management of digital or video game businesses.
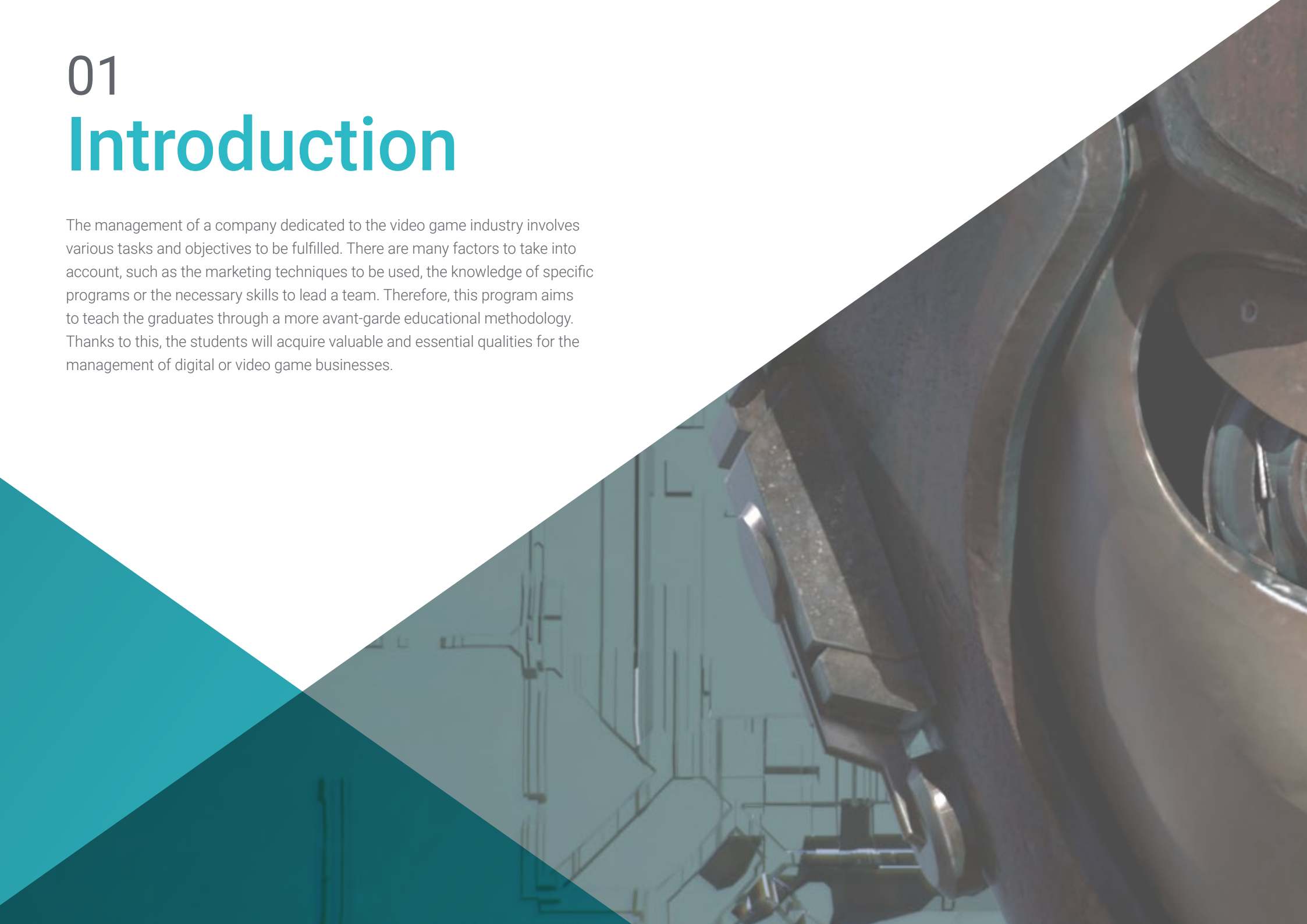
With this Professional Master's Degree, the road to success will be easier thanks to the tools you will acquire in the senior management of video game companies"

Companies dedicated to the creation of video games are booming. It is an emerging market, which has many buyers around the world so the demand within it is increasing. The management in this type of companies requires a series of skills to be developed in order to make the company take off towards sales success.

For this reason, being in charge of the business management is a very big responsibility as well as an imposing one. It is important to know all the nooks and crannies of the industry, in order to investigate all these aspects and constantly improve them in order to obtain quality final results.

The MBA in Video Game Business Management is designed to serve as a guide for professionals who want to develop a career in this field. Through clear and forceful contents, the graduates will achieve the necessary skills for the development of the tasks inherent of the position.

With an online methodology, this program is positioned as a perfect option for those who want to combine their studies with their work or personal life. TECH applies the Relearning, methodology in this degree, a learning technique of proven effectiveness. This consists of the repetition of key concepts by the teaching staff, in order to develop a seamless learning process.

This **MBA in Video Game Business 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 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
- Its special emphasis on innovative methodologies
- 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

Become a reference within one of the most leading-edge fields of today"

Digital and video game companies are booming due to the rapid growth of technology. Join this revolution by studying at TECH Technological University"

Teaching you how to manage successful companies is one of the main objectives of this program.

With our online methodology, you will be able to organize your study time in a practical and efficient way.

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, students will be assisted by an innovative, interactive video system created by renowned and experienced experts.

02
Objectives

The objective of this MBA in Video Game Business Management from TECH is to guide the graduates in the fundamental pillars of the strategic management of the company. This program has a syllabus with all the key concepts to understand and execute a strategic plan that serves as a reference for proper coordination and execution of work among team members. Therefore, the professionals who completes this program will obtain at the end a series of appropriate knowledge to develop their role within the work environment.

tech

"

*Lead a team towards
the same goal: success"*

General Objectives

- Generate strategies for the industry
- Gain in-depth understanding of video game projects and design
- Gain in-depth knowledge of emerging technologies and innovations in 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
- 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. Strategy in Digital and Video Games Businesses
- Know the context and the components of business strategy focused on the video game industry

Module 2. 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 3. Digital Marketing and Digital Transformation of Video Games
- Identify and know how to develop all the disciplines and techniques of Gaming Marketing that enable companies to boost their business models in the video game industry

Module 4. 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 5. Project Management
- Acquire detailed knowledge of project operations and management

Module 6. Innovation
- Comprehensively study the main elements to develop innovative and viable solutions for different video game services and products

Module 7. Financial Management
- Identify and recognize the most critical aspects of economic and financial management as one of the main competencies for business management

Module 8. Commercial Management
- Develop high-commercial skills in the main processes to increase sales and business development capabilities in video game companies

Module 9. eSports Management
- Learn, study and delve into the whole eSports sub-ecosystem, both in terms of its main players and business models, in order to be able to develop this market

Module 10. Leadership and Talent Management
- Acquire skills and abilities based on the new competencies required to lead business models and projects in the video game industry

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

03
Skills

All the skills that students acquire during their learning path in this MBA in Video Game Business Management will be very useful in their future career. Through this program you will find the answers to the needs of companies in the industry and the details of the activities to successfully develop a managerial position within a company in the digital field.
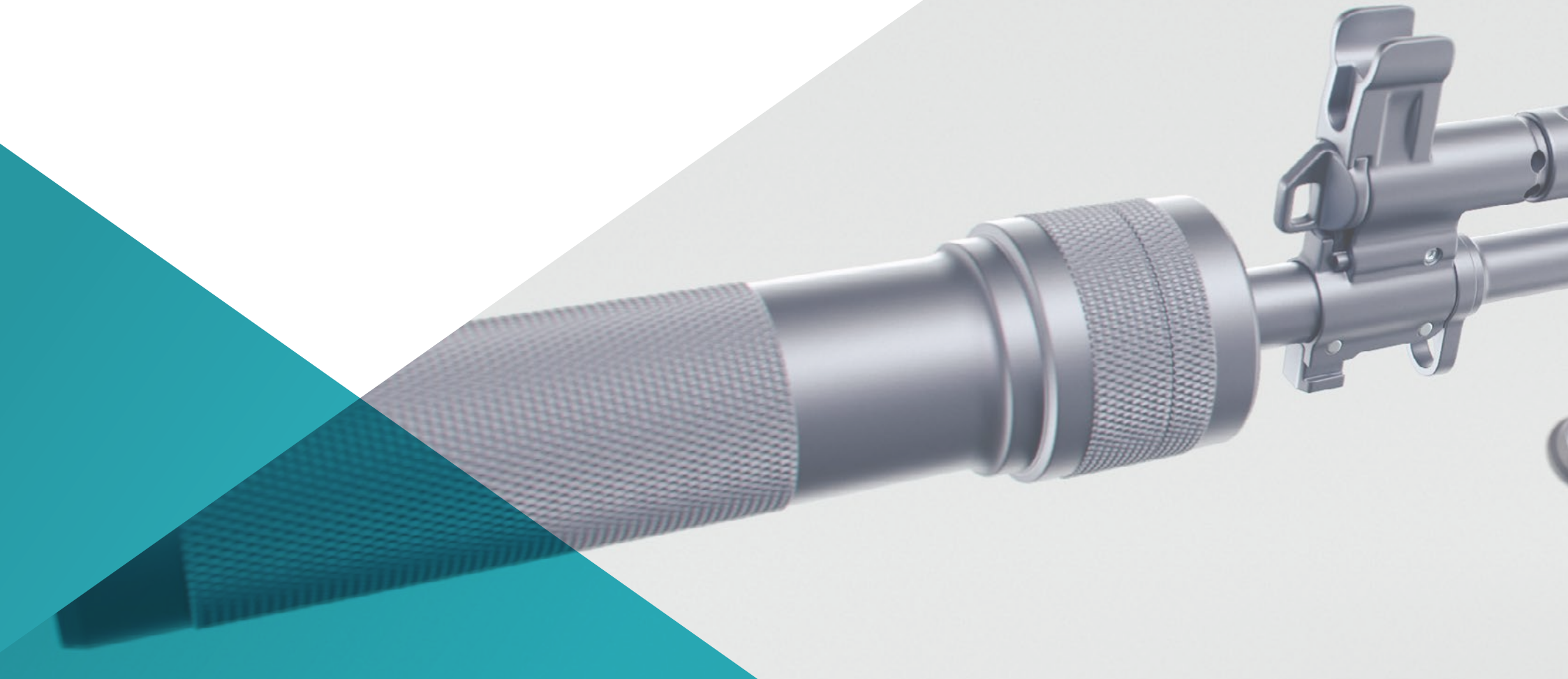
Through different skills such as understanding the ecosystem of the video game industry, you will understand and learn how to execute an infallible plan for a future position in the labor market within a company in this field"

General Skills

- Develop business strategies oriented towards digital and video game businesses
- Master the management areas of digital and video game businesses
- Learn in-depth how to design video game projects
- Understand the video game industry ecosystem in depth
- Learn in detail the technologies at the disposal of video games, from a business point of view
- Delve into the impact of Marketing and Sales actions
- Analyze the financial and economic management of a video game business
- Understand in detail the main aspects for the creation of video game businesses
- Acquire high standards on emerging technologies and innovation in the video game industry
- Acquire the most complex skills and competencies to lead business models and products from the field of video games

Specific Skills

- Immerse yourself in the strategic scope of digital and video game companies
- Analyze aspects such as the strategic process and the need to analyze the different variables required for a strategic formulation
- Know the study tools for the analysis of the video game sector, the competitive position and the economic environment
- Substantiate the objectives and functions of strategic management in digital and video game companies
- Consider the elements that make up the structure of the sector and the particular value chain
- Review the elements of the video game value chain
- Add value in aspects such as e-commerce
- Evaluate professional profiles in the video game industry and professional eSports clubs
- Learn how to design Digital Marketing plans
- Emphasize traffic and audience acquisition disciplines for the distribution of commercial messages
- Work on Display and Programmatic Advertising techniques
- Learn Inbound Marketing and Account Based Marketing
- Assimilate Digital Marketing processes and current solutions for automation
- Learn what is required to start a company and achieve sustainability
- Review key Business Plan elements and the required investment
- Study the details in video game production and the operations subsequent to market launch

- Analyze how new online distribution models operate
- Acquire knowledge on project management
- Understand the architectures used in video game projects
- Work on cases of project conception, launch and implementation phases
- See how advertising and marketing management are integrated into projects
- Review the elements and components required for professionals to develop innovative skills and abilities
- Treat and manage talent as a fundamental part of digital and video game company capital
- Work on and give a detailed review of the innovative business models being implemented in the industry
- Know the skills, knowledge and competencies in financial and economic analysis
- Acquire a high level of financial knowledge in business
- Work on the most relevant aspects of the financial system
- Delve into all the sections that make up the economic and financial system of digital and video game companies
- Acquire commercial skills
- Correctly perform actions aimed at the marketing and sale of products or services
- Implement and learn how sales and marketing management work in order to apply the most up-to-date techniques

- Learn and understand how to manage eSports events, championships and conventions
- Understand the two most relevant entities in eSports: The Player and The Club
- Thoroughly comprehend different business models that can be used in eSports management, as well as the most relevant aspects involved in holding events and championships or in sponsorship and advertising management
- Propose merchandising sales strategies
- Apply Influencer Marketing in a profitable way
- Acquire leadership competencies and skills
- Work on talent management skills by means of analyzing and developing Human Resources processes
- Become familiar with Soft Skills in detail
- Develop pragmatic leadership

04
Course Management

Aimed at providing the students with the relevant knowledge to develop a quality Digital and Video Game Business Management, this program has a highly qualified faculty. The teaching staff has an interesting working career in which they have accumulated experience, which is extremely useful for the development of the teaching material of this Professional Master's Degree. Therefore, the students have the guarantee of high-quality teachers who will guide them through his educational journey.

"Learn with the best professionals the secrets to lead an artistic and video game company to success"

Management

Mr. Moreno Campos, Daniel

- Chief Operations Officer in Marshals
- Project Manager Officer in Sum - The Sales Intelligence Company
- Content Manager at 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

05
Structure and Content

The teaching staff of this program has designed a syllabus, taking into account the requirements of the companies. Therefore, it follows a syllabus whose content offers the knowledge and tools necessary for a global view of the different management and strategies for an optimal development of the tasks required in a job position within the industry. In all the modules, the student will acquire the skills required in the Digital and Video Game Business Management.

This Professional Master's Degree follows a customized study plan for you to learn in an effective way everything you need to know about Digital and Videogame Business Management"

Module 1. Strategy in Digital and Video Games Businesses

1.1. Digital and Video Games Businesses
    1.1.1. Components of Strategy
    1.1.2. Digital Ecosystem and Video Games
    1.1.3. Strategic Positioning

1.2. The Strategic Process
    1.2.1. Strategic Analysis
    1.2.2. Selection of Alternative Strategies
    1.2.3. Strategy Implementation

1.3. Strategic Analysis
    1.3.1. Internal
    1.3.2. External
    1.3.3. SWOT and CAME Matrix

1.4. Sectorial Analysis of Videogames
    1.4.1. Porter's 5 Forces Model
    1.4.2. SWOT Analysis
    1.4.3. Sectorial Segmentation

1.5. Competitive Position Analysis
    1.5.1. Create and Monetize a Strategic Value
    1.5.2. Niche Search vs. Market Segmentation
    1.5.3. Sustainability of Competitive Positioning

1.6. Economic Environment Analysis
    1.6.1. Globalization and Internationalization
    1.6.2. Investment and Savings
    1.6.3. Production, Productivity and Employment Indicators

1.7. Strategic Management
    1.7.1. A Framework for Strategy Analysis
    1.7.2. Analysis of the Sectoral Environment, Resources and Capabilities
    1.7.3. Putting the Strategy into Practice

1.8. Strategy Formulation
    1.8.1. Corporate Strategies
    1.8.2. Generic Strategies
    1.8.3. Client Strategies

1.9. Strategy Implementation
    1.9.1. Strategic Planning
    1.9.2. Communication and Organizational Participation Scheme
    1.9.3. Change Management

1.10. The New Strategic Businesses
    1.10.1. Blue Oceans
    1.10.2. Exhaustion of the Incremental Improvement in the Value Curve
    1.10.3. Zero Marginal Cost Businesses

Module 2. Video Games Business Management

2.1. Industry and Value Chain
    2.1.1. Value in the Training Sector
    2.1.2. Elements of the Value Chain
    2.1.3. Relationship between Each of the Elements in the Value Chain

2.2. Video Game Developers
    2.2.1. Conceptual Proposals
    2.2.2. Creative Design and Video Game Storylines
    2.2.3. Technology Applied to Video Game Development

2.3. Console Manufacturing
    2.3.1. Components
    2.3.2. Types and Manufacturers
    2.3.3. Console Generation

2.4. Publishers
    2.4.1. Selection
    2.4.2. Development Management
    2.4.3. Product and Service Creation

Module 3. Digital Marketing and Digital Transformation of Video Games

Module 4. Video Games Business Creation

4.1. Entrepreneurship
    4.1.1. Entrepreneurial Strategy
    4.1.2. Entrepreneurship Projects
    4.1.3. Agile Methodologies in Entrepreneurship

4.2. Technological Innovations in Video Games
    4.2.1. Innovations in Consoles and Related Peripherals
    4.2.2. Innovation in Motion Capture and Live Dealer
    4.2.3. Innovation in Graphics and Software

4.3. The Business Plan
    4.3.1. Segments and Value Proposition
    4.3.2. Processes, Resources and Key Alliances
    4.3.3. Customer Relations and Interaction Channels

4.4. Investments
    4.4.1. Investments in the Video Game Industry
    4.4.2. Critical Aspects to Capture Investments
    4.4.3. Financing Startups

4.5. Finances
    4.5.1. Revenues and Efficiencies
    4.5.2. Operative Costs and Capital
    4.5.3. Income Statement and Balance Sheet

4.6. Video Game Production
    4.6.1. Production Simulation Tools
    4.6.2. Planned Production Management
    4.6.3. Production Control Management

4.7. Operations Management
    4.7.1. Design, Localization and Maintenance
    4.7.2. Quality Management
    4.7.3. Inventory and Supply Chain Management

4.8. New Online Distribution Models
    4.8.1. Online Logistics Models
    4.8.2. Direct Online Delivery and SaaS
    4.8.3. Dropshipping

4.9. Sustainability
    4.9.1. Creation of Sustainable Value
    4.9.2. ESG (Environmental, Social and Governance)
    4.9.3. Sustainability in Strategy

4.10. Legal Aspects
    4.10.1. Intellectual Property
    4.10.2. Industrial Property
    4.10.3. RGDP

Module 5. Project Management

5.1. Video Game Project Life Cycle
    5.1.1. Conceptual and Preproduction Phase
    5.1.2. Production Phase and Final Phases
    5.1.3. Post-Production Phase

5.2. Video Game Projects
    5.2.1. Genre
    5.2.2. Serious Games
    5.2.3. Subgenre and New Genres

5.3. Video Game Project Architecture
    5.3.1. Internal Architecture
    5.3.2. Relationship Between Elements
    5.3.3. Holistic Vision of Video Games

5.4. Video Games
    5.4.1. Recreational Aspects in Video Games
    5.4.2. Video Game Design
    5.4.3. Gamification

Module 7. Financial Management

Module 8. Commercial Management

Module 9. eSports Management

Module 10. Leadership and Talent Management

10.1. Business, Organization and Human Resources
10.1.1. Organization and Organizational Structure
10.1.2. Strategic Management
10.1.3. Work Analysis and Organization

10.2. Company Human Resources Management
10.2.1. Organization in Human Resources
10.2.2. Recruitment Channels
10.2.3. Professional Profiles in the Video Game Industry

10.3. Personal and Professional Leadership
10.3.1. Leaders and Leadership Processes
10.3.2. The Authority of Communication
10.3.3. Negotiation With Success and Failure

10.4. Knowledge and Talent Management
10.4.1. Strategic Talent Management
10.4.2. Technology Applied to Human Resources Management
10.4.3. Innovation Models in Human Resources

10.5. Knowledge Management as Crucial to Business Growth
10.5.1. General Objectives in Knowledge Management
10.5.2. Structure of Knowledge Management Systems and Flows
10.5.3. Processes in Knowledge Management

10.6. Coaching and Mentoring
10.6.1. PNL
10.6.2. Coaching and Mentoring
10.6.3. Processes

10.7. New Leadership Styles in VUCA Environments
10.7.1. Individual Change Management
10.7.2. Organizational Change Management
10.7.3. Data Science

10.8. Diversity Management
10.8.1. Incorporating New Generations into Leadership Roles
10.8.2. Female Leadership
10.8.3. Multicultural Management

10.9. Leader Coach
10.9.1. Coach Leadership Skills
10.9.2. Feedback and Feedforward
10.9.3. Recognition

10.10. Adapting to New Technologies
10.10.1. Attitudes
10.10.2. Knowledge
10.10.3. Security/Safety

A complete program with everything you need to position yourself in the best companies in the sector"

06
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 MBA in Video Games Business Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Professional Master's Degree issued by TECH Technological University.
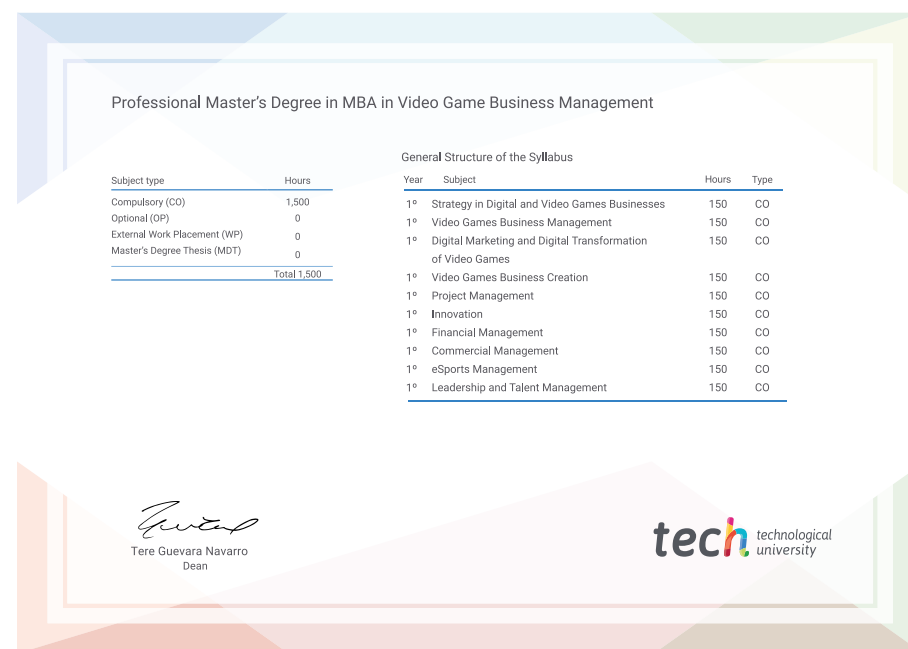
Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork"

This **MBA 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 **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Professional Master's Degree in MBA in Video Games Business Management**
Official Nº of Hours: **1,500 h.**

tech technological university

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

PROFESSIONAL MASTER'S DEGREE
in

MBA in Video Game Business Management

This is a qualification awarded by this University, equivalent to 1,500 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

Professional Master's Degree in MBA in Video Game Business Management

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Strategy in Digital and Video Games Businesses	150	CO
1º	Video Games Business Management	150	CO
1º	Digital Marketing and Digital Transformation of Video Games	150	CO
1º	Video Games Business Creation	150	CO
1º	Project Management	150	CO
1º	Innovation	150	CO
1º	Financial Management	150	CO
1º	Commercial Management	150	CO
1º	eSports Management	150	CO
1º	Leadership and Talent Management	150	CO

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*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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