Postgraduate Certificate
Gamification in the Company

tech global university

Postgraduate Certificate

Gamification in the Company

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Accreditation: **5 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/education/postgraduate-certificate/gamification-company**

Index

01
Introduction

Improving productivity in companies is closely related to the well-being of employees. A dynamic work environment makes it easier for staff to achieve their goals, so techniques that make employees face their daily tasks in a more engaging way will benefit the entire company. However, this is not easy, as advanced digital training is required for truly effective strategies. TECH responds to this need with this program, which provides a high level of preparation in gamification processes for different departments of a company by experts in this field.All with an online format to study it at the pace that the students consider convenient.

Thanks to this Postgraduate Certificate, the routine days in the office will become days of fun while increasing productivity"

One of the main reasons why employees decide to leave their jobs is the monotony of the routine, feeling unfulfilled professionally. However, there is also the case of workers who choose to stay in their position, but end up performing below their potential for the same reasons. Faced with this problem, having innovative strategies that put an end to boredom and launch staff motivation, more than an option, becomes an obligation for the company in order to recover optimal performance.

It is at this point where Gamification enters the scene, which has already burst into educational spaces to change the rules of the game in learning and is gaining ground in the business and organizational sector. Betting on a playful format, workers will perform their usual tasks in an innovative way. Therefore, a gaming system based on scores, rankings and rewards will make work in the office vibrant.

But to implement these gamification techniques, it is clear that specific preparation is required. This is due to the fact that this transformation of the work area must be carried out without affecting the functions of the personnel during the transition. In the same way, once the games have been implemented, care must be taken to ensure that they are developed correctly so that they do not have the opposite effect and reduce productivity.

The Postgraduate Certificate in Gamification in the Company provides all the keys in this regard, making employees feel that with these mechanics their work is publicly recognized, instead of going unnoticed. It will also contribute to encourage interactions between colleagues. This program can be taken with all imaginable facilities given its online nature, so a simple Internet connection is the only essential requirement.

This **Postgraduate Certificate in Gamification in the Company** contains the most complete and up-to-date educational program on the market. The most important features include:

- The development of case studies presented by experts in Business Gamification
- The graphic, schematic and practical contents with which it is conceived gather educational and practical information on those 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

Highlight in a technique of enormous projection that is already being applied in large companies"

Increase the well-being of your employees or co-workers with public recognition of their work.

Examine in depth real cases of gamification techniques that have catapulted numerous companies to success"

Specialize in managing healthy competitions among employees while boosting company productivity.

The program's teaching staff includes professionals from the sector who contribute their work experience to this training 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 course. For this purpose, students will be assisted by an innovative interactive video system created by renowned experts.

Objectives

This Postgraduate Certificate aims to turn companies into fun environments where work is done even more efficiently. The program will provide students with the essential components to transfer Gamification to the professional environment with optimal results. It will always do so with a global and integral perspective so that with this acquired knowledge students will be able to face all the challenges that may arise in the future.

TECH will transform your company so that, instead of feeling that you are simply working, you will feel that you are in the right place to develop your full potential"

General Objectives

- Identify the psycho-pedagogical assumptions of innovations in Gamification and digital resources

- Design your own gamifications and games, both at a private and commercial level

- Select the games that can be used in GBL according to needs and objectives

- Apply gamification strategies in business environments

- Apply gamification strategies in academic environments

- Manage teams through gamification

- Lead the digital transition in centers

- Identify the elements of the new digital school

- Transform classes to adapt to the new educational paradigm

- Complete a Portfolio of innovations in gamification, GBL and digital resources

Specific Objectives

- Develop motivational strategies through shared challenges
- Apply tools to encourage digital collaboration
- Define strategies to foster work group motivation
- Increase the functional analysis of a group
- Manage repetitive tasks in a different way

The program will make you a reference in gamification techniques applied in different key departments"

03

Course Management

This program's commitment to revolutionize the day-to-day life of companies requires the most qualified professionals in this field. For this reason, TECH has incorporated to the teaching team renowned educators and ICT experts who have stood out in their careers for daring Gamification projects that v nded up being a success. An ambitious selection of teachers who will ensure the proper development of students in the Postgraduate Certificate.

"

Let yourself be guided by renowned professionals who have put an end to boredom at work thanks to their deep knowledge of ICT"

Management

Mr. Morilla Ordóñez, Javier

- Teacher Specialist in Contemporary History and ICT
- Head of Studies at JABY School
- Apple Distinguished Educator
- Professor at the Complutense University and University of Alcalá.
- Bachelor's Degree in Philosophy, Letters and History University of Alcalá
- Specialist in Gamification, Flipped Classroom and Digital Transition
- Author of History contents in the Geniox Project by Oxford University Press

Mr. Albiol Martín, Antonio

- ICT Coordinator at JABY School
- Head of the Department of Spanish Language and Humanities
- Professor of Spanish Language and Literature
- Bachelor's Degree in Philosophy from the Complutense University of Madrid
- Master's Degree in Literary Studies. Complutense University of Madrid
- Master's Degree in Education and ICT, Specialization in E-Learning. Open University of Catalonia

Professors

Dr. De la Serna, Juan Moisés
- Psychologist and Expert Writer in Neurosciences
- Writer specializing in Psychology and Neurosciences
- Author of the Open Chair in Psychology and Neurosciences
- Scientific disseminator
- Doctorate in Psychology
- Bachelor's Degree in Psychology. University of Seville
- Master's Degree in Neurosciences and Behavioral Biology. Pablo de Olavide University, Seville
- Expert in Teaching Methodology. La Salle University
- University Specialist in Clinical Hypnosis, Hypnotherapy. National University of Distance Education - UNED.
- Diploma in Social Graduate, Human Resources Management, Personnel Administration. University of Seville
- Expert in Project Management, Administration and Business Management. Federation of Services U.G.T
- Trainer of Trainers. Official College of Psychologists of Andalusia

Mr. Herrero Gonzalez, Jesús
- Psychologist Diploma in Games and Gamification
- DEVIR Specialist
- Specialist in the chain of Hobby and Toy Stores Poly
- Psychology Graduate
- Master's Degree in Education
- Expert in Games and Gamification

Dr. Fuster García, Carlos
- Doctorate in Social Sciences Didactics
- Doctorate in Specific Didactics with Specialization in Social Sciences
- Teacher of Secondary and University Education in different institutions in Spain
- Internship tutor for the Teacher Training Degree
- Collaborator of the GEA-CLÍO research group
- Bachelor's Degree in History, University of Valencia
- Master's Degree in Secondary Education Teaching
- Master's Degree in Specific Didactics Research
- Master's Degree in in Comics and Education

Ms. Gallego Manzanares, Verónica
- Historian specialized in Cultural Heritage
- Historian at the Ministry of Cultural Heritage and Activities and Tourism of Italy
- Speaker at specialized congresses and conferences
- Graduate in History from the Complutense University of Madrid
- Master's Degree in History of the Hispanic Monarchy from the Complutense University of Madrid.

Mr. Illán, Raúl
- Business Coach in Gesem Human Resources
- Speaker at several international congresses
- Bachelor's Degree in Business Administration with a specialization in Financial Management. UCM.
- Degree in Law
- Degree in Psychology

Mr. Martín Centeno, Óscar

- Writer and Lecturer
- President of the Council of Directors of Early Childhood, Primary and Special Education in the Community of Madrid
- Director of the Santo Domingo de Algete Early Childhood, Primary and Secondary Education Center. Madrid
- Director of documentaries, multimedia educational proposals and video art pieces for the Reina Sofía National Museum, the Thyssen-Bornemisza National Museum and Málaga City Council
- Trainer of teachers in the Community of Madrid in courses on ICT in the Classroom, Digital Resources and Encouraging Reading in the Digital Age
- Master's Degree in Leadership and Management of Educational Centers
- Bachelor's Degree in History and Science of Music
- Diploma in Music Teaching
- Florentino Pérez-Embid International Award from the Real Academia Sevillana de Buenas Letras for his first book Espejos enfrentados (Confronting Mirrors)
- Nicolás del Hierro Poetry Prize for his second book Las Cántigas del Diablo (The Devil's Canticles)
- International Paul Beckett Award for his third book Sucio tango del alma (Dirty Tango of the Soul) from the Valparaíso Foundation

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

04
Structure and Content

With a duration of 125 hours, the syllabus of the Postgraduate Certificate in Gamification in the Company is designed to apply with guarantees the Gamification in key departments of companies, such as Human Resources, Marketing or Sales. Following the practical methodology of Relearning, of which TECH is a pioneer, all the concepts will be successfully assimilated by the students through interactive resources, complementary readings or Masterclasses.

The teaching team will perfect your knowledge on the proper development of game mechanics in sensitive areas of the company such as Human Resources, Marketing or Sales"

"A program that will help you get to know employees and their motivations better"

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

"

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

## The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

At TECH you will NOT have live classes (which you might not be able to attend)"
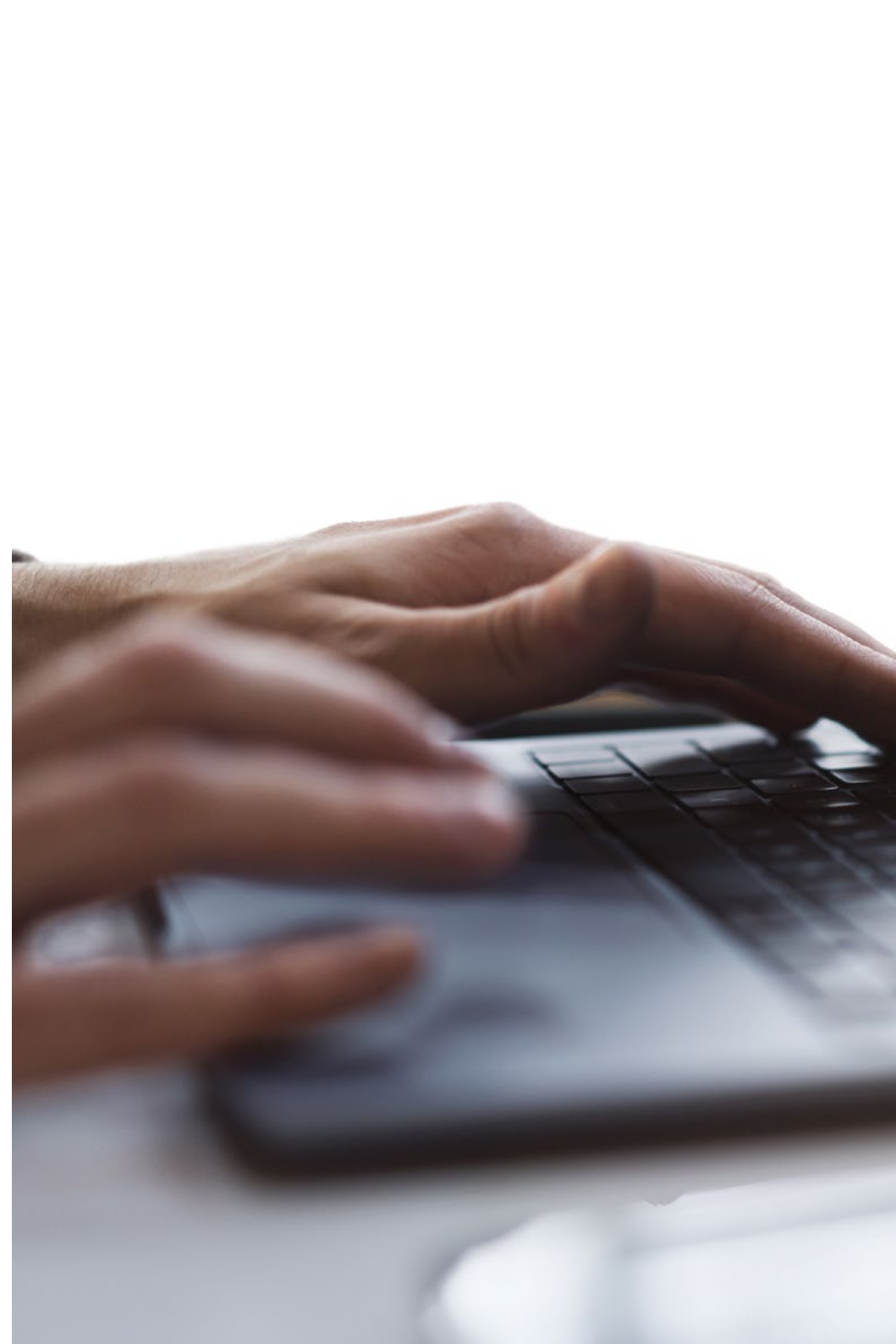
The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

"

The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present 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".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%
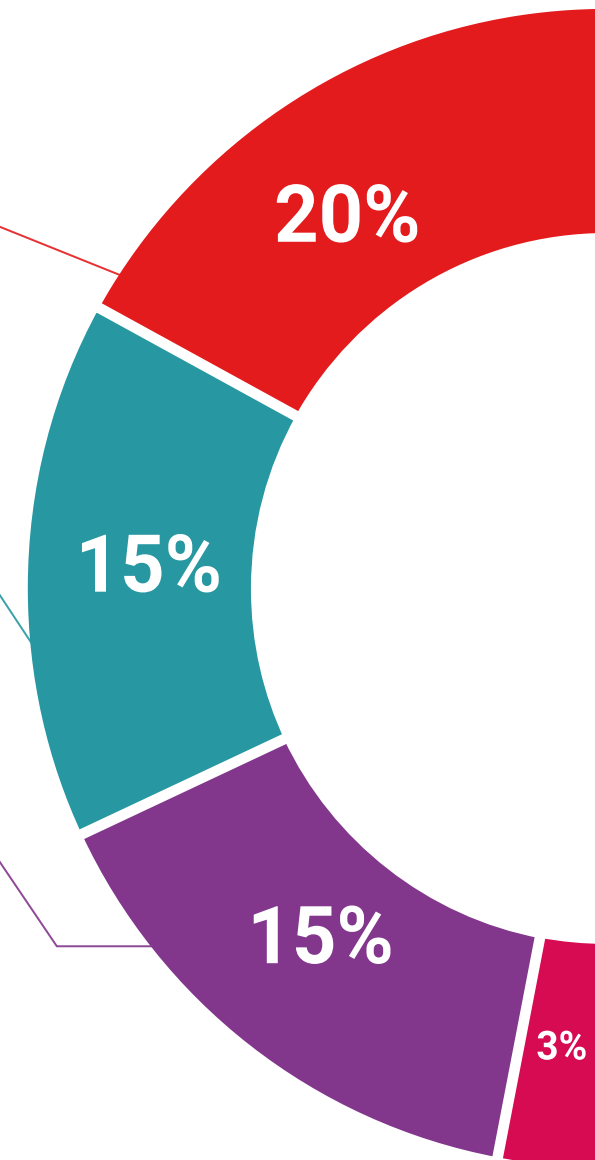
Case Studies

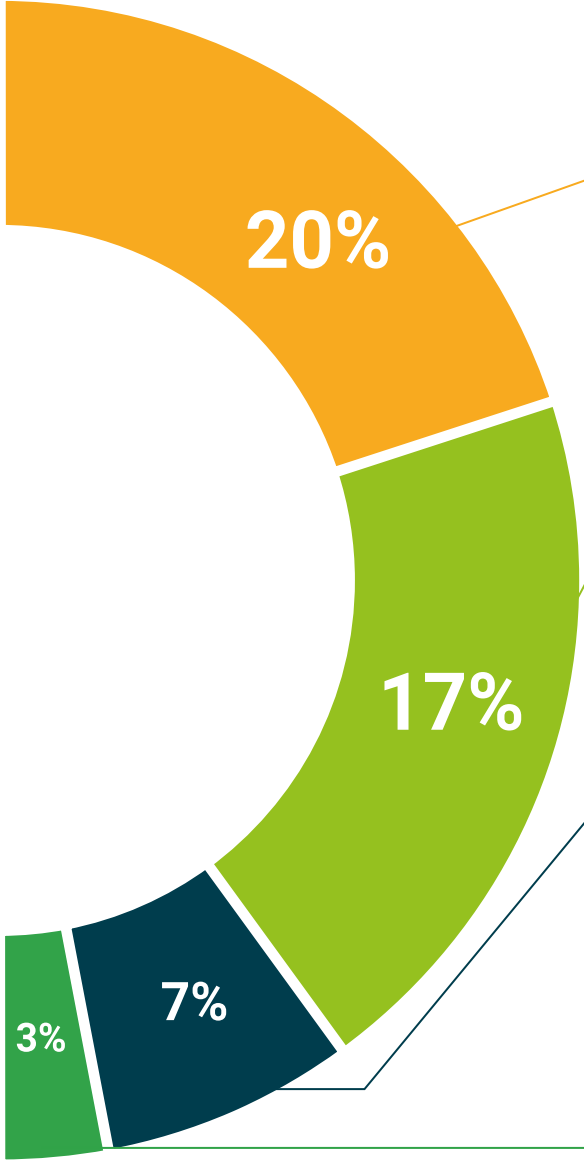Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

06
Certificate

The Postgraduate Certificate in Gamification in the Company guarantees, in addition to the most accurate and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

"*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork*"

This private qualification will allow you to obtain a **Postgraduate Certificate in Gamification in the Company** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (**_official bulletin_**). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Gamification in the Company**

Modality: **online**

Duration: **6 weeks**

Accreditation: **5 ECTS**

tech *global university*

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Gamification in the Company

This is a private qualification of 150 hours of duration equivalent to 5 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
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 Global University will make the necessary arrangements to obtain it, at an additional cost.

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Postgraduate Certificate
Gamification in the Company

» Modality: **online**
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» Acreditation: **5 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Postgraduate Certificate
Gamification in the Company

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