Postgraduate Certificate

Digital and Video Game Business Strategies

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Postgraduate Certificate
Digital and Video Game Business Strategies

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **Professionals with certificate, diploma and bachelor's degree in the field of Business who want to broaden their career and acquire the necessary skills that will allow them to carry out management strategies for digital and video game companies.**

Website: **www.techtitute.com/pk/school-of-business/postgraduate-certificate/digital-video-game-business-strategies**

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01
Welcome

The development of a good business strategy is fundamental to ensure the success of any business. The same is true in the digital and video game industry. This is why companies prefer to have on their staffs professionals who are prepared and capable of coming up with innovative ideas that break the mold and catapult them to success. Being aware of this reality, the university launches this program focused, precisely, to improve the business skills of its students and to turn them into highly qualified workers, able to perform with confidence and guarantee the tasks of a high position within a gaming company. A program designed and directed by experts in the sector, 100% online and accessible 24 hours a day.

Postgraduate Certificate in Digital and Video Game Business Strategies TECH Technological University

If you're looking for a practical, up-to-date program that will help you achieve professional success, you're in the right place"

02
Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.

tech

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000 executives prepared each year

+200 different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500 | collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.
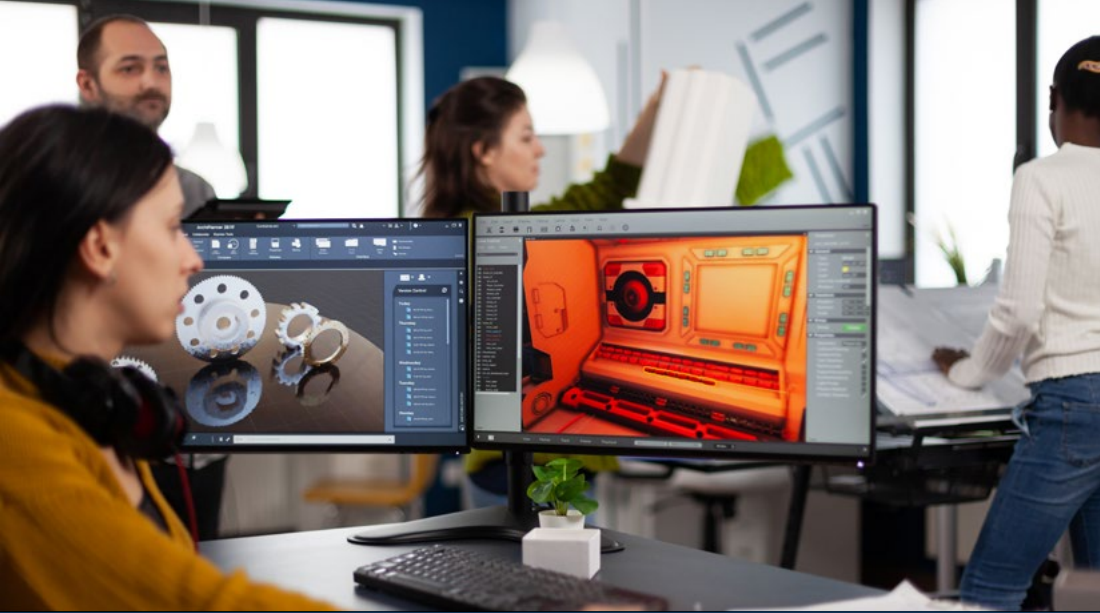
TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03
Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06 Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04
Objectives

The objective of this program is to provide graduates with the necessary tools that will allow them to understand the context of digital and video game companies, their background and characteristics, in this way to be able to develop safer and more successful strategies. Thanks to this, the student will see a significant improvement in their professional skills, which will allow them to opt for more and better job opportunities.

Your goals and TECH's goals are the same: that you achieve professional success"

**TECH makes the goals of their students their own goals too.
Working together to achieve them.**

The **Postgraduate Certificate in Digital and Video Game Business Strategies** will enable students to:

01 Generate strategies for the industry in general

02 Gain in-depth understanding of video game projects and design

03 Develop video game-oriented strategies

04 Know the context and the components of business strategy with a focus on the video game industry

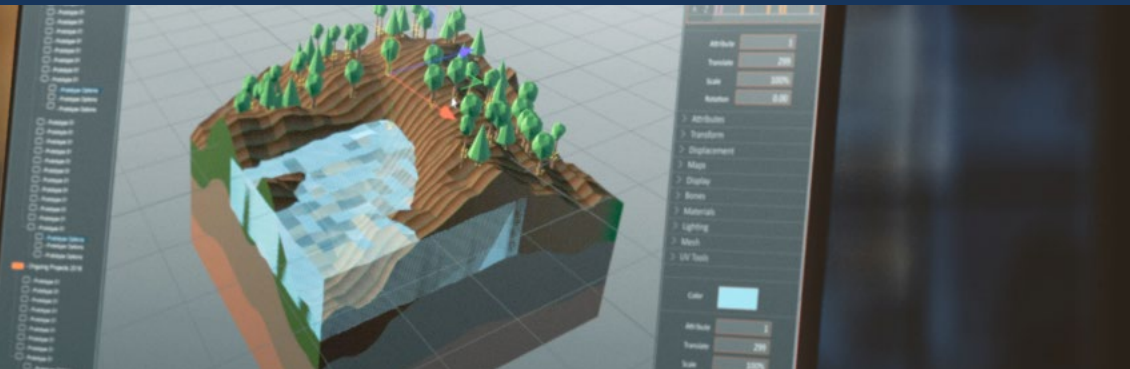**05** Know the digital and video game ecosystems

06 Develop a SWOT and SSA analysis

08 Know the characteristics of the globalization and internationalization of the economic environment in the gamer industry

09 Plan corporate, generic and customer strategy

07 Create and Monetize a Strategic Value

10 Detailed analysis of the sector's environment, resources and capabilities

Structure and Content

The content of this Postgraduate Certificate in Digital and Video Game Business Strategies has been designed by the teaching team taking into account the latest and most realistic trends in the field of strategies carried out by companies in the video game industry. In addition, as they are active experts with work experience in management, they have been able to provide a more critical and personal view, based on their own success.

Learn from the strategies of large companies in the video game industry such as Electronic Arts or Microsoft"

Syllabus

The Postgraduate Certificate in Digital and Video Game Business Strategies of TECH - Technological University provides students, through its intensive program, with the necessary concepts that allow them to achieve their professional objectives and face the challenges that arise from the field of business management, such as the development of effective strategies within the different areas of an entity.

The program, distributed in 150 hours, is composed not only by a complete, current and contrasted theoretical content, but it is also accompanied by a variety of audiovisual material. This material includes case studies, with which the graduate will be able to apply the knowledge learned and develop a critical capacity based on their own personal and academic experience.

In addition, you will have access to the entire program from the beginning of the program, which will allow you to organize your study time according to your personal and work availability. A program designed for working professionals and focused on improving their skills and competencies. In short, a Postgraduate Certificate with which to delve into the concepts that will allow you to achieve your professional success.

This Postgraduate Certificate in Digital and Video Game Business Strategies takes place over 6 weeks and consists of 1 single module:

Module 1	Strategy in Digital and Video Games Businesses

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Digital and Video Game Business Strategies completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

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. PESTEL 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. 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

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"

TECH Business School uses the 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"

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

> *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

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 we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

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 online business school is the only one in the world licensed to incorporate 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

08 competencies testing (retesting)

03 testing

07 case based learning through storytelling

04 learning from an expert

06 Von-Restorff effect

05 neurocognitive context dependent learning

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. With this methodology we have 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, markets, and financial 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager 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%

3%

30%

15%

4%

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 senior management 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.

Our Students' Profiles

This program is aimed at business professionals and entrepreneurs who want to invest their time in a program that will enable them to develop successful strategies in a company dedicated to gaming and who want to make a qualitative leap in their professional careers. Whether part of a personal project or a consolidated entity, the students who access this program will be able to improve their skills exponentially in just six weeks.

In just 150 hours you will have raised your professional skills to a higher level, with an educational accreditation that will open many doors in the work environment"

Average Age

Between **35** and **45** years old

Years of Experience

More than 5 years **17%**

Up to 15 years **14%**

10 to 15 years **37%**

5 to 10 years **32%**

Training

Business Economics **49%**

Engineering **27%**

Social Sciences **12%**

Other **12%**

Educational Profile

Industry **35%**

Services **16%**

Entrepreneurs **39%**

Other **10%**
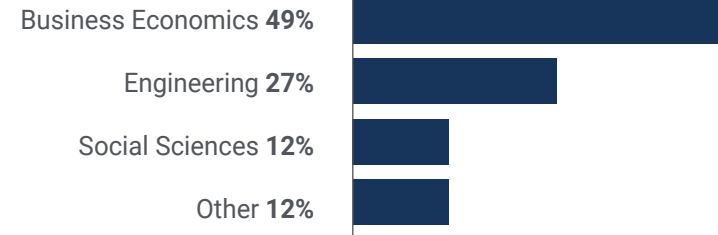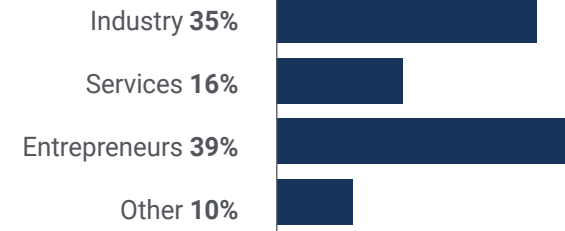
Geographical Distribution

USA **10%**

Spain **48%**

Mexico **25%**

Colombia **17%**
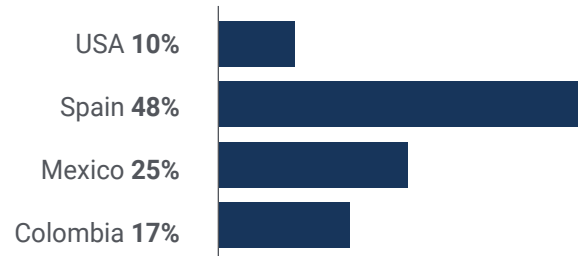
Angélica Afonso

Content Manager

It's the perfect program if you're looking for current, practical content tailored to the video game industry. After looking at several programs at different universities I came to this one and as soon as I read its program I knew it was exactly what I needed. Without a doubt, investing my time in this program has been one of the best decisions I could have made to enhance my professional career"

Course Management

The teaching staff of this Postgraduate Certificate in Digital and Video Game Business Strategies is made up of professionals from different branches of the management of entities, with extensive experience in the sector and in teaching. Likewise, the faculty is committed to the students and to their professional improvement, and will be available to resolve any issues that may arise during the program.

One of TECH's ways of guaranteeing effective learning is through the use of real case studies, proposed by the teachers and taken from their own experience"

Management

Mr. Moreno Campos, Daniel

- Chief Operations Officer in Marshals
- Project Manager Officer in Sum, The Sales Intelligence Company
- Content Manager en GroupM, WPP
- Boluda Online Marketing Courses Teacher
- Teacher at Edix by 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

Professors

Mr. Beceiro Cillero, Iñaki

- Biomedical Researcher
- Collaborating researcher in AMBIOSOL Group
- Master in Biomedical Research
- Degree in Biology from the University of Santiago de Compostela
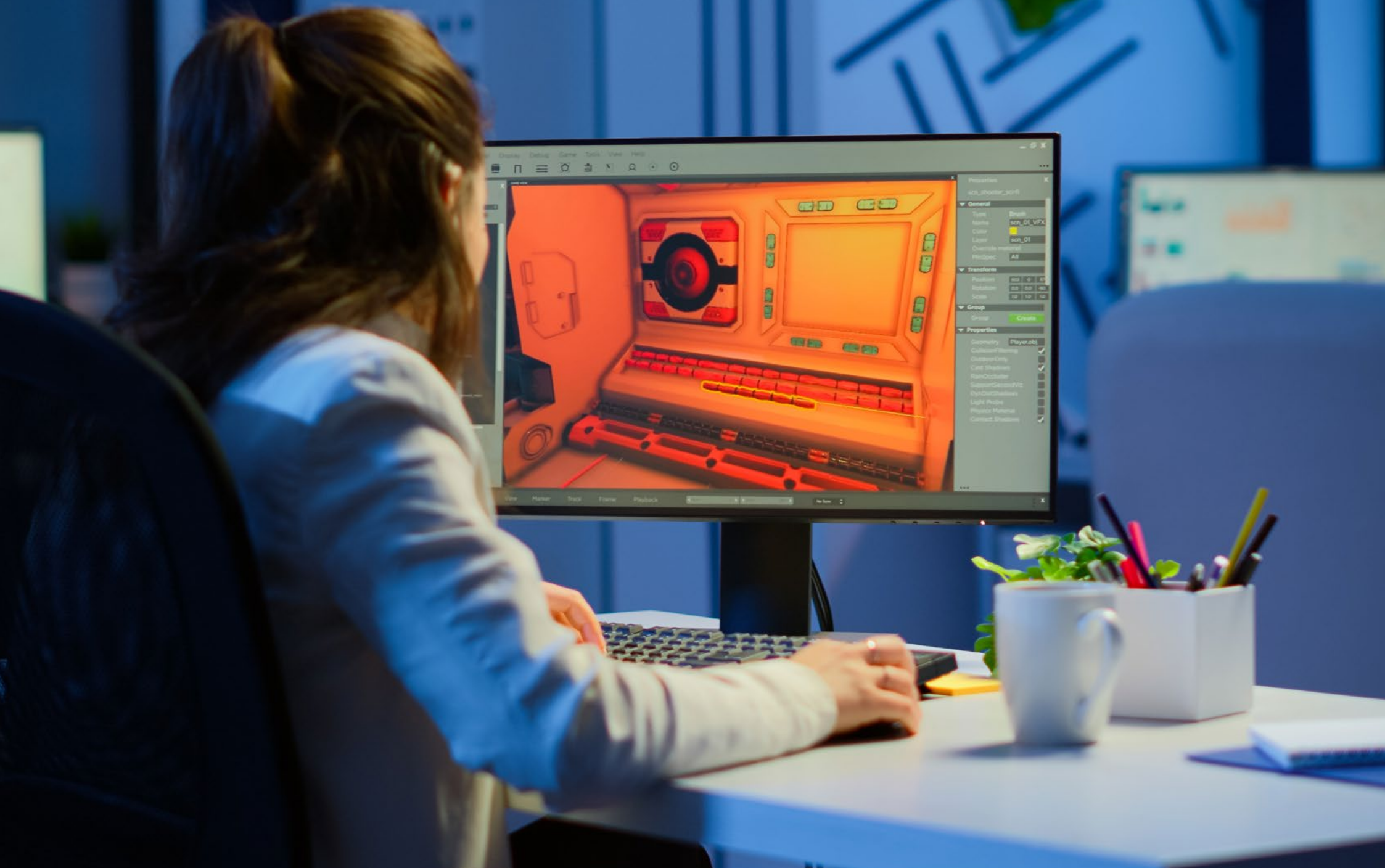
Impact on Your Career

The completion of this Postgraduate Certificate will provide the student's career and curriculum with a nuance that will allow them to stand out among their professional peers. In addition, its high practical content, unlike other programs, allows graduates to put themselves to the test and truly demonstrate what they have learned, always with the possibility of restudying the syllabus or delving deeper into certain aspects that they consider relevant to their activity.

The fact that it is a 100% online program will make it easier for you to organize your study time, allowing you to combine your work life with your academic life"

Are you ready to take the leap?
Excellent professional development awaits you

TECH's Postgraduate Certificate in Digital and Video Game Business Strategies is an intensive program that prepares you to face challenges and business decisions in the field of strategy development in the video game industry. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you"

Launch your own analysis and implement a strategy designed by you and supervised by TECH's team of experts.

Analyze the weaknesses that the company must work on through new strategic business.

Time of Change

During the program	During the first year	After 2 years
15%	**57%**	**28%**

Type of change

Internal Promotion **25%**

Change of Company **40%**

Entrepreneurship **35%**
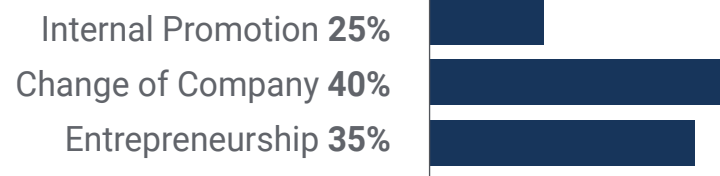
Salary increase

This program represents a salary increase of more than **24.5%** for our students.

Salary before	A salary increase of	Salary after
$48,000	**24.5%**	**$59,800**

10

Benefits for Your Company

This Postgraduate Certificate in Digital and Videogame Business Strategies contributes to increase the talent and capabilities of the professional profile of the worker in a videogame company. In this way, the chain of command is revalued and as a result, an organized, effective and productive work activity is obtained, which will be highly beneficial for the entity.

Enroll now and don't miss this opportunity to boost your professional career with the world's largest Technological University"

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

Project Development

05

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

Increased competitiveness

06

This program will equip students with the skills to take on new challenges and drive the organization forward.

Certificate

The Postgraduate Certificate in Digital and Video Game Business Strategies guarantees, in addition to the most rigorous and up-to-date program, access to a Postgraduate Certificate issued by TECH - Technological University.

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

This **Postgraduate Certificate in Digital and Video Game Business Strategies** contains the most complete and up-to-date program in the market.

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

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

Title: **Postgraduate Certificate in Digital and Video Game Business Strategies**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following

CERTIFICATE

to

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

POSTGRADUATE CERTIFICATE

in

Digital and Video Game Business Strategies

This is a qualification awarded by this University, equivalent to 150 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 certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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