

# Postgraduate Certificate E-Sports Management





## Postgraduate Certificate E-Sports Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: university degree, postgraduate certificate, bachelor's degree in the area of business who want to expand their career and acquire the necessary skills to allow them to carry out a managerial activity within the different fields of the industry of video games.

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/e-sports-management](http://www.techtute.com/in/school-of-business/postgraduate-certificate/e-sports-management)

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# 01 Welcome

The development of technology and, above all, the boost given to it by the evolution of the Internet has favored the emergence of new concepts in the area of video games, E-Sports. Its attractiveness and the possibilities it offers for players has made it grow exponentially in a very short time, so the business demand for professionals specialized in the management of cybersports projects is increasing. Being aware of this reality, the TECH Technological University offers a program that will provide students with the necessary skills to develop and manage E-Sports projects with a total guarantee of success. A 100% online program that will boost the professional career of graduates to reach professional limits that had never been considered before.



Postgraduate Certificate in E-Sports Management.  
TECH Technological University



“

*Incorporate the most advanced concepts in E-Sports Management into your knowledge and become a professional in this sector”*

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 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

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



### Academic Excellence

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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

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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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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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

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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

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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

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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

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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

E-Sports is a changing scenario within the video game industry. That is why knowing in detail the ins and outs of this area is a complex task. However, TECH, through a deep and exhaustive research and with the aim that students get the most out of this program, has managed to compile in a single program all the information that will allow them to specialize in just six weeks.



“

*If your goal is to direct your professional career towards the direction and business management of E-Sports projects, this program is the one that will help you achieve it"*



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

The **Postgraduate Certificate in E-Sports Management** will enable students to:

01

Gain in-depth understanding of video game projects and design

02

Learn how to develop marketing and sales strategies in detail





03

Learn and study the whole *E-Sports*, sub-ecosystem, both in terms of its parties involved and business models, in order to be able to develop strategies in this market

04

Understand the role of the player and its importance in the development of digital initiatives

# 05

# Structure and Content

The world of E-Sports is made up of different areas and parties involved: players, sponsors, distributors, manufacturers, etc. Knowing in detail each of these elements is what allows professionals to develop an efficient and effective management strategy, and that is precisely what they will achieve with the completion of this program. Because through a very complete program, graduates will acquire the essential skills and competencies that will guide their careers towards success in the management of E-Sports projects.



“

*This program delves into the management of Owned Media and Paid Media, with a special focus on Social Media. Concepts that the specialist will have to handle to guarantee a successful strategy management"*

## Syllabus

The design and development of the syllabus of this Postgraduate Certificate in E-Sports Management has been carried out by the teaching team, who have managed to adapt the entire syllabus to the labor demand required by Gaming companies.

It is a conceptual journey through the E-Sports industry, from club management and the importance of the relationship with players, to competitions and events. In addition, it also delves into the management of sponsorships and advertising, as well as the relevance of E-Sports strategies in this area.

A compact program developed over 6 weeks in which students will find 150 hours of theoretical, practical and additional content. They will be able to access research articles, readings, detailed videos of each unit, interactive summaries to facilitate their review and much more. The teaching team selects all this material so that students will be able to delve into the sections they consider.

A 100% online program with which graduates will be able to organize themselves and which allows active workers to combine their working day with the academic one. In addition, the Online Campus is optimized for computers, tablets and cell phones, so you can access it from anywhere and 24 hours a day.

This Postgraduate Certificate in E-Sports Management is developed over 6 weeks and in a single module:

### Module 1

### *E-Sports Management*





### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in E-Sports Management 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 educational experience, key and decisive to boost your professional development and make the definitive leap.*

Module 1. *E-Sports* Management

1.1. *E-Sports* Industry

- 1.1.1. *E-Sports*
- 1.1.2. *E-Sports* Industry Parties Involved
- 1.1.3. The *E-Sports* Business Model and Marketplace

1.2. *E-Sports* Clubs Management

- 1.2.1. Importance of *E-Sports* Clubs
- 1.2.2. Creation of Clubs
- 1.2.3. *E-Sports* Club Management and Administration

1.3. *E-Gamers* Relationship

- 1.3.1. The Role of the Player
- 1.3.2. Player's Skills and Competencies
- 1.3.3. Players as Embassadors of the Brand

1.4. Competitions and Events

- 1.4.1. *Delivery* in *E-Sports*: Competitions and Events
- 1.4.2. Event and Championship Management
- 1.4.3. Main Local, Regional, National and Global Championships

1.5. Sponsorship Management in *E-Sports*

- 1.5.1. Sponsorship Management in *E-Sports*
- 1.5.2. Types of Sponsorships in *E-Sports*
- 1.5.3. Sponsorship Agreements in *E-Sports*

1.6. Advertising Management in *E-Sports*

- 1.6.1. *Advergaming*: New Advertising Format
- 1.6.2. *Branded Content* in *E-Sports*
- 1.6.3. *E-Sports* as a Communicative Strategy

1.7. Marketing in *E-Sports* Management

- 1.7.1. *Owned Media* Management
- 1.7.2. *Paid Media* Management
- 1.7.3. Special Focus in *Social Media*

1.8. *Influencer Marketing*

- 1.8.1. Marketing Influencer
- 1.8.2. Audience Management and Its Impact on *E-Sports*
- 1.8.3. Business Models in *Influencer Marketing*

1.9. *Merchant*

- 1.9.1. Sale of Services and Associated Products
- 1.9.2. *Merchandising*
- 1.9.3. *E-Commerce* and *Market Places*

1.10. *E-Sports* Metrics and KPI

- 1.10.1. Metrics
- 1.10.2. KPI of Progress and Success
- 1.10.3. Strategic Map for Objectives and Indicators



*Leading companies in the E-Sports sector such as Cloud9 or TSM value positively in the personnel selection processes the specialization of the employer in the main areas of E-Sports project management"*







# 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"*



## 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.*



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

## 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.

## 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.





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.





### 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.



07

# Our Students' Profiles

This Postgraduate Certificate is aimed at graduates, professionals with postgraduate certificate and bachelor's degree who have previously completed any of the degrees which offers education and pedagogy. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities. Professionals who are university graduates in any area and have two years of work experience in the managerial field may also take the Postgraduate Certificate.





“

*If you are looking to become an established and prestigious professional in the E-Sports industry, you will find the keys to achieve it in this program"*

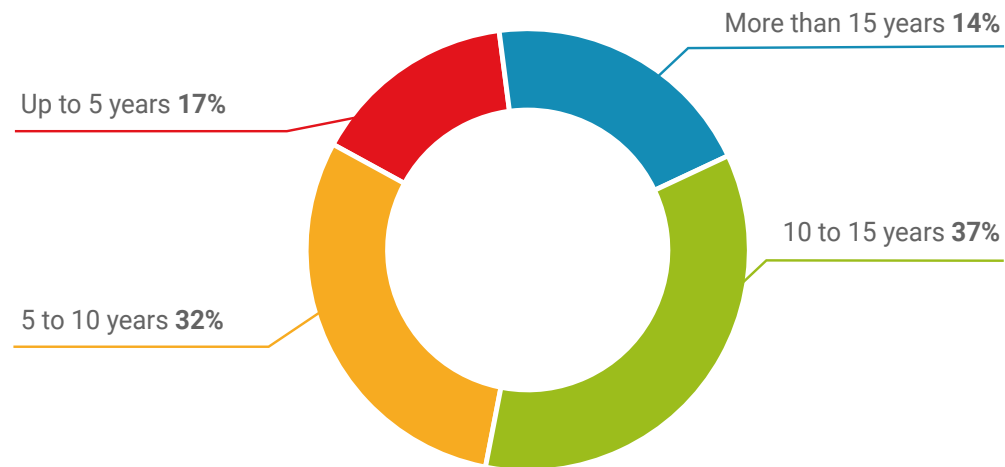
### Average Age

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

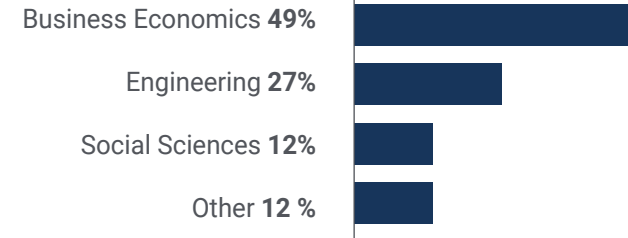
### Years of Experience

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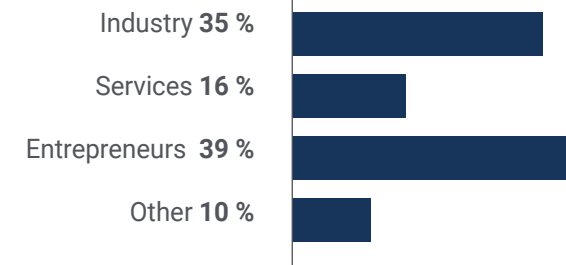
### Training

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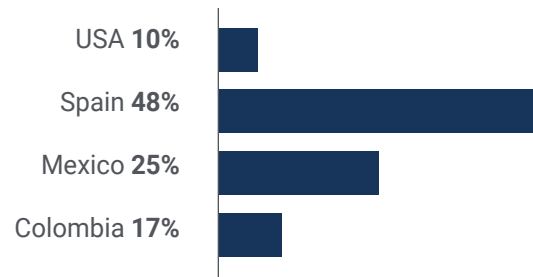
### Educational Profile

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## Geographical Distribution

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## Jennifer Almeida López

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Content Manager

*"A colleague from college told me about this program and when I read your program I knew it was exactly what I needed. In just 6 weeks I had managed to learn everything I needed to know about project management in E-Sports. This helped me to get the job I currently have and where I feel personally and professionally developed"*

08

# Course Management

For the development of the management team of this Postgraduate Certificate in E-Sports Management, TECH has selected a teaching team with extensive experience in different branches of business management of digital entities. Also, as they are active professionals, they will be able to provide a more realistic and practical view of the industry. In addition, as a sign of their commitment to the program and the education of the students, you will be at their disposal to resolve any questions that may arise throughout the program.





“

*You will be surrounded by industry experts whose experience will guide you on the road to success”*

## Management



### 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





09

# Impact on Your Career

Seeking the greatest possible positive impact on the student's career, TECH has brought together in this Postgraduate Certificate not only the key knowledge in E-Sports project management, but also the unique perspective to put that knowledge into practice with the greatest success. In this way, both the students' critical and analytical skills as well as their own transversal competencies, essential for any modern leader, are fostered.





“

*Adding this qualification to your resume will open doors to companies like Riot Games”*



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

The Postgraduate Certificate in E-Sports Management is an intensive program that prepares you to face challenges and business decisions in the field of E-Sports project management. The main objective is to promote personal and professional growth. Helping students achieve success.

If you want to improve yourself, make a positive change at a professional level and network with the best, TECH is the place to be.

*You will be able to plan and customize your learning schedule. TECH gives you the tools, but you decide when and from where to access the content.*

*The career improvement that this Postgraduate Certificate will bring you will also translate into a substantial salary increase.*

#### Time of Change



#### Type of Change



## Salary Increase

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



10

# Benefits for Your Company

The Postgraduate Certificate in E-Sports Management contributes to elevate the organization's talent to its maximum potential through the qualification of high-level leaders. Participating in this qualification is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers. In addition, the figure of a qualified manager can help the company grow to position itself above the competition.



“

*Achieve the educational boost you need to get into positions of responsibility and management where you will be able to truly demonstrate your best skills and competencies"*

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.





05

### Project Development

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

---

06

### Increased competitiveness

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

11

# Certificate

The Postgraduate Certificate in E-Sports Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in E-Sports 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 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 E-Sports Management**

Official N° of Hours: **150 h.**



\*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.



## Postgraduate Certificate E-Sports Management

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



# Postgraduate Certificate E-Sports Management

