

Postgraduate Certificate e-Sports Management

Endorsed by the NBA





Postgraduate Certificate e-Sports Management

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

Website: www.techtitute.com/us/videogames/postgraduate-certificate/e-sports-management

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01

Introduction

Video games are a fairly new market, but *e-Sports*, or electronic sports, are even newer, having been around for less than 50 years. These can be defined as online championships in which different players get together to see who is the best at the game in question. This makes it a very attractive option, since more and more companies are looking for personnel to manage this type of online competitions with thousands of followers. With this program, the students will acquire all the concepts and skills necessary to develop *e-Sports* Management and enter a very ambitious job market. All this is included in this online program with the most innovative educational techniques in the field.





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Learn the techniques to manage the two entities needed to develop a business model: The Club and The Player”

e-Sports can be defined as video game competitions that have become very popular in recent years. They are usually multiplayer and can be played by professionals as well as amateurs or enthusiasts. Their first appearances date back to 1972 with the famous game *Spacewar*. From then until today, many video games have been developed in this modality, giving rise even to people who are professionally dedicated to this modality.

In this program, the students will learn about the sub-ecosystem of *e-Sports*. Advertising, *Merchandising* and *Influencer Marketing* are aspects strictly linked to this specialty and which play a vital role in the development of *e-Sports*. The student will acquire the relevant knowledge through cases and realities that will give a more practical vision of the knowledge. You will also learn how to manage the two entities that exist to develop a business model in this field: the Club and the Player.

This program has a comprehensive syllabus that is prepared by professionals with extensive professional experience in video game companies. Through it, the graduates will learn everything related to *e-Sports Management*. In this way, managing events and championships will ensure success in their future career, as well as the rest of the functions belonging to a job in this field.

TECH has a 100% online methodology that will allow the student to study this program from anywhere, just by having access to the internet. This will make it possible for students to combine their studies with other aspects of their lives, such as work or personal matters. This Postgraduate Certificate, also has the latest trends in educational techniques such as, for example, the repetition of concepts by the teacher to the student, better known as Relearning.

This **Postgraduate Certificate in e-Sports Management** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Practical cases so that learning is carried out in a more direct way
- ◆ Specialized content on video game development and animation
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable electronic device with an Internet connection



At TECH, we make the most of the technologies through various multimedia resources. In this way, we will achieve a quality immersion in each of the topics of this Postgraduate Certificate”

“

Learn how to create a business model depending on the type of player you find: the Pro, the Amateur and the Enthusiast”

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.

Its 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 an immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby professionals must try to solve the different professional practice situations that arise throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned experts.

Work in companies specialized in e-Sports, such as Cloud 9 or Team Liquid.

At TECH we adapt to you. Our online methodology will allow you to develop your career at your own pace.



02 Objectives

The objectives of this Postgraduate Certificate in e-Sports Management are the skills that the student must acquire to develop professionally within a video game company. It is important for the graduates to learn, through the different topics that make up this program, to differentiate the elements of *e-Sports* as well as to manage them in an optimal way and with a business perspective.



“

*Learn how to manage clubs and players.
Two indispensable elements in e-Sports”*



General Objectives

- ◆ Gain in-depth understanding of video game projects and design
- ◆ Learn how to develop marketing and sales strategies in detail





Specific Objective

- ◆ Learn and study the whole e-Sports sub-ecosystem, both in terms of its main players and business models, in order to be able to develop this market

“

The general and specific objectives of this Postgraduate Certificate will lead you to successfully complete your academic training”

03

Course Management

This program has a highly qualified teaching team. Thanks to their extensive experience, they will instruct students with the general and specific concepts and skills. Thus, students will see improved development of their career within companies in an emerging market such as video games. The faculty will make use of the most proven educational techniques in the industry to teach this Postgraduate Certificate.



“

The teaching staff of this Postgraduate Certificate has extensive professional experience in the ecosystem of video game companies”

Management



Mr. Moreno Campos, Daniel

- ◆ Chief Operations Officer in Marshals
- ◆ Project Manager Officer in Sum- The Sales Intelligence Company
- ◆ Content Manager en GroupM (WPP)
- ◆ Teacher in Boluda.com
- ◆ Teacher in Edix (UNIR)
- ◆ Associate Teacher in ESIC Business & Marketing School
- ◆ Master's Degree in Innovation and Digital Transformation, Digital Communication and Multimedia Content at MSMK University
- ◆ Product Owner Certification



Adell	99	100	
60	10	210	1
brester	99	100	
60	10	210	1
Jane	99	100	
6160	80	210	7000
qkcat	99	100	
600	14	200	1
SARAH	99	100	
6100	17	210	1



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	100	0	0
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04

Structure and Content

This program has a rich and varied content that will prepare the students in all the necessary aspects so that they can face their professional future specializing in e-Sports Management. This Postgraduate Certificate consists of a single module with 10 topics through which different cases and realities will be developed so that the graduate can put into practice the knowledge acquired.



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Through the contents of this program, you will learn about different business models that can be developed in E-Sports Management”

Module 1. e-Sports Management

- 1.1. e-Sports Industry
 - 1.1.1 e-Sports
 - 1.1.2 e-Sports Industry Players
 - 1.1.3 The eSports Business Model and Market
- 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 Ambassadors of the Brand
- 1.4. Competitions and Events
 - 1.4.1 e-Sports Delivery: 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 Marketplaces
- 1.10. e-Sports Metrics and KPIs
 - 1.10.1 Metrics
 - 1.10.2 Progress and Success KPIs
 - 1.10.3 Strategic Map for Objectives and Indicators

“ Each point of the syllabus is carefully studied so that you learn the tasks to be performed within the strategies that must be followed by companies dedicated to the creation of video games”

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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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.



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 student will learn to solve complex situations in real business environments through collaborative activities and real cases.

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.



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.



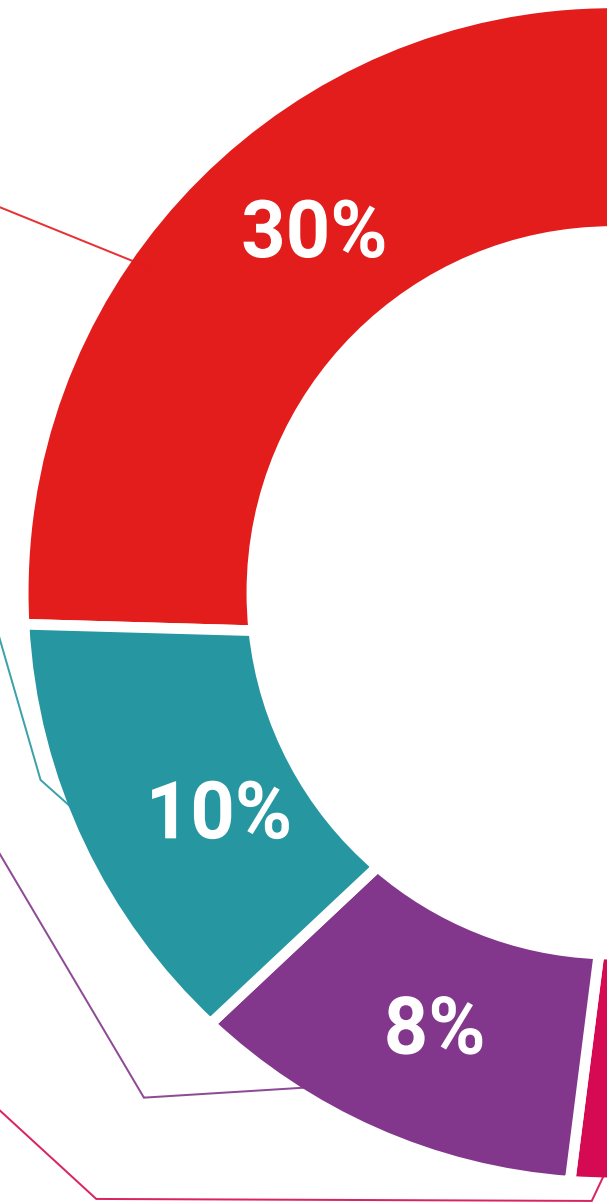
Practising Skills and Abilities

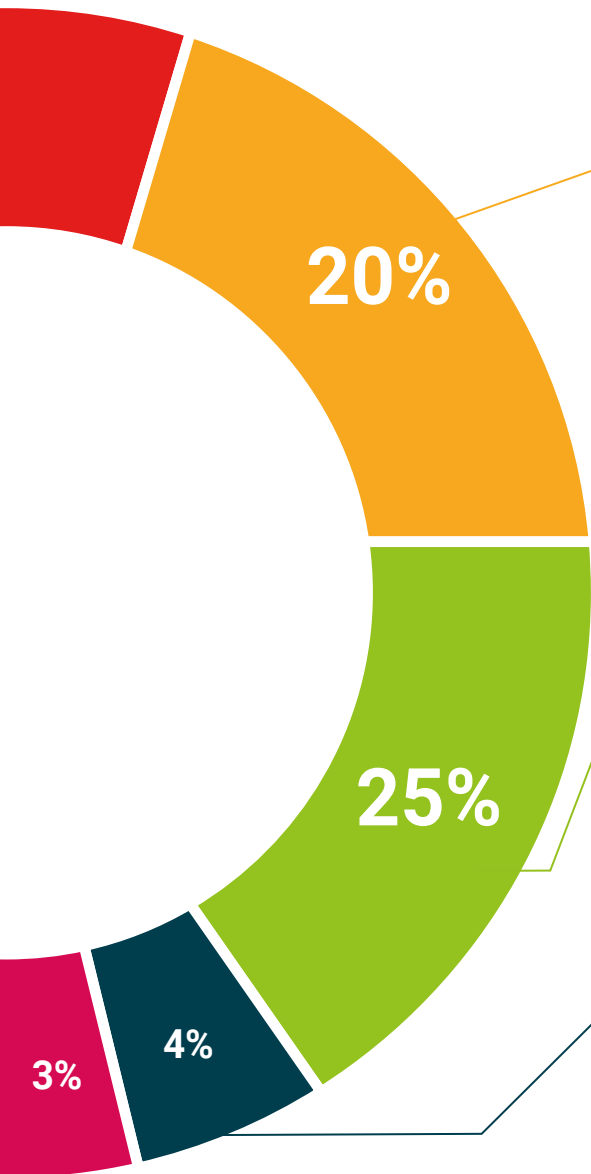
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



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.





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.



06

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 Global University.



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Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a **Postgraduate Certificate in e-Sports Management** 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.

Certificate: **Postgraduate Certificate in e-Sports Management**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

Endorsed by the NBA



*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.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development languages
virtual classroom



Postgraduate Certificate e-Sports Management

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

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