

# Postgraduate Certificate Innovation in Video Game Companies





## Postgraduate Certificate Innovation in Video Game Companies

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

Website: [www.techtute.com/us/videogames/postgraduate-certificate/innovation-video-game-companies](http://www.techtute.com/us/videogames/postgraduate-certificate/innovation-video-game-companies)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*

# 01

# Introduction

The art of innovation is undoubtedly an element that serves as a differentiator within a video game company. Standing out from the competition brings more value, and that is why more and more companies in this field are looking for professionals to help in this task. This program is designed for people who want to deepen their knowledge in this field and improve their future career. For this reason, this university offers great advantages for the realization of programs like this, for example, the possibility of studying online without fixed schedules or restrictions.





“

*Learn how to review the elements and components necessary to develop innovative skills and abilities with a business vision”*

Innovation is a very valuable quality within a company. It is the touch that can make it stand out from the competition. In the case of video game companies, it is important to achieve that their products have something different from the rest because in this way they can get their game to be more consumed and therefore bring more benefits to the company. Innovation and industry are concepts that go hand in hand since one has been the engine of growth of the other.

For this reason, this program offers a door to obtain a very important job position. The professional will be in charge of analyzing projects that implement innovation. Another of the tasks that would be developed in a job position within a video game company would be to export processes, functionalities and technologies to other sectors such as gamification, tokenization and the use of avatars.

With a syllabus prepared by highly-qualified teachers, the graduates will find the most important topics to develop in this specialization. Through pedagogical methods of great educational rigor, the professors of this Postgraduate Certificate present the concepts through multimedia resources. This makes them more visual and attractive to the students.

All this is perfectly complemented by the online methodology proposed by TECH. This is based on the fact that the graduates can take this program from any place where there is internet access. No fixed schedules, no restrictions, a real convenience for those who have to combine their studies with work or personal activities.

This **Postgraduate Certificate in Innovation of Video Game Companies** 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 device with an Internet connection



*In a company it is important to identify the return on investment generated by a video game. This will be one of the tasks that the graduates of this program will perform in a work environment"*

“

*Become an expert in the innovation sector thanks to our teachers and the various advantages offered by this program, from the largest online university in the world: TECH Global University”*

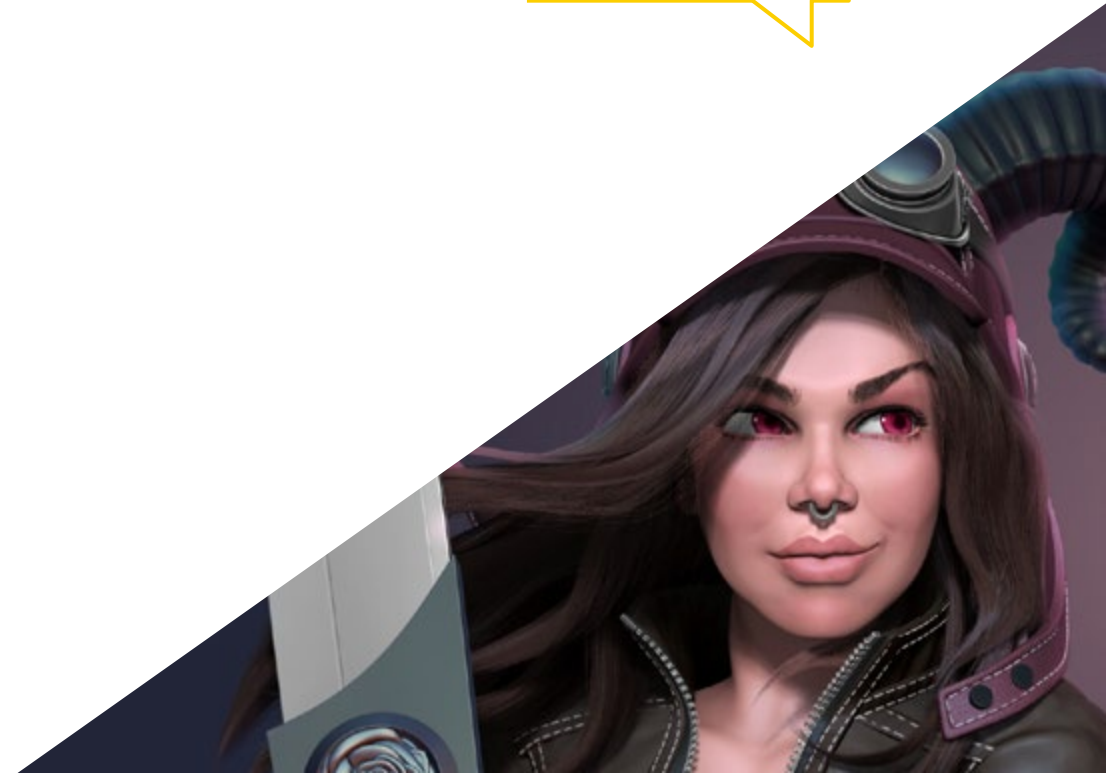
*Students have no longer to repeat concepts. Our Relearning methodology is designed so that our teachers are the ones who repeat and emphasize them.*

*Prepare yourself with our program and take a look at the most innovative business models.*

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 the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.



# 02 Objectives

The objectives, both general and specific, of this Postgraduate Certificate are not random. These objectives are focused on making the most of the skills required in the innovation departments of companies. Through them, the graduate will acquire the relevant knowledge to successfully face a real job position in a Video Game Company.







“

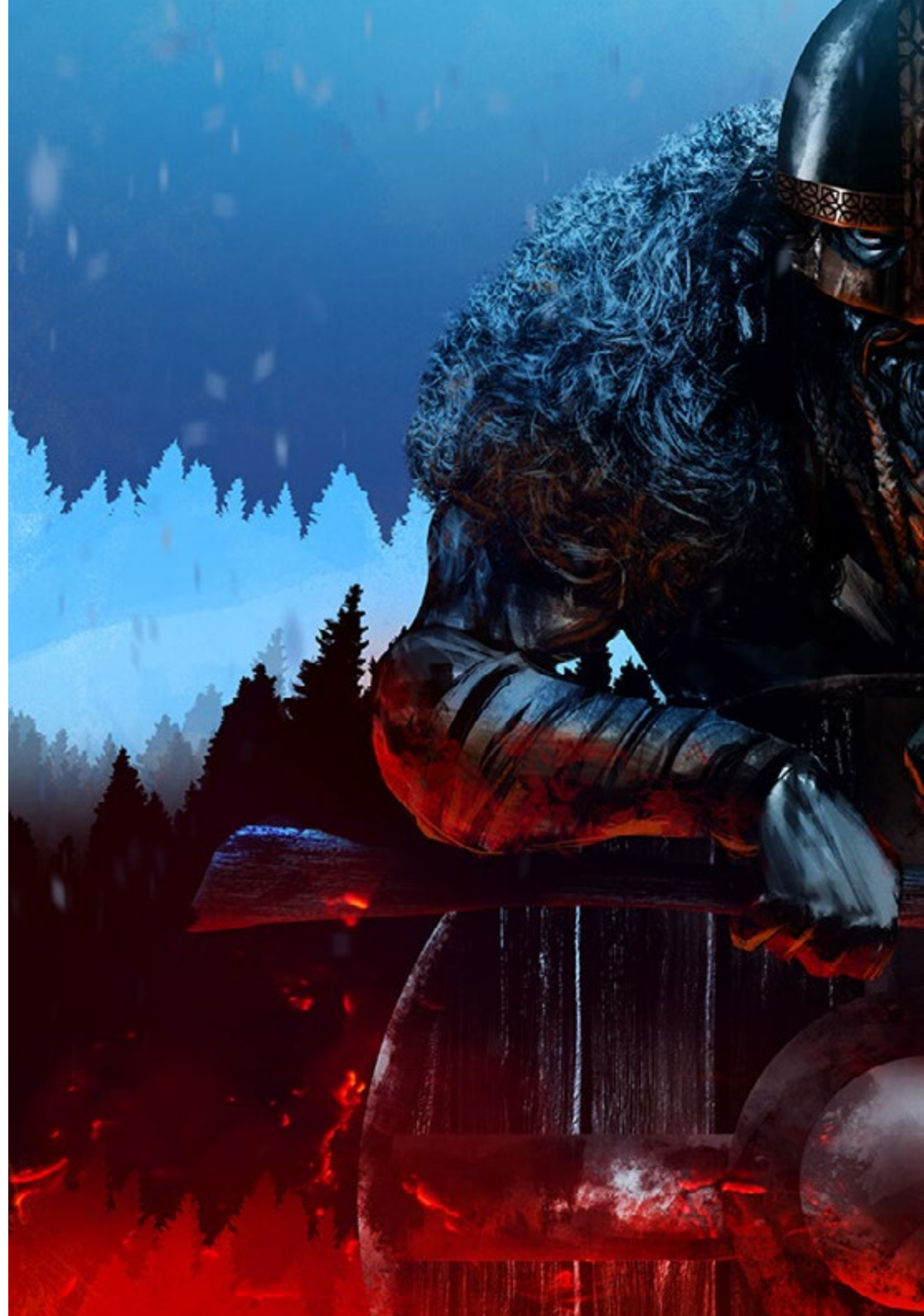
*Achieve the objectives proposed by this program and start your career in this field”*



## General Objectives

---

- ◆ Generate strategies for the industry
- ◆ Gain in-depth knowledge of emerging technologies and innovations in the industry





## Specific Objectives

---

- ◆ Comprehensively study the main elements to develop innovative and viable solutions for different video game services and products

“

*Manage the innovative talent as a fundamental part of a company's capital”*

# 03

# Course Management

The management of this Postgraduate Certificate is formed by Video Game professionals with an extensive experience in large companies They will guide the graduatea, offering not only explanations on the syllabus but also providing experiences on real situations that will be of great help. This way the student will feel comfortable while getting the most out of their studies.





“

*The teachers of this program have experience that will be of great help to you during this Postgraduate Certificate”*

## Management



### Mr. Moreno Campos, Daniel

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



# 04

## Structure and Content

The syllabus that makes up this program is divided into 10 topics that address the most important items on innovation for Video Game Companies. With a clear, concise and orderly structure, issues that the graduates may encounter in a possible work situation are presented. Solutions to possible cases that may occur in real environments will be presented, together with the theory that will help to fully acquire the knowledge.







“

*The application of processes and emerging technologies are key that you will develop in the sessions of this module”*

## Module 1. Innovation

- 1.1. Innovation and Strategy
  - 1.1.1. Innovation in Video Games
  - 1.1.2. Innovation Management in Video Games
  - 1.1.3. Innovation Models
- 1.2. Innovative Talent
  - 1.2.1. Implementing an Innovation Culture in Organizations
  - 1.2.2. Talent
  - 1.2.3. Innovation Culture Map
- 1.3. Talent Management in Digital Economy
  - 1.3.1. Talent Life Cycle
  - 1.3.2. Uptake-Generational Conditioning Factors
  - 1.3.3. Retention: Engagement, Loyalty, Evangelists
- 1.4. Business Models in Video Game Innovation
  - 1.4.1. Innovation in Business Models
  - 1.4.2. Innovation Tools in Business
  - 1.4.3. Business Model Navigator
- 1.5. Innovation Project Management
  - 1.5.1. Customers and Innovation Processes
  - 1.5.2. Value Proposition Design
  - 1.5.3. Exponential Organizations
- 1.6. Agile Methodologies in Innovation
  - 1.6.1. Design Thinking and Lean Startup Methodologies
  - 1.6.2. Agile Project Management Models: Kanban and Scrum
  - 1.6.3. Lean Canvas
- 1.7. Innovation Validation Management
  - 1.7.1. Prototyping (PMV)
  - 1.7.2. Customer Validation
  - 1.7.3. Pivot or Persevere





- 1.8. Process Innovation
  - 1.8.1. Process Innovation Opportunities
  - 1.8.2. Time-to-Market, Reduction of Non-Value Tasks and Defect Elimination
  - 1.8.3. Methodological Tools for Process Innovation
- 1.9. Disruptive Technologies
  - 1.9.1. Hybrid Physical-Digital Technologies
  - 1.9.2. Technologies Used in Communication and Data Handling
  - 1.9.3. Application Technologies in Management
- 1.10. Return on Investment in Innovation
  - 1.10.1. Data Monetization Strategies and Innovation Assets
  - 1.10.2. The ROI of Innovation. General Focus
  - 1.10.3. Funnels

“

*Don't get left behind. Enhance your professional career with this program belonging to an emerging business branch”*

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.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

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

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





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 Innovation in Video Game Companies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Certificate in Innovation in Video Game Companies** 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** title 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 Innovation in Video Game Companies**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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



## Postgraduate Certificate Innovation in Video Game Companies

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

# Postgraduate Certificate Innovation in Video Game Companies

