Executive Master's Degree
MBA in Video Games Business Management

MBA VGBM

tech global university

Executive Master's Degree
MBA in Video Game Business Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **90 ECTS**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **Bachelor's Degree, Diploma or University Degree holders in the area of Business Administration, who want to expand their professional curriculum and acquire the necessary skills to manage a business model in the video game sector.**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-video-game-business-management**

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01
Welcome

The videogame industry generates hundreds of millions of dollars each year. Although decades ago this sector was oriented only to consoles and computers, the development of online platforms, as well as mobile phone technology, has brought with it a very large area of expansion and a business opportunity for companies and entrepreneurs seeking to increase their profitability.

This is the reason for the creation of this degree, aimed at training managers and students with future projects, providing them with the concepts and skills necessary to successfully manage a company oriented to video games. A 100% online program, accessible from any device and available 24 hours a day, perfect for working professionals who need to combine their work and academic lives.

MBA in Video Games Business Management
TECH Global University

If you are looking to succeed in the video game business sector, this program will provide you with the keys to success in less time than you expect"

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 Global 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 method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.

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"

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 Global University community.

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

Objectives

This program is designed with the objective that students acquire the necessary managerial skills that will allow them to guide their company towards success, increase its profitability and face the competition.

This is a comprehensive program that will guide them and provide them with the necessary knowledge and fundamental strategies to grow and succeed in the management of companies dedicated to video games.

This program will provide you with the necessary requirements with which you can apply for management positions in large companies in the video game industry, such as Blizzard or Ubisoft"

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

The **Executive Master's Degree MBA in Video Games Business Management** will enable students to:

01 Develop a plan for the creation of companies oriented to the video game market

04 Possess in-depth knowledge of the sector in order to design realistic projects based on the current business situation

02 Operate and manage projects

03 Generate business strategies for the industry

05 Recognize the emerging technologies and innovations in the industry as a business opportunity

06 Master the functional areas of businesses within the video game sector

08 Develop optimal and desirable managerial skills

09 Gain in-depth knowledge of the positive impact of appropriate project management and in team leadership

07 Carry out marketing and sales strategies with high productivity potential

10 Develop high commercial competencies in the main processes that allow you to increase sales capacity and business possibilities

05
Skills

With the completion of this Executive Master's Degree, graduates will acquire a series of professional competencies that they will be able to to implement in their own company. Not only will they exponentially improve their management and leadership skills, but the in-depth knowledge of the industry will help them create a new business perspective with which to refine their strategy and, ultimately, increase their chances of success in the video game business sector. Additionally, the professional improvement will allow graduates to opt for more relevant positions in consolidated businesses.

Mastering the management of video game companies is within your reach. Don't think twice and invest in a program that will allow you to take your business to the top"

01 Develop business strategies oriented towards digital and video game businesses

04 Understand in detail the ecosystem of the video game industry

02 Master the management areas of digital and video game businesses

03 Learn in-depth how to design video game projects

05 Learn in detail the technologies at the disposal of video games, from a business point of view

06 Have a comprehensive understanding of the impact of Marketing and Sales actions

08 Understand in detail the main aspects for the creation of video game businesses

09 Acquire high standards on emerging technologies and innovation in the video game industry

07 Analyze the financial and economic management of a video game business

10 Acquire the most complex skills and competencies to lead business models and products from the field of video games

11 Have the ability to dive into the strategic scope of digital and video game companies

14 Substantiate the objectives and functions of strategic management in digital and video game companies

12 Analyze aspects such as the strategic process and the need to analyze the different variables required for a strategic formulation

13 Know the study tools for the analysis of the video game sector, the competitive position and the economic environment

15 Consider the elements that make up the structure of the sector and the particular value chain

16 Review the elements of the video game value chain

18 Work on the professional profiles of the video game sector and professional eSports clubs

19 Develop the design of a digital Marketing plan

17 Add value in aspects such as e-commerce

20 Emphasize traffic and audience acquisition disciplines for the distribution of commercial messages

06
Structure and Content

This course has been designed based on the most avant-garde and practical information, recommended by the teaching team. In this program, students will find useful, innovative and complete content which will provide everything they need to improve their professional skills and, as a result, help them achieve their business goals. In addition, in the virtual classroom they will find additional material in audiovisual format, complementary readings and case studies with which they will be able to to expand their knowledge and continue improving their management skills.

A 100% online program that will provide you with a realistic, reliable and current vision of the business model of video game companies and from which you will take advantage of what you need to successfully manage your own project"

Syllabus

The MBA in Video Games Business Management at TECH Global University provides students, through its intensive program, with the necessary concepts that will allow them to achieve their professional goals and meet the challenges that arise from the field of business management, in this case, in projects aimed at the video game sector.

The program, distributed in 15 modules and 2,700 teaching hours, is composed not only of a complete, current and contrasted theoretical content, but is accompanied by a variety of audiovisual material. This material includes case studies, with which the graduates will be able to to apply the knowledge learned and develop a critical capacity based on their own personal and educational experience.

Additionally, they will have the entire program from the beginning of the course, which will allow them to organize their study time according to their personal and work availability. A program designed for working professionals and focused on improving their skills and competencies. In short, a program with which they can achieve excellence in the field of Video Game Business Management.

This MBA Video Games Business Management takes place over 12 months and is divided into 15 modules:

Module 1	Strategy in Digital and Video Game Companies
Module 2	Video Games Business Management
Module 3	Digital Marketing and Digital Transformation of Video Games
Module 4	Video Games Business Creation
Module 5	Project Management
Module 6	Innovation
Module 7	Financial Management
Module 8	Commercial Management
Module 9	E-Sports Management
Module 10	Leadership and Talent Management
Module 11	Leadership, ethics and social responsibility in companies
Module 12	People and talent management
Module 13	Economic and Financial Management
Module 14	Commercial and Strategic Marketing Management
Module 15	Executive Management

Where, When and How is it Taught?

TECH offers the possibility to study this MBA in Video Games Business Management completely online. Throughout the 12 months of the educational program, the students will be able to access all the contents of this program at any time, allowing them 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 Game Companies

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. The 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

Module 2. Video Games Business Management

2.1. Industry and Value Chain
2.1.1. Value in the Training Sector
2.1.2. Elements of the Value Chain
2.1.3. Relationship between Each of the Elements in the Value Chain

2.2. Video Game Developers
2.2.1. Conceptual Proposals
2.2.2. Creative Design and Video Game Storylines
2.2.3. Technology Applied to Video Game Development

2.3. Console Manufacturing
2.3.1. Components
2.3.2. Types and Manufacturers
2.3.3. Console Generation

2.4. Publishers
2.4.1. Selection
2.4.2. Development Management
2.4.3. Product and Service Creation

2.5. Distributors
2.5.1. Agreements With Distributors
2.5.2. Distribution Models
2.5.3. Distribution Logistics

2.6. Retailers
2.6.1. Retailers
2.6.2. Orientation and Link With the Consumer
2.6.3. Assessment Services

2.7. Accessories Manufacturers
2.7.1. Accessories for Gaming
2.7.2. Market
2.7.3. Trends

2.8. Developers of Middleware
2.8.1. Middleware in the Video Game Industry
2.8.2. Middleware Development
2.8.3. Middleware: Typology

2.9. Professional Profiles of the Video Game Industry
2.9.1. Game Designers and Programmers
2.9.2. Modelers and Texturizers
2.9.3. Animators and Illustrators

2.10. Professional eSports Clubs
2.10.1. Administrative Department
2.10.2. Sports Department
2.10.3. Communication Department

Module 3. Digital Marketing and Digital Transformation of Video Games

3.1. Digital Marketing Strategy
3.1.1. Customer Centric
3.1.2. Customer Journey and Marketing Funnel
3.1.3. Designing and Creating a Digital Marketing Plan

3.2. Digital Assets
3.2.1. Architecture and Web Design
3.2.2. User-CX Experience
3.2.3. Mobile Marketing

3.3. Digital Media
3.3.1. Strategy and Planning Media
3.3.2. Display and Advertising Graphics
3.3.3. Digital TV

3.4. Search
3.4.1. Development and Application of a Search Strategy
3.4.2. SEO
3.4.3. SEM

3.5. Social Media
3.5.1. Design, Planning and Analytics in a Social Media Strategy
3.5.2. Marketing Techniques on Horizontal Social Media
3.5.3. Marketing Techniques on Vertical Social Media

3.6. Inbound Marketing
3.6.1. Inbound MarketingFunnel
3.6.2. Content Marketing Generation
3.6.3. Leads Acquisition and Management

3.7. Account Based Marketing
3.7.1. B2B Marketing Strategy
3.7.2. Decision Maker and Contact Map
3.7.3. Account Based Marketing Plan

3.8. Email Marketing and Landing Pages
3.8.1. Characteristics of Email Marketing
3.8.2. Creativity and Landing Pages
3.8.3. Email Marketing Campaigns and Actions

3.9. Automization of Marketing
3.9.1. Marketing Automation
3.9.2. Big Data y AI Applied to Marketing
3.9.3. Main Solutions of Marketing Automation

3.10. Metrics, KPIs and ROI
3.10.1. Principle Metrics and KPI of Digital Marketing
3.10.2. Solutions and Measuring Tools
3.10.3. ROI Calculation and Tracking

Module 4. Video Games Business Creation

4.1. Entrepreneurship
4.1.1. Entrepreneurial Strategy
4.1.2. Entrepreneurship Projects
4.1.3. Agile Methodologies in Entrepreneurship

4.2. Technological Innovations in Video Games
4.2.1. Innovations in Consoles and Related Peripherals
4.2.2. Innovation in Motion Capture and Live Dealer
4.2.3. Innovation in Graphics and Software

4.3. The Business Plan
4.3.1. Segments and Value Proposition
4.3.2. Processes, Resources and Key Alliances
4.3.3. Customer Relations and Interaction Channels

4.4. Investments
4.4.1. Investments in the Video Game Industry
4.4.2. Critical Aspects to Capture Investments
4.4.3. Financing Startups

4.5. Finances
4.5.1. Revenues and Efficiencies
4.5.2. Operative Costs and Capital
4.5.3. Income Statement and Balance Sheet

4.6. Video Game Production
4.6.1. Production Simulation Tools
4.6.2. Planned Production Management
4.6.3. Production Control Management

4.7. Operations Management
4.7.1. Design, Localization and Maintenance
4.7.2. Quality Management
4.7.3. Inventory and Supply Chain Management

4.8. New Online Distribution Models
4.8.1. Online Logistics Models
4.8.2. Direct Online Delivery and SaaS
4.8.3. Dropshipping

4.9. Sustainability
4.9.1. Creation of Sustainable Value
4.9.2. ESG (Environmental, Social and Governance)
4.9.3. Sustainability in Strategy

4.10. Legal Aspects
4.10.1. Intellectual Property
4.10.2. Industrial Property
4.10.3. RGDP

Module 5. Project Management

5.1. Video Game Project Life Cycle
5.1.1. Conceptual and Preproduction Phase
5.1.2. Production Phase and Final Phases
5.1.3. Post-production Phase

5.2. Video Game Projects
5.2.1. Genre
5.2.2. Serious Games
5.2.3. Subgenre and New Genres

5.3. Video Game Project Architecture
5.3.1. Internal Architecture
5.3.2. Relationship Between Elements
5.3.3. Holistic Vision of the Video Game

5.4. Video Games
5.4.1. Playful Aspects in Video Games
5.4.2. Video Game Design
5.4.3. Gamification

5.5. Video Game Technology
5.5.1. Internal Elements
5.5.2. Motors of Video Games
5.5.3. Influence of Technology and Marketing on Design

5.6. Project Conception, Launch and Execution
5.6.1. Early Development
5.6.2. Phases of Video Game Development
5.6.3. Involvement of the Consumer in the Development

5.7. Video Game Project Management
5.7.1. Development Team and Publishers
5.7.2. Operations Teams
5.7.3. Sales and Marketing Teams

5.8. Manual for the Development of Video Games
5.8.1. Video Game Design and Technology Handbook
5.8.2. Video Game Development Handbook
5.8.3. Requirements Manual and Technical Specifications

5.9. Video Game Publishing and Marketing
5.9.1. Preparation for Kick Off of the Video Game
5.9.2. Digital Communication Channels
5.9.3. Delivery, Progress and Success Monitoring

5.10. Agile Methodologies Applicable to Video Game Projects
5.10.1. Design and Visual Thinking
5.10.2. Lean Starup
5.10.3. Scrum Development and Sales

Module 6. Innovation

6.1. Innovation e Strategy
6.1.1. Innovation in Video Games
6.1.2. Innovation Management in Video Games
6.1.3. Innovation Models

6.2. Innovative Talent
6.2.1. Implementing an Innovation Culture in Organizations
6.2.2. Talent
6.2.3. Innovation Culture Map

6.3. Talent Management in Digital Economy
6.3.1. Talent Life Cycle
6.3.2. Uptake-Generational Conditioning Factors
6.3.3. Retention: Engagement, Loyalty, Evangelists

6.4. Business Models in Video Game Innovation
6.4.1. Innovation in Business Models
6.4.2. Innovation Tools in Business
6.4.3. Business Model Navigator

6.5. Innovation Project Management
6.5.1. Customers and Innovation Processes
6.5.2. Value Proposition Design
6.5.3. Exponential Organizations

6.6. Agile Methodologies in Innovation
6.6.1. Design Thinking and Lean Startup Methodologies
6.6.2. Agile Project Management Models: Kanban and Scrum
6.6.3. Lean Canvas

6.7. Innovation Validation Management
6.7.1. Prototyping (PMV)
6.7.2. Customer Validation
6.7.3. Pivot or Persevere

6.8. Process Innovation
6.8.1. Process Innovation Opportunities
6.8.2. Time-to-Market, Reduction of Non-Value Tasks and Elimination of Defects
6.8.3. Methodological Tools for Process Innovation

6.9. Disruptive Technologies
6.9.1. Hybrid Physical-Digital Technologies
6.9.2. Technologies Used in Communication and Data Handling
6.9.3. Application Technologies in Management

6.10. Return on Investment in Innovation
6.10.1. Data Monetization Strategies and Innovation Assets
6.10.2. The ROI of Innovation General Focus
6.10.3. Funnels

Module 7. Financial Management

7.1. Accounting
7.1.1. Accounting
7.1.2. Annual Accounts and Other Reports
7.1.3. Tangible Fixed Assets, Real Estate Investments and Intangible Assets

7.2. Financial Management
7.2.1. Financial Instruments
7.2.2. Corporate Finance and Financial Management
7.2.3. Finance for Entrepreneurs

7.3. Financial Statement Analysis
7.3.1. Analysis of Financial Statements
7.3.2. Liquidity and Solvency Analysis
7.3.3. Treasury Management

7.4. Financial Transactions
7.4.1. Financial Transactions
7.4.2. Investment Management
7.4.3. Investment Selection Criteria

7.5. Financial System
7.5.1. Financial System
7.5.2. Structure and Functioning of the Financial System
7.5.3. Value Market

7.6. Management Control
7.6.1. Management Control
7.6.2. Responsibility Centers
7.6.3. Cost Systems

7.7. Budget Control
7.7.1. Budget Process
7.7.2. Budget Management and Organization
7.7.3. Budget Control

7.8. Treasury Management
7.8.1. Cash Management and Treasury Budget
7.8.2. Collecting Trade Receivables
7.8.3. Commercial Transaction Payments

7.9. Business Financing
7.9.1. Advantages, Disadvantages and Implications of Debt
7.9.2. Choosing a Company Capital Structure
7.9.3. Changes to Capital Structure

7.10. Valuation of Companies
7.10.1. Accounting Methods and Business Value
7.10.2. Assets and Debt
7.10.3. Business Valuation Diagnosis and Investor Presentation

Module 8. Commercial Management

8.1. Commercial Organization Models
8.1.1. Commercial Departments
8.1.2. Commercial Department Tools
8.1.3. Sales Force

8.2. Commercial Objectives
8.2.1. Commercial Planning
8.2.2. Forecasts and Budgets
8.2.3. Commercial Budgets

8.3. Commercial Forecast
8.3.1. Commercial Department Cost Effectiveness
8.3.2. Sales Projections
8.3.3. Controlling Commercial Activity

8.4. New Relationship Models
8.4.1. Commercialization in New Business Models
8.4.2. Personalization as the Main Driver of Customer Relations
8.4.3. Developing Customer Experiences

8.5. Consultative Selling
8.5.1. Sales Psychology
8.5.2. Persuasive Communication
8.5.3. Sales Methods Introduction and Evolution

8.6. Sales Methods
8.6.1. Retail or B2C Sales
8.6.2. B2B External Sales
8.6.3. Online Sales

8.7. Digital Social Selling
8.7.1. Social Selling
8.7.2. Social Attitude: Create a Network of Contacts
8.7.3. Process of Attracting a New Customers Using Social Media

8.8. Digital Sales Methodologies
8.8.1. Main Agile Methodologies in Digital Sales
8.8.2. Scrum Sales, Neat Selling, Snap Selling, Spin Selling, etc.
8.8.3. Inbound Sales B2B and Account Based Marketing

8.9. Marketing Support in the Commercial Department
8.9.1. Marketing Management
8.9.2. The Value of Digital Marketing (B2C/B2B)
8.9.3. Marketing Mix Management in Commercial Departments

8.10. Organization and Planning of the Salesperson's Work
8.10.1. Sales Zones and Routes
8.10.2. Time Management and Management Meetings
8.10.3. Analysis and Decision Making

Module 9. E-Sports Management

9.1. eSports Industry
9.1.1. eSports
9.1.2. eSports Industry Actors
9.1.3. The eSports Business Model and Marketplace

9.2. eSports Club Management
9.2.1. Importance of eSports Clubs
9.2.2. Creation of Clubs
9.2.3. eSports Club Management and Administration

9.3. eGamers Relationship
9.3.1. The Role of the Player
9.3.2. Player's Skills and Competencies
9.3.3. Players as Ambassadors of the Brand

9.4. Competitions and Events
9.4.1. Delivery in eSports: Competitions and Events
9.4.2. Event and Championship Management
9.4.3. Main Local, Regional, National and Global Championships

9.5. Sponsorship Management in eSports
9.5.1. Sponsorship Management in eSports
9.5.2. Types of Sponsorships in eSports
9.5.3. Sponsorship Agreement in eSports

9.6. Advertising Management in eSports
9.6.1. Advergaming: New Advertising Format
9.6.2. Branded Content in eSports
9.6.3. E-Sports as a Communicative Strategy

9.7. eSports Management Marketing
9.7.1. Owned Media Management
9.7.2. Paid Media Management
9.7.3. Special Focus in Social Media

9.8. Influencer Marketing
9.8.1. Marketing Influencer
9.8.2. Audience Management and its Impact on eSports
9.8.3. Business Models in Influencer Marketing

9.9. Merchant
9.9.1. Sale of Services and Associated Products
9.9.2. Merchandising
9.9.3. E-Commerce and Market Places

9.10. E-Sports Metrics and KPI
9.10.1. Metrics
9.10.2. KPI of Progress and Success
9.10.3. Strategic Map for Objectives and Indicators

Module 10. Leadership and Talent Management

10.1. Business, Organization and Human Resources

10.1.1. Organization and Organizational Structure
10.1.2. Strategic Management
10.1.3. Work Analysis and Organization

10.2. Human Resources Management in the Company

10.2.1. Organization in Human Resources
10.2.2. Recruitment Channels
10.2.3. Professional Profiles in the Video Game Sector

10.3. Personal and Professional Leadership

10.3.1. Leaders and Leadership Processes
10.3.2. The Authority of Communication
10.3.3. Negotiation With Success and Failure

10.4. Knowledge and Talent Management

10.4.1. Strategic Talent Management
10.4.2. Technology Applied to Human Resources Management
10.4.3. Innovation Models in Human Resources

10.5. Knowledge Management as Key to Business Growth

10.5.1. General Objectives in Knowledge Management
10.5.2. Structure of Knowledge Management Systems and Flows
10.5.3. Processes in Knowledge Management

10.6. Coaching y Mentoring

10.6.1. PNL
10.6.2. Coaching and Mentoring
10.6.3. Processes

10.7. New Leadership Styles in VUCA Environments

10.7.1. Individual Change Management
10.7.2. Organizational Change Management
10.7.3. Tools

10.8. Diversity Management

10.8.1. Incorporating New Generations into Leadership Roles
10.8.2. Female Leadership
10.8.3. Multicultural Management

10.9. The Coach Leader

10.9.1. Coach Leadership Skills
10.9.2. Feedback and Feedforward
10.9.3. Recognition

10.10. Adapting to New Technologies

10.10.1. Attitudes
10.10.2. Knowledge
10.10.3. Security/Safety

Module 11. Leadership, ethics and social responsibility in companies

11.1. Globalization and Governance
11.1.1. Governance and Corporate Governance
11.1.2. The Fundamentals of Corporate Governance in Companies
11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

11.2. Leadership
11.2.1. Leadership. A Conceptual Approach
11.2.2. Leadership in Companies
11.2.3. The Importance of Leaders in Business Management

11.3. Cross Cultural Management
11.3.1. Cross Cultural Management Concept
11.3.2. Contributions to Knowledge of National Cultures
11.3.3. Diversity Management

11.4. Management and Leadership Development
11.4.1. Concept of Management Development
11.4.2. Concept of Leadership
11.4.3. Leadership Theories
11.4.4. Leadership Styles
11.4.5. Intelligence in Leadership
11.4.6. The Challenges of Today's Leader

11.5. Business Ethics
11.5.1. Ethics and Morality
11.5.2. Business Ethics
11.5.3. Leadership and Ethics in Companies

11.6. Corporate Social Responsibility
11.6.1. International Dimensions of Corporate Social Responsibility
11.6.2. Implementing Corporate Social Responsibility
11.6.3. The Impact and Measurement of Corporate Social Responsibility

11.7. Responsible Management Systems and Tools
11.7.1. CSR: Corporate Social Responsibility
11.7.2. Essential Aspects for Implementing a Responsible Management Strategy
11.7.3. Steps for the Implementation of a Corporate Social Responsibility Management System
11.7.4. CSR Tools and Standards

11.8. Multinationals and Human Rights
11.8.1. Globalization, Multinational Companies and Human Rights
11.8.2. Multinational Corporations and International Law
11.8.3. Legal Instruments for Multinationals in the Area of Human Rights

11.9. Legal Environment and Corporate Governance
11.9.1. International Rules on Importation and Exportation
11.9.2. Intellectual and Industrial Property
11.9.3. International Labor Law

Module 12. People and talent management

12.1. Strategic People Management
12.1.1. Strategic Management and Human Resources
12.1.2. Strategic People Management

12.2. Human Resources Management by Competencies
12.2.1. Analysis of the Potential
12.2.2. Remuneration Policy
12.2.3. Career/Succession Planning

12.3. Performance Evaluation and Compliance Management
12.3.1. Performance Management
12.3.2. Performance Management: Objectives and Process

12.4. Innovation in Talent and People Management
12.4.1. Strategic Talent Management Models
12.4.2. Identification, Training and Development of Talent
12.4.3. Loyalty and Retention
12.4.4. Proactivity and Innovation

12.5. Motivation
12.5.1. The Nature of Motivation
12.5.2. Expectations Theory
12.5.3. Needs Theory
12.5.4. Motivation and Financial Compensation

12.6. Developing High Performance Teams
12.6.1. High-Performance Teams: Self-Managed Teams
12.6.2. Methodologies for the Management of High Performance Self-Managed Teams

12.7. Change Management
12.7.1. Change Management
12.7.2. Type of Change Management Processes
12.7.3. Stages or Phases in the Change Management Process

12.8. Negotiation and Conflict Management
12.8.1 Negotiation
12.8.2 Conflicts Management
12.8.3 Crisis Management

12.9. Executive Communication
12.9.1. Internal and External Communication in the Corporate Environment
12.9.2. Communication Departments
12.9.3. The Person in Charge of Communication of the Company. The Profile of the Dircom

12.10. Productivity, Attraction, Retention and Activation of Talent
12.10.1. Productivity
12.10.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

13.1. Economic Environment
13.1.1. Macroeconomic Environment and the National Financial System
13.1.2. Financial Institutions
13.1.3. Financial Markets
13.1.4. Financial Assets
13.1.5. Other Financial Sector Entities

13.2. Information Systems and Business Intelligence
13.2.1. Fundamentals and Classification
13.2.2. Cost Allocation Phases and Methods
13.2.3. Choice of Cost Center and Impact

13.3. Financial Management
13.3.1. The Company's Financial Decisions
13.3.2. Financial Department
13.3.3. Cash Surpluses
13.3.4. Risks Associated with Financial Management
13.3.5. Financial Administration Risk Management

13.4. Financial Planning
13.4.1. Definition of Financial Planning
13.4.2. Actions to be Taken in Financial Planning
13.4.3. Creation and Establishment of the Business Strategy
13.4.4. The Cash Flow Table
13.4.5. The Working Capital Table

13.5. Corporate Financial Strategy
13.5.1. Corporate Strategy and Sources of Financing
13.5.2. Financial Products for Corporate Financing

13.6. Strategic Financing
13.6.1. Self-financing
13.6.2. Increase in Equity
13.6.3. Hybrid Resources
13.6.4. Financing Through Intermediaries

13.7. Analyzing and Solving Cases/Problems
13.7.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Commercial and Strategic Marketing Management

14.1. Commercial Management
14.1.1. Conceptual Framework of Commercial Management
14.1.2. Business Strategy and Planning
14.1.3. The Role of Sales Managers

14.2. Marketing
14.2.1. The Concept of Marketing
14.2.2. The Basic Elements of Marketing
14.2.3. Marketing Activities in Companies

14.3. Strategic Marketing Management
14.3.1. The Concept of Strategic Marketing
14.3.2. Concept of Strategic Marketing Planning
14.3.3. Stages in the Process of Strategic Marketing Planning

14.4. Managing Digital Campaigns
14.4.1. What is a Digital Advertising Campaign?
14.4.2. Steps to Launch an Online Marketing Campaign
14.4.3. Mistakes in Digital Advertising Campaigns

14.5. Sales Strategy
14.5.1. Sales Strategy
14.5.2. Sales Methods

14.6. Corporate Communication
14.6.1. Concept
14.6.2. The Importance of Communication in the Organization
14.6.3. Type of Communication in the Organization
14.6.4. Functions of Communication in the Organization
14.6.5. Elements of Communication
14.6.6. Communication Problems
14.6.7. Communication Scenarios

14.7. Digital Communication and Reputation
14.7.1. Online Reputation
14.7.2. How to Measure Digital Reputation?
14.7.3. Online Reputation Tools
14.7.4. Online Reputation Report
14.7.5. Online Branding

Module 15. Executive management

15.1. General Management
15.1.1. The Concept of General Management
15.1.2. The Role of the CEO
15.1.3. The CEO and their Responsibilities
15.1.4. Transforming the Work of Management

15.2. Manager Functions: Organizational Culture and Approaches
15.2.1. Manager Functions: Organizational Culture and Approaches

15.3. Public Speaking and Spokesperson Education
15.3.1. Interpersonal Communication
15.3.2. Communication Skills and Influence
15.3.3. Communication Barriers

15.4. Personal and Organizational Communications Tools
15.4.1. Interpersonal Communication
15.4.2. Interpersonal Communication Tools
15.4.3. Communication in the Organization
15.4.4. Tools in the Organization

15.5. Communication in Crisis Situations
15.5.1. Crisis
15.5.2. Phases of the Crisis
15.5.3. Messages: Contents and Moments

15.6. Preparation of a Crisis Plan
15.6.1. Analysis of Possible Problems
15.6.2. Planning
15.6.3. Adequacy of Personnel

15.7. Emotional Intelligence
15.7.1. Emotional Intelligence and Communication
15.7.2. Assertiveness, Empathy, and Active Listening
15.7.3. Self-Esteem and Emotional Communication

15.8. Personal Branding
15.8.1. Strategies for Personal Brand Development
15.8.2. Personal Branding Laws
15.8.3. Tools for Creating Personal Brands

15.9. Leadership and Team Management
15.9.1. Leadership and Leadership Styles
15.9.2. Leader Capabilities and Challenges
15.9.3. Managing Change Processes
15.9.4. Managing Multicultural Teams
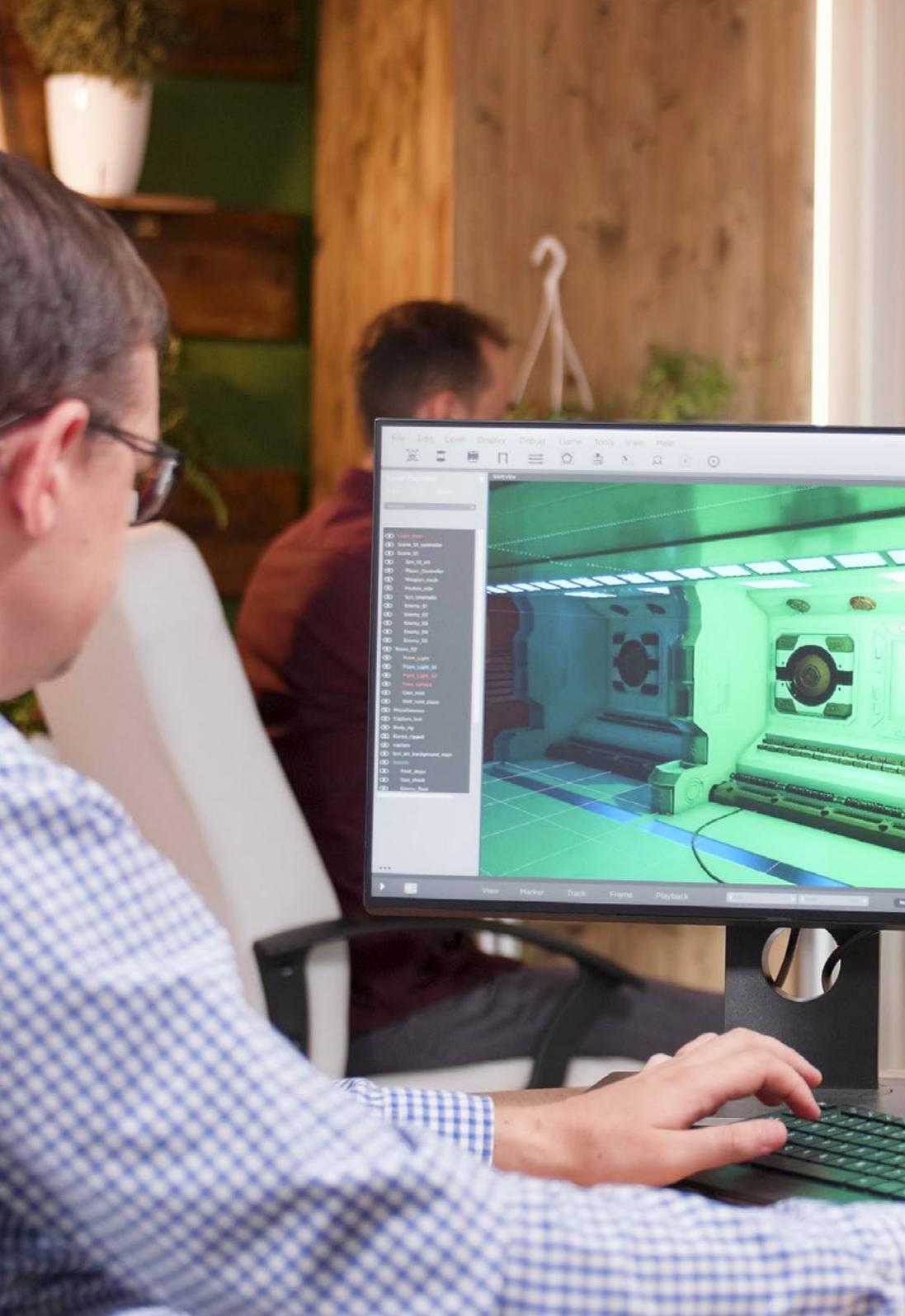
All the information you need to achieve professional excellence in a single program"

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.
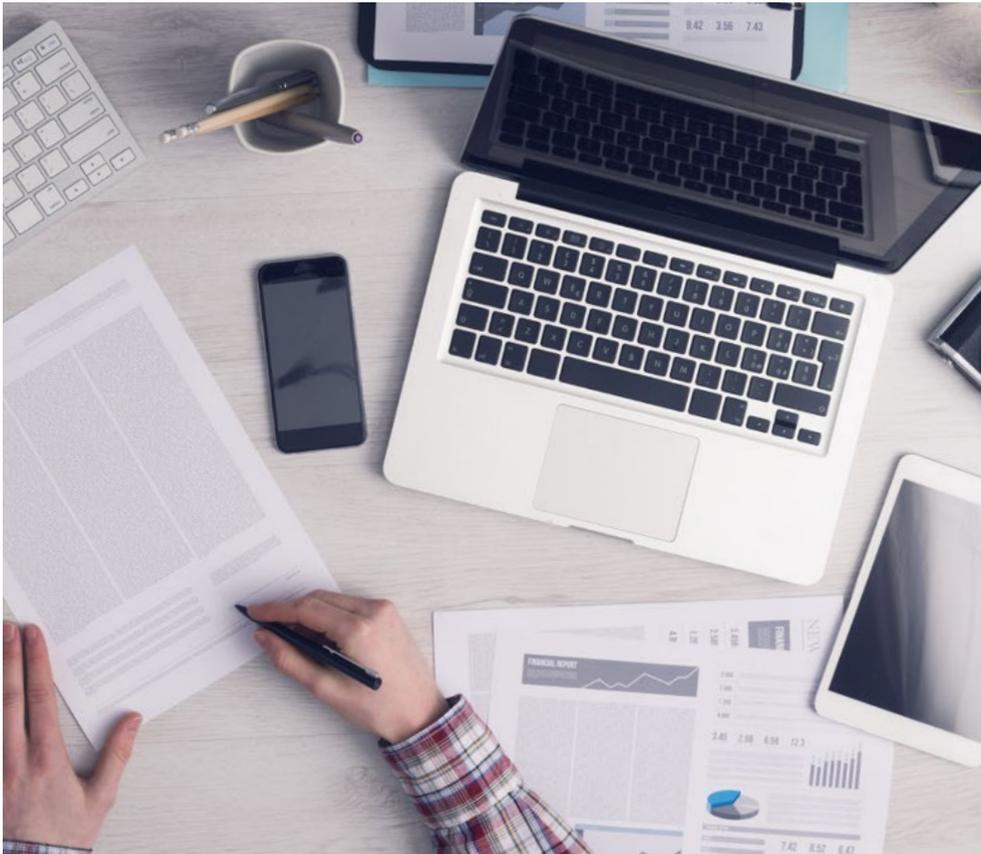
A learning method that is different and innovative

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

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.
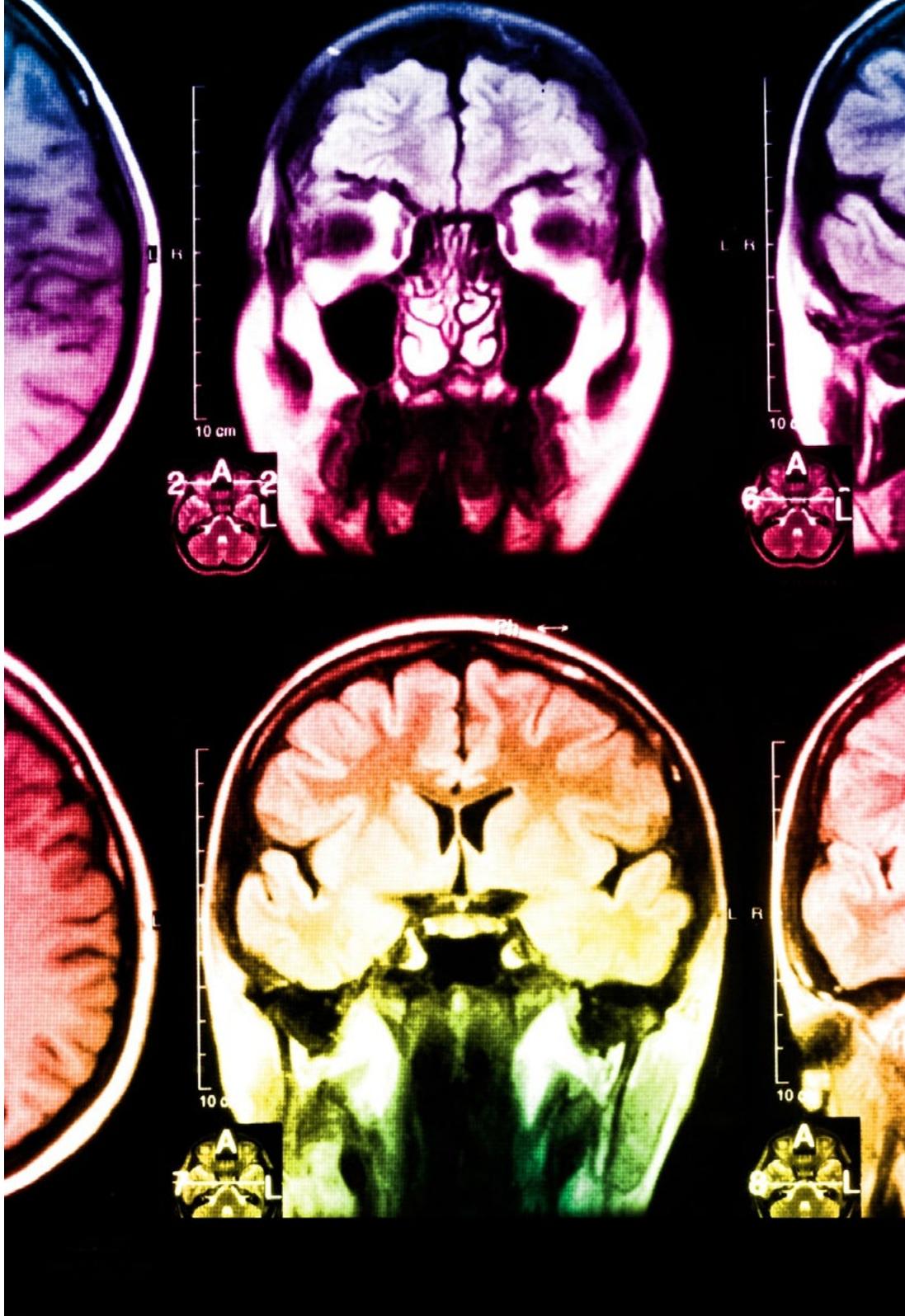
This program offers the best educational material, prepared with professionals in mind:
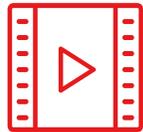
Study Material

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%
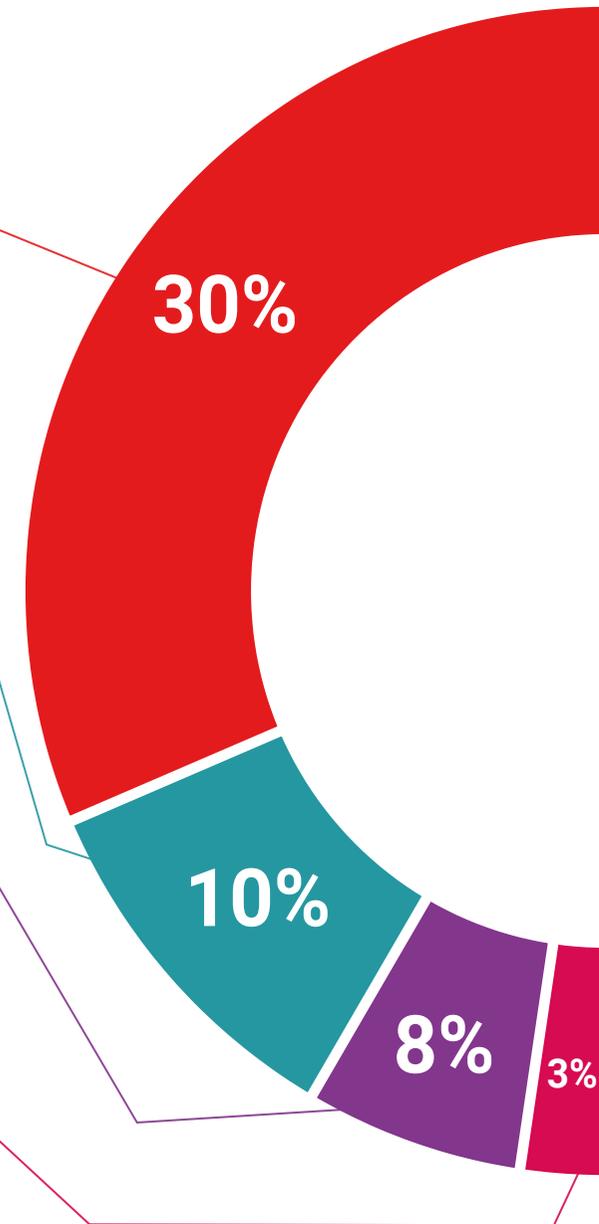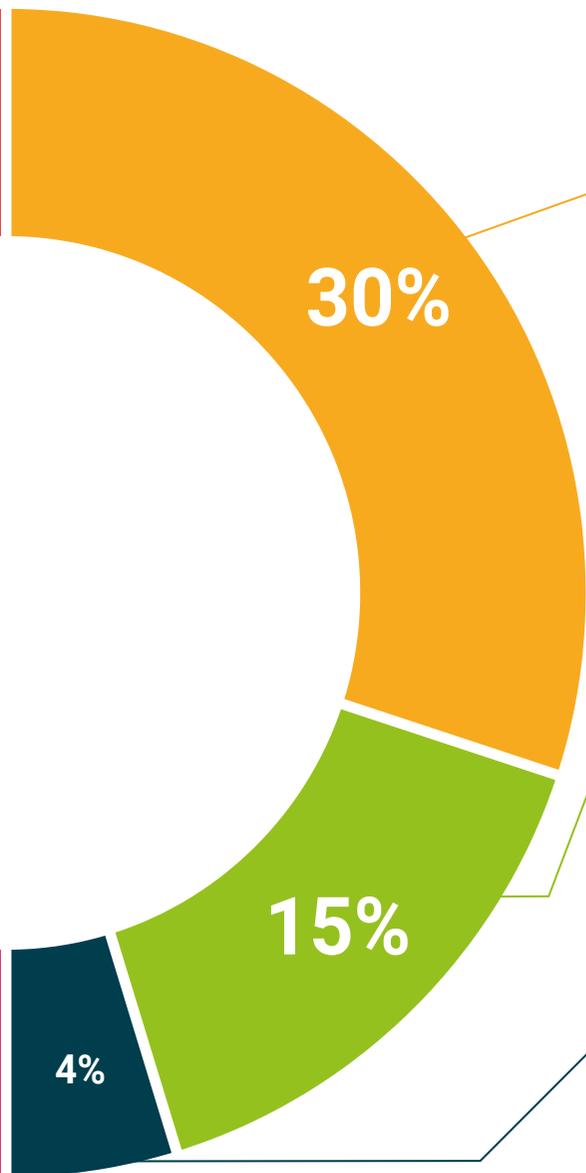
Case Studies

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.

08
Our Students' Profiles

This program is aimed at those people in the business work who are looking to improve their managerial skills and learn the necessary techniques and strategies to successfully develop a video game business. That's why students on this course are described as entrepreneurial people, with a vast range of professional qualities, but also able to invest time in improving their professional skills.

"

This Executive Master's Degree is the answer to your ambition to continue improving your professional future"

Average Age

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

Years of Experience

Up to 5 years **17%**

More than 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%**
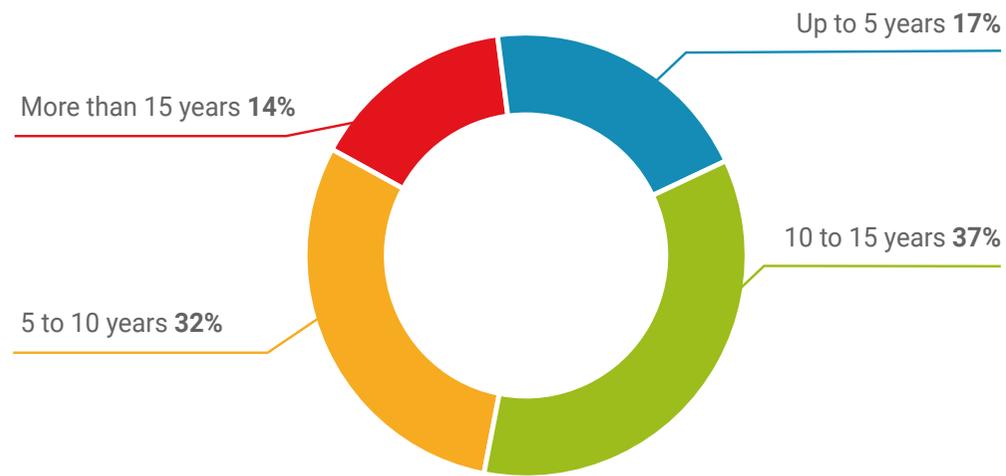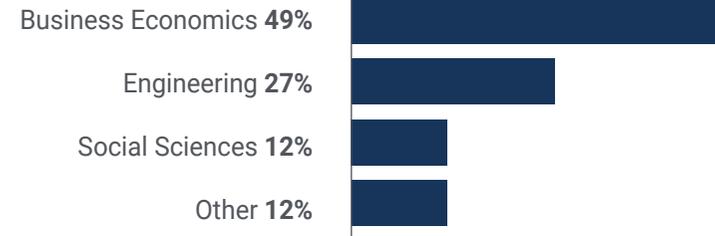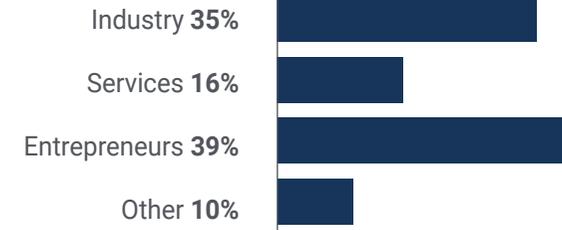
Geographical Distribution

USA **10%**

Spain **48%**

Mexico **25%**

Colombia **17%**
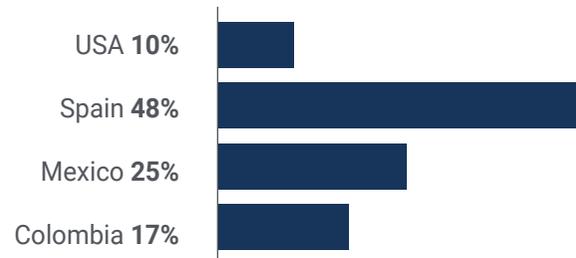
Roberto González

COO-Operational Manager

"I've wanted to create my own video game business for years, but I felt like I wasn't prepared. This program has not only provided me with the knowledge of how to set up a business myself, but also the confidence to be able to do it. In addition, I would like to highlight the great support of the teaching staff, who were available to guide me at all times"

09
Course Management

This Executive Master's Degree in MBA in Video Games Business Management is taught by a team with extensive experience in the field of management and operational coordination of companies. Their professional background gives the program a practical and realistic character, allowing students to learn the competencies and skills necessary to successfully run a business from experts.

A quality teaching team to prepare professionals who are looking for academic and professional excellence"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams,** Jennifer Dove is an expert in **technology recruitment** and **strategy.** Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-perfoming teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

A technology leader with decades of experience in **major technology multinationals,** Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon h**as allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

D. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

"

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

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy** and **Consulting.** Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders,** focused on their **customers** and the **digital world.**

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential.** With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization** demands **supporting** a "**cost-effective decarbonization**" and **overhauling** a fragmented **data, digital and technology landscape.** Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence,** a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Graduate of the University of Leeds
- Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

" *Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"*

International Guest Director

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Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

"

Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising** and **Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein,** among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business objectives**. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness, market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani,** he has overseen a variety of **Marketing strategies** for **apparel** and **accesories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design, Communication** and **Sales departments.**

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin,** he has undertaken projects to boost the **structure,** and **development** of **different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaings.** He has also been in charge of the **terms, costs, processes** and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Ms. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

"

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally.** His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform,** the largest of its kind in the world that is anchored in the cloud aimed at **Big Dataanalysis**. In addition, he has held the position of **Director** of **Business Intelligence** at **Red Bull,** covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,** in the United States, and the **University of Copenhagen,** in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader** of the **new global economy,** centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

"

Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers.**

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.** In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.** Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

"

Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in **world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR,** based in **Florida, USA.** With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs,** managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing.**

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports..**

Finally, it is worth noting that he began his career in sports while working in **New York as a senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation.**

Mr. Nyquist, Eric

- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- B.A. in International Economics from Carleton College

Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

Management

Mr. Sánchez Mateos, Daniel

- Video Game and Multi-Device Applications Producer
- Director of Operations and Business Development & R&D at Gammera Nest
- PS Talents Program Manager at PlayStation Iberia
- Partner/Production, Marketing and Operations Director at ONE CLICK S.A. (DIGITAL ONE GROUP, S.A.)
- Partner/Production and Operations Manager/Product Designer at DIGITAL JOKERS /MAYHEM PROJECT
- Online Management in the Marketing Department at AURUM PRODUCCIONES
- Member of the Design and Licensing Department at LA FACTORIA DE IDEAS
- Operations Assistant at DISTRIMAGEN SL, Madrid (Spain)
- Degree in Communication Sciences from the Complutense University of Madrid
- Official Master's Degree in Management, Marketing and Communication from Camilo José Cela University, Madrid
- Master's Degree in Television Production from IMEFE in collaboration with the European Union

Professors

Mr. Espinosa de los Monteros Iglesias, Rafael

- CEO and Founder of Fluzo Studios
- Commercial and R+D Project Financing Director at Kaudal
- CEO at Reta al Alzheimer
- CEO at Pyxel Arts
- Director of Products and Services at Arquimea Ingeniería
- Key Account Manager at Cota Soluciones
- Softwre Quality Manager at Recreativos Franco Gaming
- National IT Manager at Credit Agricole Cheuvreux
- ADSL Project Manager & Deployment Consultant at Telefónica España
- Network and Telephony Technician at Carlos III Madrid University
- Industrial Technical Engineer: Industrial Electronics by the University Carlos III in Madrid
- Master's Degree in Business Strategy and Corp. Communications at Rey Juan Carlos I University
- Master's Degree in Artificial Intelligence and Innovation by FOUNDERZ
- International Master in Business Administration by LUIS BUSINESS SCHOOL

Mr. Ochoa Fernández, Carlos J.

- Specialist in Technological Innovation, Digital Marketing and Entrepreneurship
- Founder and CEO of ONE Digital Consulting
- Manager and Advisor in companies such as SIEMENS, Sagentia, Altran and Eptron
- Expert Evaluator for the European Commission
- Independent Evaluator for Alberta Innovates (Canada)
- Mentor of the Swiss National Science Foundation (SNSF)
- Engineer from the Polytechnic University of Madrid (Spain)
- International MBA in Entrepreneurship at Babson College

- President of the Madrid/Spain chapter of the VR/AR Association
- Co-chair of the VR/AR Education Committee
- Member of: Immersive Learning, ICICLE X-Reality Group for Learning and Performance Enhancement and Metaverse Standards Forum

Mr. García Fernández, Juan Carlos

- Videogame Designer and Producer
- Video Game Producer at PlayStation Talents
- Electronic Games QA *Tester* at PlayStation Talents
- Degree in Video Game Design and Development from UDIT University. Academic Background

Mr. Montero García, José Carlos

- Founder and Creative Director at Red Mountain Games
- International Representative of PlayStation Talents
- Creative Director and Founder of TRT Labs, Berlin
- Winner of the ITB Berlin Award, thanks to the TimeRiftTours project.
- 3D Artist at Telvent Global Services
- 3D Artist at Matchmind
- 3D Artist at Nectar Estudio
- Superior Degree in Analysis and Control by the Polytechnic Institute Monte de Conxo, Santiago de Compostela
- Master's Degree CGMasterAcademy on Game Design with Naughty Dog's Emilia Schatz
- Master's Degree CGMasterAcademy on Character Creation for Games with Epic Games
- Master's Degree in 3D Image, Animation and Interactive Technology, Trazos
- Master's Degree in Rendering with Vray for Infoarchitecture
- Master's Degree in Animation and Nonlinear Editing at CICE School of New Technologies

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Impact on Your Career

Although the current financial situation has made academic options difficult for many students, this program is an opportunity to invest in quality and a guaranteed future. The program offered by TECH will add a plus to the graduate's professional career, which will allow them not only to expand their job possibilities with a more complete curriculum, but will also provide them with the necessary tools and knowledge to successfully develop any management project they may propose.

"With this program you will be able to implement the most effective and innovative techniques to your business strategy, which will allow you to succeed as a director"

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

The MBA in Video Games Business Management at TECH Global University is an intensive program that prepares students to to face challenges and business decisions in the field of video games business 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.

Make the most of this opportunity to learn from experts in business management, from their experience, their mistakes and their successfule strategies.

The professional improvement linked to the completion of this course will provide you with an exponential increase in your salary.

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%**
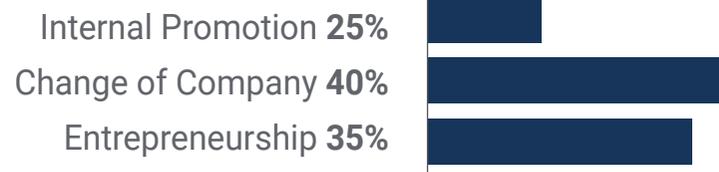
Salary increase

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**

Benefits for Your Company

This Executive Master's Degree provides the student with the keys to successfully develop an effective management strategy, which will translate into a business model guided by a highly qualified professional and prepared for success. In this sense, the company will learn about new business opportunities that will allow it to expand its capital and invest with greater security and guarantee in tools and techniques at the forefront of the video game business sector.

"The video game industry continues to grow. Would you like your company to grow too? Enroll today and start on the journey which will take your business model to the top"

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.

Certificate

The MBA in Video Games Business Management guarantees, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Global University.

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

This private qualification will allow you to obtain an **MBA in Video Games Business 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.

Title: **Executive Master's Degree in MBA in Video Games Business Management**
Modality: **online**
Duration: **12 months**
Accreditation: **90 ECTS**

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tech global university

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

Professional Master's Degree in MBA in Video Games Business Management

This is a private qualification of 2,700 hours of duration equivalent to 90 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

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

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Professional Master's Degree in MBA in Video Games Business Management

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	90
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 90	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Strategy in Digital and Video Game Companies	6	CO
1º	Video Games Business Management	6	CO
1º	Digital Marketing and Digital Transformation of Video Games	6	CO
1º	Video Games Business Creation	6	CO
1º	Project Management	6	CO
1º	Innovation	6	CO
1º	Financial Management	6	CO
1º	Commercial Management	6	CO
1º	E-Sports Management	6	CO
1º	Leadership and Talent Management	6	CO
1º	Leadership, ethics and social responsibility in companies	6	CO
1º	People and talent management	6	CO
1º	Economic and Financial Management	6	CO
1º	Commercial and Strategic Marketing Management	6	CO
1º	Executive Management	6	CO

Dr. Pedro Navarro Illana
Dean

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*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.

Executive Master's Degree
MBA in Video Game Business Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **90 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Executive Master's Degree
MBA in Video Games Business Management

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