



Lazarski University

Management in the Video Games Industry

Study details

Course type: Bachelor's degree

Degree: BA Degree

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 14 160 PLN

Reg. fee : 85 PLN

Scholarship :

Insurance : N/A PLN

Intake/s

Oct

Requirements

REQUIRED DOCUMENTS:

- A passport-style photo (3.5 x 4.5) uploaded into your personal account.
- Application Form - printed out from candidate's personal account in color and signed with your full name and surname.
- Passport scan – to confirm and verify your personal data.
- Original High School Diploma/Certificate with at least 55% of GPA legalized in the Polish Embassy or apostilled.
- Sworn translation of High School Diploma/Certificate and transcript of grades into Polish language. In case of the Double Degree Program you have to additionally provide sworn translation of your documents into English.
- Eligibility statement or no-objection letter from the Ministry of Education, stating that the obtained High School Diploma/Certificate entitles candidate to continue the higher education in the country where the diploma/certificate was issued (if needed).
- Language certificate proving the level of language of your instruction is at least B2 (or positive result of Skype interview with our lecturer).
- Signed commitment to purchase National Health Fund (NFZ) insurance upon arrival.
- Payment confirmation of application fee and first semester tuition fee**.
- Signed electronic agreement on the conditions of studies.

Accommodation

Provided by partner agencies

278-770 EUR (per month)

Additional information

Programme description

This is a unique specialization in Management, dedicated to people who love video games and want to connect their future with them. The studies combine knowledge in the field of management, game design, marketing and PR, preparing graduates to perform key roles in gaming companies.

According to the DFC Intelligence report, over 3.1 billion people around the world call themselves "gamers". In such a dynamically developing industry, new companies are constantly being created: development studios, publishers and game producers. Join them and you!

What will you learn?

- Project management: you will learn the secrets of planning, implementing and controlling game development projects, and you will acquire the skills necessary to effectively supervise the work of a development team.
- Game production: you will learn what the game production process looks like from the idea to the final product, you will learn about the roles of individual team members and the specifics of work at various stages of production.
- Game marketing and PR: you will learn to create effective marketing and PR campaigns for video games, you will learn tools and techniques for promoting games on various platforms.
- People management in gaming companies: you will gain knowledge about the specifics of team management in the video game industry, you will learn motivation techniques and building effective teams.
- Business English: you will improve your business English skills, which will make it easier for you to communicate in an international work environment.
- Estimating and budgeting game projects: You will learn to estimate game production costs and create realistic project budgets.
- Modern trends in gaming technologies: You will be up to date with the latest technologies used in the video game industry.

Applied tools and certificates

- Python
- Coursera platform

Career Perspectives

In such a rapidly growing industry, new companies are constantly being created: development studios, publishers and game producers. **Nearly 500 independent entities** are working and creating games in Poland alone, data from the 2023 report "The Game Industry of Poland" show.

The management course in the video game industry is aimed at people who want to associate their professional future with the video game industry. We will educate future managers, ready to perform key business roles in existing and emerging gaming companies.

The studies combine selected elements of the following majors: management, project management, HR, marketing and PR, production, and are characterized by a strong emphasis on learning foreign languages, especially English. During the course of study, participants will acquire leadership and production skills applicable to the game industry. In addition, students will have the opportunity to learn and understand the latest trends in game technology. Completion of the degree will provide students with the knowledge and experience needed to become proficient in the video game industry, as well as the skills needed to perform a number of important functions in gaming companies.

Programme benefits

Why is it worth choosing our specialty?

- The video game market is growing rapidly: it is one of the fastest growing branches of the economy, and the demand for qualified employees is huge.
- You will work with enthusiasts: studies and subsequent work in the video game industry are an ideal environment for people who love games and want to share their passion with others.
- You have a chance for a great career: graduates can count on employment in prestigious positions in development, publishing, marketing and PR companies.

What will you gain by choosing "Management in the Video Game Industry" as a Management major?

- Knowledge and skills: You will learn all aspects of managing a gaming company, from the production stage to distribution and marketing.
- Experience: You will have the opportunity to complete internships in renowned companies from the video game industry.
- Contacts: You will establish relationships with people who work in gaming and open the door to your career.
- Possibility of cooperation: within the Youth Gaming Organization scientific club.