



ESSCA

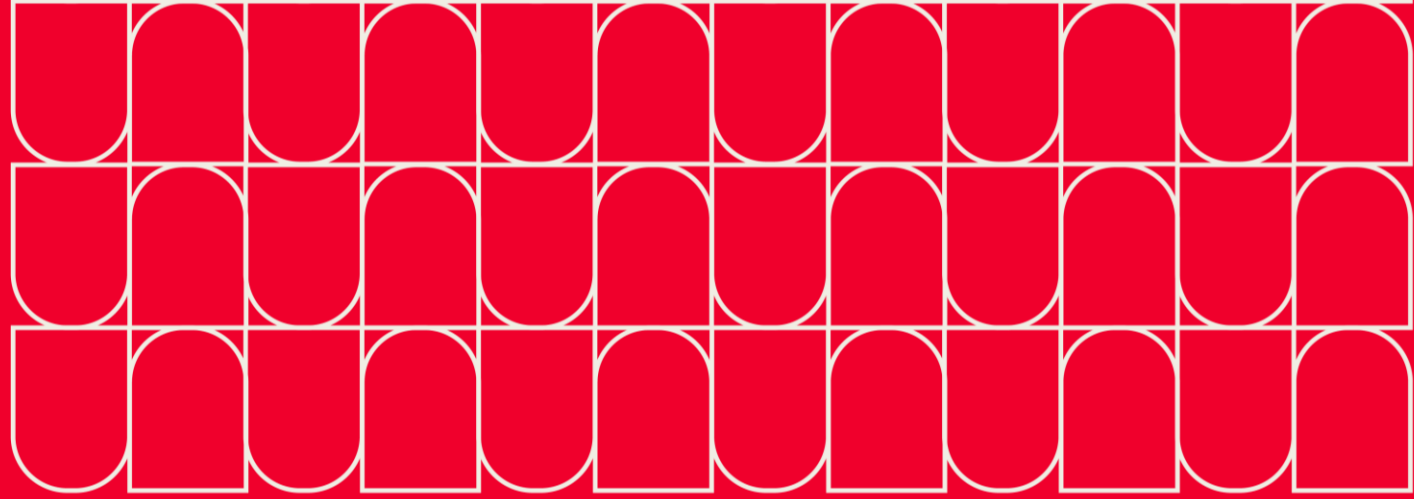
SCHOOL OF
MANAGEMENT

Summer Programme

Management of video game industry

Summer term 2:
7th of July – 27th of July 2024





Introduction to ESSCA

ESSCA in a few words

Founded in 1909, ESSCA School of Management prepares its students through a five-year program to become managers in marketing, finance, and management in an international environment.

One of the post-secondary business school with international accreditation, ESSCA has been granted five « labels » of excellence: Conférence des Grandes Écoles, the EPAS certification, and the Triple Crown, AACSB, EQUIS and AMBA accreditations. ESSCA ranked 54th in the Financial Times 2023 ranking.

ESSCA offers international programs on 10 sites: Angers, Paris, Lyon, Bordeaux, Aix-en-Provence, Strasbourg, Malaga, Luxemburg, Budapest and Shanghai, along with a network of 279 partners universities in 56 countries. At present, the school works with some 2,500 companies.



ESSCA: Creating Futures

In the top 1% business school worldwide:



2 NEW LOCATIONS IN 2023:
> Malaga, Spain
> Luxembourg



 BUDAPEST  SHANGHAI

ESSCA key figures



Nearly

7,000

undergraduate, postgraduate
& continuing education students



18,000

alumni worldwide



2,500

corporate
partners



A network of partner
universities in

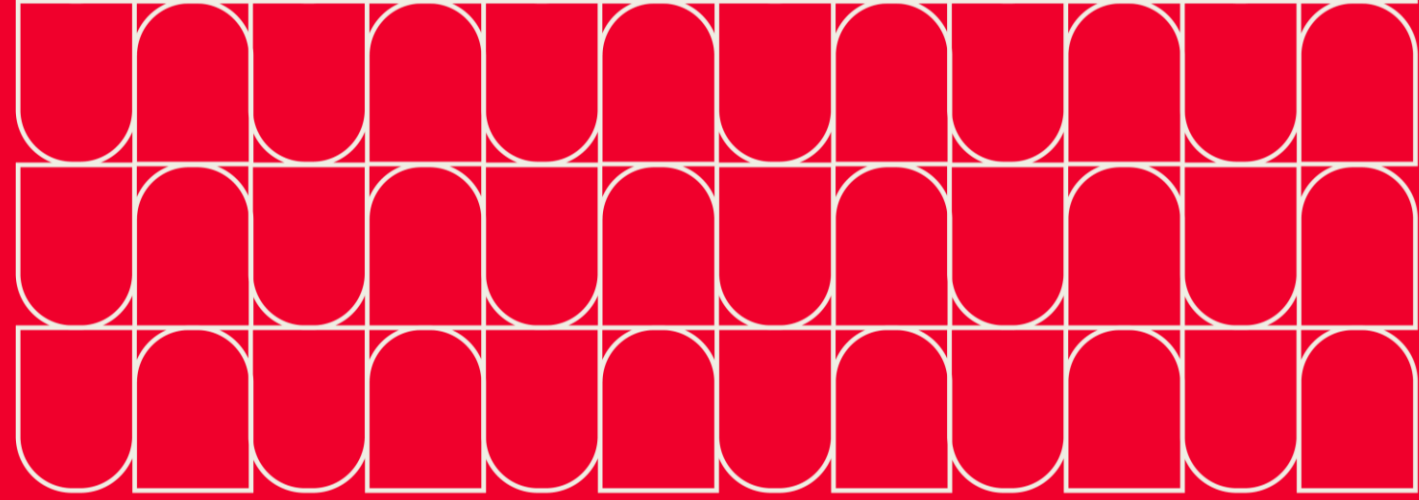
56

countries



461

Full-time faculty members
and members of staff



Presentation of the Programme



The Programme

Malaga Summer Programme:

- Is an intensive 3-week programme
- Is entirely taught in **English**
- Is open to **undergraduate and postgraduate students**
- Offers a multicultural learning environment which develops cross-cultural skills
- Proposes a deep dive into the **video game industry**.
- Includes **field trips** to video games museum, events and companies as well as cultural and social events (boat tour, guided tour,..)
- **The course is worth 12 ECTS**
- **72h of class + 18h of personal work**

Content

Management of video game industry

12 ECTS: 72 hours face-to-face + 18 hours of personal work

This course proposes a deep dive into the video game industry. Participants will gain insight about video game development and learn about the different business models and strategies adopted by successful companies. The course will empower students' journey through the dynamic world of video games with a heightened understanding and tangible skills that leave a lasting impact on their career.

Course schedule

- The video game industry
- Business models and partnerships
- Video game project management
- Sales and marketing strategies
- Social media and influencer management
- Event management
- Data analysis
- Funding and monetization



Location

The Video Game Factory (*Fábrica del Videojuego*) is a pioneering campus that serves as a boost for the video game industry, with a total area of 8,000m² equipped with the latest technological innovations, dedicated to entrepreneurship and training.

Students and entrepreneurs have access to a library with works of reference in the industry, a recording and sound studio equipped with the best software on the market, a set and Chroma Key Studio or an esports room with the latest generation of gaming computers.



Field visits

- OXO video game museum
- Home of Giants
- Owo games
- National Digital Content Pole

Please note this list is indicative and subject to changes, depending on availabilities and weather

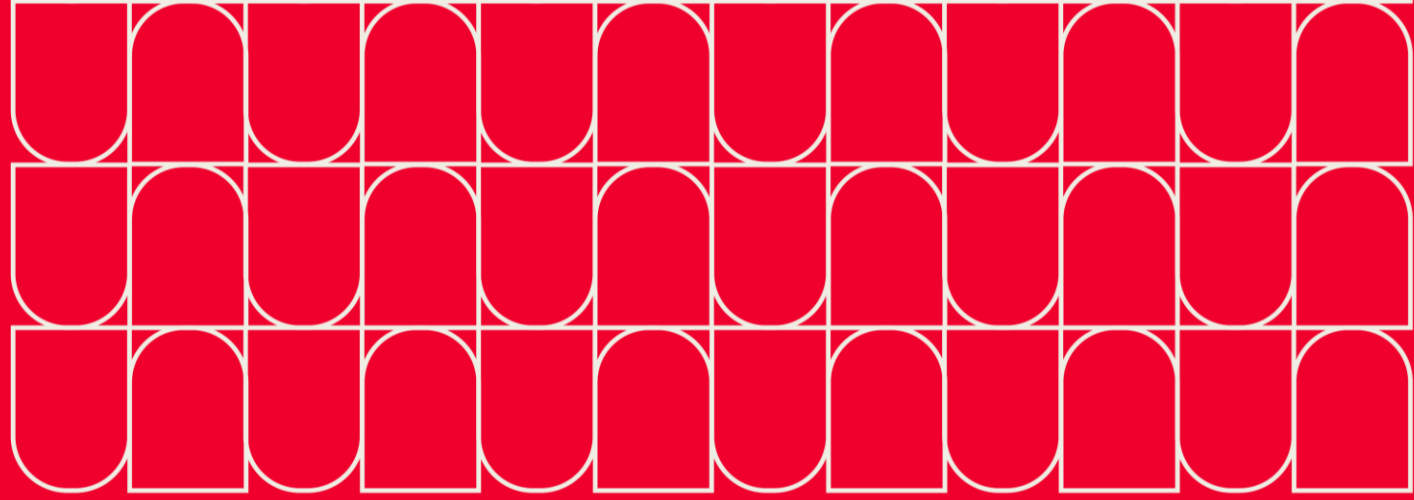


Extra curricular activities

- Welcome & Farewell social events
- Boat tour at the port of Malaga
- Guided cultural city tour
- Hiking at “El Caminito del Rey”
- Other social events (music concerts, activities at the beach)

Please note this list is indicative and subject to changes, depending on availabilities and weather





Practical information

Key dates

- Nomination: 1st of April
 - Application: 15th of April
 - **No refund after the 1st of May**
-
- Accommodation checking-in date: 7th of July
 - Programme starting date: 8th of July
 - Programme ending date: 26th of July
 - Accommodation checking-out date: 27th of July

After the application deadline, please check directly with us if there are still places available.



Practical information

Visa

For participants from non-European countries, a short-stay visa may be mandatory. Please ask your local study abroad advisor. Should a visa be necessary, it will be delivered on proof of your official letter of acceptance issued by ESSCA following your registration.

International health insurance

Valid international health insurance or travel insurance covering hospital care and repatriation is required to fulfil your registration on the Summer Programme.

Please send us a copy with your application and make sure your document is written either in French or English.

Class time and textbooks

Generally students will have up to six contact hours per day. These contact hours also include those of the field visits which are directly subject-related. Students will not need to use particular textbooks. All material is provided by the lecturers but a laptop is highly recommended.



Accommodation

- Shared twin room with air conditioning
- Breakfast included
- Study room exclusive for ESSCA summer course
- 20 minutes from campus
- Central location in Malaga



Fees

Any application involves a 55€ non refundable administrative fee

Tuition waiver (Partner)	2100 €
Non Partner or Free Mover	2800 €

Exchange students nominated by the University partner do not pay tuition fees, but only the accommodation and organisational costs.

Free movers outside the exchange agreement will also pay the tuition fees.



Included in the fees

Included

- A 55€ non-refundable administrative fee
- Course materials (there are no books to buy)
- Accommodation in twin shared room
- Breakfast (all days) and lunches (Monday to Friday)
- Hostel membership
- Welcome and farewell social events
- 3 to 5 extra curriculum cultural activities depending on availabilities.

Not included

- All dinners and lunches on weekends
- Personal expenses
- Personal travel and accommodations outside Malaga
- Public transportation
- Travel from your hometown to Malaga and from Malaga to your hometown

Admission

- Interested participants can be from ESSCA partner universities or non-partners
- Space limited, waiting list possible
- Applications will be processed on a « first come, first served » basis, including nomination.

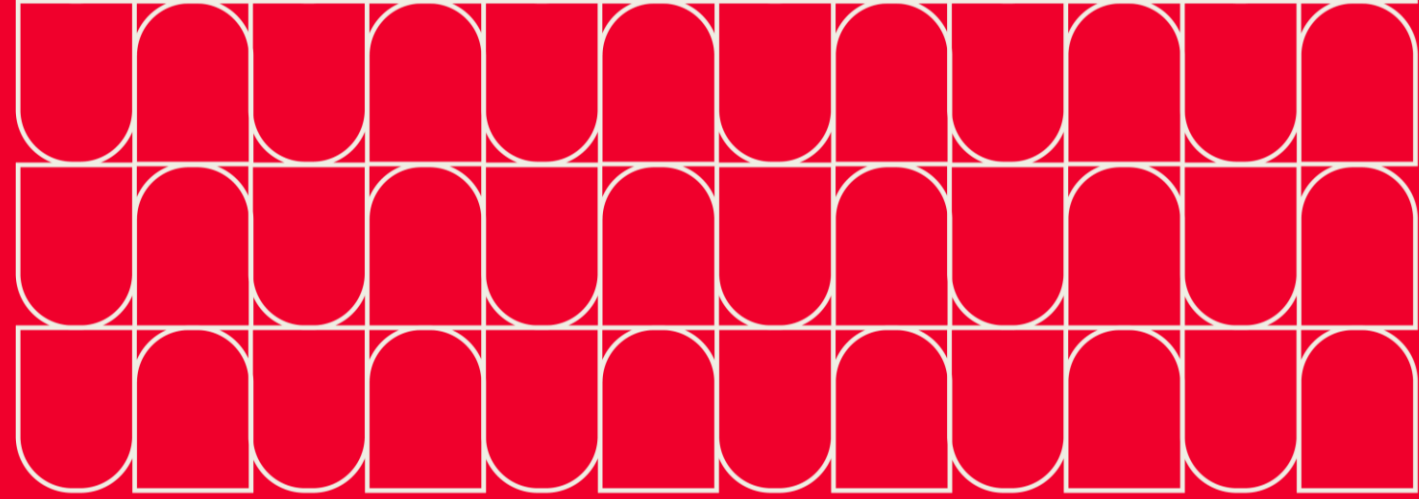
For questions and nomination: malaga@essca.fr

Entry Requirement

- Students must have undertaken at least 1 year of undergraduate study at their home institution
- Students must be able to attend lectures, ask and answer questions, give presentations and write formal assignments in English (roughly equivalent to a score of 80 on the TOEFL® iBT)



We look forward to seeing you!



malaga@essca.fr

ESSCA

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FRANCE

Creating Futures



AACSB, AMBA, and
EQUIS accredited

Associate member
of UCO (Université
Catholique de l'Ouest)

Member of FESIC and
Conférence des Grandes
Ecoles

EESPIG
certified