Advanced Master's Degree
Senior Management of the Audiovisual Industry

tech global university

Advanced Master's Degree

Senior Management of the Audiovisual Industry

» Modality: **online**
» Duration: **2 years**
» Certificate: **TECH Global University**
» Credits: **120 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/design/advanced-master-degree/advanced-master-degree-senior-management-audiovisual-industry**

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01
Introduction

The audiovisual sector is fundamental in different areas, since the union of image and sound is the perfect complement for many creations. In the field of design, its relevance is becoming increasingly important, whether in advertising or in the creation of video games, for example, where the audiovisual format is indispensable. Undoubtedly, design professionals who wish to dedicate themselves professionally to the business management of audiovisual companies need to find programs which are not only suited to their needs, but within which the knowledge of both areas complement each other. With this aim in mind TECH, has created a highly academic program, which will be fundamental to your professional development and to achieving success with your company.

Design professionals with a higher qualification in Senior Management of the Audiovisual Industry will have a unique opportunity to carve a niche for themselves in a highly competitive industry"

The audiovisual industry has experienced tremendous growth in recent decades. New digital tools and new formats have arrived to revolutionize the sector and, although it may seem that everything has been done, innovation continues to be the basis of an area that surprises the public every day with new productions. Their importance is such that these audiovisual productions can reach practically all citizens and, thanks to globalization and the advance of networks, these products no longer have physical limits to be consumed anywhere in the world. As a result, the contribution of this industry to the world economy is growing.

The accomplished management of these types of companies in the design sector requires specific knowledge, so more and more professionals are deciding to enroll in top-level programs and universities to improve their training and open a niche in a highly competitive sector, which demands professionals with experience, but above all, superior knowledge of the sector. With this premise in mind, TECH has designed a highly academic Advanced Master's Degree, which includes the best of an MBA and the specific concepts and strategies of the audiovisual industry. In this way, the syllabus covers the main concepts of the audio-visual industry and culture, and covers the inner workings of cultural journalism. The technical part also acquires a relevant section in this program, focused on the realization of the projects, taking the student from the idea to the staging. A unique opportunity to learn about the structure of the audiovisual system and the production of this type of content, while studying the new genres and formats being used in television.

The program also perfectly combines theoretical and practical content, giving each one the importance it deserves and favoring contextual learning, so that students, while studying, are confronted with cases they may encounter in real situations. Likewise, one of the main advantages of this program is that it will be studied 100% online, without the need for transfers or specific schedules, so that the student himself can self-manage his study, planning his schedule and pace of learning, which will be very useful to be able to combine it with the rest of their daily obligations.

This **Advanced Master's Degree in Senior Management of the Audiovisual Industry** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- Development of case studies presented by design experts
- The graphic, schematic, and eminently practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Special emphasis on innovative methodologies in the management of audiovisual companies
- 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

The audiovisual industry brings great value to the fabric of business, so the proper management of companies in the sector can make the difference between success and failure"

" *TECH is a university of the 21st century and, for this reason, it is committed to the perfect combination of theory and practice to improve the training of its students"*

The teaching methodology of this program is the most innovative in the current academic panorama.

A 100% online update that will be instrumental to combine your studies with the rest of your daily obligations.

Its teaching staff includes professionals from the field of design, who bring to this program the experience of their work, as well as recognized specialists from leading companies and prestigious universities.

The 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 training experience designed to train for real-life situations.

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

02
Objectives

This TECH Advanced Master's Degree has been designed to meet the academic objectives of design professionals in the field of Senior Management in the Audiovisual Industry. Thus, at the end of the course, the student will have acquired the necessary skills to successfully manage this type of company, positioning themselves as a professional of reference in the company and providing all their value to lead the company towards excellence.

Achieving your academic and work objectives is the challenge that all professionals face, so don't miss the opportunity to improve your training with this program"

General Objectives

- Develop leadership skills appropriate for business management
- Know and know how to manage the economic-financial areas of the company
- Broaden the knowledge and information to the student with a higher level of depth in the field of journalism, but more specifically in the field of management of the audiovisual industry
- Learn how to perform functions in this field in a specialized and professional environment

Get to know the particularities of the audiovisual industry and learn how to manage the different existing formats"

Specific Objectives

- Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
- Develop the key leadership skills that should define working professionals
- Develop strategies to carry out decision-making in a complex and unstable environment
- Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives
- To develop the skills required to manage business activities strategically
- Have the transversal and specific competencies necessary to successfully face the reality of cultural journalism in different fields
- Acquire the ability to plan narrative and documentary sequences according to the available means
- Learn the nature and interrelationships between the subjects of audiovisual communication: authors, institutions, companies, media, supports and receivers
- Know the historical origins of audiovisual production and its evolution in contemporary society
- Identify the theoretical concepts that define the production processes of audiovisual works

- Provide the student with the theoretical and technical foundations, as well as the instrumental skills to face, from a narrative and aesthetic point of view, the production of audiovisual fiction, in different media and technologies
- Study the transformations that have taken place in the cultural industries in the supply and consumption of digital networks, in their economic, political and socio-cultural aspects
- Know the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product in contemporary society
- Know how to interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective
- Understand the transformations derived from digitalization in the audiovisual industry
- Understand the creative and industrial process in the development of a fiction script for television

03
Skills

Design is a very broad sector that develops along different specialties. In this case, TECH has created this Advanced Master's Degree to offer professionals the higher qualification demanded in the audiovisual industry, so that they can acquire the necessary skills to successfully manage in the field of audiovisual management and direction. A unique program that will mark a before and after in your training, achieving success in the sector.
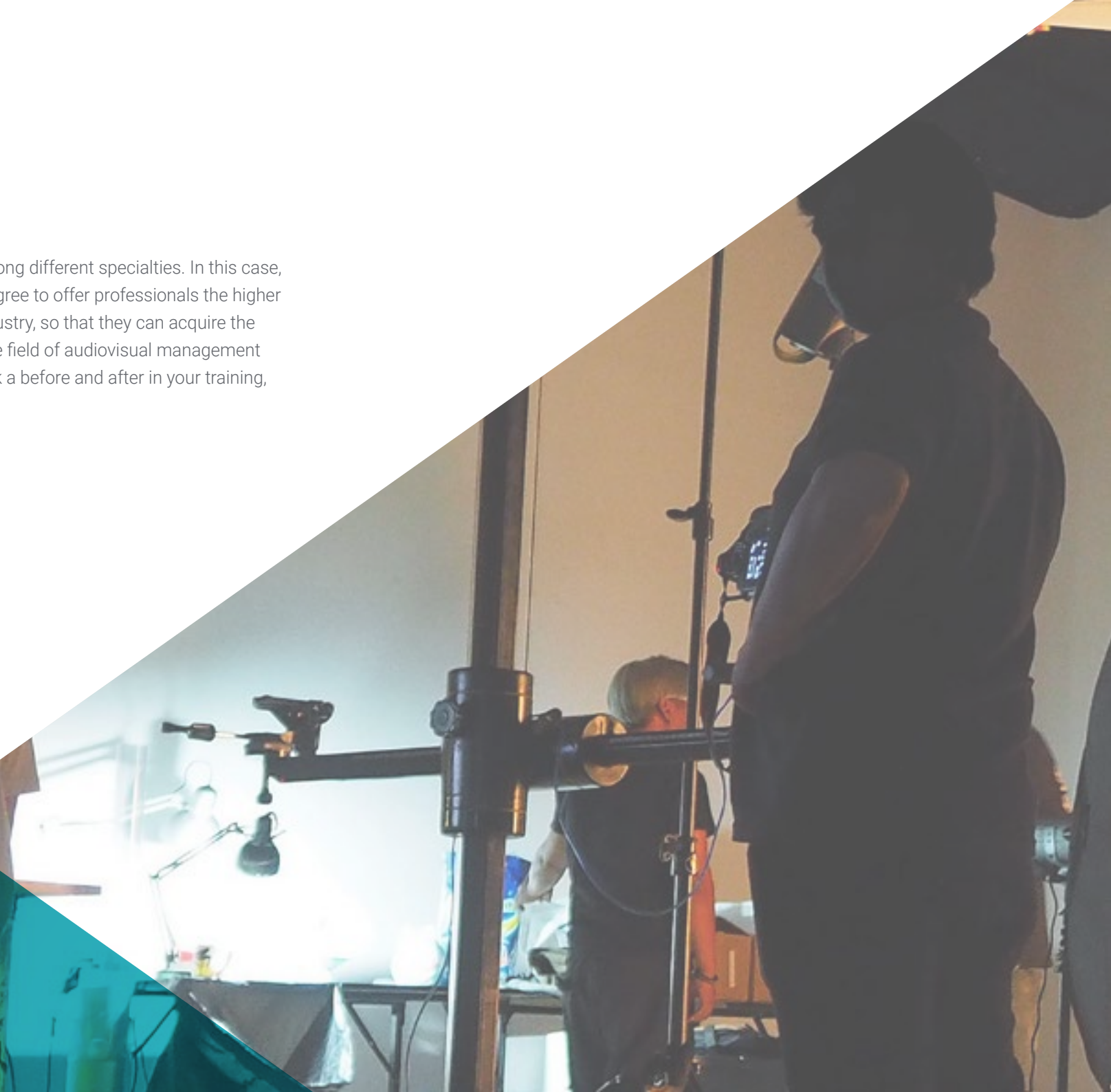
"Acquiring the necessary skills to manage audiovisual companies will allow you to achieve success in the sector"

General Skills

- Controlling the different departments of the company to achieve the company's common objectives
- Adequate management of the company's human resources
- Develop the global management of an audiovisual communication project in each and every one of its facets with complete control of the different agents and processes involved in it
- Apply the most appropriate strategies to promote the growth of the audiovisual company

A program that will allow you to make a qualitative leap in your career"
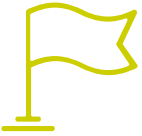
Specific Skills

- Perform overall management of the company, applying leadership techniques that influence the performance of workers, in such a way that the company's objectives are achieved
- Be part of and lead the company's corporate and competitive strategy
- Resolving business conflicts and problems among employees
- Proper team management to improve productivity and, therefore, company profits
- Carrying out the economic and financial control of the company
- Control the companys logistics processes, as well as purchasing and procurement
- Delve into the new business models associated with information systems
- Apply the most appropriate strategies to support E-commerce of the companys products
- Develop and lead marketing plans
- Focus on innovation in all processes and areas of the company
- Using social networks in a journalistic environment

- Knowing the composition of audiovisual production teams
- Organize a staging appropriate to the objectives of the audiovisual project
- Planning narrative actions adjusted to the available means
- Mastering the different phases of the audiovisual project
- Know and apply the organizational structures of audiovisual communication
- Knowing how to adapt to the consumption patterns of the moment
- Know the relational code of the different agents of audiovisual communication
- Describe the historical evolution of audiovisual production
- Create products adjusted to available financing
- Planning the amortization of audiovisual products
- Produce an audiovisual product in different media

04

Course Management

The teaching staff in charge of the development of this Advanced Master's Degree has been carefully selected by TECH due to their great ability in, management and leadership in the world of the Audio-visual Industry. Students will have access to content created by professionals with extensive experience in the sector, who also share the most effective secrets and working methods to reach the top of audiovisual management with the most perfected skills.

Take advantage of the knowledge and extensive professional experience of a multifaceted and multidisciplinary teaching staff in the world of the Audiovisual Industry"

International Guest Director

Awarded by Women We Admire for her leadership in the news sector, Amirah Cissé is a prestigious expert in **Audiovisual Communication**. In fact, she has spent most of her professional career managing international projects for renowned brands based on the most innovative **marketing** strategies.

In this sense, her strategic skills and ability to integrate emerging technologies into multimedia content narratives in an avant-garde way have allowed her to be part of renowned institutions on a global scale. For example **Google, NBCUniversal or Frederator Networks** in New York. In this way, her work has focused on the creation of communication campaigns for various companies, generating highly creative **audiovisual content** that connects emotionally with audiences. Thanks to this, multiple companies have succeeded in building consumer loyalty over a long period of time; while the companies have also strengthened their market presence and ensured their long-term sustainability.

It is worth noting that her extensive work experience ranges from the **production of television programs** or the creation of sophisticated **marketing techniques** to the management of visual content on the main **social networks.** At the same time, she is considered a true **strategist** who identifies culturally relevant opportunities for clients. In doing so, she has developed tactics aligned with both audience expectations and needs; enabling entities to implement cost-effective solutions.

Firmly committed to the advancement of the audiovisual industry and excellence in her daily practice, she has combined these functions with her role as a **researcher**. As such, she has written multiple scientific articles specialized in emerging areas such as the dynamics of user behavior on the Internet, the impact of eSports in the field of entertainment and even the latest trends to enhance **creativity**.

Ms. Cissé, Amirah

- Director of Global Client Strategy, NBCUniversal, New York, United States
- Strategy Expert at Horizon Media, New York
- Engagement Manager at Google, California
- Cultural Strategist at Spaks & honey, New York
- Account Manager at Reelio, New York
- Account Coordinator at Jun Group, New York
- Content Strategy Specialist at Frederator Networks, New York
- Researcher at the Genealogical and Biographical Society of New York
- Academic Internship in Sociology and Anthropology at Kanda Gaigo University
- Bachelor of Fine Arts with a major in Sociology from Williams College
- Certification in: Leadership Training and Executive Coaching, Marketing Research

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

Management

Mr. Ledesma Carrillo, Carlos Atxoña

- Responsible for the International / Legal Area at Intercity Transport of Tenerife S.A.U
- Legal Manager en Avalon Biz Consulting
- Rgpd Trainer at ESFOCC (Higher School of Training and Qualification of the Canary Islands)
- Legal advisor in Intercity Transports of Tenerife S.A.U
- Degree in Law from the University of La Laguna
- Expert in Labor Management from the European School of Management and Business. Madrid
- Diploma in Corporate Knowledge Management from Rey Juan Carlos I University
- MBA Master's Degree in Business Administration and Management at the European University of the Canary Islands

Professors

Mr. González, Alexis
- Financial Director of the Cajasiete Bank in Tenerife, Canary Islands
- Co-founder of the Stock Market Investment Club of the Business School
- Degree in Business Administration from the University of Las Palmas de Gran Canaria
- Diploma in Business Studies from the University of Las Palmas de Gran Canaria
- Master's Degree in Taxation and Tax Consultancy by the Center for Financial Studies in collaboration with the Spanish Association of Tax Advisors

- Executive Master's Degree in Financial Management and Advanced Finance from the Superior Institute of Banking Techniques and Practices
- Expert in Financial Planning and Management Control in Banking by Analyst Financial Analysts International (AFI)
- Executive Development Expert in Portfolio Management by Financial Analysts International

Structure and Content

The structure of this Advanced Master's Degree in Senior Management of the Audiovisual Industry has been developed with the specialization needs of design professionals in mind. In this program students a unique opportunity to learn about the latest concepts in this field, which will allow them to take a step further in their career. In addition, the distribution of the syllabus makes it easier to study, allowing students to manage their own time and self-direct their learning.

"
The most comprehensive academic program on audiovisual business management in the market today"

Module 1. Leadership, Ethics, and CSR

1.1. Globalization and Governance
    1.1.1. Globalization and Trends: Market Internationalization
    1.1.2. Economic Environment and Corporate Governance
    1.1.3. Accountability
1.2. Leadership
    1.2.1. Intercultural Environment
    1.2.2. Leadership and Business Management
    1.2.3. Management Roles and Responsibilities
1.3. Business Ethics
    1.3.1. Ethics and Integrity
    1.3.2. Ethical Behavior in Companies
    1.3.3. Deontology, Codes of Ethics and Codes of Conduct
    1.3.4. Fraud and Corruption Prevention
1.4. Sustainability
    1.4.1. Business and Sustainable Development
    1.4.2. Social, Environmental, and Economic Impact
    1.4.3. The 2030 Agenda and the SDGs
1.5. Corporate Social Responsibility
    1.5.1. Corporate Social Responsibility
    1.5.2. Roles and Responsibilities
    1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design
    2.1.1. Organizational Culture
    2.1.2. Organisational Analysis
    2.1.3. Designing the Organizational Structure
2.2. Corporate Strategy
    2.2.1. Corporate Level Strategy
    2.2.2. Types of Corporate Level Strategies
    2.2.2. Determining the Corporate Strategy
    2.2.3. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation
    2.3.1. Strategic Thinking
    2.3.2. Strategic Planning and Formulation
    2.3.3. Sustainability and Corporate Strategy
2.4. Strategy Models and Patterns
    2.4.1. Wealth, Value, and Return on Investments
    2.4.2. Corporate: Methodologies Strategy
    2.4.3. Growing and Consolidating the Corporate Strategy
2.5. Strategic Management
    2.5.1. Strategic Mission, Vision, and Values
    2.5.2. The Balanced Scorecard
    2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
    2.5.4. Strategic Management and Reporting
2.6. Implementing and Executing Strategy
    2.6.1. Strategic Implementation: Objectives, Actions and Impacts
    2.6.2. Strategic Alignment and Supervision
    2.6.3. Continuous Improvement Approach
2.7. Executive Management
    2.7.1. Integrating Functional Strategies into the Global Business Strategies
    2.7.2. Management Policy and Processes
    2.7.3. Knowledge Management
2.8. Analyzing and Solving Cases/Problems
    2.8.1. Problem Solving Methodology
    2.8.2. Case Method
    2.8.3. Positioning and Decision-Making

Module 3. People and Talent Management

3.7.   Team Management and People Performance
    3.7.1.   Multicultural and Multidisciplinary Environment
    3.7.2.   Team and People Management
    3.7.3.   Coaching and People Performance
    3.7.4.   Management Meetings: Planning and Time Management

3.8.   Knowledge and Talent Management
    3.8.1.   Identifying Knowledge and Talent in Organizations
    3.8.2.   Corporate Knowledge and Talent Management Models
    3.8.3.   Creativity and Innovation

Module 4. Economic and Financial Management

4.1.   Economic Environment
    4.1.1.   Organizational Theory
    4.1.2.   Key Factors for Change in Organizations
    4.1.3.   Corporate Strategies, Types, and Knowledge Management

4.2.   Executive Accounting
    4.2.1.   International Accounting Framework
    4.2.2.   Introduction to the Accounting Cycle
    4.2.3.   Company Financial Statements
    4.2.4.   Analysis of Financial Statements: Decision-Making

4.3.   Budget and Management Control
    4.3.1.   Budgetary Planning
    4.3.2.   Management Control: Design and Objectives
    4.3.3.   Supervision and Reporting

4.4.   Company Tax Responsibility
    4.4.1.   Corporate Tax Responsibility
    4.4.2.   Tax Procedure: A Case-Country Approach

4.5.   Corporate Control Systems
    4.5.1.   Types of Control
    4.5.2.   Regulatory Compliance / Compliance
    4.5.3.   Internal Auditing
    4.5.4.   External Auditing

4.6.   Financial Management
    4.6.1.   Introduction to Financial Management
    4.6.2.   Financial Management and Corporate Strategy
    4.6.3.   Chief Financial Officer (CFO): Managerial Skills

4.7.   Financial Planning
    4.7.1.   Business Models and Financing Needs
    4.7.2.   Financial Analysis Tools
    4.7.3.   Short-Term Financial Planning
    4.7.4.   Long-Term Financial Planning

4.8.   Corporate Financial Strategy
    4.8.1.   Corporate Financial Investments
    4.8.2.   Strategic Growth: Types

4.9.   Macroeconomic Context
    4.9.1.   Macroeconomic Analysis
    4.9.2.   Economic Indicators
    4.9.3.   Economic Cycle

4.10.   Strategic Financing
    4.10.1.   Banking Business: Current Environment
    4.10.2.   Risk Analysis and Management

4.11.   Money and Capital Markets
    4.11.1.   Fixed Income Market
    4.11.2.   Equity Market
    4.11.3.   Valuation of Companies

4.12.   Analyzing and Solving Cases/Problems
    4.12.1.   Problem Solving Methodology
    4.12.2.   Case Method

Module 5. Operations and Logistics Management

5.1.   Operations Management

    5.1.1.   Define the Operations Strategy

    5.1.2.   Supply Chain Planning and Control

    5.1.3.   Indicator Systems

5.2.   Purchasing Management

    5.2.1.   Stock Management

    5.2.2.   Warehouse Management

    5.2.3.   Purchasing and Procurement Management

5.3.   Supply Chain Management (1)

    5.3.1.   Costs and Efficiency of the Operations Chain

    5.3.2.   Change in Demand Patterns

    5.3.3.   Change in Operations Strategy

5.4.   Supply Chain Management (2). Implementation

    5.4.1.   Lean Manufacturing / Lean Thinking

    5.4.2.   Logistics Management

    5.4.3.   Purchasing

5.5.   Logistical Processes

    5.5.1.   Organization and Management by Processes

    5.5.2.   Procurement, Production, Distribution

    5.5.3.   Quality, Quality Costs, and Tools

    5.5.4.   After-Sales Service

5.6.   Logistics and Customers

    5.6.1.   Demand Analysis and Forecasting

    5.6.2.   Sales Forecasting and Planning

    5.6.3.   Collaborative Planning, Forecasting, and Replacement

5.7.   International Logistics

    5.7.1.   Customs, Export and Import processes

    5.7.2.   Methods and Means of International Payment

    5.7.3.   International Logistics Platforms

5.8.   Competing through Operations

    5.8.1.   Innovation in Operations as a Competitive Advantage in the Company

    5.8.2.   Emerging Technologies and Sciences

    5.8.3.   Information Systems in Operations

Module 6. Information Systems Management

6.1.   Information Systems Management

    6.1.1.   Business Information Systems

    6.1.2.   Strategic Decisions

    6.1.3.   The Role of the CIO

6.2.   Information Technology and Business Strategy

    6.2.1.   Company and Industry Sector Analysis

    6.2.2.   Online Business Models

    6.2.3.   The Value of IT in a Company

6.3.   IS Strategic Planning

    6.3.1.   The Process of Strategic Planning

    6.3.2.   Formulating the IS Strategy

    6.3.3.   Strategy Implementation Plan

6.4.   Information Systems and Business Intelligence

    6.4.1.   CRM and Business Intelligence

    6.4.2.   Business Intelligence Project Management

    6.4.3.   Business Intelligence Architecture

6.5.   New ICT-Based Business Models

    6.5.1.   Technology-based Business Models

    6.5.2.   Innovation Abilities

    6.5.3.   Redesigning the Value Chain Processes

6.6. E-Commerce

    6.6.1. ECommerce Strategic Plan

    6.6.2. Logistics Management and Customer Service in ECommerce

    6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. E-Business Strategies

    6.7.1. Social Media Strategies

    6.7.2. Optimizing Service Channels and Customer Support

    6.7.3. Digital Regulation

6.8. Digital Business

    6.8.1. Mobile E-Commerce

    6.8.2. Design and Usability

    6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communication

7.1. Commercial Management

    7.1.1. Sales Management

    7.1.2. Commercial Strategy

    7.1.3. Sales and Negotiation Techniques

    7.1.4. Management of Sales Teams

7.2. Marketing

    7.2.1. Marketing and the Impact on the Company

    7.2.2. Basic Variables of Marketing

    7.2.3. Digital Marketing Flat

7.3. Strategic Marketing Management

    7.3.1. Current Trends in Marketing

    7.3.2. Marketing Tools

    7.3.4. Marketing Strategy and Communication with Customers

7.4. Digital Marketing Strategy

    7.4.1. Approach to Digital Marketing

    7.4.2. Digital Marketing Tools

    7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy

    7.5.1. Positioning and Promotion

    7.5.2. Public Relations

    7.5.3. Sales and Communication Strategy

7.6. Corporate Communication

    7.6.1. Internal and External Communication

    7.6.2. Communication Departments

    7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy

    7.7.1. Corporate Communication Strategy

    7.7.2. Communication Plan

    7.7.3. Press Release /Clipping/Publicity Writing

Module 8. Innovation and Project Management

8.1. Innovation

    8.1.1. Macro Concept of Innovation

    8.1.2. Types of Innovation

    8.1.3. Continuous and Discontinuous Innovation

    8.1.4. Training and Innovation

8.2. Innovation from Strategy

    8.2.1. Innovation and Corporate Strategy

    8.2.2. Global Innovation Project: Design and Management

    8.2.3. Innovation Workshops

8.3. Business Model Design and Validation

    8.3.1. Lean Startup Methodology

    8.3.2. Innovative Business Initiative: Stages

    8.3.3. Financing Arrangements

    8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics

    8.3.5. Growth and Loyalty

Module 11. Structure of the Audiovisual System

11.1. An Introduction to Cultural Industries (C.I.)
- 11.1.1. Concepts of Culture. Culture-Communication
- 11.1.2. C.I. Theory and Evolution: Typology and Models

11.2. Film Industry
- 11.2.1. Main Characteristics and Agents
- 11.2.2. Structure of the Cinematographic System

11.3. Film Industry
- 11.3.1. The U.S. Film Industry
- 11.3.2. Independent Production Companies
- 11.3.3. Problems and Debates in the Film Industry

11.4. Film Industry
- 11.4.1. Film Regulation: State and Culture. Policies for the Protection and Promotion of Cinematography
- 11.4.2. Case Study

11.5. Television Industry I
- 11.5.1. Economic Television
- 11.5.2. Founder Models
- 11.5.3. Transformations

11.6. Television Industry II
- 11.6.1. The U.S. Television Industry
- 11.6.2. Main Features
- 11.6.3. State Regulation

11.7. Television Industry III
- 11.7.1. Public Service Television in Europe
- 11.7.2. Crises and Debates

11.8. The Axes of Change
- 11.8.1. New Processes in the Audiovisual Industry
- 11.8.2. Regulatory Discussion

11.9. Digital Terrestrial Television (DTT)
- 11.9.1. Role of the State and Experiences
- 11.9.2. The New Features of the Television System

11.10. New Operators in the Audiovisual Landscape
- 11.10.1. Over-the-top (OTT) Service Platforms
- 11.10.2. Consequences of its Appearance

Module 12. Audiovisual Production

12.1. Audiovisual Production
- 12.1.1. Introductory Concepts
- 12.1.2. The Audiovisual Industry

12.2. The Production Team
- 12.2.1. The Professionals
- 12.2.2. The Producer and the Script

12.3. The Audiovisual Project
- 12.3.1. Project Management
- 12.3.2. Project Evaluation
- 12.3.3. Presentation of Projects

12.4. Production and Financing Modalities
- 12.4.1. Financing of Audiovisual Production
- 12.4.2. Modes of Audiovisual Production
- 12.4.3. Resources for Pre-financing

12.5. The Production Team and the Script Breakdown
- 12.5.1. The Production Team
- 12.5.2. The Breakdown of the Script

Module 13. Fiction Production and Acting Direction

Module 14. Cultural Industries and New Communication Business Models

Module 16. Television Genres, Formats and Programming

Module 17. The Audiovisual Audience

Module 18. Television Scriptwriting: Programs and Fiction

Take a high-quality academic course that will be fundamental for your professional development in the audiovisual field"

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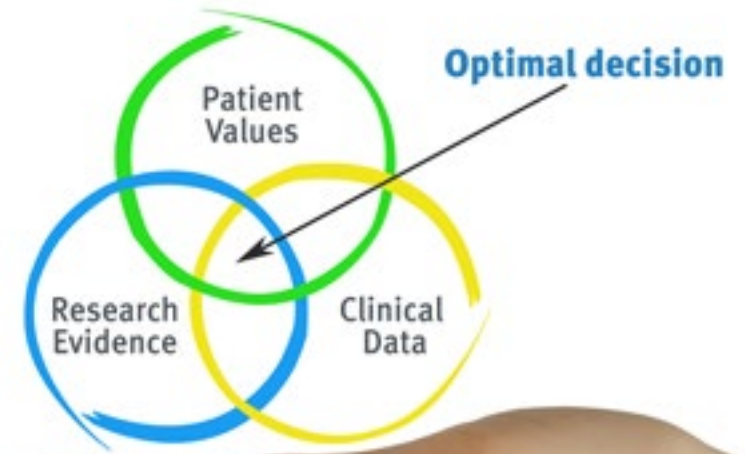
You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

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 is the most widely used learning system in the best faculties in the world. 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 will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

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

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.

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 relearn). 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 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 elearning, 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 that we are experiencing.

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.

20%

25%

4%

3%
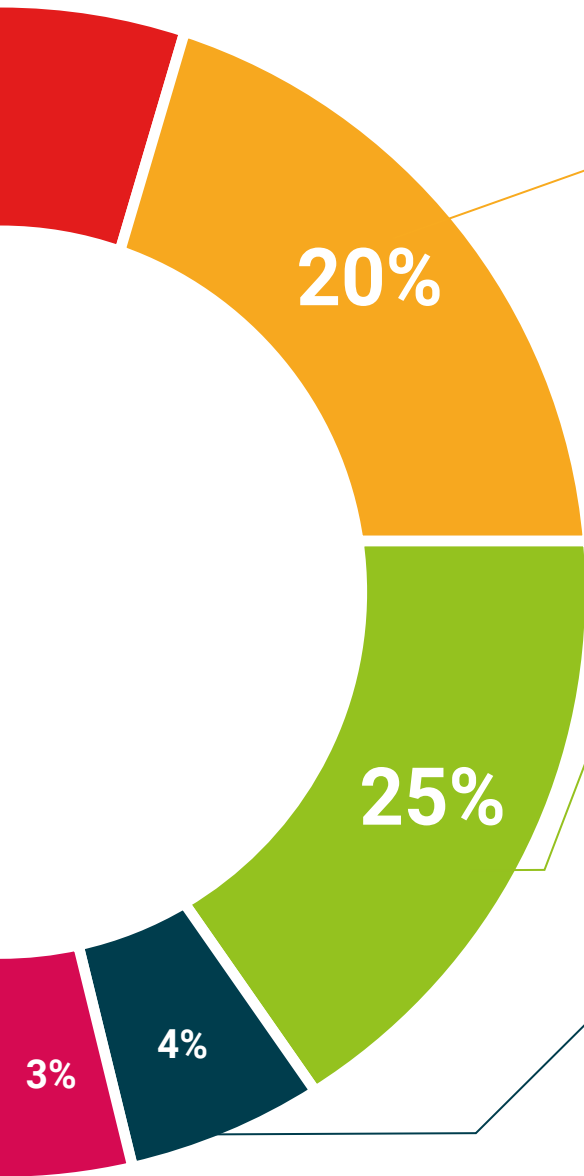
Case Studies

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.

07

Certificate

The Advanced Master's Degree in Senior Management of the Audiovisual Industry guarantees you, in addition to the most rigorous and updated training, access to a Advanced Master's Degree issued by TECH Global University.

Successfully complete this training and receive your university degree without travel or laborious paperwork"

This program will allow you to obtain your **Advanced Master's Degree diploma in Senior Management of the Audiovisual Industry** 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.

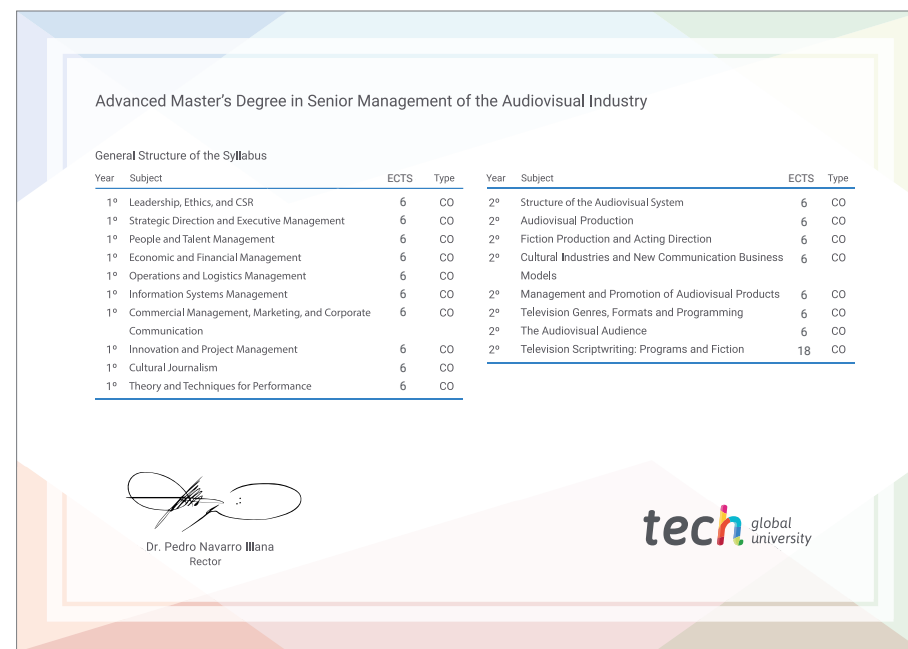This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Advanced Master's Degree in Senior Management of the Audiovisual Industry**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**

tech global university

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

Advanced Master's Degree in Senior Management of the Audiovisual Industry

This is a program of 3,000 hours of duration equivalent to 120 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
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Master's Degree in Senior Management of the Audiovisual Industry

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Leadership, Ethics, and CSR	6	CO
1º	Strategic Direction and Executive Management	6	CO
1º	People and Talent Management	6	CO
1º	Economic and Financial Management	6	CO
1º	Operations and Logistics Management	6	CO
1º	Information Systems Management	6	CO
1º	Commercial Management, Marketing, and Corporate Communication	6	CO
1º	Innovation and Project Management	6	CO
1º	Cultural Journalism	6	CO
1º	Theory and Techniques for Performance	6	CO

Year	Subject	ECTS	Type
2º	Structure of the Audiovisual System	6	CO
2º	Audiovisual Production	6	CO
2º	Fiction Production and Acting Direction	6	CO
2º	Cultural Industries and New Communication Business Models	6	CO
2º	Management and Promotion of Audiovisual Products	6	CO
2º	Television Genres, Formats and Programming	6	CO
2º	The Audiovisual Audience	6	CO
2º	Television Scriptwriting: Programs and Fiction	18	CO

Dr. Pedro Navarro Illana
Rector

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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.

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Advanced Master's Degree
Senior Management of the Audiovisual Industry

» Modality: **online**
» Duration: **2 years**
» Certificate: **TECH Global University**
» Credits: **120 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Advanced Master's Degree
Senior Managementof the Audiovisual Industry

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