

Postgraduate Certificate Creative Business Management



Postgraduate Certificate Creative Business Management

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: www.techtute.com/us/design/postgraduate-certificate/creative-business-management

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 18

05

Methodology

p. 22

06

Certificate

p. 30

01

Introduction

Creative business leadership is no mean feat. It is not only necessary to manage the art that is produced, but also to take into account economic, social and cultural factors that are in constant flux. With this program, the student will be able to step up and assume leadership in a sector with great opportunities to do so. It will cover the most innovative strategies and methodologies in the market, such as Human Centric, Design Thinking and Buyer Persona, taught by the best team of TECH experts in the field.





“

You've always wanted to be a leader. It's time to show what you are worth with this Postgraduate Certificate that will take you to the top of your dream companies"

The creative design industry requires great thinkers who know how to capture and capitalize on the talent that abounds globally. These people must have a very broad profile with specialist expertise, as the highly competitive nature of the sector means that they must be in a constant process of renewal, always searching for new ideas. This program is focussed on equipping students with the tools that will enable them to stay ahead of the competition and set trends.

As such, the Postgraduate Certificate in Creative Business Management not only teaches the fundamentals of creative leadership, but also focuses on developing the student's autonomy and proactivity so that in the future they will be able to adapt to any type of situation they may find themselves in.

The methodology taught in the teaching material, divided into 10 modules, takes into account the various points of view from which the market situation can be analyzed. It prepares students to capture the most useful information from market analysis, understand the needs of customers and learn how to approach design with those needs in mind.

All of this with the convenience of a 100% online program, in which the student has total flexibility to study the materials, adapting to their own pace and commitments.

This **Postgraduate Certificate in Creative Business Management** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Comprehensive consumer analysis and breakdown: understanding the consumer, knowing what they want and offering them solutions
- ◆ Different methodologies with which to perform a powerful analysis of the market, paying special attention to buyer profiles
- ◆ Resources and research techniques that help students acquire greater autonomy at the end of the Postgraduate Certificate
- ◆ An effective training that ensures that students acquire the fundamental skills and abilities for the business management of creativity
- ◆ Specialized support from a team of subject matter experts
- ◆ Absolute flexibility to access content from any fixed or portable device with an Internet connection



With good planning you can achieve anything you set your mind to. Enroll now and secure your professional future at the forefront of the best design companies"

“ *This is the boost your career needs to get to the top*”

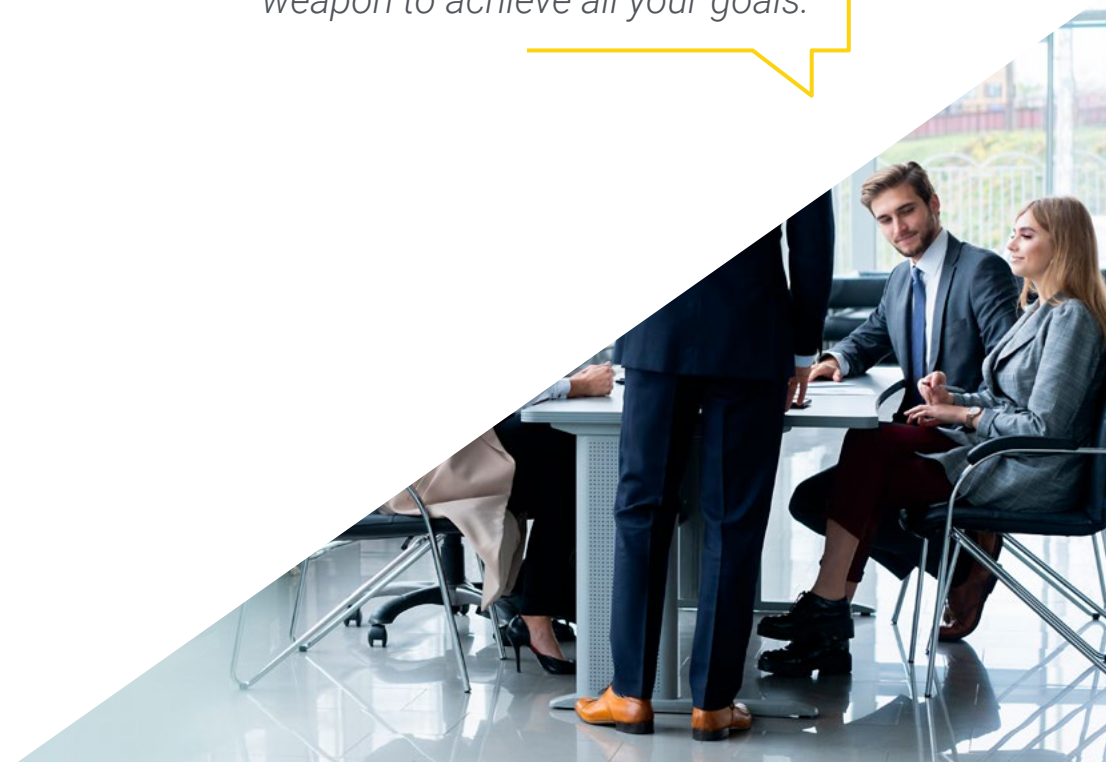
The teaching staff is made up of professionals from the sector who bring their experience to this program, in addition to renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning. In other words, a simulated environment that will provide immersive education programmed to prepare for real situations.

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

Learn why it is important to focus business strategy on the customer and meet the creative needs of the most powerful companies in the industry.

Gain expertise in Creative Business Management and turn your ambition into your secret weapon to achieve all your goals.



02 Objectives

This Postgraduate Certificate in Creative Business Management is primarily aimed at providing the student with the knowledge and tools necessary to face the day-to-day management of a creative company in the design sector. This requires understanding not only the social and cultural issues surrounding the sector, but also special attention to the most important stakeholder in the sector: The client.



“

You have a clear objective. At TECH we will help you to achieve it with the best possible knowledge”



General Objectives

- ◆ Understand the importance of the customer as a central figure in any business strategy
- ◆ Teach students how to face the business challenges and decisions that they will face in the future
- ◆ Provide useful tools and methodologies with which students can stand out in the labor market
- ◆ Empower students to be proactive and self-reliant
- ◆ Ensure students know the strategies with which to effectively manage customer needs
- ◆ Provide the latest research resources and techniques for the student to continue learning in the future





Specific Objectives

- ◆ Examine the current context in which the user operates and learn how it has changed in recent times
- ◆ Cover the different strategies that can be used to meet the needs of such a user
- ◆ Know how to implement the different strategies and methodologies of the program in the creative industry
- ◆ Prepare the student for effective and efficient leadership of a creative design business

“

With this Postgraduate Certificate in Creative Business Management you can be the one who starts to set trends in the design sector”

03

Course Management

The teachers who have developed the teaching material for this Postgraduate Certificate are experts in creative business management, so students can rest assured that they will have access to the best possible lessons in this field. Their experience and knowledge are key to the success of this Postgraduate Certificate.



“

Rely on the best experts in creative business management and boost your career prospects thanks to their advice"

International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study “Narcissism and Celebrities”, together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.



Dr. Young, S. Mark

- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specializing in the development of predictive models for the motion picture industry
- Co-author of book "Narcissism and Celebrities"
- Ph.D. in Accounting Science from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- B.S. in Economics from Oberlin College
- Member of the Center for Excellence in Teaching

“

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

Management



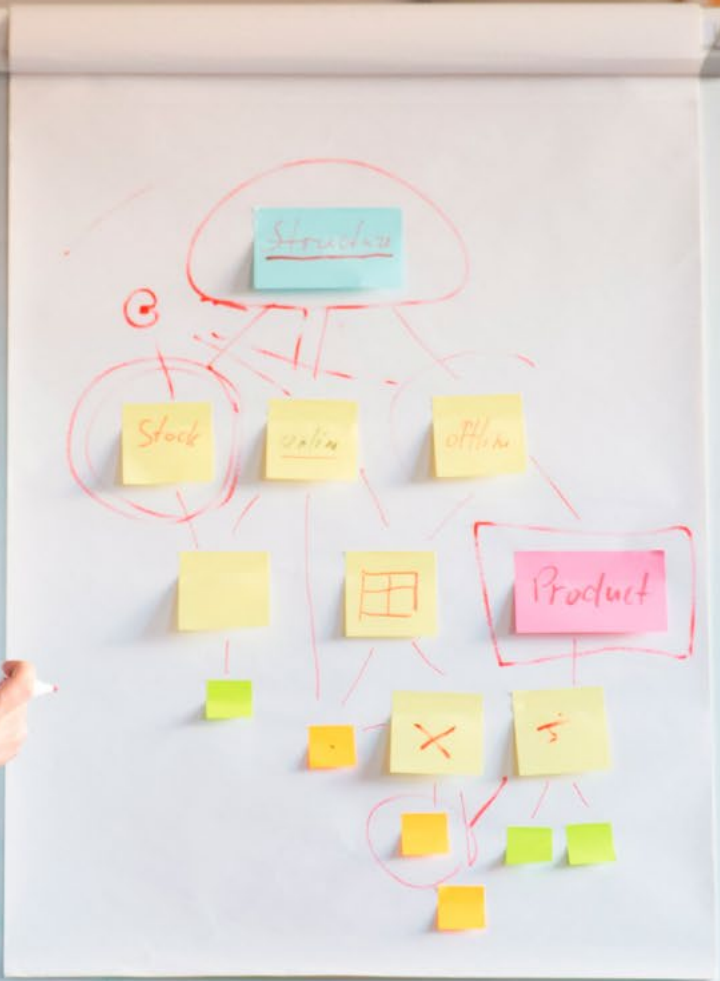
Dra. Velar, Marga

- ◆ Corporate Marketing Manager in SGN Group (Nueva York)
- ◆ Forefashion Lab Address
- ◆ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Villanueva University Center, Complutense University
- ◆ Ph.D. in Communication from Universidad Carlos III de Madrid
- ◆ MBA in Fashion Business Management from ISEM Fashion Business School
- ◆ Professor at Villanueva University Center, at ISEM Fashion Business School and at the School of Communication at the University of Navarra

Professors

Dra. Bravo Durán, Sandra

- ◆ Researcher and sociologist of fashion and trends from ISEM Fashion Business School
- ◆ Lecturer in different Universities, Master's Degrees and Business Schools related to the fashion and luxury industry
- ◆ Trend Forecasting and Customer Insight Expert
- ◆ Sociologist and economist from the University of Salamanca
- ◆ Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- ◆ Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- ◆ PhD Candidate in Applied Creativity from the University of Navarra



04

Structure and Content

The contents of this Postgraduate Certificate in Creative Business Management have been designed to teach the student in the best possible way, with an organized structure and divided into specific topics that facilitate learning. Throughout these 10 topics, the strategies, methodologies and fundamental resources for the efficient management of any creative business project will be discussed in depth.





“ You have the talent to be the best. You just lack the tools to achieve success”

Module 1. Creative Business Management

- 1.1. The User in the Current Context
 - 1.1.1. Consumer Change in Recent Times
 - 1.1.2. The Importance of Research
 - 1.1.3. Trend Analysis
- 1.2. Strategy with the Focus on the Individual
 - 1.2.1. Human Centric Strategy
 - 1.2.2. Keys and Benefits of Being Human Centric
 - 1.2.3. Success Stories
- 1.3. Data on the Human Centric Strategy
 - 1.3.1. Data on the Human Centric Strategy
 - 1.3.2. The Value of the Data
 - 1.3.3. 360° View of the Customer
- 1.4. Implementation of the Human Centric Strategy in the Creative Industry
 - 1.4.1. Transformation of Dispersed Information into Customer Knowledge
 - 1.4.2. Opportunity Analysis
 - 1.4.3. Maximization Strategies and Initiatives
- 1.5. Human Centric Methodology
 - 1.5.1. From Research to Prototyping
 - 1.5.2. Double Diamond Model: Process and Phases
 - 1.5.3. Data Science
- 1.6. Design Thinking
 - 1.6.1. Design Thinking
 - 1.6.2. Methodology
 - 1.6.3. The Techniques and Tools of Design Thinking
- 1.7. Brand Positioning in the User's Mind
 - 1.7.1. Positioning Analysis
 - 1.7.2. Typology
 - 1.7.3. Methodology and Tools



- 1.8. User Insights in Creative Businesses
 - 1.8.1. Insights and their Importance
 - 1.8.2. Customer Journey and the Relevance of the Journey Map
 - 1.8.3. Research Techniques
- 1.9. User Profiling (Archetypes and Buyer Persona)
 - 1.9.1. Archetypes
 - 1.9.2. Buyer persona
 - 1.9.3. Methodology of Analysis
- 1.10. Research Resources and Techniques
 - 1.10.1. Techniques in Context
 - 1.10.2. Visualization and Creation Techniques
 - 1.10.3. Voice Contrast Techniques

“

A program which will allow you reach a position of responsibility commensurate with your talent”

05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

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

Case Study to contextualize all content

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

“

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



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



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

A learning method that is different and innovative

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

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

The case method 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.

Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. 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.

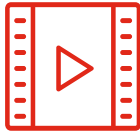
Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

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 e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



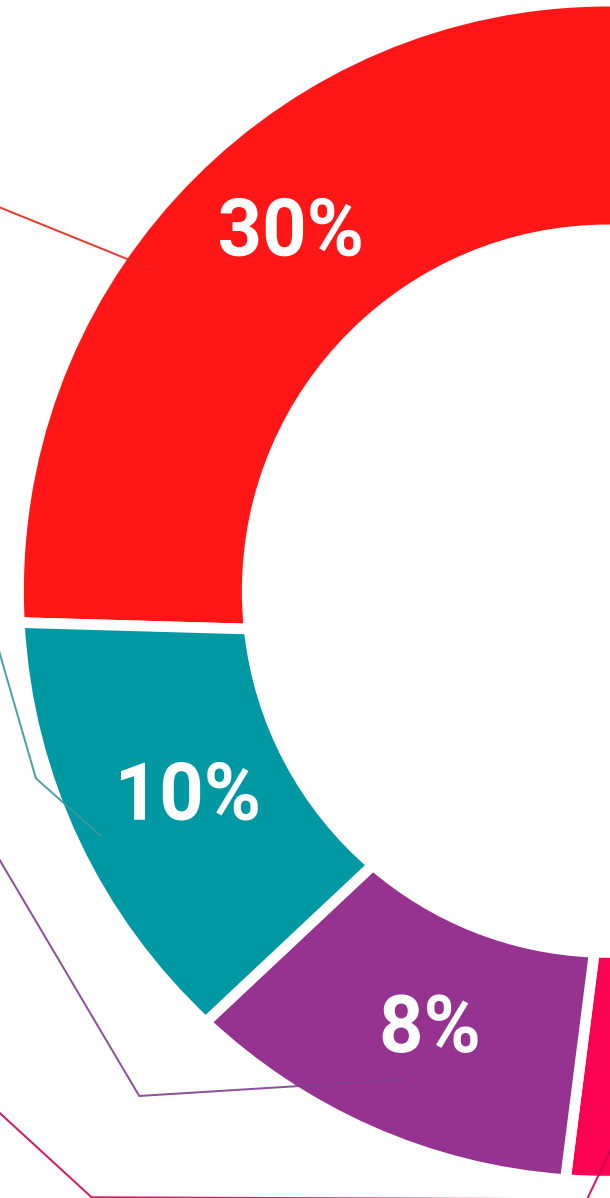
Practising Skills and Abilities

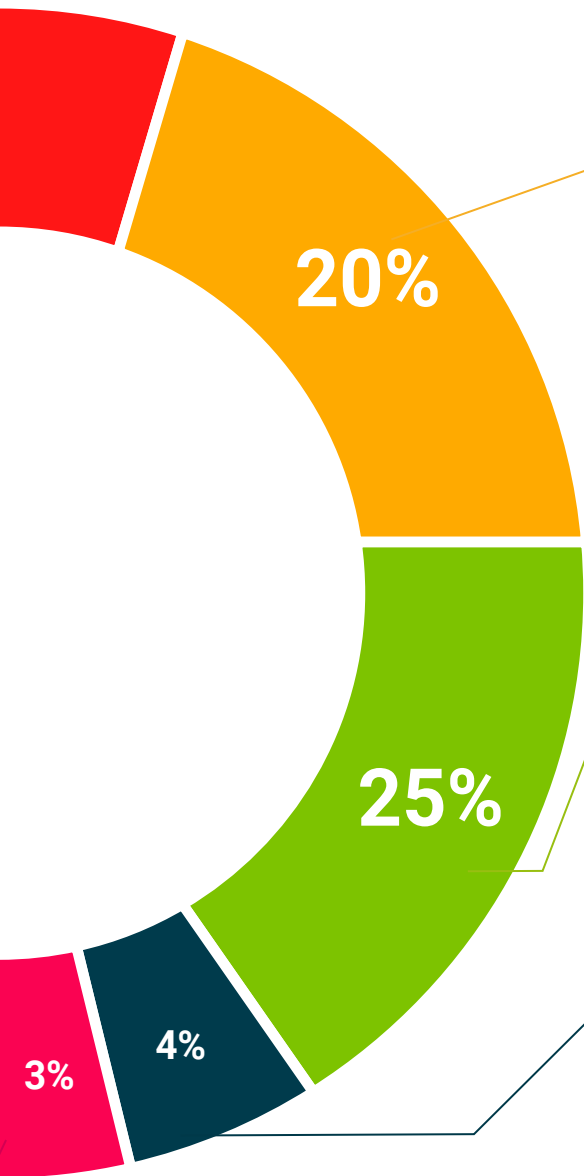
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06 Certificate

The Postgraduate Certificate in Creative Business Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Creative Business Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Creative Business Management**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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

tech technological
university

Postgraduate Certificate Creative Business Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate Creative Business Management

