Postgraduate Certificate

Digital Transformation and Innovation in Creative Industries

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Postgraduate Certificate
Digital Transformation and Innovation in Creative Industries

- Modality: **online**
- Duration: **6 weeks**
- Certificate: **TECH Global University**
- Credits: **6 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/design/postgraduate-certificate/digital-transformation-innovation-creative-industries

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01

Introduction

We live in a digital world. Today, there is practically no one who is not connected, in one way or another, to this new reality. Companies that have not known how to embrace this change and have not planned their digital transformation, have ended up falling irremediably into oblivion, or directly into bankruptcy in the worst cases. More and more sectors are seeking digital transformation and design experts with specific expertise in the field will be key in this process.

Designers who are experts in digital transformation are essential for many of today's companies. You can become that key player by specializing with this Postgraduate Certificate"

The digital revolution has been going on for a while, but there are still countless companies that have not adapted to this new reality or have failed to keep up with the emergence of new technologies and ways of communicating. There is a constant need for renewal in the digital world and people skilled in the entire digital transformation process are the main allies for companies in need of urgent assistance.

The designer expert in digital transformation plays a big role within the design industry, as being a sector with high creative influences, it especially useful to know how to adapt new digital tools to innovative processes. In view of this, TECH has developed this Postgraduate Certificate in Digital Transformation and Innovation in the Creative Industries, with which students will be able to refocus their careers and efforts on adapting to new work methods.

Thus, the program covers the latest topics such as Blockchain, Big Data and cognitive technology, which are essential to any modern digital transformation process. With this professional development, students ensure that they are up to date on innovate issues, being able to apply this knowledge quickly and effectively in their workplace.

This is a Postgraduate Certificate suited to the modern world, which offers a completely online program, tailored to the pace and needs of the student. All learning material can be accessed at any time and from any device with an Internet connection.

This **Postgraduate Certificate in Digital Transformation and Innovation in Creative Industries** contains the most complete and up-to-date program on the market. Its most notable features are:

- Development of the most important concepts and drivers of digital transformation
- Instruction on how to apply one's knowledge in real-world environments and practical examples
- Development of the student's transversal skills and competences in order to enhance their professional profile
- Provision of the necessary knowledge to lead a digital transformation process with emphasis on creative and innovative solutions

"It is time for many companies to make the leap to digital or revamp this facet. Stand out and mark the difference with this modern and up-to-date Postgraduate Certificate"

Surely you have already heard of terms like Blockchain or Big Data. It's time for you to learn how to apply them in your working practices"

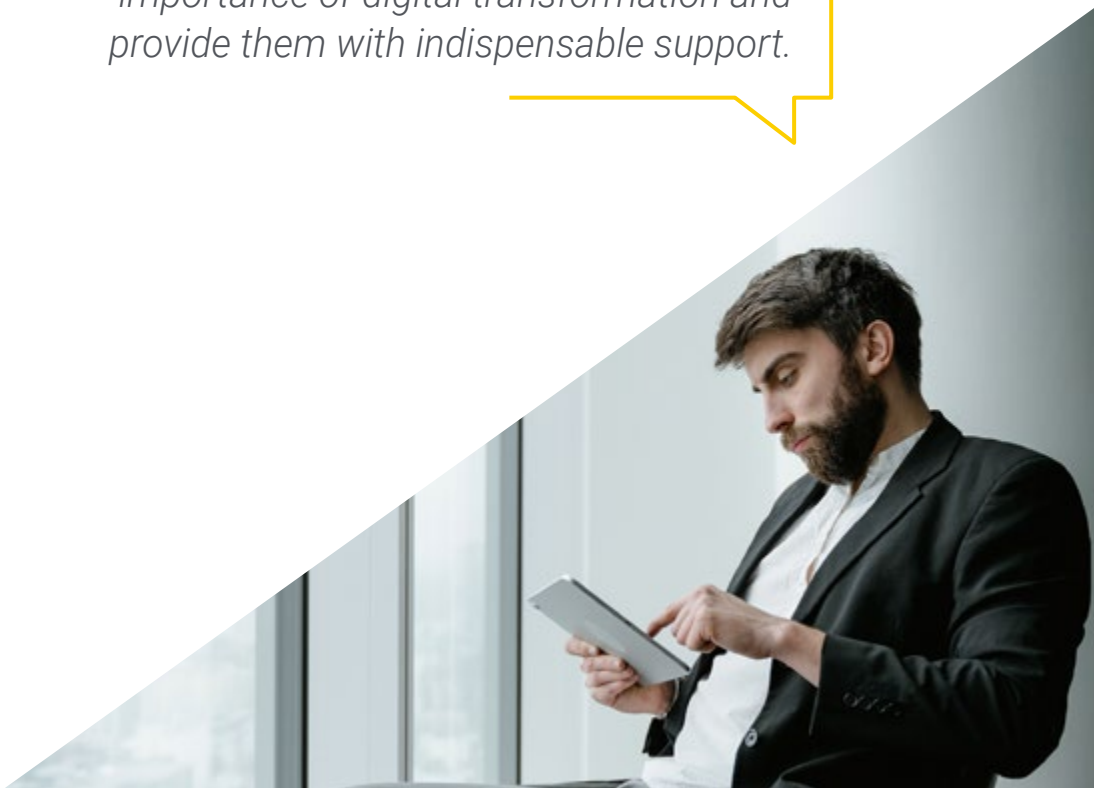
Companies are looking for hard-working and dedicated technicians like you. Provide that spark of creativity and lead their digital transformation processes.

You, more than anyone else, are aware of the choice between renewal or death. Help companies appreciate the importance of digital transformation and provide them with indispensable support.

The teaching staff for this program 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 designed to prepare them 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.



02

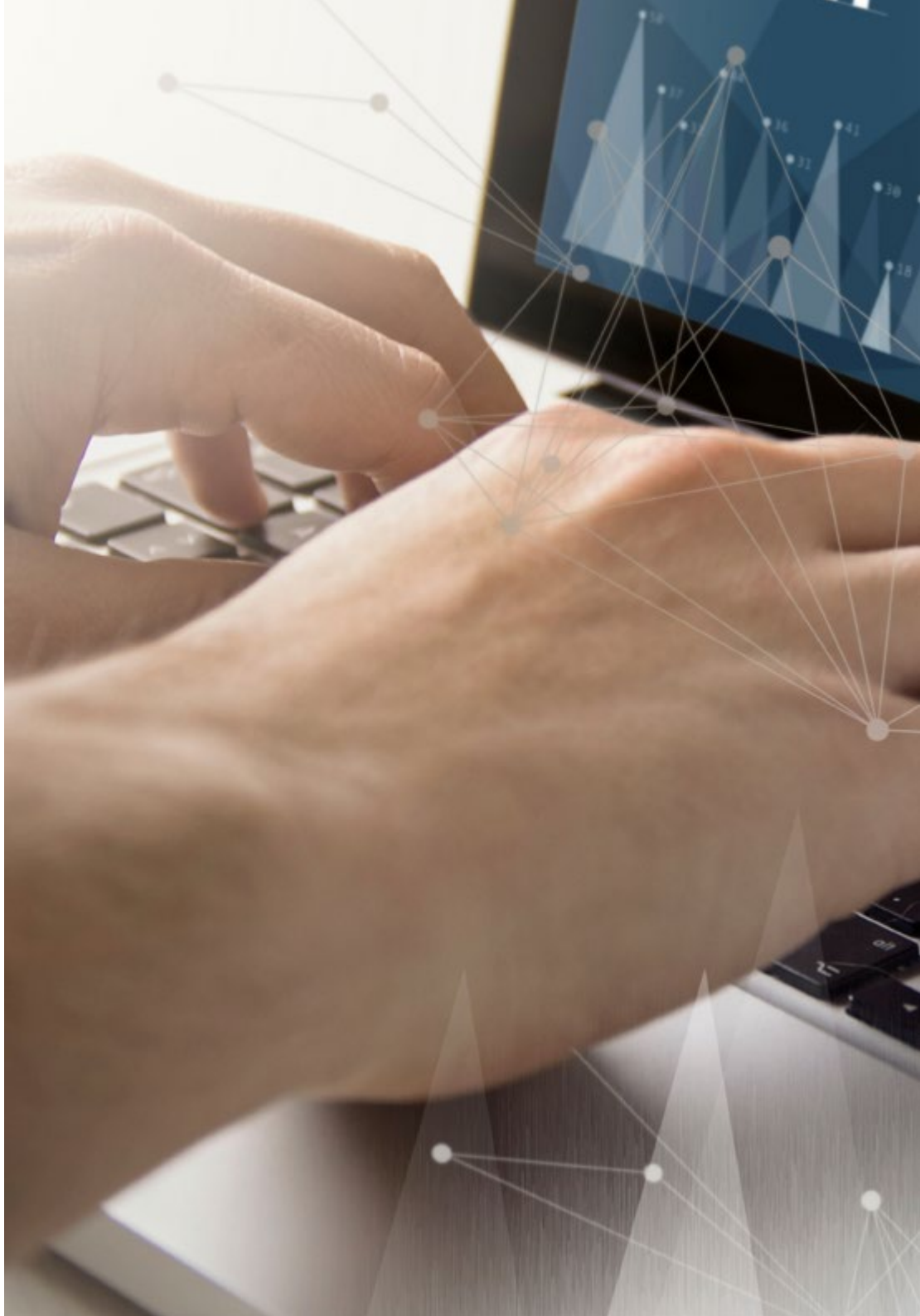
Objectives

This Postgraduate Certificate in Digital Transformation and Innovation in the Creative Industries is aimed at updating students' existing knowledge in the field of digital transformation and providing them with the most sought-after and cutting-edge tools on the market. To this end, the program will not only explore the importance of digital transformation, but also the different methodologies to implement it and their practical application in creative industries.

With this broad and in-depth knowledge in digital transformation you will be able to meet any challenge that comes your way in the future"

General Objectives

- Gain first-hand knowledge of the best modern tools and processes for digital transformation
- Understand how creativity and innovation have become today's economic drivers for digital transformation
- Study the application of modern digital transformation methodologies with which to innovate and stand out
- Acquire the necessary skills to develop and enhance one's professional profile in both business and entrepreneurial environments
- Develop both written and oral communication skills, as well as the ability to make effective professional presentations in daily practice
- Be proactive in acquiring transversal competencies that are essential in the labor market
- Manage the creation and the implementation of creative ideas
- Use and manage new information and communication technologies as tools for learning and exchange of experiences in the field of study



Specific Objectives

- Consider the digital future of the creative industry and how to deal with the possible changes that may occur
- Understand that digital transformation is an ongoing and evolutionary process that is subject to constant change
- Study the application of new technologies such as artificial intelligence, Blockchain, Big Data or robotics, in creative environments
- Expand knowledge of new marketing, service delivery and community-based business models

Big changes await for which your knowledge of innovation and digital transformation is going to be fundamental"

03

Course Management

For this Postgraduate Certificate in Digital Transformation and Innovation in the Creative Industries TECH has assembled a technical team of experts in the field, guaranteeing the student access to the most up-to-date and comprehensive material possible. The teachers will support students at all times to facilitate and ensure better understanding of the concepts and material covered throughout the program.

With the help of the best, you too can end up being a leading expert in digital transformation and innovation"

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

Dr. 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
- PhD. in Communication from Carlos III University, Madrid.
- MBA in Fashion Business Management by 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

Study with the help of the best teaching team of the moment"

04

Structure and Content

The educational material for this Postgraduate Certificate has been prepared in such a way that all the content is clear and concise. To this end, the module has been divided into 10 specific topics, containing all the information necessary for students to acquire all the essential skills in digital transformation and innovation. The syllabus is concise and organized, which makes it easy to consult and study.

An accessible syllabus that makes it easy for you to keep up to date with the latest technological trends in digital transformation"

Module 1. Digital Transformation in the Creative Industry

1.1. Digital Future of the Creative Industry
- 1.1.1. Digital Transformation
- 1.1.2. Situation of the Sector and its Comparison
- 1.1.3. Future Challenges

1.2. Forth Industrial Revolution
- 1.2.1. Industrial Revolution
- 1.2.2. Application
- 1.2.3. Impacts

1.3. Digital Enablers for Growth
- 1.3.1. Operational Effectiveness, Acceleration and Improvement
- 1.3.2. Continuous Digital Transformation
- 1.3.3. Solutions and Services for the Creative Industries

1.4. The Application of Big Data to the Enterprise
- 1.4.1. Data Value
- 1.4.2. Data in Decision-Making
- 1.4.3. Data Driven Company

1.5. Cognitive Technology
- 1.5.1. AI and Digital Interaction
- 1.5.2. IoT and Robotics
- 1.5.3. Other Digital Practices

1.6. Uses and Applications of Blockchain Technology
- 1.6.1. Blockchain.
- 1.6.2. Adding Value in the Creative Industries
- 1.6.3. Transaction Versatility

1.7. Omnichannel and Transmedia Development
  1.7.1. Impact on the Sector
  1.7.2. Challenge Analysis
  1.7.3. Evolution
1.8. Entrepreneurship Ecosystems
  1.8.1. The Role of Innovation and Venture Capital
  1.8.2. The Start-up Ecosystem and the Stakeholders that Comprise It
  1.8.3. How to Maximize the Relationship between the Creative Stakeholder and the Start-up
1.9. New Disruptive Business Models
  1.9.1. Marketing-based (Platforms and Marketplaces)
  1.9.2. Service-Based (Freemium, Premium or Subscription Models)
  1.9.3. Community-Based (via Crowdfunding, Social Networking or Blogging)
1.10. Methodologies to Promote a Culture of Innovation in the Creative Industries
  1.10.1. Blue Ocean Innovation Strategy
  1.10.2. Lean Start-Up Innovation Strategy
  1.10.3. Agile Innovation Strategy

A Postgraduate Certificate that enables you to learn everything you need to know about today's digital transformation"

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

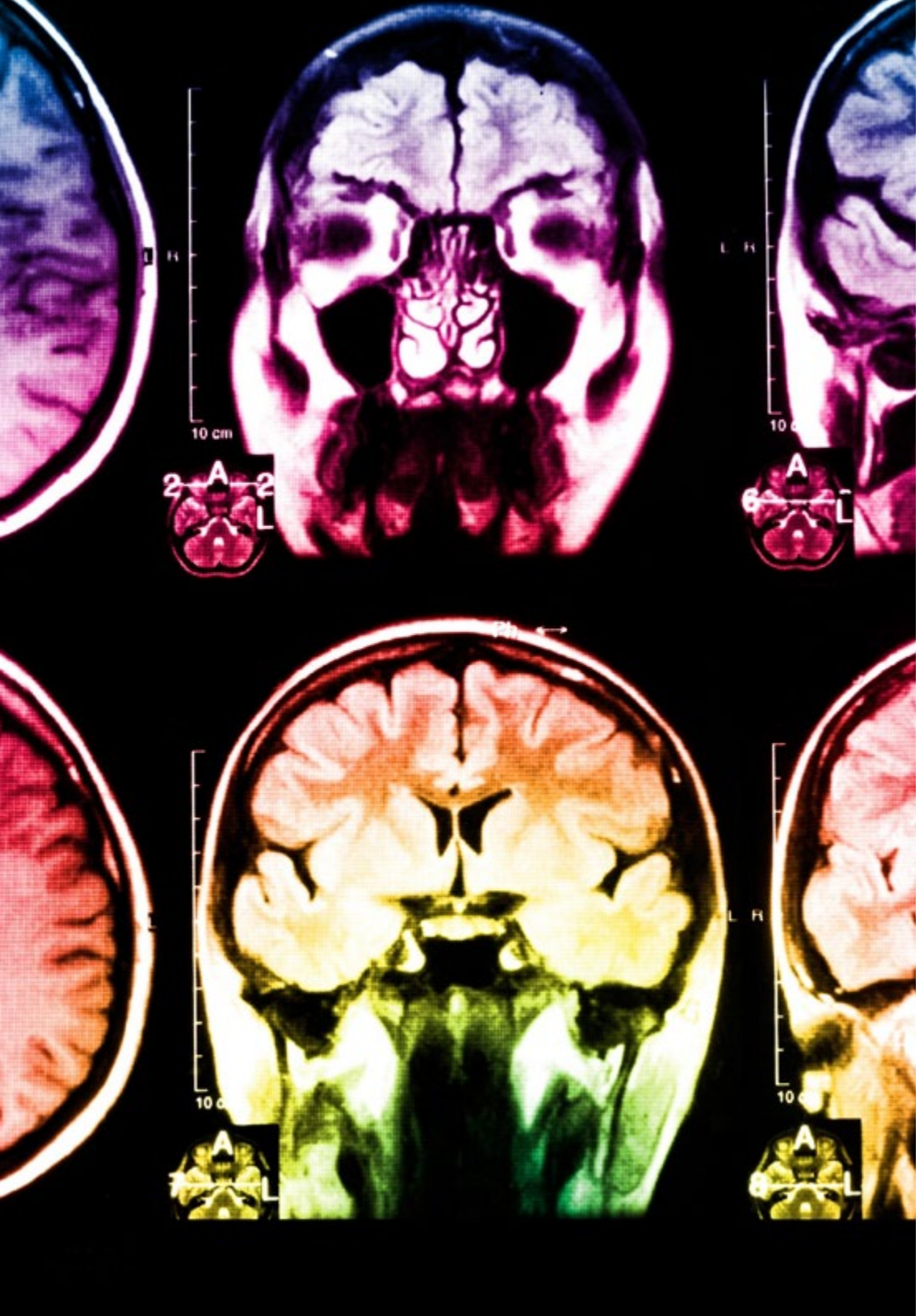
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

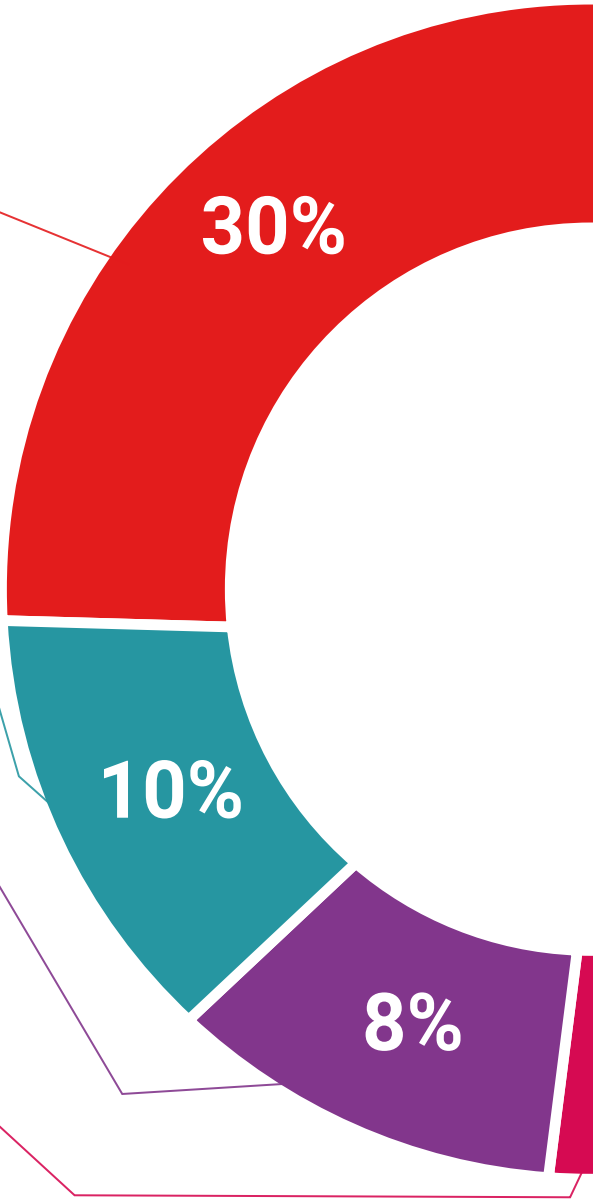
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

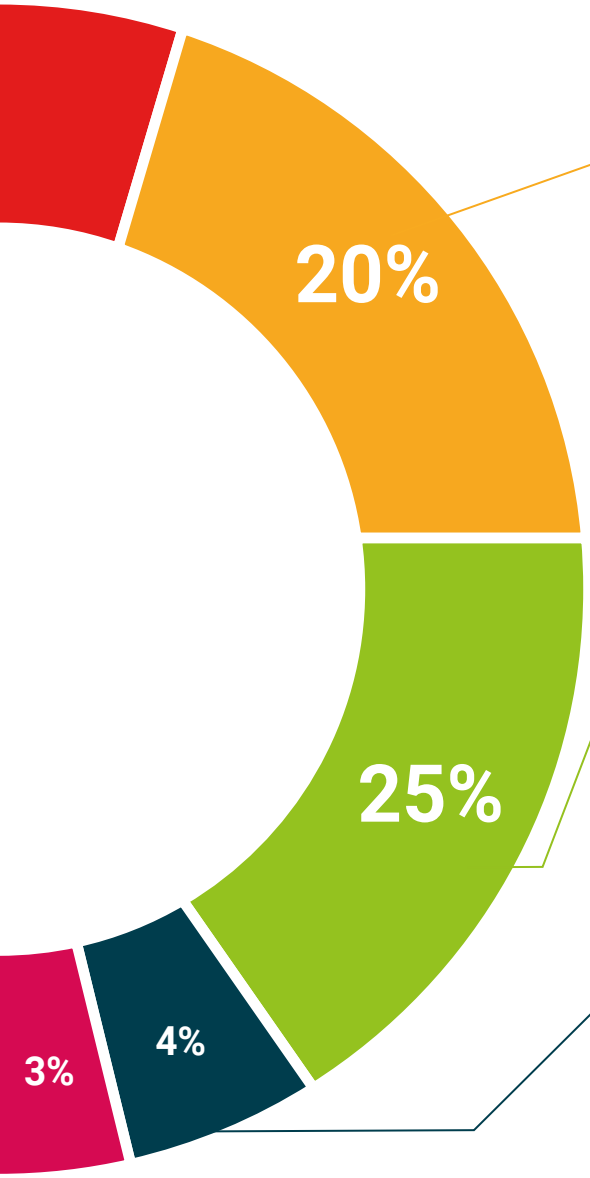
Practising Skills and Abilities

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 Digital Transformation and Innovation in Creative Industries guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork"

This program will allow you to obtain your **Postgraduate Certificate in Digital Transformation and Innovation in Creative Industries** 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: **Postgraduate Certificate in Digital Transformation and Innovation in Creative Industries**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

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

Postgraduate Certificate in Digital Transformationand Innovation in Creative Industries

This is a program of 180 hours of duration equivalent to 6 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

*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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Digital Transformation and Innovation in Creative Industries

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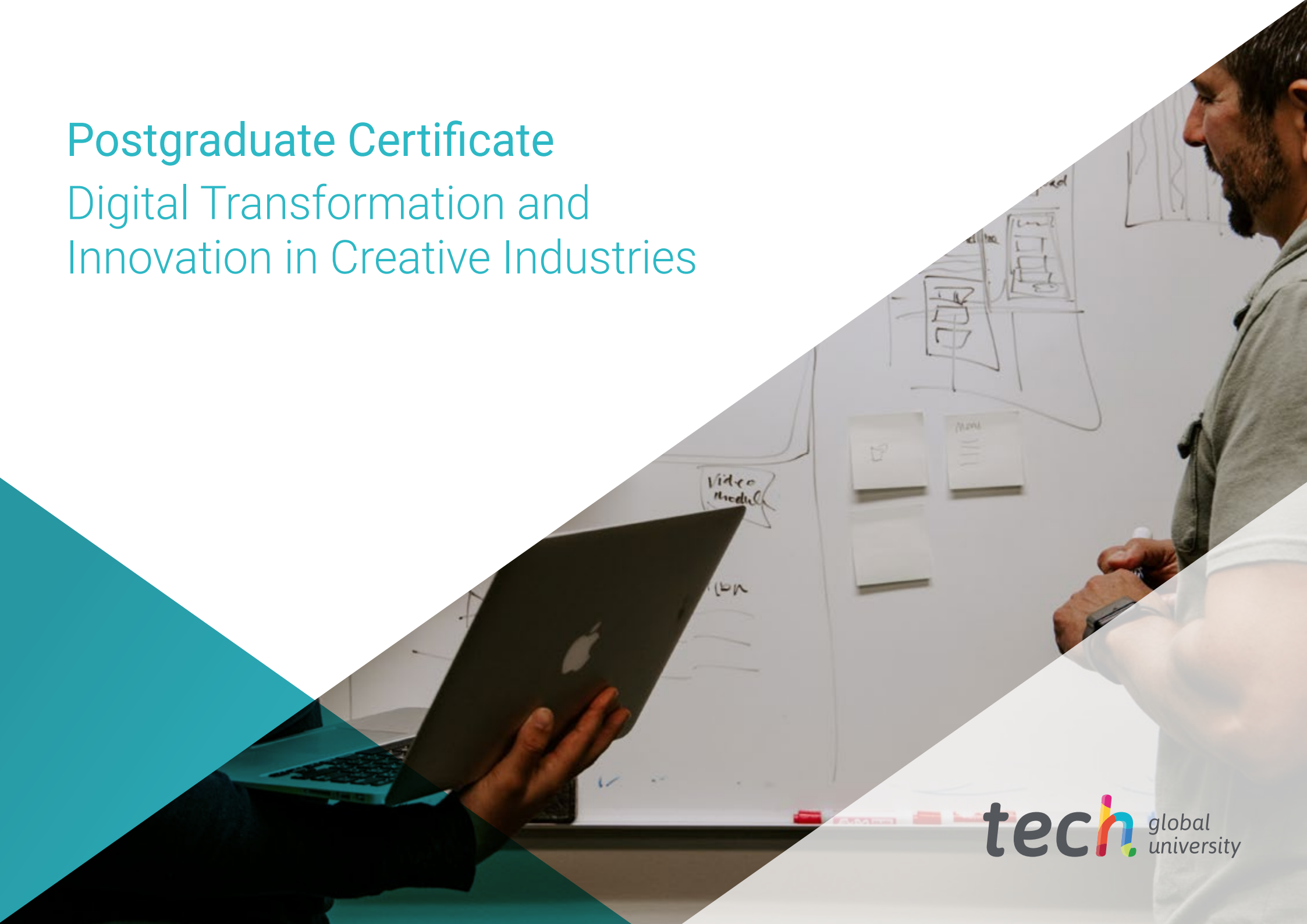
Postgraduate Certificate

Digital Transformation and Innovation in Creative Industries



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