

# Postgraduate Certificate Economic and Financial Management of Creative Industries



## Postgraduate Certificate Economic and Financial Management of Creative Industries

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

Website: [www.techtitute.com/us/design/postgraduate-certificate/economic-financial-management-creative-industries](http://www.techtitute.com/us/design/postgraduate-certificate/economic-financial-management-creative-industries)

# 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

Due to the increasing volume of work in a world that demands more and more creativity, companies in the creative sector require qualified personnel to properly manage all the economic and financial aspects of the company. TECH's complete academic program enables its students to tackle important tasks such as financial budgeting, company income and expenses, profitability and cash flow. This knowledge will enable the student to learn how to optimize all tasks related to financial management, thereby becoming a key player in the economic functioning of the creative industry.



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*Make a difference in a booming industry by learning how to manage all economic and financial aspects of the creative industry”*

The proper economic and financial management is one of the fundamental pillars for any company, even more so if it is in the creative field because its methods of financing and sustainability are different from those of other sectors. For this reason, it is essential to have a comprehensive understanding of all the economic options available to the creative industry to carry out its activity, as well as to know the ins and outs and the reality in which they find themselves in order to be able to optimize the available resources to the maximum.

All the essential and valuable content of this subject has been structured by a team of expert faculty members. From broad topics such as pricing strategy or the operating budgets of the sector, to more specific sections such as the NPV method or the types of costs that a creative company may face.

This Postgraduate Certificate will give students an advanced understanding of the financial and economic skills of the creative sector, helping them to specialize in a field where competent employees capable of adding value to the company are valued. Likewise this program is designed to be studied with a methodology that , promotes the acquisition of skills in the field of market research, strategic vision, digital tools and co-creation.

A 100% online academic program that allows students to study at their own pace and distribute their study time at their convenience, without being conditioned by fixed schedules or being forced to travel to a physical location to teach the subject. All educational content is available from day one and can be downloaded and accessed throughout the duration of the Postgraduate Certificate, which allows for greater flexibility and adaptability.

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

- ◆ Thorough development of all the key concepts in the financial area of creative businesses
- ◆ The graphic and schematic contents guarantee an attractive and direct learning experience for the student that facilitates the acquisition of the content provided in the subject
- ◆ Innovative and modern methodology encourages student proactivity and provides them with skills that are valued in their professional environment
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*This Postgraduate Certificate in Economic and Financial Management of the Creative Industries guarantees you a specialization in demand in a sector that requires competent workers”*

“ *The economic responsibility of a creative company is a great challenge that you will be able to achieve by completing this Postgraduate Certificate at TECH”*

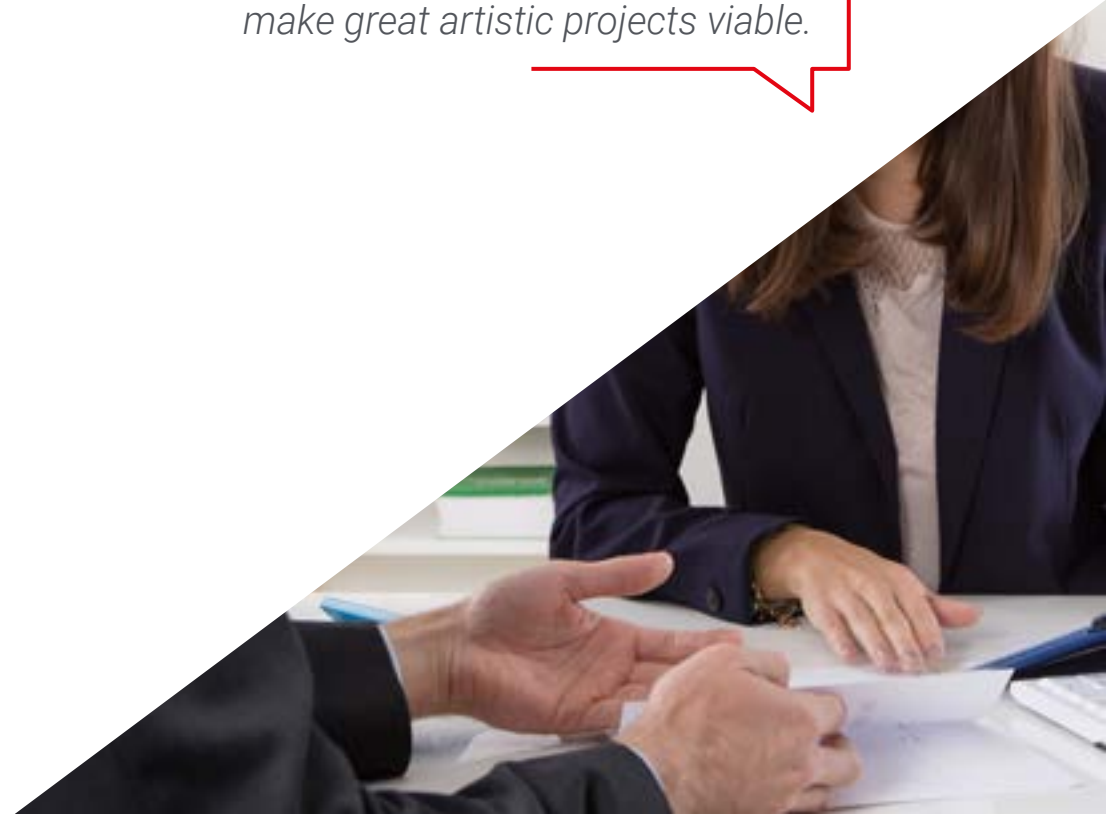
The program includes, in its teaching staff, professionals from the sector who bring to this education the experience of their work, in addition to recognized specialists from prestigious reference societies and universities.

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.

*The future of creative companies lies in efficient economic management. Ensure your professional success and become a leader in your sector.*

*Delve into the creative world from an economic perspective and learn all the ins and outs that make great artistic projects viable.*



# 02 Objectives

The main goal of this Postgraduate Certificate in Economic and Financial Management of the Creative Industries is to provide the student with all the necessary tools to successfully face the role of financial management in the creative industry. Therefore, we offer the best tools and methodologies on the market, adapted to the current reality and designed to train successful professionals.





“

*Your professional goals are our main concern. Join this Postgraduate Certificate and we will help you reach your goals”*



## General Objectives

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- ◆ Offer useful knowledge for the specialization of students, providing them with skills for the development and application of original ideas in their personal and professional work
- ◆ Understand how creativity and innovation have become the drivers of the economy
- ◆ Problem solving novel environments and in interdisciplinary contexts in the field of creativity management
- ◆ Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case
- ◆ Know how to manage the process of creation and implementation of novel ideas on a given topic
- ◆ Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries
- ◆ Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today
- ◆ Acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments
- ◆ Gain knowledge to manage companies and organizations in the new context of creative industries
- ◆ Organize and plan tasks with the use of available resources in order to face them in precise time frames
- ◆ Use new information and communication technologies as tools for education and exchange of experiences in the field of study
- ◆ Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice
- ◆ Acquire market research skills, strategic vision, digital and co-creation methodologies





## Specific Objectives

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- ◆ Understanding the financial structure of a creative company
- ◆ Have sufficient knowledge to carry out the accounting and financial management of a creative company
- ◆ Understanding how investments should be made in this sector
- ◆ Knowing how to price products in the creative industry

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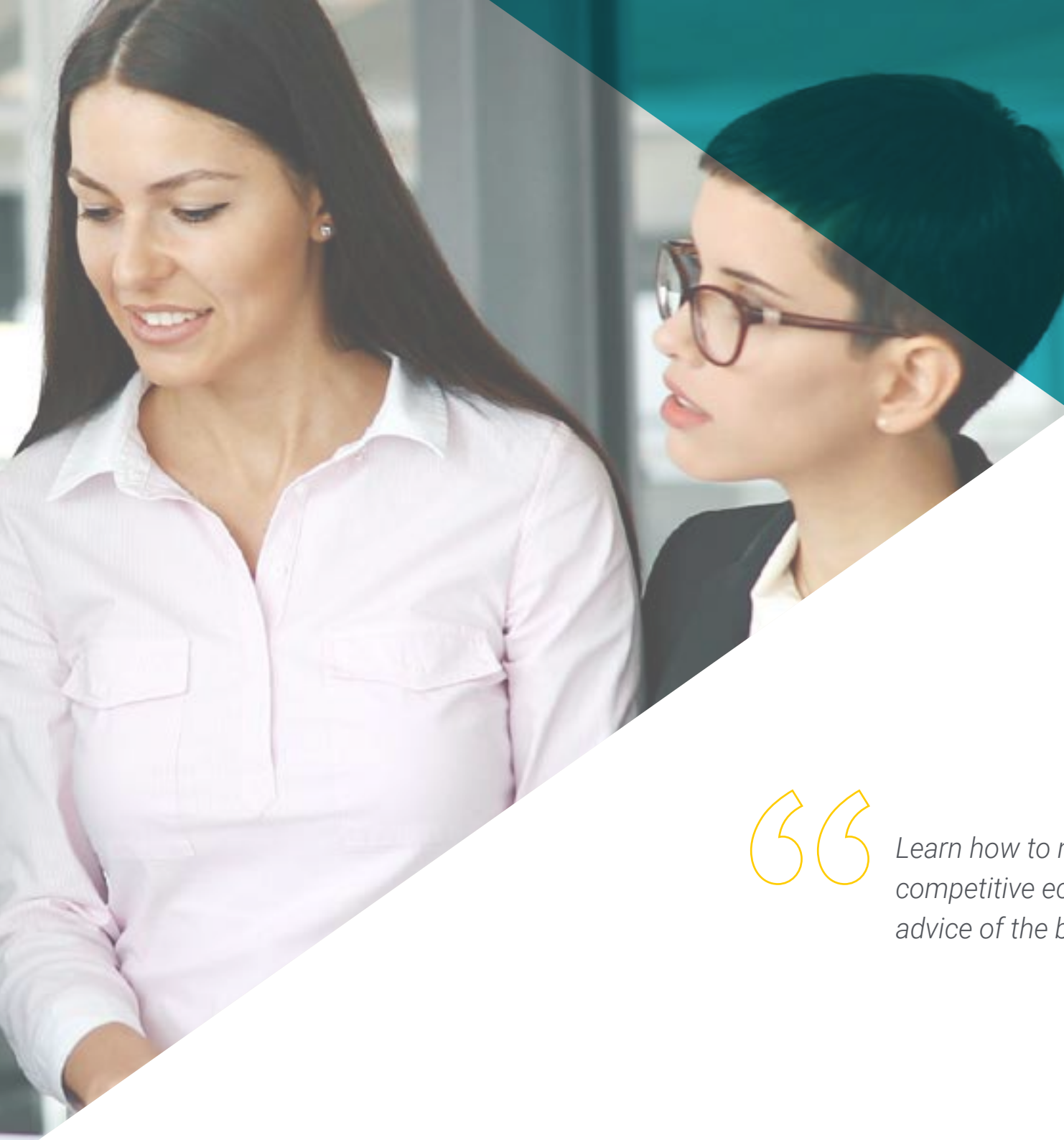
*Your future is within your reach, you just have to take the step that will help you grow professionally and become an expert in creative economic and financial management”*

# 03

# Course Management

TECH brings together the best professionals in each sector to teach and direct the teaching programs. In this way, students are guaranteed to acquire all the necessary skills and competencies that will enable them to achieve their objectives with the highest possible degree of success. A great opportunity with total flexibility due to its completely online structure, which allows students to balance their studies with other types of activities.





“

*Learn how to manage in a highly competitive economic field with the advice of the best experts in the field”*

## 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

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- 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

- Communication Consultant with expertise in Fashion
- CEO at Forefashion Lab
- Director of Corporate Marketing at SGN Group
- Corporate Communication Consultant at LLYC
- Freelance communication and branding Consultant
- Communications Manager in Villanueva University Company
- Professor in university studies related to Marketing
- PhD. in Communication from Universidad Carlos III de Madrid.
- Degree in Audiovisual Communication from the Complutense University Madrid
- MBA in Fashion Business Management from ISEM Fashion Business School





# 04

# Structure and Content

The syllabus of this Postgraduate Certificate in Economic and Financial Management of the Creative Industries has been specifically designed for the student to acquire the key competencies in the most orderly and efficient way possible. The module is divided into 10 topics of interest that delve into all the fundamental aspects of the economic reality of the creative sector, being easy to access and consult at any time during the learning process.





“An efficient syllabus with which you can achieve your professional goals: Effectively manage of the economic reality of the creative industry”

## Module 1. Economic and Financial Management of Creative Companies

- 1.1. The Necessary Economic Sustainability
  - 1.1.1. The Financial Structure of a Creative Company
  - 1.1.2. Accounting in a Creative Company
  - 1.1.3. Triple Balance
- 1.2. Revenues and Expenses of today's Creative Businesses
  - 1.2.1. Accounting of Costs
  - 1.2.2. Type of Costs
  - 1.2.3. Cost Allocation
- 1.3. Types of Profit in the Company
  - 1.3.1. Contribution Margin
  - 1.3.2. Break-even Point
  - 1.3.3. Evaluation of Alternatives
- 1.4. Investment in the Creative Sector
  - 1.4.1. Investment in the Creative Industry
  - 1.4.2. Investment Appraisal
  - 1.4.3. The NPV Method: Net Present Value
- 1.5. Profitability in the Creative Industry
  - 1.5.1. Economic Profitability
  - 1.5.2. Time Profitability
  - 1.5.3. Financial Profitability
- 1.6. Cash Flow: Liquidity and Solvency
  - 1.6.1. Cash Flow
  - 1.6.2. Balance Sheet and Income Statement
  - 1.6.3. Settlement and Leverage
- 1.7. Financing Formulas currently on the Creative Market
  - 1.7.1. Venture Capital Funds
  - 1.7.2. Business Angels
  - 1.7.3. Calls for Proposals and Grants





- 1.8. Product Pricing in the Creative Industry
  - 1.8.1. Pricing
  - 1.8.2. Profit vs. Competition
  - 1.8.3. Pricing Strategy
- 1.9. Pricing Strategy in the Creative Sector
  - 1.9.1. Types of Pricing Strategies
  - 1.9.2. Advantages
  - 1.9.3. Disadvantages
- 1.10. Operational Budgets
  - 1.10.1. Tools of Strategic Planning
  - 1.10.2. Elements Included in the Operational Budget
  - 1.10.3. Development and Execution of the Operational Budget

“ *A high quality and comprehensive syllabus with which you will learn everything you need to become a true creative economic expert* ”

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.



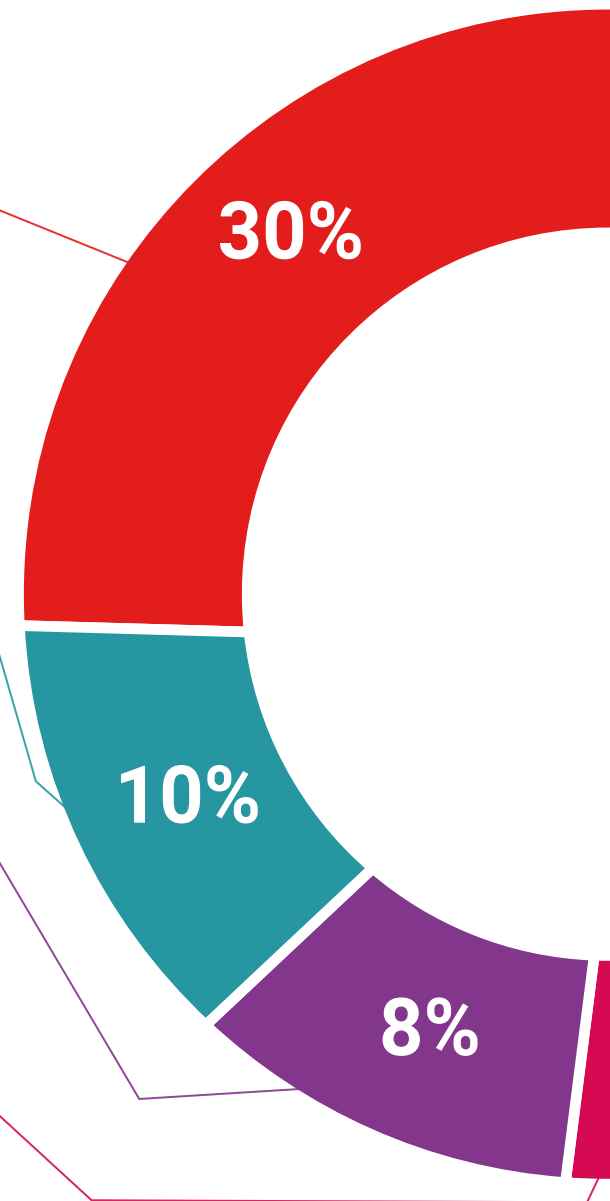
### Practising Skills and Abilities

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



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

This **Postgraduate Certificate in Economic and Financial Management of Creative Industries** 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 Postgraduate Certificate, and it meets the requirements commonly demanded by job markets, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Economic and Financial Management of the Creative Industries**

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



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