

Postgraduate Certificate

Futures Thinking: Transforming Today from Tomorrow



Postgraduate Certificate Futures Thinking: Transforming Today from Tomorrow

- » 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/futures-thinking-transforming-today-from-tomorrow

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01

Introduction

Uncertainty in the business environment is usually one of the greatest threats to any business. Using the *Futures Thinking* methodology, this thinking is reversed, projecting possible futures taking into account the volatility, uncertainty, complexity and ambiguity of today's world. Thus, it is possible to foresee the different scenarios that a company will face and work towards a desirable future, strengthening confidence in the face of possible adversity. By applying this eminently creative knowledge, the student can instigate change and innovation, essential in a market that demands more decisive and effective workers than ever before.



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Today's world is volatile and creative people are needed to lead change. Become a leader and bring out your full creative potential thanks to this innovative methodology"

Good business planning is the key to success, but the volatility of today's world makes it increasingly complex to plan with certainty in virtually any industry. In response to this growing need to adapt to a constantly changing world, the Futures Thinking methodology has emerged, which identifies the signs of change, interprets them and uses different techniques to anticipate and be prepared for change.

Throughout the course, students will learn how to make the most of their creativity and apply it to practical cases that are especially relevant to companies, thus providing essential support in a highly competitive and demanding sector. Thanks to Futures Thinking, a successful planning strategy can be developed in which the various factors necessary to achieve a desirable future are aligned.

The Future Forecasting technique is explored in depth with an innovative and modern syllabus, delving into mental stimulation techniques, collaborative forecasting, and epic victories. These tools will help the student to effectively advise in any situation and professional environment, providing an advantage of consideration with respect to similar profiles.

This program will bring out some of the most demanded skills in today's labor market. These include skills such as planning, time management and resilience, all of which will be of great value to any company to which the student decides to apply.

This **Postgraduate Certificate in Futures Thinking: Transforming Today from Tomorrow** contains the most complete and up-to-date program on the market. Its most notable features are:

- ◆ Learning to build the present through the future with a novel and innovative methodology
- ◆ Becoming familiar with the use of analytical tools that examine the social and cultural reality, helping to understand it in a more effective way
- ◆ Managing ideas, projects and work with a forward-looking perspective, anticipating dangers and foreseeing new opportunities
- ◆ The support to foster not only one's own creativity, but to help transmit that creativity and create an active work team
- ◆ Teaching staff that are experts in the field and have developed the teaching content based on their own professional experience
- ◆ Total availability of content from any fixed or mobile device with internet connection



Turn your creativity into your greatest professional asset. Specialize in Futures Thinking and help the companies you always wanted to work for succeed"

“*Social and economic circumstances are constantly changing. Don't get left behind and get ahead of the changes with this Postgraduate Certificate from TECH*”

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.

Don't waste your creativity and ingenuity and put them to work with the most innovative methodology on the market.

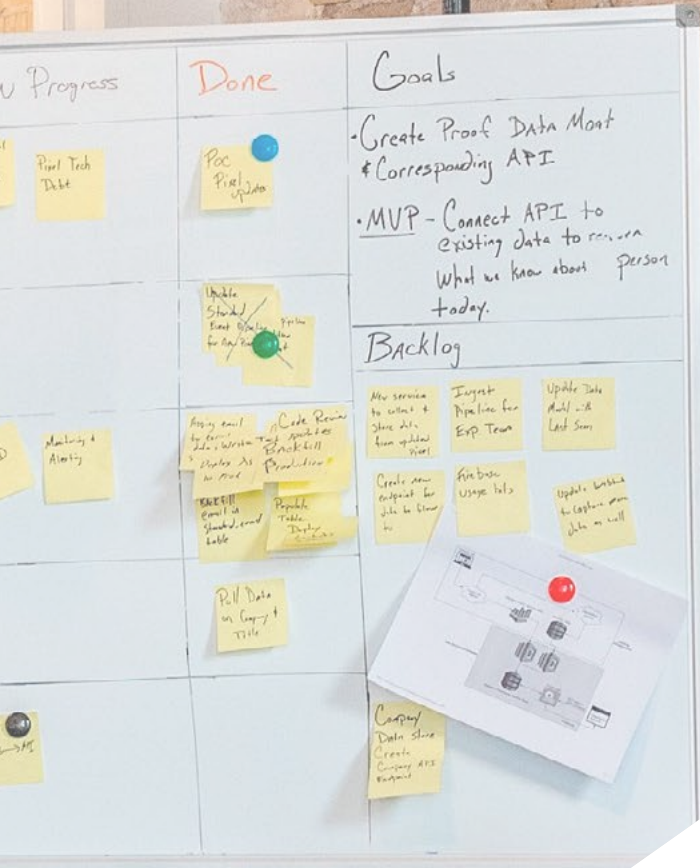
Trust your instincts and dare to take the step that will set you apart from others. Planning for the future will make you an indispensable expert.



02 Objectives

The design of this Postgraduate Certificate in Futures Thinking: Transforming Today from Tomorrow allows students to prepare for their future career by acquiring vital skills such as planning and adaptability. A series of general and specific objectives ensure that all the knowledge imparted in the program has been acquired.





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Your goals and TECH's goals are one and the same: Become the best designer possible"



General Objectives

- ◆ Develop the student's planning skills, a competency considered fundamental in any company
- ◆ Encourage autonomous and continual updating of knowledge in volatile and changing environments
- ◆ Use the resources at the company's disposal in a creative way to tackle tasks in precise time frames
- ◆ Acquire a strategic market vision and innovative methodology
- ◆ Build on specific knowledge for the management of companies and organizations in the context of the creative industry
- ◆ Manage and create innovative ideas to be implemented in the creative sector





Specific Objectives

- ◆ Build confidence in the company by being prepared for possible future scenarios
- ◆ Face challenges and business decisions with a forward-looking perspective, encouraging the autonomous management of ideas, projects and work
- ◆ Know the signs of change and how to interpret them in order to effectively forecast how they will evolve
- ◆ Acquire all the latest techniques for Futures Thinking and stand out as an innovative agent in the work environment

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You are very close to being part of the next design revolution. You just have to specialize and opt for a better future”

03

Course Management

With the right guidance, any student can quickly become an expert in the subject matter taught. TECH has therefore brought together the best possible professionals so that students get the most out of all the topics. The teaching team for this Postgraduate Certificate have been chosen for their outstanding creativity and experience in the field of creative management, in addition to their academic credentials, guaranteeing that students are supported by the most competent technicians.



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Make the most of our teaching team's knowledge and be the student who surpasses the teacher"

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

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

Management



Dr. Velar, Marga

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

Professors

Ms. Arroyo Villoria, Cristina

- ◆ Partner and director of projects and entrepreneurship at the creative industries factory
- ◆ Strategic planning, business development, communication and marketing strategy
- ◆ Bachelor's Degree in Labor Sciences from the University of Valladolid
- ◆ Professional Master's Degree in Human Resources Management from the San Pablo CEU Business School
- ◆ Master's Degree in Educational Technology by the Bureau Veritas Business School

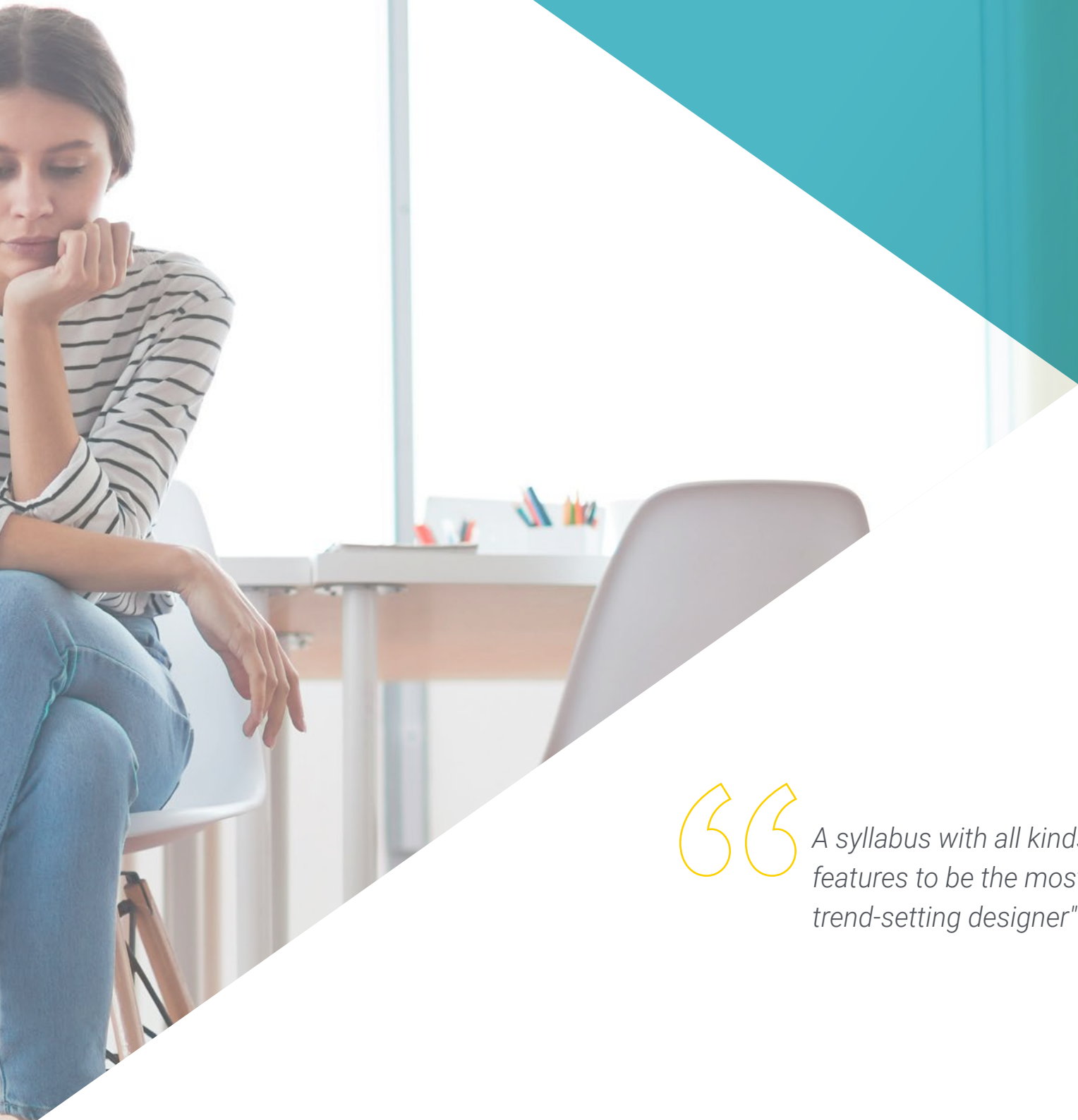


04

Structure and Content

The syllabus for the Postgraduate Certificate in Futures Thinking: Transforming Today from Tomorrow, has been developed to place special emphasis on the importance of planning and foresight in any design environment. With a well-developed and thorough syllabus, the student will quickly learn how to apply the Futures Thinking methodology in their environment and how to adapt it according to their needs or wishes.





“A syllabus with all kinds of tools and features to be the most pioneering and trend-setting designer”

Module 1. Futures Thinking How to Transform Today from Tomorrow

- 1.1. Futures Thinking Methodology
 - 1.1.1. Futures Thinking
 - 1.1.2. Benefits of Using this Methodology
 - 1.1.3. The Role of the "Futurist" in the Creative Enterprise
- 1.2. Signs of Change
 - 1.2.1. The Sign of Change
 - 1.2.2. Identification of the Signs of Change
 - 1.2.3. Interpretation of the Signs
- 1.3. Types of Futures
 - 1.3.1. Journey to the Past
 - 1.3.2. The Four Types of Futures
 - 1.3.3. Application of the Futures Thinking Methodology in the Workplace
- 1.4. Future Forecasting
 - 1.4.1. Searching for Drivers
 - 1.4.2. How to Create a Future Forecast
 - 1.4.3. How to Design a Future Scenario
- 1.5. Mental Stimulation Techniques
 - 1.5.1. Past, Future and Empathy
 - 1.5.2. Facts Vs. Experience
 - 1.5.3. Alternative Routes
- 1.6. Collaborative Forecasting
 - 1.6.1. The Future as a Game
 - 1.6.2. Future Wheel
 - 1.6.3. The Future from Different Approaches
- 1.7. Epic Victories
 - 1.7.1. From Discovery to the Innovation Proposal
 - 1.7.2. The Epic Victory
 - 1.7.3. Fairness in the Game of the Future





- 1.8. Preferred Futures
 - 1.8.1. The Preferred Future
 - 1.8.2. Techniques
 - 1.8.3. Working Backwards from the Future
- 1.9. From Prediction to Action
 - 1.9.1. Images of the Future
 - 1.9.2. Artifacts from the Future
 - 1.9.3. Roadmap
- 1.10. Sustainable Development Objectives (SDO): A Global and Multidisciplinary Vision of the Future
 - 1.10.1. Sustainable Development as a Global Goal
 - 1.10.2. Management of Humans in Nature
 - 1.10.3. Social Sustainability



You will be ahead of industry trends and fashions thanks to the forward planning techniques you will learn on this Postgraduate Certificate"

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.





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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.

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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.

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

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

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.

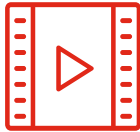
Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

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.



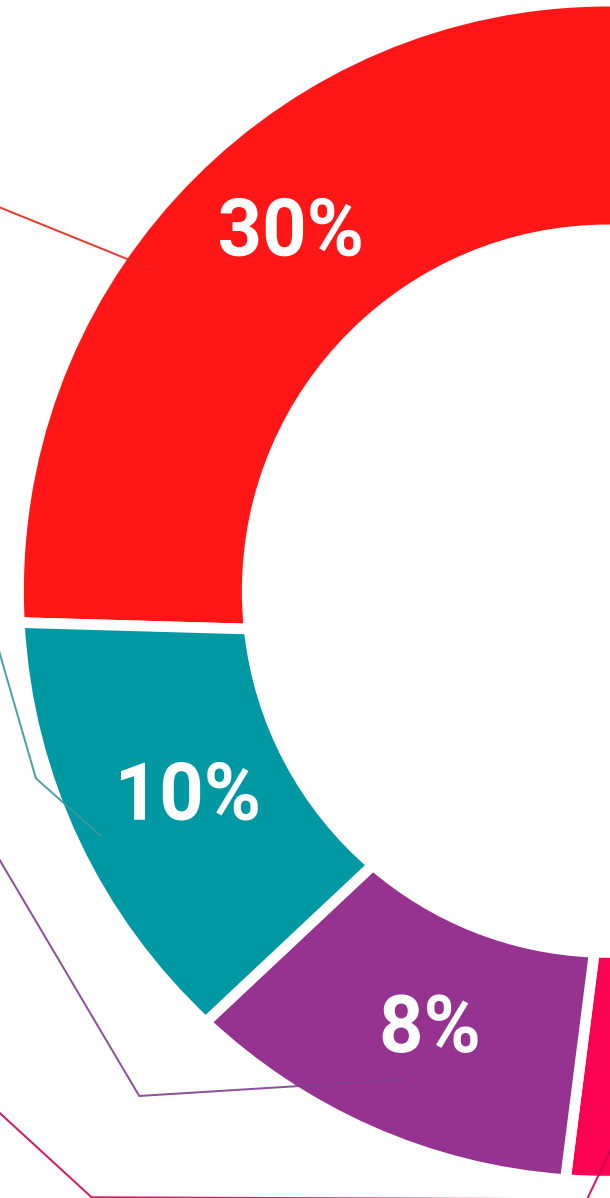
Practising Skills and Abilities

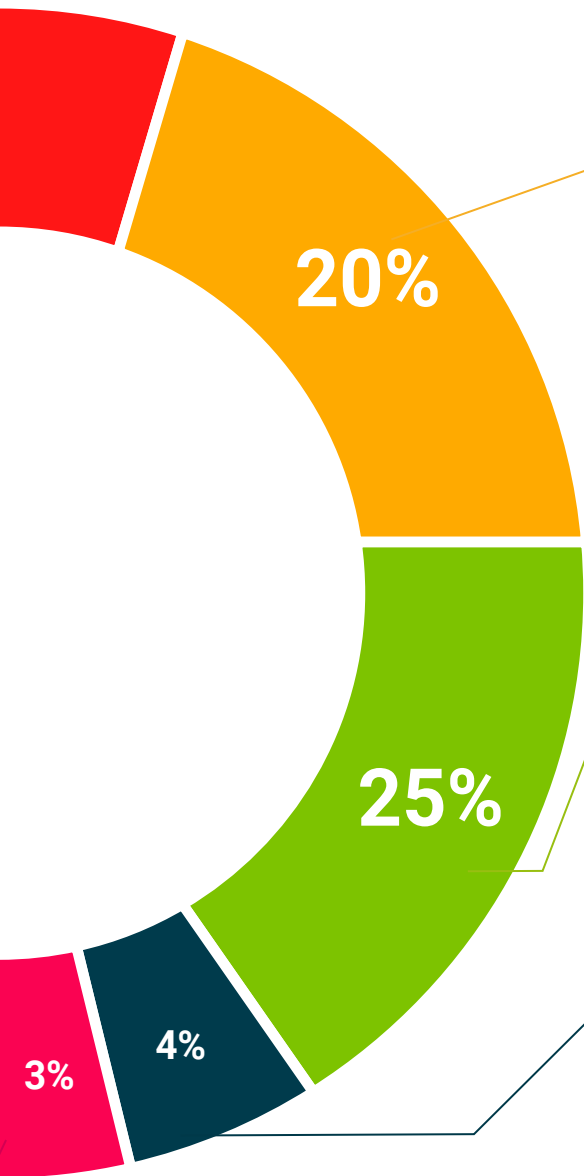
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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

This Postgraduate Certificate in Futures Thinking: Transforming Today from Tomorrow 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 Postgraduate Certificate without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Futures Thinking: Transforming Today from Tomorrow** 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 meets the requirements commonly demanded by job markets, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Futures Thinking: Transforming Today from Tomorrow**

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 language
virtual classroom



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