Postgraduate Certificate
Leading Innovation in Creative Industries

tech global university

Postgraduate Certificate
Leading 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/leading-innovation-creative-industries**

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01
Introduction

The world of design is marked by continuous innovations that drive the sector's economy. Companies demand not only workers who innovate, but creative people who are able to lead that innovation and set new fashions and trends in the industry. With this in mind, TECH has developed this program, enabling students to acquire today's most sought-after skills. They will learn how to lead change in the industry to become true drivers of innovation.

With your ingenuity and ideas, you can go anywhere and you know it. Learn how to take advantage of them and become a true innovation guru who inspires design colleagues around the world"

The leading design companies are always those that are trend-setting and fashionable. Within their creative teams there are leaders in charge of coordinating all the ideas and bringing them to fruition, capable of managing a large amount of work and overcoming obstacles along the way. These leaders require very specific professional development, as they must know all about the tools available to them in order to use them effectively.

The Postgraduate Certificate in Leading Innovation in the Creative Industries prepares its students to become these innovation leaders. By delving into specific issues such as closed innovation or open innovation, as well as learning about financing tools for innovation and creative ecosystems, students ensure that they have all the essential knowledge to specialize and lead innovation in the design sector.

Applying innovative methodologies, the syllabus promotes critical thinking and problem solving, also strengthening some of the most sought-after and fundamental transversal skills in any field of study. The program does not just focus on creativity management, but broadens the spectrum to analyze the economic, social and cultural issues that are transforming the design industry.

With this 100% online and flexible program, students have the freedom to adapt the syllabus to their needs. This is possible thanks to the fact that all the teaching materials are downloaded from any device with an Internet connection, dispensing with the need to travel to physical locations where classes are given.

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

- Development of the necessary skills for both business and entrepreneurial environments
- Provision of the necessary knowledge to manage companies and organizations.
- Use of new information technologies to offer the best study tools.
- 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
- Content that is accessible from any fixed or mobile device with an Internet connection

" *You can be the next change leader in the field of design. Don't miss this opportunity and enroll now to specialize in innovation leadership"*

It's time to stop following the trends and start setting the trends. Become an innovation leader with this Postgraduate Certificate"

You are a born leader. With the right tools, you can become the best leader for your team.

A boss commands, a leader inspires. Learn how to transmit your creativity to your own work team and effectively innovate in your field.

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 learning 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

During this Postgraduate Certificate in Leading Innovation in the Creative Industries, designers are shown how to manage innovative processes, from the very conception of ideas to their implementation and execution. These contents are especially useful in the design sector, which requires experts to lead the most cutting-edge innovation. To this end, a series of general and common objectives are set to ensure that the student has obtained all the necessary skills at the end of the learning process.

"

Don't get left behind and enroll on this Postgraduate Certificate that will prepare you to be the best leader"

General Objectives

- Develop management and leadership skills
- Appreciate the importance of continuous professional development in order to be prepared for future challenges
- Understand how creativity and innovation are intrinsically linked and how they drive the economy
- Gain organizational and planning skills to assist in the management of creative businesses
- Develop communication skills, both written and oral, to facilitate better communication of ideas to the work team
- Acquire market research skills, with a strategic vision and innovative work methodology

Specific Objectives

- Delve into the concept of innovation, why it can fail and the different academic theories on it
- Learn what can restrict us and what obstacles we may encounter when innovating in the creative industry
- Know about the different business models in the Creative Industries and the trends that may be followed
- Explore the financial aspect of innovation, the different ways to source capital and new creative and innovative ecosystems

Think big and live your dreams. Be the leader you always wanted to be"

03

Course Management

TECH brings together the best experts in each field to develop its programs. For this Postgraduate Certificate in Leading Innovation in the Creative Industries, we have brought together experts in innovation with extensive experience, ensuring that students learn the ins and outs and tools of the industry from the best in the field.

You will feel supported by TECH's team of experts in innovation throughout your studies"

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 of the University of Navarra

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.
- 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

Structure and Content

The syllabus of the Diploma in Leading Innovation in the Creative Industries has been developed and structured with the idea of providing students with all the necessary tools to finish the program being more efficient leaders, able to face major changes in the design field. To this end, all subject matter is contained within a single module divided into 10 specific topics, which facilitate learning and subsequent consultation of the teaching material.
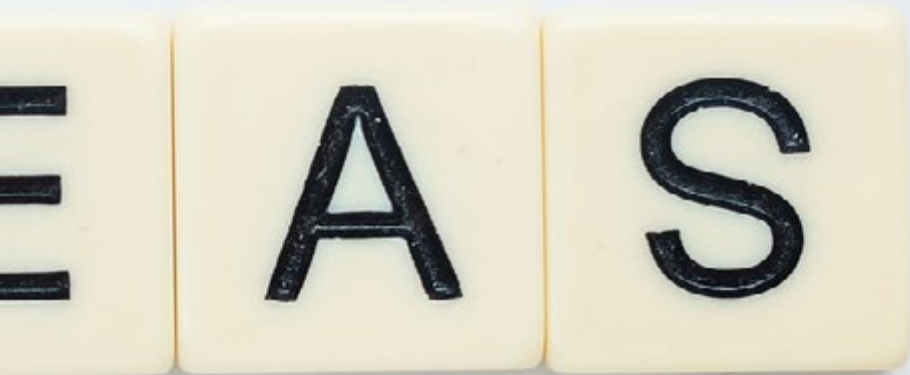
A complete syllabus where you will find all the necessary tools enabling you to go from being a leader to being The Leader"

Module 1. Leadership and Innovation in Creative Industries

Don't miss this opportunity to further your design career and start paving the way to big changes in your industry"

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 foundation of traditional universities around the world"

Optimal decision

Patient Values

Research Evidence

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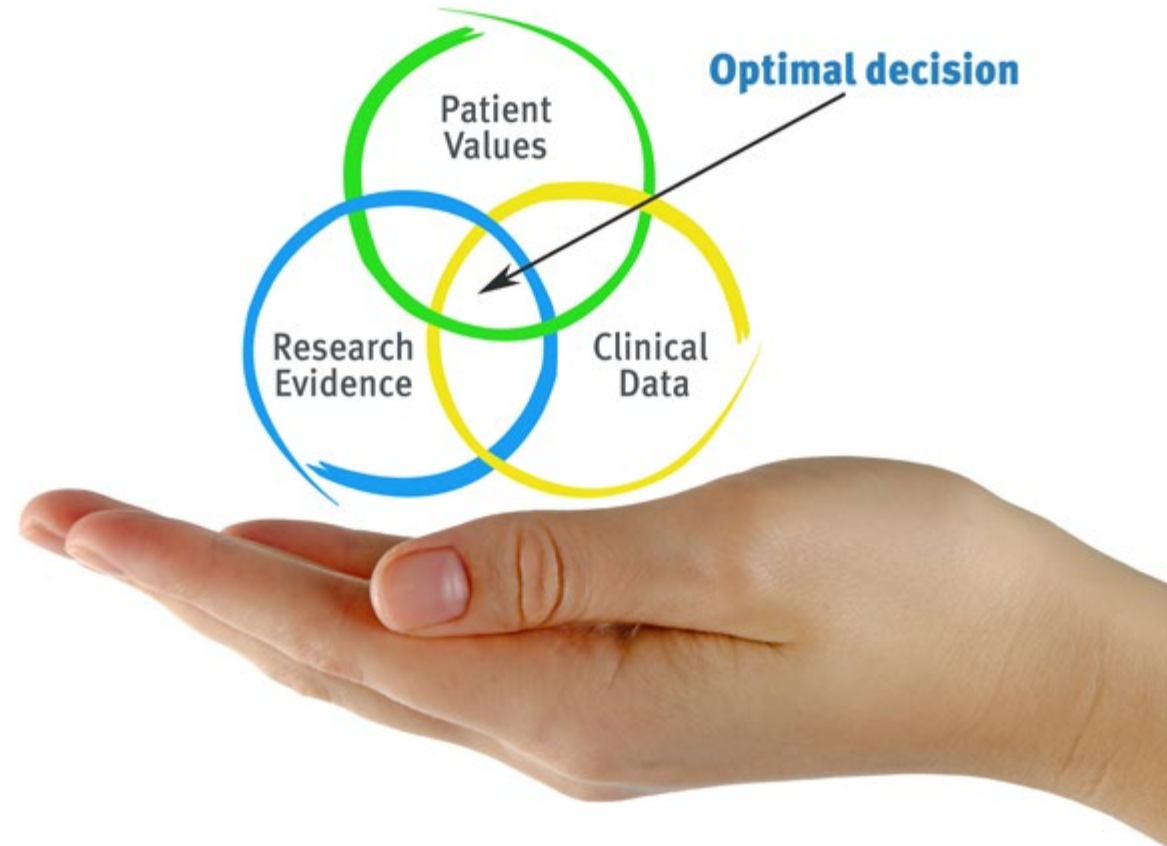
You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and 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:
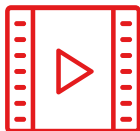
Study Material

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.

30%

10%

8%

20%

25%

4%

3%
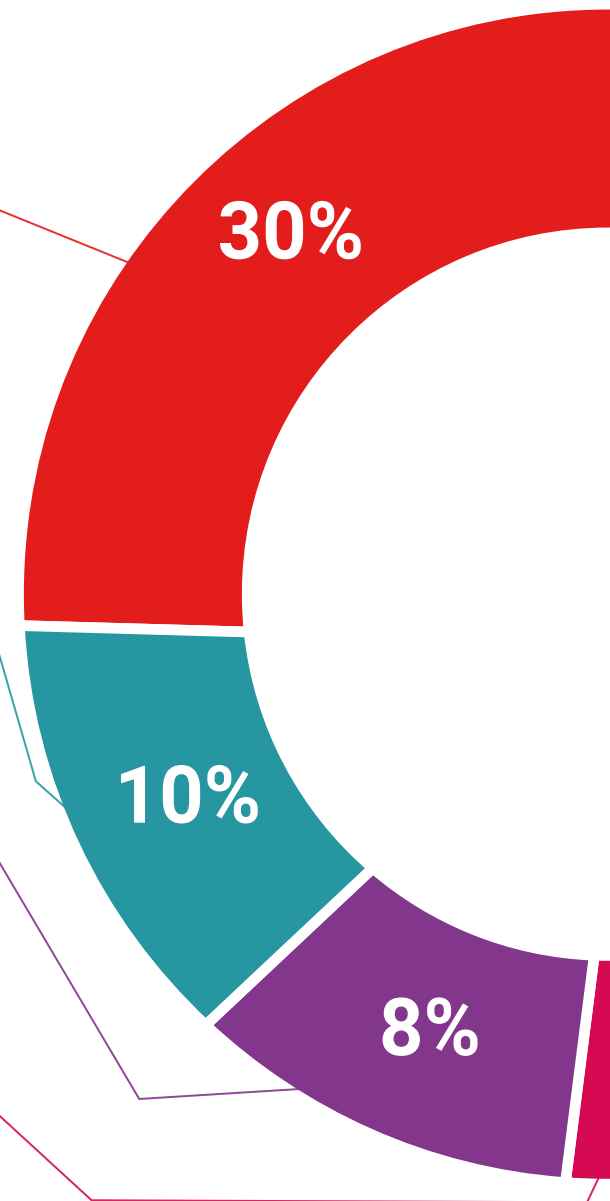
Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

Certificate

The Postgraduate Certificate in Leading Innovation in Creative Industries guarantees students, in addition to the most rigorous and up-to-date education, access to a 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 Leading 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 Leading 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 Leading 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

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

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