

Postgraduate Certificate

Creative Business

Management





Postgraduate Certificate

Creative Business Management

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

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

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 18

05

Methodology

p. 22

06

Certificate

p. 30

01

Introduction

The world of culture and art is often difficult to manage due to its many particularities. To begin with, there are a huge number of different disciplines and events included within the cultural industries. However, in addition, both the legislation and the people involved in these industries are different from other sectors. It is therefore necessary for the professionals involved to acquire specific knowledge in order to properly manage this type of companies and activities. This program responds to this need, teaching students everything they need to manage cultural and industrial activities in the creative field.



“

*Learn how to manage companies
and creative activities thanks to this
comprehensive Postgraduate Certificate"*

The creative industries encompass a large number of cultural activities and artistic disciplines such as cinema and film screenings, theater and stage productions, and music and concerts. It is therefore one of the most specific industrial sectors. It includes a wide variety of events and fields, so it requires specific knowledge in management to be able to adequately carry out the proposed objectives.

However, managing a company in another field is not the same as managing a company in the cultural and creative field. General knowledge can be insufficient when undertaking a project in the creative industries, as these require very specific competencies.

Therefore, this Postgraduate Certificate in Creative Business Management offers the necessary knowledge to carry out an optimal management of cultural organizations and activities, so that graduates can respond to all the challenges that may arise throughout the process and can also undertake their own projects with all the guarantees of success.

This program is therefore essential for all those professionals who want to enter this exciting business field, which is increasingly demanding management expertise.

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

- ♦ Specialized content in Creative Business Management, one of the fields with the highest demand for qualified professionals.
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice.
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



The industry demands experts in business management in the cultural field: don't miss the opportunity and get your Postgraduate Certificate”

“

The creative industries are a field that needs professionals specialized in management: you could be one of them”

The program's teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

The design of this program focuses on problem-based learning, by means of which 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.

Without good management, cultural projects cannot prosper: so become a specialist.

Cultural industries combine culture and business: this Postgraduate Certificate brings together these two fields to offer you the best knowledge.



02

Objectives

The main objective of this program in Creative Business Management is to offer its students an adequate learning in the administration of companies and artistic projects so that they can apply it in their professional field, turning their initiatives into a reference in their environment.



“

The objective of this Postgraduate Certificate is to become an expert in Creative Business Management: enroll and get it"



General Objectives

- ♦ 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





Specific Objectives

Module 1. Consumer or User Management in Creative Businesses

- Know the new trends in consumer purchasing methods
- Understand that the customer has to be at the center of all company strategies
- Apply Design Thinking techniques and tools
- Apply different research resources and techniques

“

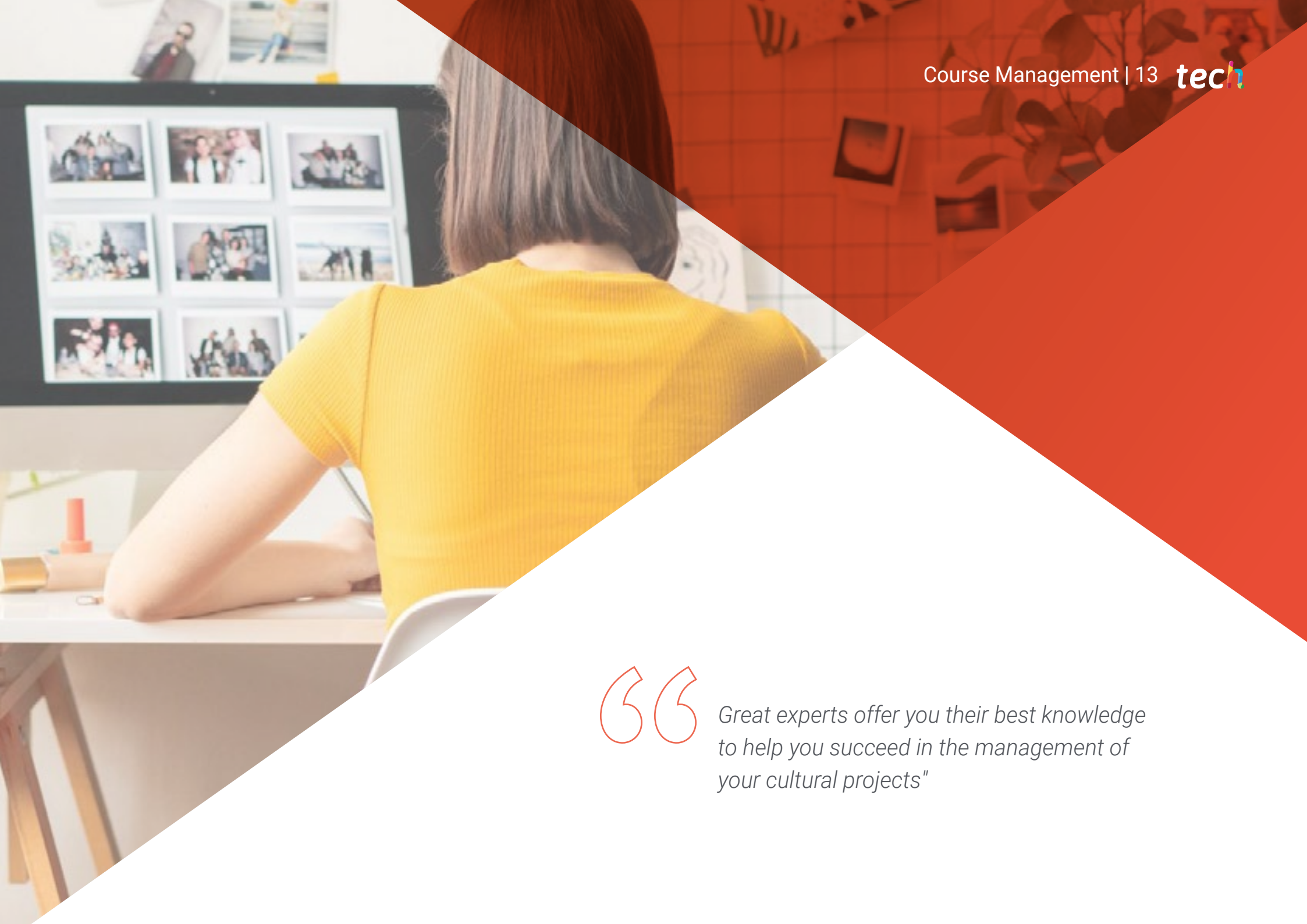
Carry out your professional projects in the field of creative industries effectively, thanks to this program"

03

Course Management

The best teachers offer all their experience to the students, so that they can apply the knowledge acquired in their professional field, therefore, making a very direct and effective transmission of knowledge. The students, therefore, will be in the best hands in this Postgraduate Certificate.





“

Great experts offer you their best knowledge to help you succeed in the management of your cultural projects”

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 at SGN Group (New York)
- ♦ Forefashion Lab Address
- ♦ Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra
- ♦ PhD. in Communication from Universidad Carlos III de Madrid
- ♦ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School

Professors

Ms. Bravo Durán, Sandra

- ♦ Lecturer at different universities and business schools in the fashion and luxury industry
- ♦ Expert in Trend Forecasting and Customer Insights
- ♦ Sociologist and economist from the University of Salamanca
- ♦ Executive Master's Degree in Fashion Business Management from ISEM Marketing Business School
- ♦ Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- ♦ PhD Candidate in Applied Creativity from the University of Navarra



04

Structure and Content

The contents of this Postgraduate Certificate in Creative Business Management have been designed by the best experts, taking into account the current professional reality, so they have a very practical and broad approach, as they address all kinds of challenges and circumstances that may arise in the realization of cultural projects and the creation of creative enterprises.





“

Manage companies and projects as an expert with this Postgraduate Certificate”

Module 1. Consumer or User Management in Creative Businesses

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





- 1.6. Design Thinking
 - 1.6.1. Design Thinking
 - 1.6.2. Methodology
 - 1.6.3. The Techniques and Tools of Design Thinking
- 1.7. Brand Positioning in the User's Mind
 - 1.7.1. Positioning Analysis
 - 1.7.2. Typology
 - 1.7.3. Methodology and Tools
- 1.8. User Insights in Creative Businesses
 - 1.8.1. Insights and their Importance
 - 1.8.2. Customer Journey and the Relevance of the Journey Map
 - 1.8.3. Research Techniques
- 1.9. User Profiling (Archetypes and Buyer Persona)
 - 1.9.1. Archetypes
 - 1.9.2. Buyer persona
 - 1.9.3. Methodology of Analysis
- 1.10. Research Resources and Techniques
 - 1.10.1. Techniques in Context
 - 1.10.2. Visualization and Creation Techniques
 - 1.10.3. Voice Contrast Techniques

“ *The most specialized content, designed with your needs in mind*”

04

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, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 has been the most widely used learning system among the world's leading business schools for as long as they have existed. 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. This methodology has 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, and financial markets and 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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 skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



06

Certificate

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





“

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

This program will allow you to obtain your **Postgraduate Certificate in Creative Business Management** 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 Creative Business Management**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH Global University 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



Postgraduate Certificate Creative Business Management

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

Postgraduate Certificate Creative Business Management

