

# Postgraduate Certificate

## Entrepreneurship in Creative Industries





## Postgraduate Certificate Entrepreneurship in Creative Industries

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

Website: [www.techtute.com/in/journalism-communication/postgraduate-certificate/entrepreneurship-creative-industries](http://www.techtute.com/in/journalism-communication/postgraduate-certificate/entrepreneurship-creative-industries)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*



# 01

# Introduction

The creative industries encompass a large number of activities of a cultural nature that have a positive influence on societies. Many of these initiatives are carried out by enterprising individuals or companies, pursuing objectives of various kinds. However, this is not a simple task and it is necessary to have a series of competencies that facilitate the implementation of this type of projects. This program offers its students the possibility of specializing in entrepreneurship applied to art, so that they can carry out interesting cultural events, improving their environments through the contribution they make to society.





“

*Creative industries need entrepreneurs to bring new ideas to the sector”*

Among all existing industries, the creative industries are one of the most prone to innovation and entrepreneurship. These include disciplines such as cinema, literature, theater, painting or music, so apart from being a very varied sector, it is tremendously broad and there are numerous opportunities to start cultural projects or companies.

Precisely because of its breadth, it is a field full of possibilities, since within each discipline there are different types of cultural and business activities. For example, there are many initiatives related to cinema, such as screenings, production and distribution of films, music, with concerts, album production, or literature, such as the organization of literary prizes and public readings, the publication of books of different genres, etc.

The creative industries are, therefore, a field with great opportunities that is not very well exploited. Due to its size, not all its possibilities have been explored and there is plenty of scope for undertaking and launching innovative projects. But also because of its particularities, specific knowledge is needed for plans to be carried out properly and effectively.

For this reason, this Postgraduate Certificate in Entrepreneurship in Creative Industries is the program that students and professionals who want to specialize in a field full of business and employment opportunities need. With this educational program, students will be able to detect business opportunities and exploit them, becoming a reference in the cultural and creative sector.

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

- ♦ The development of practical cases, applied to Entrepreneurship in the Creative Industries
- ♦ Specialized knowledge in the field of culture
- ♦ 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



*Get started in the field you are passionate about and carry out the cultural projects you have been planning for so long”*



“

*You have many ideas but you don't know how to carry them out: this Postgraduate Certificate is what you need”*

The program's teaching staff includes professionals from the field 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.

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 students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Culture needs brave people: TECH knows that you are and offers you the best tools for successful entrepreneurship.*

*The Creative Industries are full of opportunities: this program teaches you how to exploit them.*



# 02

# Objectives

The objective of this program is to provide its students with the best tools so that they can undertake with guarantees in the field of creative industries, being able to carry out projects and create companies related to culture and art.







“

*Your goals are closer than you think: all you need is this program”*



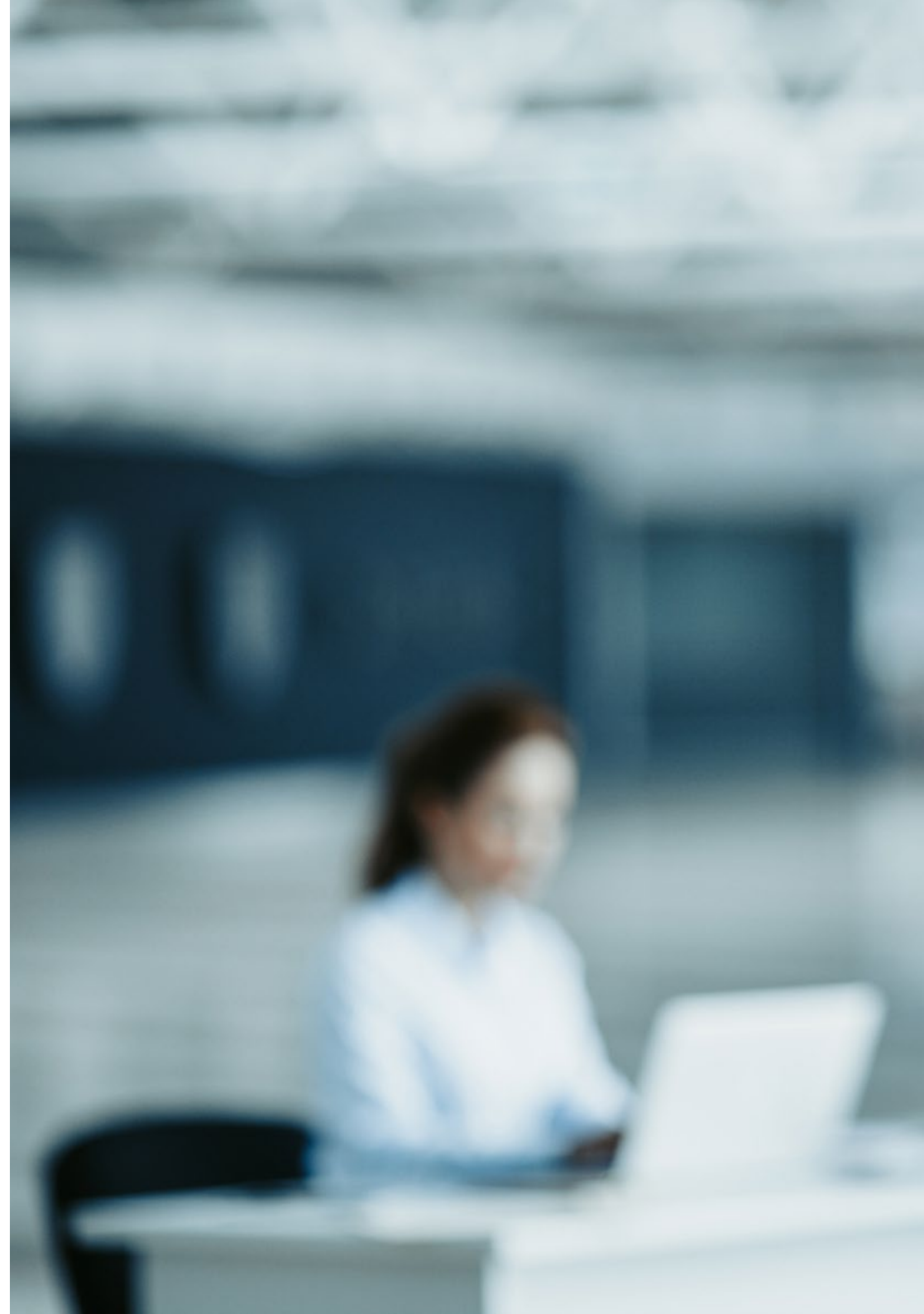
## General Objectives

---

- ♦ 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
- ♦ 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
- ♦ Gain knowledge to manage companies and organizations in the new context of creative industries



*Your ideas are about to come true,  
you just need the impulse that this  
Postgraduate Certificate will give you"*





## Specific Objectives

---

### Module 1. Entrepreneurship in the Creative Industries

- ♦ Be able to carry out entrepreneurial projects in creative industries
- ♦ Develop appropriate leadership skills
- ♦ Know how to identify market opportunities
- ♦ Apply idea generation tools, such as Brainstorming





03

# Course Management

This Postgraduate Certificate in Entrepreneurship in Creative Industries has the most expert faculty, capable of transmitting all their knowledge and experience to the students. With this faculty, students will be able to develop great ideas for entrepreneurship and success in the cultural and artistic industry.







“

*The faculty of this Postgraduate Certificate will transmit all their experience to you so that you can use it in your work environment”*

## 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 Villanueva University Center, Complutense University
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School





# 04

## Structure and Content

The contents of this Postgraduate Certificate in Entrepreneurship in Creative Industries are structured in a module composed of 10 units. Throughout these subjects the students will be able to obtain all the knowledge and skills necessary to undertake in the culture and art sector, so that at the end of the program they will be an expert in this field and will be able to apply their knowledge directly in their professional field.







“

*The most specialized knowledge for the most demanding students”*

## Module 1. Entrepreneurship in Creative Industries

- 1.1. The Entrepreneurial Project
  - 1.1.1. Entrepreneurship, Types and Life Cycle
  - 1.1.2. Entrepreneur Profile
  - 1.1.3. Topics of Interest for Entrepreneurship
- 1.2. Personal Leadership
  - 1.2.1. Self-Knowledge
  - 1.2.2. Entrepreneurial Skills
  - 1.2.3. Development of Entrepreneurial Leadership Skills and Abilities
- 1.3. Identification of Innovative and Entrepreneurial Opportunities
  - 1.3.1. Analysis of Megatrends and Competitive Forces
  - 1.3.2. Consumer Behavior and Demand Estimation
  - 1.3.3. Evaluation of Business Opportunities
- 1.4. Business Idea Generation in the Creative Industry
  - 1.4.1. Tools for the Generation of Ideas: Brainstorming, Mind Mapping, Drawstorming, etc
  - 1.4.2. Value Proposition Design: Canvas, 5W
  - 1.4.3. Development of the Value Proposition
- 1.5. Prototyping and Validation
  - 1.5.1. Prototype Development
  - 1.5.2. Validation
  - 1.5.3. Prototyping Adjustments
- 1.6. Business Model Design
  - 1.6.1. The Business Model
  - 1.6.2. Methodologies for the Creation of Business Models
  - 1.6.3. Business Model Design for Proposed Idea



- 1.7. Team Leadership
  - 1.7.1. Team Profiles according to Temperaments and Personality
  - 1.7.2. Team Leadership Skills
  - 1.7.3. Teamwork Methods
- 1.8. Cultural Markets
  - 1.8.1. Nature of Cultural Markets
  - 1.8.2. Types of Cultural Markets
  - 1.8.3. Identification of Local Cultural Markets
- 1.9. Marketing and Personal Branding Plan
  - 1.9.1. Projection of the Personal and Entrepreneurial Project
  - 1.9.2. Short- and Medium-Term Strategic Plan
  - 1.9.3. Variables for Measuring Success
- 1.10. Sales Pitch
  - 1.10.1. Project Presentation for Investors
  - 1.10.2. Development of Attractive Presentations
  - 1.10.3. Development of Effective Communication Skills

“*The most comprehensive educational program, with the latest knowledge in entrepreneurship in the cultural field*”





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, 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 Entrepreneurship in 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.



“

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



This **Postgraduate Certificate in Entrepreneurship in 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 certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Entrepreneurship in Creative Industries**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate 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

**tech** technological  
university

Postgraduate Certificate

Entrepreneurship in

Creative Industries **vZ** Modality:  
online

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

# Postgraduate Certificate

## Entrepreneurship in Creative Industries

