Postgraduate Certificate
Future Thinking Transforming Today from Tomorrow
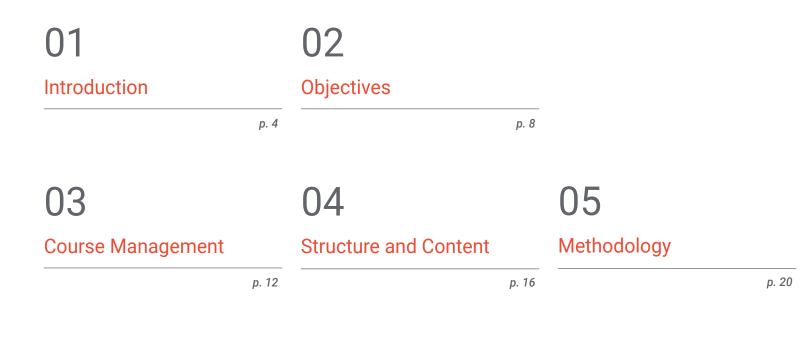
tech technological university

Postgraduate Certificate
Future 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.techtitute.com/in/journalism-communication/postgraduate-certificate/future-thinking-transforming-today-tomorrow**

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01
Introduction

The creative industries are a constantly evolving economic and cultural sector. What worked yesterday no longer works today. For this reason, it is necessary to anticipate events and, through innovative strategies, to be able to transform the present thanks to the future and the forecasts that can be made of it. This program offers its students an innovative methodology to be able to intervene in today, positively influencing the creative and cultural sector and to be able to face its challenges effectively.

" *Transform the present thanks to innovative methodologies: take an educational program in Future Thinking"*

To be able to face the present and the future with confidence, industries such as the creative industries need powerful strategies with which to anticipate the future in order to act in the present. Culture-related industries are highly changeable, so adopting tactics to reduce uncertainty is essential for business success.

Culture is an extremely broad field that includes music, literature, cinema, theater, painting and sculpture, among others, and in each of these disciplines new artistic and business developments are constantly appearing. Therefore, embarking on a professional path in this field can be very fruitful but, at the same time, one must have the necessary knowledge to be able to face these transformations and be able to derive economic and social benefits from them.

The techniques encompassed in the concept of Future Thinking adopt innovative strategies in order to be able to face the changes that may occur in the future, acting now, so that problems are solved and avoided from the base, before they can occur or grow and become unmanageable.

This Postgraduate Certificate in Future Thinking: Transforming Today from Tomorrow offers its students the opportunity to learn all kinds of techniques and strategies that they can apply directly to their professional environments to detect future problems and be able to solve them immediately, thereby improving the company's results and their own work position.

This **Postgraduate Certificate in Future Thinking: Transforming Today from Tomorrow** contains the most complete and up-to-date program on the market. The most important features include:

- The development of case studies to understand the importance of the Future Thinking strategy
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Content that is accessible from any fixed or portable device with an Internet connection

Get ahead of the problems: specialize in Future Thinking"

" *Creative industries need to think about the future to intervene in the present: do it with this program and become a sought-after professional"*

Transform the present from the future thanks to this Postgraduate Certificate.

Culture changes very fast: anticipate these changes by learning strategies in Future Thinking.
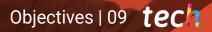
The program includes in its teaching staff professionals from the sector who bring to this program the experience of their work, as well as recognized specialists from leading societies and prestigious universities.

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

02
Objectives

The objectives of this program are to make students aware of the importance of thinking about the future as a method of transforming the present, as well as to provide them with the necessary tools to be able to apply these strategies professionall.

You want to change the cultural industry: this Postgraduate Certificate teaches you how to do it"

General Objectives

- Understand how creativity and innovation have become the drivers of the economy
- Know how to manage the process of creation and implementation of novel ideas on a given topic
- Organize and plan tasks with the use of available resources in order to face them in precise time frames
- Acquire market research skills, strategic vision, digital and co-creation methodologies

Specific Objectives

- In-depth knowledge of the Future Thinking methodology
- Understand the signals that indicate that a change in the way of working should take place
- Understand what the future may look like in order to anticipate and create innovative strategies that favor company growth
- Thinking about sustainability as an objective to be achieved through all the actions proposed

Change the art world thanks to the strategies you will learn in this Postgraduate Certificate"

03
Course Management

This Postgraduate Certificate in Future Thinking: Transforming Today from Tomorrow, is taught by the best experts in innovation and disruptive strategies in the field of creative industries, so students will receive the best teaching in this field.

" *Great experts teach you how to transform your cultural 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 Centro Universitario Villanueva, Universidad Complutense, Madrid
- MBA in Fashion Business Management by 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
- Professional Master's Degree in Educational Technology by the Bureau Veritas Business School

The leading professionals in the field have come together to offer you the most comprehensive knowledge in this field, so that you can develop with total guarantees of success"

04
Structure and Content

This Postgraduate Certificate has a module divided into 10 topics, through which the student will delve into Future Thinking. The syllabus has been designed by the best experts in innovative methodologies of application in the field of creative industries. Therefore, the students will have the techniques to carry out the necessary transformations in their cultural and artistic field.

The most powerful curriculum for the most ambitious students"

Module 1. Future Thinking: How to Transform Today from Tomorrow?

This is the best program to transform your future and that of your creative business"

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.

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.

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

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. 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.

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

This Postgraduate Certificate in Future 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.

"

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

This **Postgraduate Certificate in Future 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 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 Future Thinking: Transforming Today from Tomorrow**

Official Nº of hours: **150 h.**

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Awards the following

CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Future Thinking: Transforming Today from Tomorrow

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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