





## Postgraduate Certificate Economic and Financial Management of 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/us/videogames/postgraduate-certificate/economic-financial-management-creative-industries](http://www.techtute.com/us/videogames/postgraduate-certificate/economic-financial-management-creative-industries)

# 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 economic and financial management of a company in the video game industry is not easy. The budgets to develop a title are usually high, due in large part to the technical skills required to program and launch a video game. That is why, in any industry in this sector, it is necessary to be very careful in economic matters, requiring professionals who know how to manage large budgets and make strategic alliances with high-level publishers, which will greatly alleviate the financial burden of the company. TECH has brought together the best techniques and economic tools in this degree, so that the student obtains a very advantageous specialization in their field.





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*Give the necessary economic security to video game development companies thanks to the content of this Postgraduate Certificate”*

With budgets that far exceed the best Hollywood productions, financial control in the video game industry must be super tight and precise. A commercial failure in the launch of a title can mean financial ruin if the developer has not prepared financial contingency plans.

Sometimes the budgetary burden of a videogame development company is usually shared with the big publishers of the industry, who, as *business angels*, finance the most interesting and juicy projects of developers who could not get them out otherwise.

Learn about all these realities of the industry and other ways of financing video game projects, TECH has assembled a team of experts in Creative Industries Financial Management to develop the following Postgraduate Certificate in Economic and Financial Management of Creative Industries.

The student will learn the most efficient financial management techniques to keep a good control of expenses and budgets, as well as the most common forms of financing and even different pricing strategies to follow in order to achieve the economic stability so desired in this industry.

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

- ◆ Thorough development of all the key concepts in the financial area of creative businesses
- ◆ The graphic and schematic contents guarantee an attractive and direct learning experience for the student that facilitates the acquisition of the content provided in the subject
- ◆ Innovative and modern methodology encourages student proactivity and provides them with skills that are valued in their professional environment
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*You will be an indispensable asset to any company in the video game industry thanks to your financial and economic knowledge”*

“

*TECH offers you the most demanded knowledge and skills in the video game industry so that you can guarantee your professional success”*

The program’s teaching staff includes professionals from sector who contribute their work experience to this training 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 training programmed to train 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.

*With a 100% degree, you are the one who sets the pace of study of all the didactic material, without classes or fixed schedules.*

*With a responsible economic and financial perspective, you can make video games that are not only good at the creative level, but also at the product level.*



# 02 Objectives

This Postgraduate Certificate in Economic and Financial Management of Creative Industries of TECH aims to teach the student all the necessary business reality around the video game industry as a creative entity. Thus, the teaching staff has in mind various objectives, necessary to ensure that the student acquires all the proposed competencies. The student will graduate from the program as an expert in the financial health of video game companies.





The background of the slide is a collage of images from the Call of Duty: Black Ops series. On the left, there's a close-up of a soldier's gear and a rifle. On the right, there's a portrait of a character with a mohawk hairstyle. The title 'CALL OF DUTY' is written in large, bold, white letters across the middle, with 'BLACK OPS' below it in a similar font. The bottom left corner features the iconic yellow and black stripes of the Call of Duty logo.

# CALL OF DUTY

## BLACK OPS

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*TECH will help you achieve your professional goals in the world of video games by giving you access to the best teaching material available"*



## General Objectives

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- ◆ In-depth knowledge of the economic reality of the creative industry
- ◆ Understand how to manage the most common tools and economic resources in the creative sector
- ◆ Understand how creativity and innovation have become today's economic drivers
- ◆ To help students acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments
- ◆ Obtain the necessary knowledge to adequately manage companies or organizations in the new context of the creative industries
- ◆ Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice
- ◆ Encourage the student's proactivity in order to acquire transversal competencies that are essential in the labor market
- ◆ Train the student to be able to analyze the market in a rigorous way, with strategic vision and digital methodology
- ◆ Manage the process of creation and the implementation of creative ideas
- ◆ Use and manage new information and communication technologies as tools for learning and the exchange of experiences





## Specific Objectives

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- ◆ Learn to objectively assess the economic viability of a creative project with innovative tools
- ◆ Know all the options currently available for the economic financing of the creative industry
- ◆ Become familiar with the operational process of budgeting, accounting and sustainability of creative enterprises
- ◆ Distinguish the advantages and disadvantages of the different pricing strategies that can be followed in the creative market in the field of study

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*This qualification will be a leap in quality for your professional resume. Video game companies will not hesitate to hire a professional with full economic competencies"*

# 03

## Course Management

Professionals from the creative industrial field are responsible for the writing of all the didactic material of this Postgraduate Certificate in Economic and Financial Management of Creative Industries. The teaching staff has extensive experience in the field of finance, which gives the teaching an added quality by incorporating the professors' own expertise and *know-how*. The student will be supported by professionals who have demonstrated that the resources given are useful and current.





“

*You will be able to manage in a technological field such as video games in a safe way thanks to your knowledge in economic management”*

## 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

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- ♦ 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 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





# 04

## Structure and Content

This Postgraduate Certificate in Economic and Financial Management of Creative Industries of TECH contains all the necessary material for the student to graduate with a global perspective of all the economic areas that concern video game companies. Supported by a large amount of audiovisual content, the material is clear, simple and direct, making teaching much more practical for the student.



“

*Your future in the video game industry is guaranteed thanks to the knowledge you will learn in this Postgraduate Certificate"*

## Module 1. Economic and Financial Management of Creative Businesses

- 1.1. The Necessary Economic Sustainability
  - 1.1.1. The Financial Structure of a Creative Company
  - 1.1.2. Accounting in a Creative Company
  - 1.1.3. Triple Balance
- 1.2. Revenues and Expenses of today's Creative Businesses
  - 1.2.1. Accounting of Costs
  - 1.2.2. Type of Costs
  - 1.2.3. Cost Allocation
- 1.3. Types of Profit in the Company
  - 1.3.1. Contribution Margin
  - 1.3.2. Break-Even Point
  - 1.3.3. Evaluation of Alternatives
- 1.4. Investment in the Creative Sector
  - 1.4.1. Investment in the Creative Industry
  - 1.4.2. Investment Appraisal
  - 1.4.3. The VAN Method: Net Present Value
- 1.5. Profitability in the Creative Industry
  - 1.5.1. Economic Profitability
  - 1.5.2. Time Profitability
  - 1.5.3. Financial Profitability
- 1.6. Cash Flow: Liquidity and Solvency
  - 1.6.1. Cash Flow
  - 1.6.2. Balance Sheet and Income Statement
  - 1.6.3. Settlement and Leverage
- 1.7. Financing Formulas currently on the Creative Market
  - 1.7.1. Venture Capital Funds
  - 1.7.2. Business Angels
  - 1.7.3. Calls for Proposals and Grants
- 1.8. Product Pricing in the Creative Industry
  - 1.8.1. Pricing
  - 1.8.2. Profit vs. Competition
  - 1.8.3. Pricing Strategy
- 1.9. Pricing Strategy in the Creative Sector
  - 1.9.1. Types of Pricing Strategies
  - 1.9.2. Advantages
  - 1.9.3. Disadvantages
- 1.10. Operational Budgets
  - 1.10.1. Tools of Strategic Planning
  - 1.10.2. Elements Included in the Operational Budget
  - 1.10.3. Development and Execution of the Operational Budget



*TECH brings together the best professionals to produce the highest quality content possible. You can't go wrong by enrolling in this Postgraduate Certificate in Economic and Financial Management of Creative Industries"*



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

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 that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your 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 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

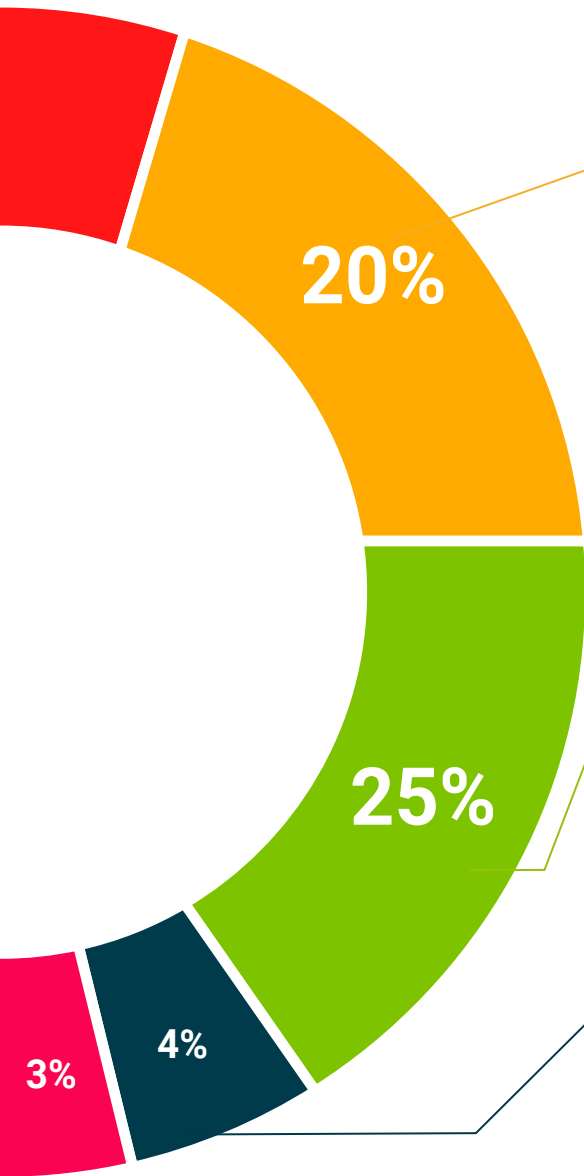
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### 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 Economic and Financial Management 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 university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Economic and Financial Management of 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 diploma 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 Economic and Financial Management of the Creative Industries**

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 community  
personalized service innovation  
knowledge Present  
online re  
development long  
classroom



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