

# Postgraduate Certificate Entrepreneurship in Creative Industries



## Postgraduate Certificate Entrepreneurship in Creative Industries

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

Website: [www.techtute.com/us/videogames/postgraduate-certificate/entrepreneurship-creative-industries](http://www.techtute.com/us/videogames/postgraduate-certificate/entrepreneurship-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

Starting a business in the world of videogames is usually one of the most popular ways for developers who want to create their own games with total creative freedom. This is not an easy path to follow, as the creation of video games involves deadlines and financial expenses that, without the proper knowledge, may seem unaffordable or unattainable for many. TECH has developed this program to train its students to undertake in an effective way, providing them with a multitude of tools with which to face difficulties of financing, organization and communication of the brand, being able to manage with solvency any aspect of the company.





“

*The hero's path is not easy, nor is that of video game entrepreneurship. Get ready to walk your own path and live the adventure of developing the game of your dreams thanks to this TECH degree"*

Great indie games such as Undertale or Cuphead have emerged from the efforts of their creators to bring their ideas to the digital screens of millions of homes, undertaking successfully in a market of difficult access and high competitiveness.

Thanks to their talent and ingenuity, these creators turned their works into an unprecedented triumph in the industry, generating enormous fan sentiment and inspiring many other creators to pursue success by following the path of entrepreneurship.

Since entrepreneurship is not an easy task in any field, let alone in video games, TECH has developed this Postgraduate Certificate in Entrepreneurship in Creative Industries, with which professionals in this field can obtain the foundational pillars on which to sustain their future projects.

The student will learn the values of personal leadership, the generation of creative ideas in the field of video games, development of viable business models and business opportunities to pursue in order to establish projects and make them economically sustainable.

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

- ◆ Understand the importance of creativity in the world of design and how it can be transferred to entrepreneurial projects
- ◆ Help students acquire the necessary skills to develop and evolve their professional profile and move towards entrepreneurship
- ◆ Study the tools used to analyze the economic, social and cultural reality in which the modern creative industry develops
- ◆ Enable students to update their knowledge in an autonomous and progressive manner
- ◆ Learn to manage the process of creating and implementing novel ideas on specific topics
- ◆ Problem solving in novel creative entrepreneurial environments



*If you want to emulate Toby Fox's success you first need to know how to start your entrepreneurial journey in the world of video games"*

“

*You will learn to lead development teams of all types, with innovative leadership skills appropriate to the video game field”*

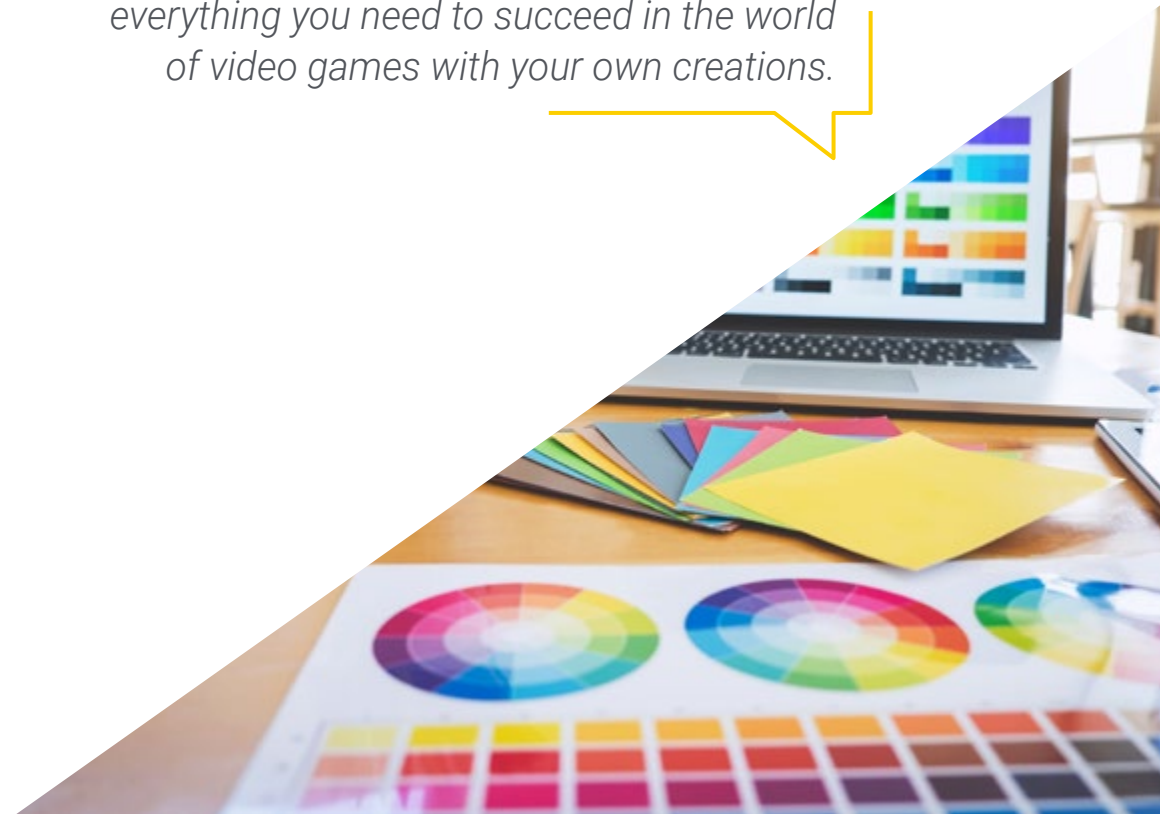
*You will be able to develop games with all the freedom you need to take your ideas to their full potential.*

*This is your great opportunity to learn everything you need to succeed in the world of video games with your own creations.*

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.



# 02

## Objectives

The main objective of this degree is to provide the student with all the tools and skills necessary to plan and carry out a successful project of entrepreneurship within the field of video games. To this end, TECH develops a series of guidelines and objectives to ensure that the student will receive the best instruction relevant to entrepreneurship, backed by the professionalism of the teaching staff.







“

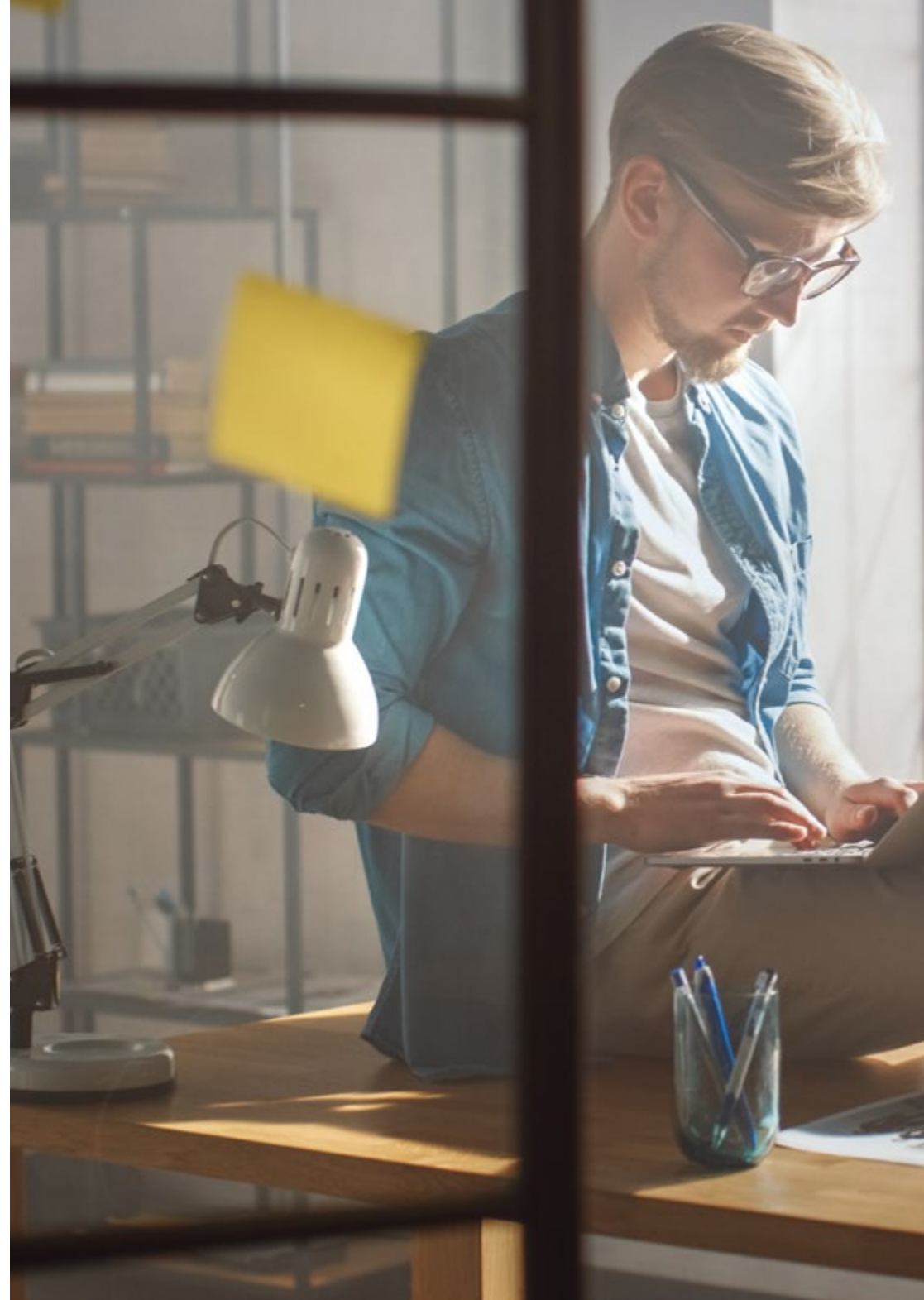
*Virtual reality, multi-platform games, the next big thing in mobile gaming, etc. You are the one who will set the limits and define the objectives”*



## General Objectives

---

- ◆ Acquire and understand useful knowledge for students, providing them with skills for the development and application of original ideas in their personal and professional work
- ◆ Train the student in the application of current methodologies of the creative environment with which to innovate and stand out
- ◆ Help students acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments
- ◆ Obtain organizational and planning skills with which to manage creative businesses
- ◆ Acquisition of market research skills, strategic vision, digital and co-creation methodologies
- ◆ Ability to organize and plan tasks, taking advantage of available resources to address them in precise time frames





## Specific Objectives

---

- ◆ Know the entrepreneurial project, its life cycles and the entrepreneur's profile
- ◆ Study in depth the generation of ideas in the creative industry with *brainstorming* and *drawstorming*, techniques, among others
- ◆ Study the cultural markets, potential niche markets for the design company
- ◆ How to build a personal brand and develop a marketing plan around it

“

*The video game industry presents you with a great opportunity to develop your full artistic and creative potential, without the constraints of the big companies"*

03

# Course Management

The professionals in charge of the elaboration of this TECH degree have a wide knowledge of everything necessary to be able to carry out successful entrepreneurship projects. Having undertaken themselves in the creative field, the student is assured of receiving training backed by the personal experience of their teachers, who have poured into the teaching material all their best knowledge and advice to succeed in entrepreneurial projects of any kind.



“

*You will be supported by the best possible teachers, who will guide you through the path of entrepreneurship with real and practical cases”*

## 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





# 04

## Structure and Content

The content of this Postgraduate Certificate in Entrepreneurship in Creative Industries from TECH takes a journey through the fundamental issues of entrepreneurship. Among other skills, students will learn leadership skills, value proposition design, idea generation tools, teamwork methods and presentation of projects to potential investors with financial backing. All this, in addition to being supported by a wide range of audiovisual material that will make the acquisition of skills easier for the student.





“

*The didactic material provided in this Postgraduate Certificate is of the highest quality, guaranteeing you access to the best possible teaching”*

## 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 Maps*, *Drawstorming*, etc.
  - 1.4.2. Value Proposition Design: CANVAS, 5 w
  - 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 Plan and Personal *Branding*
  - 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



*If you want to take your career to the highest level, TECH offers you the best tools to make your dreams come true"*



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 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 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 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 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 Entrepreneurship 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 Entrepreneurship in Creative Industries**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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 Entrepreneurship in Creative Industries

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

# Postgraduate Certificate Entrepreneurship in Creative Industries

