

# 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.techtitute.com/us/design/postgraduate-certificate/entrepreneurship-creative-industries](http://www.techtitute.com/us/design/postgraduate-certificate/entrepreneurship-creative-industries)

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# 01

# Introduction

The world of entrepreneurship is so broad and diverse that it is not just difficult, but impossible to cover it from a single perspective. Within the design sector, many people to decide to become entrepreneurs as it is the route that allows them greater freedom and flexibility to develop their full artistic potential. With this in mind, TECH has developed this program to provide future entrepreneurs with the essential knowledge they will need to make their projects as successful as possible.







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*A lot of people tell you it's risky. Many others that it is not worth it. Don't listen to them; you know that you are the sole master of your destiny. Get ready for your great adventure with this program that will teach you how to be a successful entrepreneur"*

Normally in any creative field it is difficult to develop artistic talent freely, as there are usually restrictions or barriers that prevent designers from fully expressing themselves. Therefore, a very direct way for designers to realize their artistic potential is through entrepreneurship, since they will only be limited by their own capabilities and objectives.

The problem that many designers who decide to start a business often face is that no one has taught them how to go down this path on their own. It is normal to have doubts about where to start, how to tackle personal leadership or how to design one's own viable business model. With these concerns in mind, TECH has developed this Postgraduate Certificate, which prepares students to face the long road of entrepreneurship with the certainty of knowing what to do and how to do it.

Design students will be coached on basic entrepreneurial issues such as the identification of innovation opportunities, the generation of business ideas, the different cultural markets that can be targeted or the *Marketing* and personal *Branding* plan, which are essential to project a good brand image.

In addition, this Postgraduate Certificate offers students the possibility of studying 100% online. This eliminates the need to go to a physical training center, allowing students to adapt learning to their personal and professional needs.

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:

- ◆ Emphasis of the importance of creativity in the world of design and how it can be applied to entrepreneurial projects
- ◆ Provision of the necessary skills to develop and enhance a professional profile in both business and entrepreneurial environments
- ◆ An examination of the tools used to analyze the economic, social and cultural conditions in which the modern creative industry develops
- ◆ Enabling students to update their knowledge in an autonomous and progressive manner
- ◆ Instruction on how to manage the process of creation and implementation of novel ideas on specific topics
- ◆ Problem solving in innovative creative entrepreneurship environments



*Don't miss the opportunity to stand out in the design sector and enroll on this Postgraduate Certificate to become a great entrepreneur"*

“ You are just one step away from fulfilling your dreams. Learn all about entrepreneurship and let your ideas shape your future”

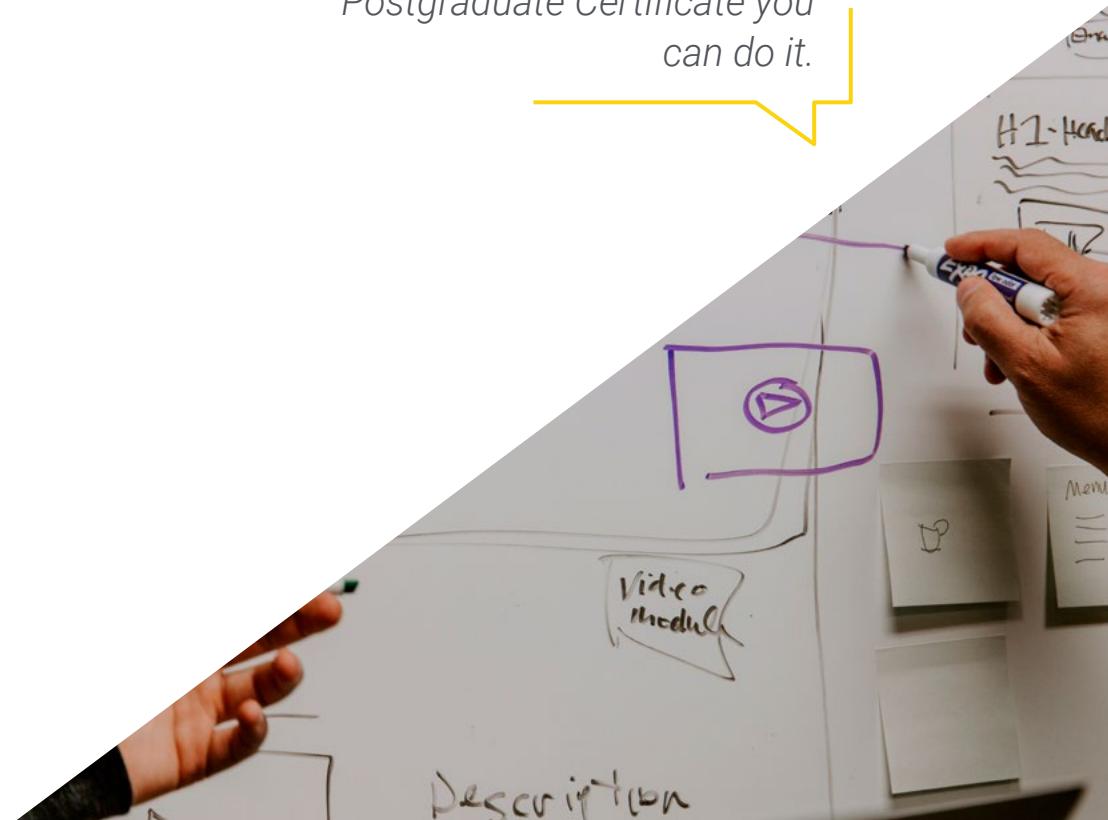
The teaching staff is made up of professionals from the sector who bring their experience to this program, in addition to renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning. In other words, a simulated environment that will provide immersive education programmed to prepare for 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.

Forget about doing what is imposed on you and let your own creative talent guide you to professional success.

Imagine what you could achieve as an entrepreneur. With this Postgraduate Certificate you can do it.



# 02 Objectives

The objective of this Postgraduate Certificate is to enable students to embark on the path of self-employment in right way, providing them with the most useful knowledge and tools available.







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*Your goal is to be a successful entrepreneur. TECH's is to help you by placing the best material at your disposal"*



## General Objectives

- ◆ Gain and understand useful knowledge and skills for the development and application of original ideas in personal and professional work
- ◆ Apply modern creative methodologies in order to innovate and stand out
- ◆ Acquire the necessary skills to develop and enhance one's professional profile in both business and entrepreneurial environments
- ◆ Acquire organizational and planning skills with which to manage creative businesses
- ◆ Provision of market research skills, strategic vision, digital and co-creation methodologies
- ◆ Gain the ability to organize and plan tasks, taking advantage of the available resources to tackle them in precise time frames







## Specific Objectives

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- ◆ Explore the entrepreneurial project, its life cycles and the entrepreneur's profile
- ◆ Explore the generation of ideas in the creative industry with the use of *Brainstorming* and *Drawstorming*, techniques, among others
- ◆ Study cultural markets, potential market niches for the design company
- ◆ Learn how to build a personal brand and develop a *Marketing* plan around it

“*TECH provides you with the best opportunity to embark on the road to self-employment with assurance and confidence*”

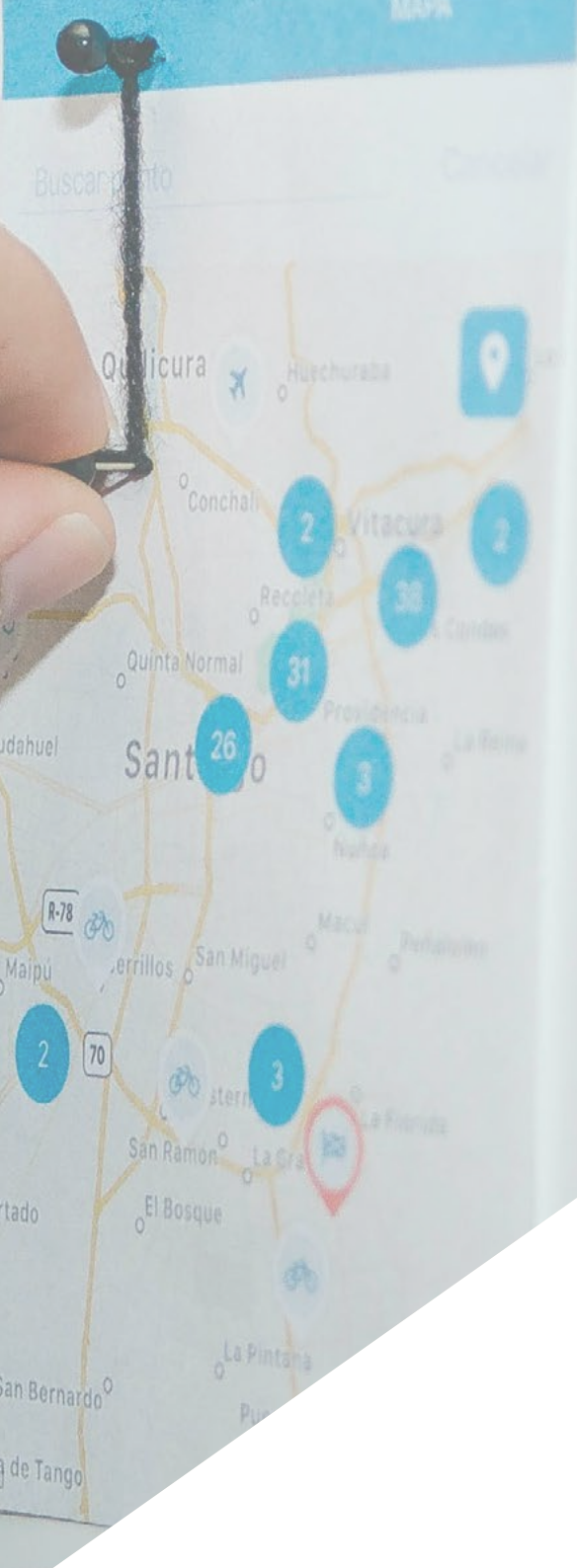
# 03

# Course Management

In order to offer the highest educational standards, TECH brings together the best professionals in the field, ensuring a sound teaching team who know how to guide students towards a successful career. With the help and guidance of the faculty for this Postgraduate Certificate in Entrepreneurship in the Creative Industries, students can be sure that, upon completion, they will be able to take control of their own professional future with the best knowledge at their fingertips.







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*With the support of the best teachers, you are guaranteed to learn everything you need to launch into the world of entrepreneurship, first hand"*

## 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* in SGN Group (Nueva York)
- ♦ Forefashion Lab Address
- ♦ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Villanueva University Center, Complutense University
- ♦ Ph.D. in Communication from Universidad Carlos III de Madrid
- ♦ MBA in Fashion Business Management from ISEM *Fashion Business School*
- ♦ Professor at Villanueva University Center, at ISEM *Fashion Business School* and at the School of Communication at the University of Navarra







# 04

# Structure and Content

This syllabus has been prepared with the student in mind, covering all aspects of the entrepreneurial project, from the moment it emerges as an idea until it is established as a profitable business. Divided into 10 well-structured topics that address very specific issues, study is made easier and more practical.



“A syllabus with all the essential information to help you succeed as an entrepreneur in the world of design”

## Module 1. Entrepreneurship in the 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. Personal *Marketing and 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

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*With all the knowledge you will acquire in this program you will be able to reach the heights of success creating your own company”*

# 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.





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*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 is the most widely used learning system in the best faculties in the world. 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

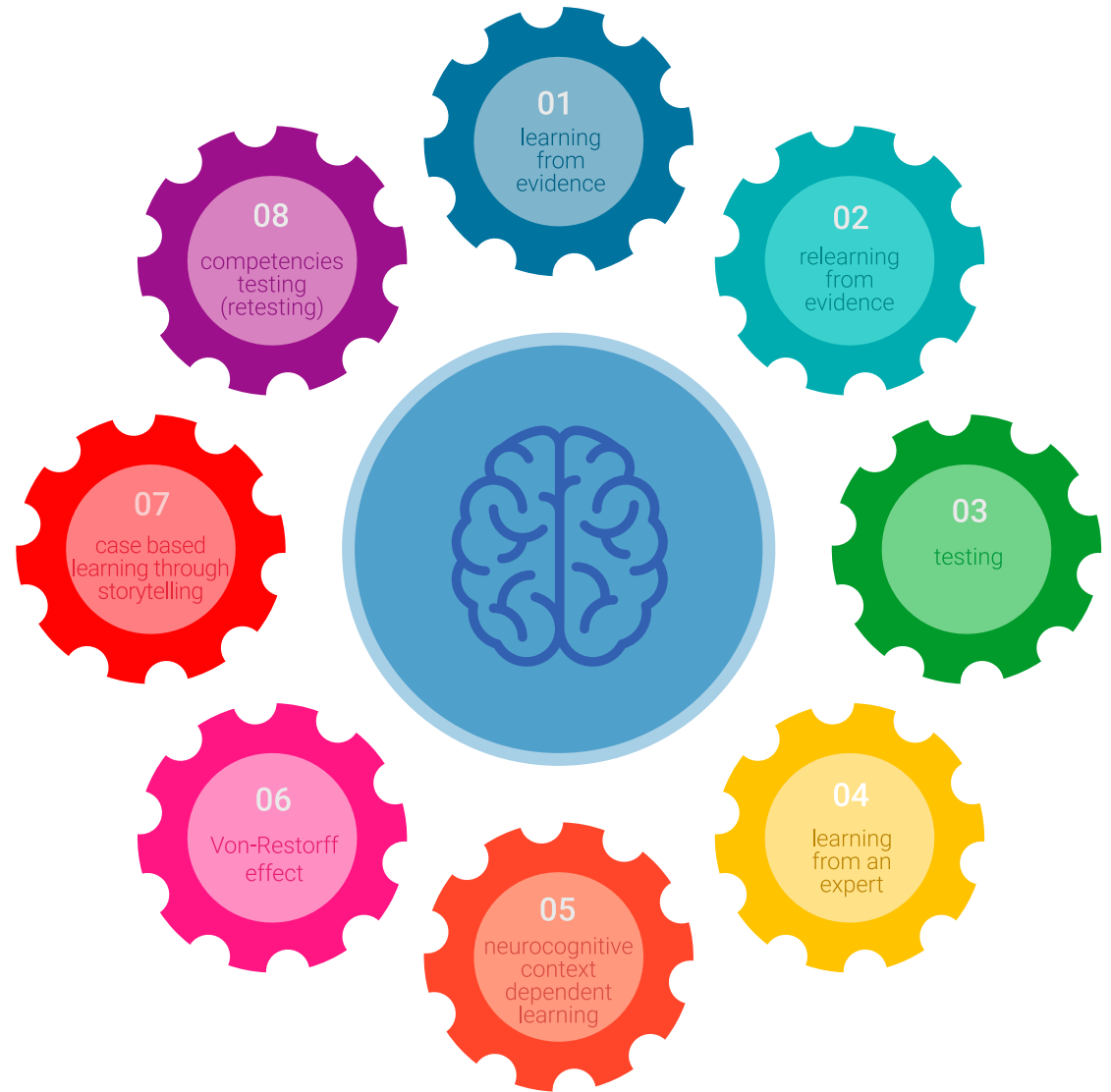
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

With this methodology we have 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, markets, and financial 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 adapted in 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 competencies and skills in each thematic field. 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.

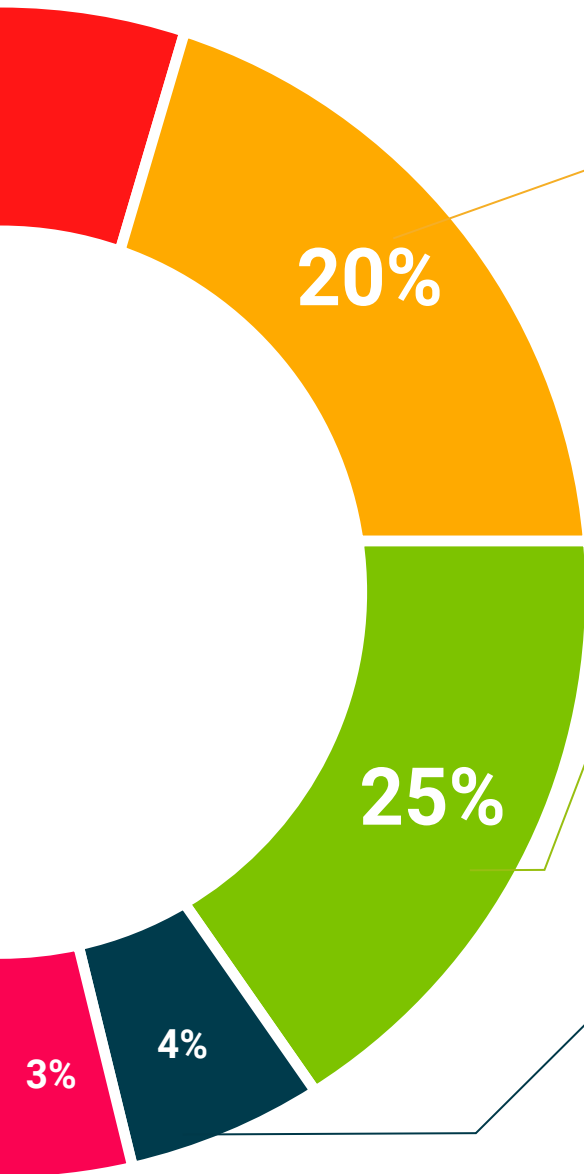


### Additional Reading

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 assess and re-assess 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 the 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.



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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 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 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 Entrepreneurship in 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.



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