Postgraduate Diploma
Innovation in Creative Industries

tech technological university

Postgraduate Diploma
Innovation in
Creative Industries

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

Webstite: **www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-innovation-creative-industries**

Index

01
Introduction

Today, creativity and innovation have become the main drivers of economic growth, alongside technology. The cultural and artistic industries increasingly demand highly qualified professionals who can make them stand out in an increasingly competitive market. There is ever growing demand for professionals who are capable of overseeing the smooth and effective management of the so-called creative industries, with the latest tools. For this reason, TECH has designed this comprehensive program, which will allow designers to build on their existing knowledge and give greater visibility to their CVs.

" *Creative companies are reliant on innovation, so designers with qualifications in this area will add a stamp of quality to their CVs"*

The production of creative companies is reliant on innovation, which sets them apart from other organizations. Applying the latest techniques, the most creative strategies and using the latest technological tools is essential to achieve the high standards demanded by the market. For this reason, TECH has designed this Postgraduate Diploma in Innovation in Creative Industries to offer designers the professional development which will allow them to become true specialists in this area.

Thus, the program will begin by explaining the concept of business innovation leading to improvement in the organization's practices through changes in business models, processes, organization, products or marketing to make the business more efficient and achieve better standing in the market. The program will address the Future Thinking methodology, which seek business growth through changes in business models, processes, organization, products or marketing to make the business more efficient and achieve better market standing.

Undoubtedly, a program that will allow designers to operate successfully in this important sector, which is gaining a greater share of the market and includes companies in a wide range of creative areas, such as culture, arts, communication, etc.; sectors that need highly skilled professionals in order to achieve desired results.

A 100% online Postgraduate Diploma that will allow students to allocate their own study time, without being conditioned by fixed schedules or needing to move to another physical location, having the option to access all the contents at any time of the day, and balancing their professional and personal life with their academic life.

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

- The examination of case studies presented by experts in creative business management
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies in the Management of creative companies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Develop your most creative skills to operate successfully in cultural and artistic enterprises"

"Study Innovation in Creative Industries and provide your business with a new vision of work, more dynamic, more up to date, more adapted to the needs of the 21st century"
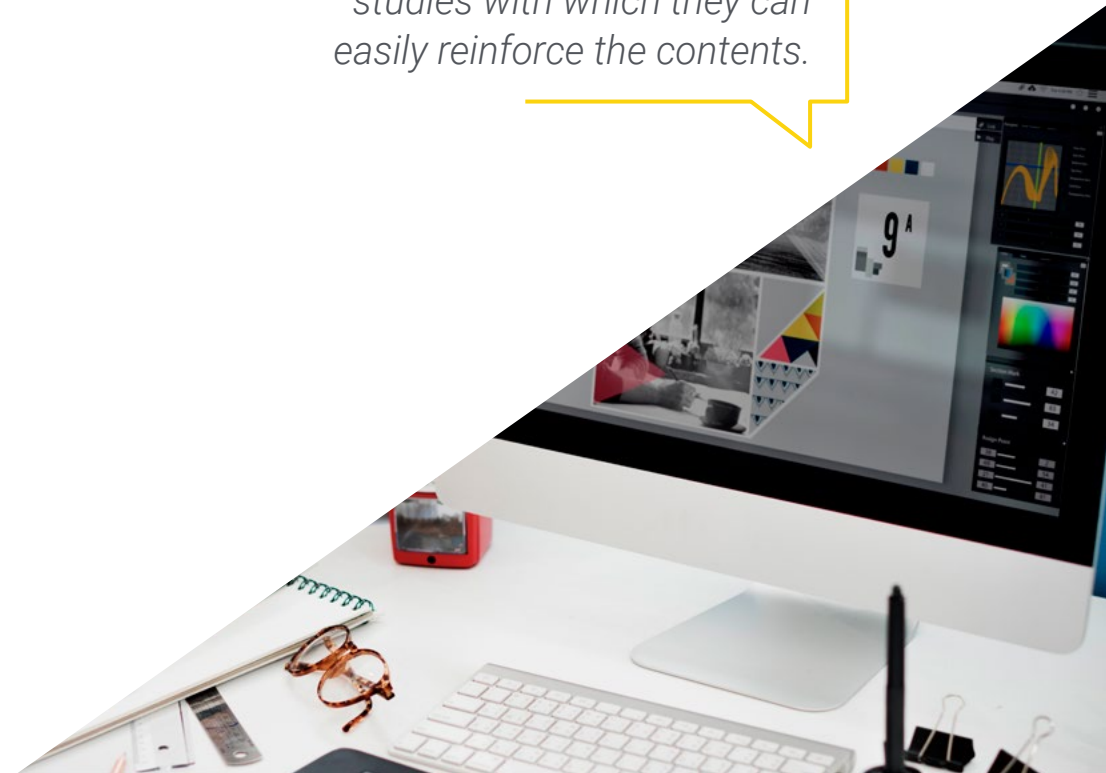
This Postgraduate Diploma employs an innovative teaching methodology which will allow students to study in a contextual way, as if they were facing real situations.

TECH provides students with a multitude of case studies with which they can easily reinforce the contents.

The teaching staff is made up of design professionals who bring their professional experience to this program, as well as renowned specialists from prestigious societies and 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 studies designed to prepare them for real situations.

This program is designed around Problem-Based Learning, whereby students must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

02

Objectives

The main objective of this TECH Postgraduate Diploma in Innovation in Creative Industries is to ensure that designers acquire the necessary skills to apply all the concepts and strategies offered in this program. It will give them the precise tools to successfully operate in a growing field, which will be fundamental for their personal and, above all, professional growth. Thus, upon completion of the Postgraduate Diploma, the student will be able to manage creative companies with greater assurance.

A first-class Postgraduate Diploma which will bring you up to date on Innovation in the Creative Industries"

General Objectives

- Obtain useful knowledge and skills for the development and application of original ideas in personal and professional work
- 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
- Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case
- 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

- Acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments
- Gain knowledge to manage companies and organizations in the new context of creative industries
- Organize and plan tasks, using available resources in order to deal with them in precise time frames
- Use new information and communication technologies as tools for training and exchange of experiences in the field of study
- Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice
- Acquire market research skills, strategic vision, digital and co-creation methodologies

Learn about the main digital changes that have taken place in the Creative Industries and apply them to your business"

Specific Objectives

Module 1. Future Thinking How to Transform Today from Tomorrow?
- Gain in-depth knowledge of Futures 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
- Think about sustainability as an objective to be achieved through all proposed actions

Module 2. Leadership and Innovation in Creative Industries
- Apply creative resources in the development of the company
- Understand innovation as an essential part of any creative company
- Understand the obstacles to innovation in the creative industry
- Be able to lead an innovation strategy in the company

Module 3. Digital Transformation in the Creative Industry
- Know how to carry out digital transformation in creative companies
- Understand the impacts of the fourth industrial revolution
- Apply Big Data concepts and strategies to the creative enterprise
- Applying Blockchain technology

03
Course Management

The teachers of this TECH Postgrduate Diploma in Innovation in Creative Industries are professionals with extensive experience in the sector, as well as in teaching and research, who have devoted much of their careers to specialization in this field, fully aware of the advances that have occurred in recent decades. Undoubtedly, first-rate professors who have put all their efforts into creating the best program on the academic market.

" *A program designed by professionals with extensive experience in the sector"*

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 Villanueva University Center, at ISEM Fashion Business School and at the School of Communication at 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 from 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

"Our teaching team, experts in Innovation in Creative Industries, will help you to achieve career success"

Structure and Content

Creative Industries are reliant on innovation in their processes. Therefore, professional development must be focused on this area, in order to facilitate effective professional practice. This TECH Postgraduate Diploma is aimed at providing designers with the most comprehensive syllabus on the academic market, with a multitude of theoretical and practical resources that will facilitate learning and allow them to improve their skills in a short period of time.

A very well-structured syllabus to facilitate learning and help you achieve professional success"

Module 1. Future Thinking How to transform today from tomorrow?

1.1. Methodology Futures Thinking
   1.1.1. Futures Thinking
   1.1.2. Benefits of using this Methodology
   1.1.3. The Role of the "Futurist" in the Creative Enterprise

1.2. Signs of Change
   1.2.1. The Sign of Change
   1.2.2. Identification of the Signs of Change
   1.2.3. Interpretation of the Signs

1.3. Types of Futures
   1.3.1. Journey to the Past
   1.3.2. The Four Types of Futures
   1.3.3. Application of the Methodology Futures Thinking in the Workplace

1.4. Future Forecasting
   1.4.1. Searching for Drivers
   1.4.2. How to Create a Forecast for the Future?
   1.4.3. How to Design a Future Scenario?

1.5. Mental Stimulation Techniques
   1.5.1. Past, Future and Empathy
   1.5.2. Facts Vs. Experience
   1.5.3. Alternative Routes

1.6. Collaborative Forecasting
   1.6.1. The Future as a Game
   1.6.2. Future Wheel
   1.6.3. The Future from Different Approaches

1.7. Epic Victories
   1.7.1. From Discovery to the Innovation Proposal
   1.7.2. The Epic Victory
   1.7.3. Fairness in the Game of the Future

1.8. Preferred Futures
   1.8.1. The Preferred Future
   1.8.2. Techniques
   1.8.3. Working Backwards from the Future

1.9. From Prediction to Action
   1.9.1. Images of the Future
   1.9.2. Artifacts of the Future
   1.9.3. Roadmap

1.10. ODS. A Global and Multidisciplinary Vision of the Future ODS
   1.10.1. Sustainable Development as a Global Goal
   1.10.2. Human Management in Nature
   1.10.3. Social Sustainability

Module 2. Leadership and Innovation in Creative Industries

2.1. Creativity Applied to Industry
   2.1.1. Creative Expression
   2.1.2. Creative Resources
   2.1.3. Creative Techniques

2.2. The New Innovative Culture
   2.2.1. The Context of the Innovation
   2.2.2. Why does Innovation Fail?
   2.2.3. Academic Theories

2.3. Innovation Dimensions and Levers
   2.3.1. The Plans or Dimensions of Innovation
   2.3.2. Attitudes for Innovation
   2.3.3. Intrapreneurship and Technology

2.4. Constraints and Obstacles to Innovation in the Creative Industry
   2.4.1. Personal and Group Restrictions
   2.4.2. Social Constraints and Organizations
   2.4.3. Industrial and Technological Restrictions

2.5. Closed Innovation and Open Innovation
   2.5.1. From Closed Innovation to Open Innovation
   2.5.2. Practical Classes to Implement Open Innovation
   2.5.3. Experiences of Open Innovation in Companies

2.6. Innovative Business Models in Creative Industries
   2.6.1. Business Trends in the Creative Economy
   2.6.2. Study Cases
   2.6.3. Sector Revolution

Module 3. Digital Transformation in the Creative Industry

The best academic program on the market to enhance the innovative processes of creative companies"

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 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.

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

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. 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:
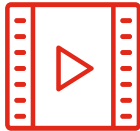
Study Material

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 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 competencies and skills in each thematic 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%
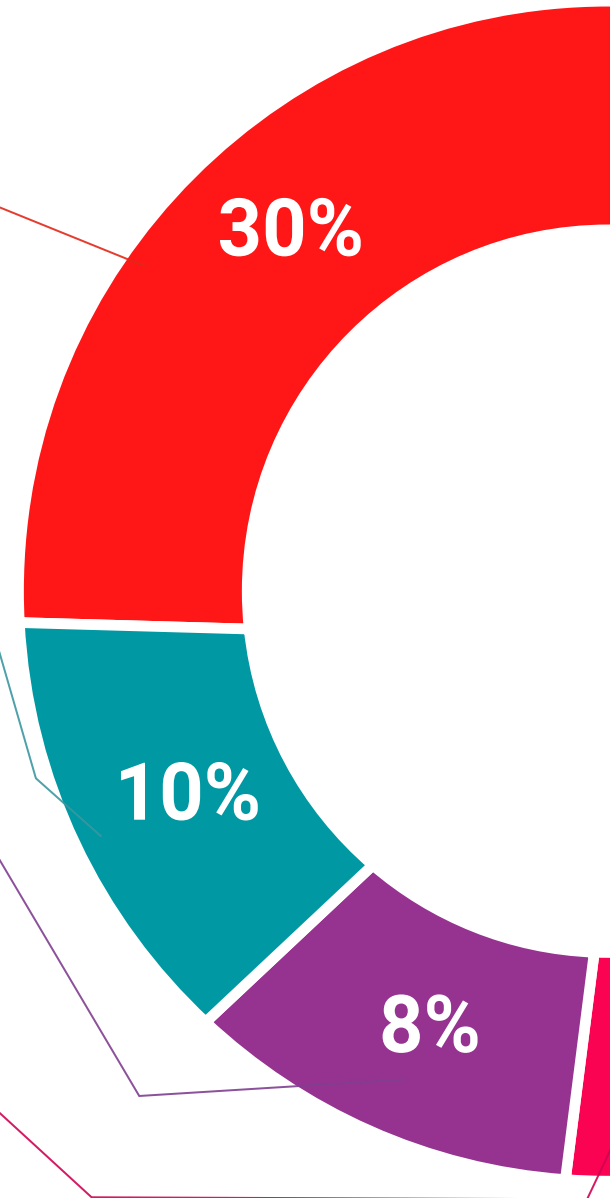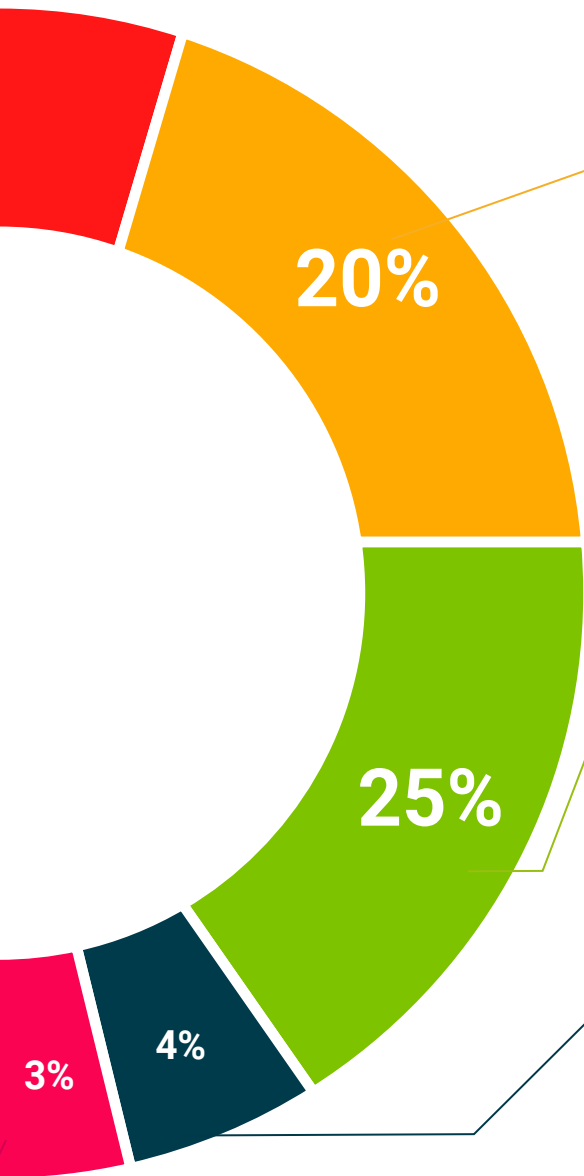
Case Studies

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.

06
Certificate

The Postgraduate Diploma in Innovation in Creative Industries guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Innovation 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Innovation in Creative Industries**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

DIPLOMA

to

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

POSTGRADUATE DIPLOMA

in

Innovation in Creative Industries

This is a qualification awarded by this University, equivalent to 450 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 diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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