

# Postgraduate Certificate

## Futures Thinking: Transforming Today from Tomorrow



## Postgraduate Certificate Futures Thinking: Transforming Today from Tomorrow

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

Website: [www.techtitute.com/us/videogames-design/postgraduate-certificate/futures-thinking-transforming-today-from-tomorrow](http://www.techtitute.com/us/videogames-design/postgraduate-certificate/futures-thinking-transforming-today-from-tomorrow)

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# 01

# Introduction

Being ahead of market trends in the world of video games is crucial, as it is a volatile world where it is very important to anticipate one's own audience in order to achieve successful launches. In addition, unforeseen circumstances in the technology field itself can pose an added difficulty for companies with poor planning. In order to provide the student with valuable knowledge in all these situations, TECH has developed the following program in Futures Thinking, an innovative methodology with which the graduate will be able to prepare for the unforeseen events of the future and have various contingency plans with which to act quickly.



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*You will be able to avoid future crises thanks to the knowledge in planning and forecasting that this TECH Postgraduate Certificate will provide you"*

Good and careful planning can make the difference in certain risk situations. Faced with unforeseen events in the video game market, such as, for example, a shortage of semiconductors, it is important to be prepared so that the impact is not so high or so costly that it becomes unaffordable for companies.

It is not only useful to avoid crises. Forward planning is also a powerful tool for game developers who want to analyze markets and stay ahead of emerging trends. With good management of possible industry scenarios, positive results can be achieved by quickly shifting the focus or attention of work teams.

Since this is such a useful skill for professional performance in the video game industry, TECH has developed this Postgraduate Certificate in Futures Thinking: Transforming Today from Tomorrow. In it, the student will learn the basic fundamentals of this innovative methodology, being able to make accurate predictions according to the situations in which they find themselves at any given moment.

The degree also has the particularity of being taught 100% online, without face-to-face classes or fixed predetermined schedules. At any time during the course, the student can download all the didactic material and adapt it to their own needs.

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

- ◆ Learning to build the present through the future with a novel and innovative methodology
- ◆ Become familiar with the use of analytical tools that unravel the social and cultural reality, helping to understand it in a more effective way
- ◆ Manage ideas, projects and work with a forward-looking perspective, anticipating dangers and foreseeing new opportunities
- ◆ The support to foster not only one's own creativity, but to help transmit that creativity and create an active work team
- ◆ A teaching staff that is an expert in the field and has developed the didactic content based on their own professional experience
- ◆ Total availability of content from any fixed or mobile device with internet connection



*With this specialization in Futures Thinking you can be a valuable asset to hundreds of video game companies looking to shore up their future planning"*

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*The video game market is very volatile, changing trends and fashions every cycle, with unexpected successes. Turn your foresight into an ally and be the one who makes the changes”*

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.

*Give an innovative touch to your work methodology with this Postgraduate Certificate in Futures Thinking: Transforming Today from Tomorrow.*

*This specialization will make a difference in your professional resume, making you stand out as an innovative, forward-thinking planner.*



# 02 Objectives

This Postgraduate Certificate in Futures Thinking: Transforming Today from Tomorrow allows the student to specialize in an innovative planning field, which uses a variety of past and present analyses to anticipate future events. In this way, the student obtains a series of skills of particular relevance in the video game sector thanks to the objectives set by TECH for the following degree, which guarantee its quality and usefulness.





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*Your goal is to be a competent professional in the video game industry and TECH's goal is to help you achieve it"*



## General Objectives

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- ◆ Develop the student's planning skills in a competency considered basic in any company
- ◆ Encourage autonomous and constant updating of knowledge in volatile and changing environments
- ◆ Use the resources at the company's disposal in a creative way to tackle tasks in precise time slots
- ◆ Acquire strategic market vision and innovative methodology skills
- ◆ Learn specific knowledge for the management of companies and organizations in the context of the creative industry
- ◆ Manage and create ideas to be implemented in a context of innovation in the creative sector





## Specific Objectives

- ◆ Building confidence in the company by being prepared for possible future scenarios
- ◆ Face challenges and business decisions with a forward-looking perspective, encouraging the autonomous management of ideas, projects and work
- ◆ Know the signs of change and how to interpret them in order to effectively forecast their evolution
- ◆ Acquire all the modern techniques of *Futures Thinking* with which to stand out as an innovative agent in the work environment

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*By knowing how to anticipate future difficulties, you will be able to better plan your work and avoid the major problem of an inadvertent crisis”*

03

# Course Management

The teaching staff in charge of this Postgraduate Certificate has been selected by TECH for their extensive experience at the head of various creative companies, where they have been able to put into practice their knowledge in Futures Thinking and future planning methodology. Therefore, the quality of the teaching material is guaranteed by the faculty's own expertise, which has already demonstrated that its use in the professional environment brings significant benefits for both the employee and the company.



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*You already know that Futures Thinking has real utility in your professional field. Do not hesitate and enroll in this Postgraduate Certificate"*

## 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

## 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

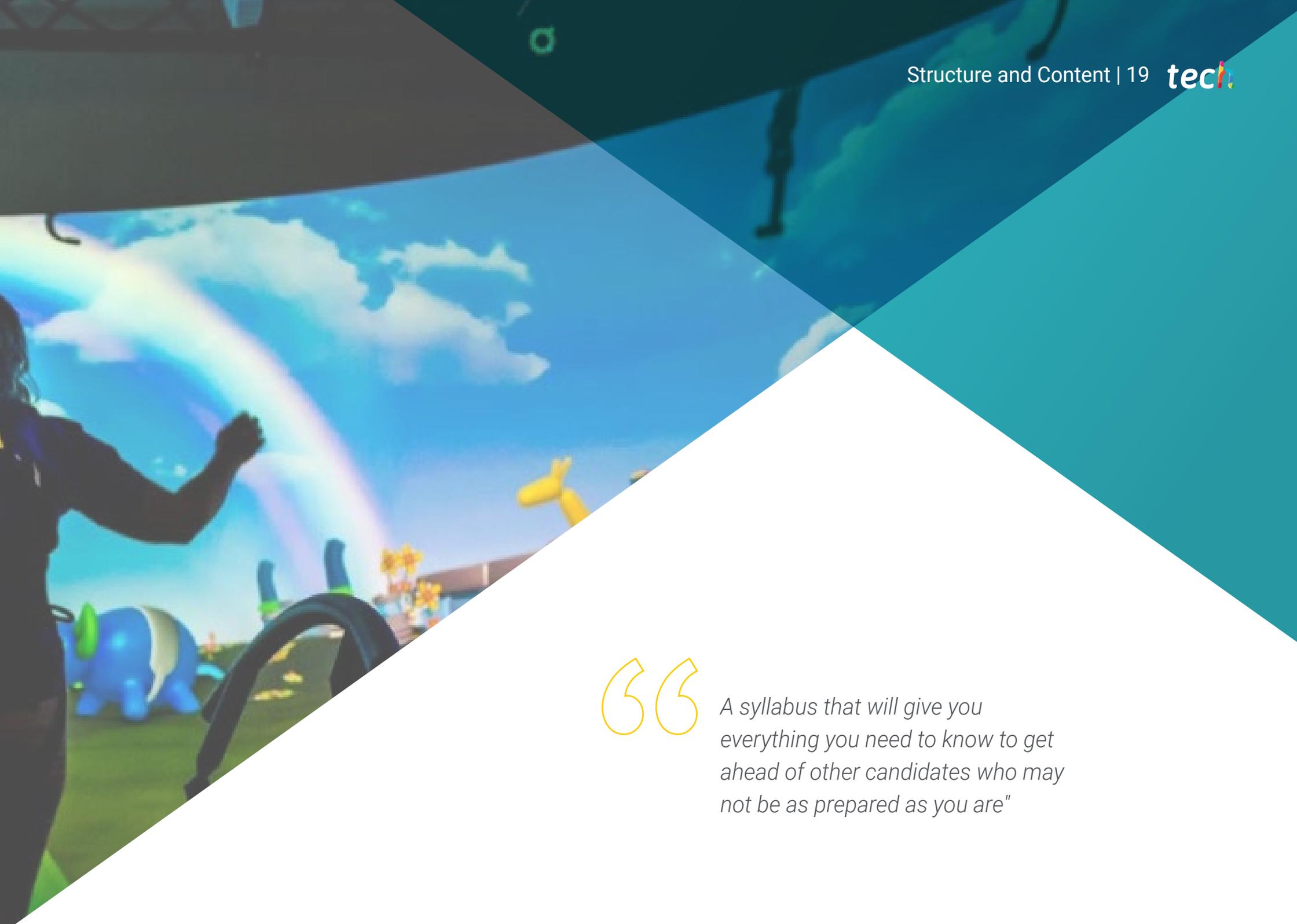


# 04

## Structure and Content

The student will learn through the didactic course of this degree everything related to Futures Thinking in order to be able to apply it in their professional field. We will review the signals of possible changes and how to interpret them, the types of future, collaborative forecasting or ways of efficient planning in the face of imminent scenarios. With all this, the student will obtain full training in the Futures Thinking methodology and its possible applications in the field of video games.





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*A syllabus that will give you everything you need to know to get ahead of other candidates who may not be as prepared as you are"*

## 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

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*You have the chance to obtain professional and job growth thanks to this TECH degree. Don't miss it and enroll now”*

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.

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*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

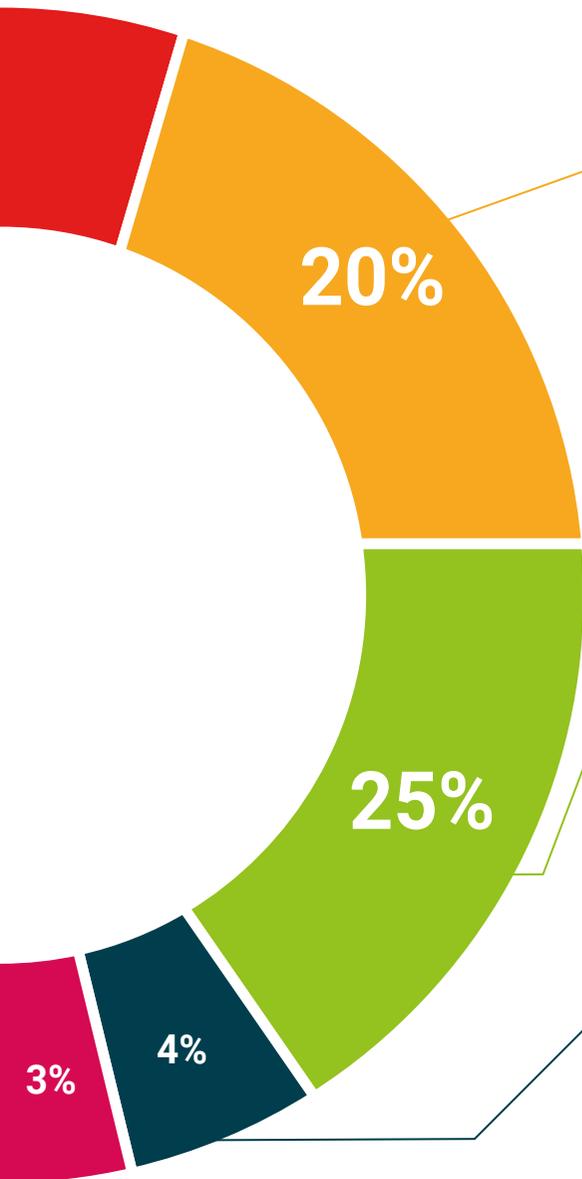
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### 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

This Postgraduate Certificate in Futures Thinking: Transforming Today from Tomorrow guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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*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 Futures Thinking: Transforming Today from Tomorrow** 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 Futures Thinking: Transforming Today from Tomorrow**

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



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