

# Postgraduate Certificate Creative Business Management





## Postgraduate Certificate Creative Business Management

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

Website: [www.techtitute.com/us/videogames/postgraduate-certificate/creative-business-management](http://www.techtitute.com/us/videogames/postgraduate-certificate/creative-business-management)

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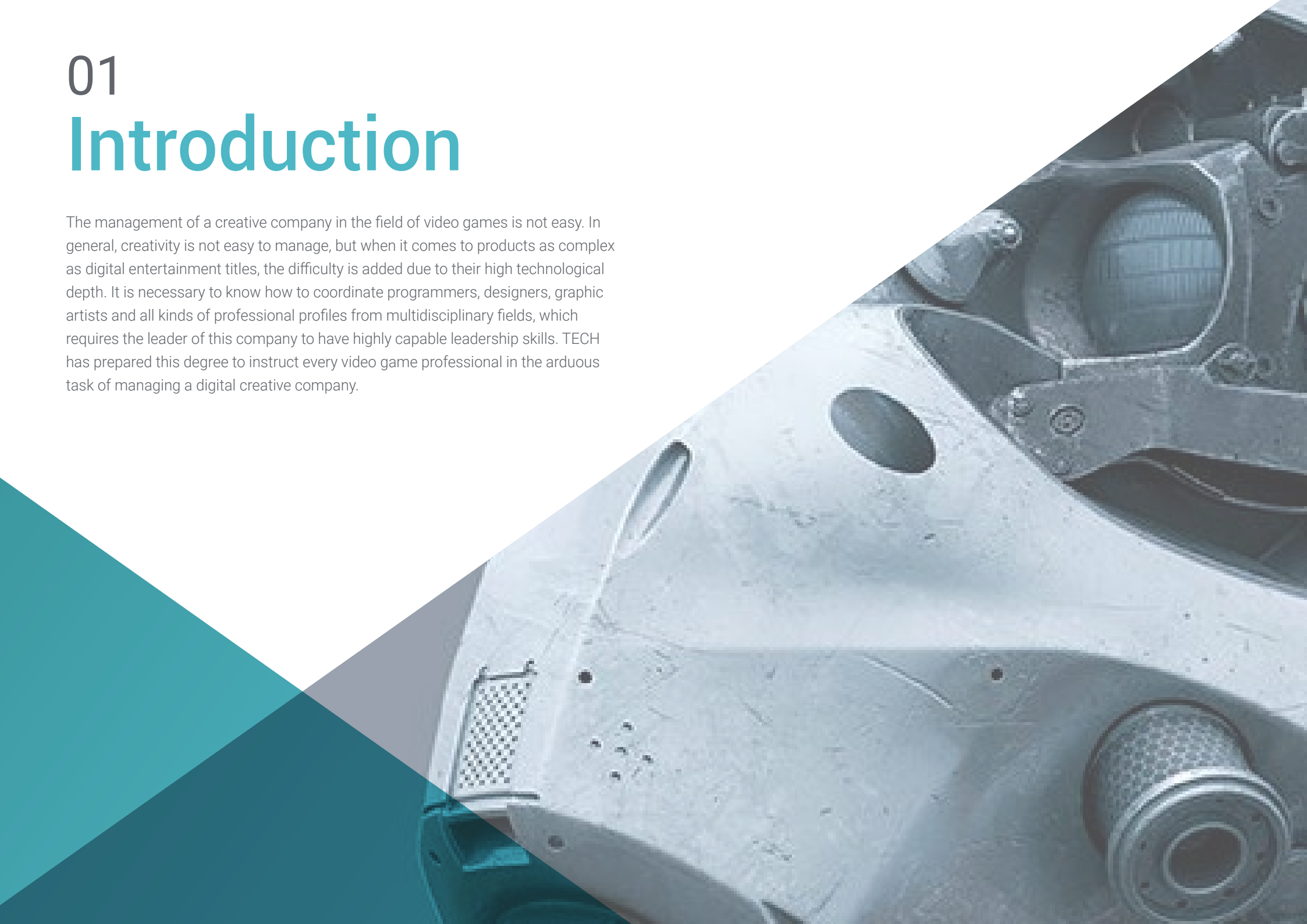
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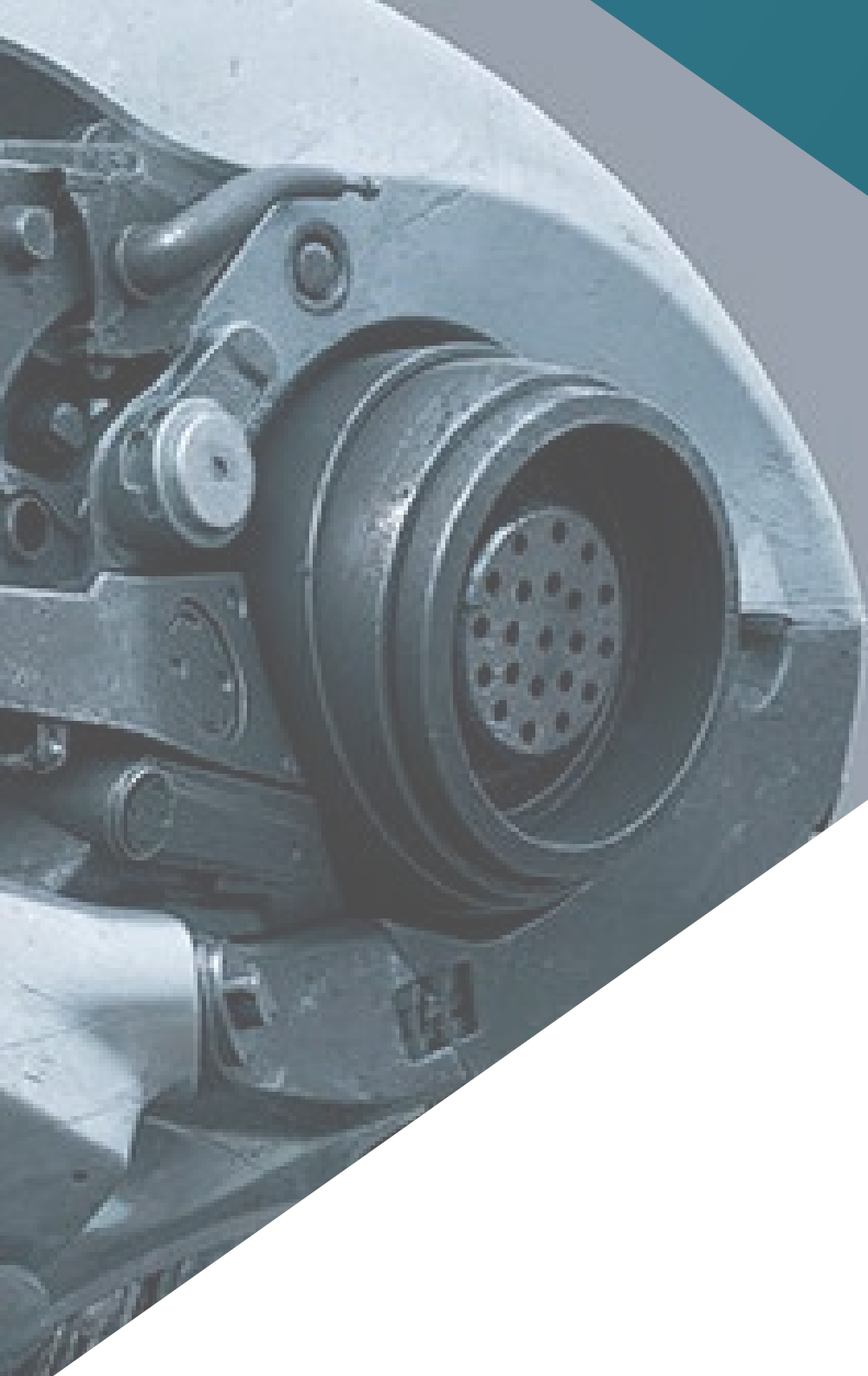
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# 01

# Introduction

The management of a creative company in the field of video games is not easy. In general, creativity is not easy to manage, but when it comes to products as complex as digital entertainment titles, the difficulty is added due to their high technological depth. It is necessary to know how to coordinate programmers, designers, graphic artists and all kinds of professional profiles from multidisciplinary fields, which requires the leader of this company to have highly capable leadership skills. TECH has prepared this degree to instruct every video game professional in the arduous task of managing a digital creative company.





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*Leading video game teams is not easy, but you have the attitude it takes. Add the necessary skills with this TECH Postgraduate Certificate in Creative Business Management”*

Figures such as Shigeru Miyamoto, Phil Spencer or Hideo Kojima are big names in the video game industry thanks to their great leadership skills at the head of highly complex development teams. Learning how to manage a video game is not only knowing how to do it, but also taking into account the users who are going to play it, facilitating creativity within the work environment or putting the buyer at the center of every strategy and decision to be made.

To forge this kind of leadership figures, in addition to a good amount of experience, specific knowledge and precise methodology are needed for the leader to be able to efficiently guide his/her workers. This will ensure that production is free of problems and complications that could hinder it.

For all professionals in the world of video games who want to get a good instruction in leadership and business management, TECH has developed the following program, with a high practical content of innovative methodologies and useful knowledge when it comes to managing, coordinating and successfully leading large groups of video game development.

This program, in addition, has the facility of being taught entirely in an online format, which allows students to have access to the complete didactic material and to adapt their studies to their personal or professional interests and obligations.

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

- ◆ Total consumer analysis and breakdown: understanding the consumer, knowing what they want and offering them solutions
- ◆ Different methodologies with which to perform a powerful analysis of the market, paying special attention to the figure of the buyer
- ◆ Resources and research techniques that help students acquire greater autonomy at the end of the Postgraduate Certificate
- ◆ An effective program that ensures that students acquire the fundamental skills and abilities for the business management of creativity
- ◆ Specialized support from a team of subject matter experts
- ◆ Absolute flexibility to access content from any fixed or portable device with an Internet connection



*You will be a great leader for all your work teams thanks to the knowledge you will gain in this TECH Postgraduate Certificate"*

“

*Enroll now in this Postgraduate Certificate in Creative Business Management and do not miss the opportunity to become a leading figure in the industry”*

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.

*If you think you can be the next CEO of Nintendo, Sony or Xbox, you're in the right place to start your path to success.*

*You will see your job prospects increase as you gain specialized instruction in Creative Business Management.*



# 02

# Objectives

TECH's Postgraduate Certificate in Creative Business Management teaches students the most necessary keys to leadership and coordination in highly creative industries such as video games. The student will learn through various topics the most modern methodologies with which to achieve their own professional objectives. TECH guarantees the quality and professionalism of its qualifications thanks to well defined and well defined objectives.







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*Your professional goals are aligned with TECH's: to realize your full potential and become the best leader in the video game industry"*



## General Objectives

- ◆ Understand the importance of the customer as a central figure in any business strategy
- ◆ Teach how to face the business challenges and decisions that the student will face in the future
- ◆ Provide useful tools and methodologies with which the student can stand out in the labor market
- ◆ Empower students to be proactive and self reliant
- ◆ Know the strategies with which to efficiently manage customer needs
- ◆ Provide the latest research resources and techniques for the student to continue learning in the future





## Specific Objectives

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- ◆ Examine the current context in which the user operates and learn how it has changed in recent times
- ◆ Cover the different strategies that can be used to meet the needs of such a user
- ◆ Know how to implement the different strategies and methodologies of the program in the creative industry
- ◆ Prepare the student for effective and efficient leadership of a creative design business

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*You will learn how to put the customer at the center of the company's strategy, earning the reputation and goodwill of your target audience"*

# 03

# Course Management

The teaching staff in charge of the development of this Postgraduate Certificate in Creative Business Management at TECH has extensive experience leading many companies in the field of creativity, so that their own expertise and professional know how guarantee the quality of the content taught. Students will be supported by experts who will guide them on their path to professional success, with cutting edge content that will distinguish them personally and professionally.





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*You have at your side true professionals in Creative Business Management who will not hesitate to help you in everything you need”*

## 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. Eyzaguirre Vilanova, Carolina

- ◆ Researcher and sociologist of fashion and trends at ISEM Fashion Business School
- ◆ Lecturer in different Universities, Master's Degrees and Business Schools around the fashion and luxury industry
- ◆ Expert in Trend Forecasting and Customer Insights
- ◆ Sociologist and economist from the University of Salamanca
- ◆ Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- ◆ Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- ◆ PhD Candidate in Applied Creativity from the University of Navarra

# 04

## Structure and Content

The teaching module that makes up this program is divided into 10 topics. These include all the didactic material in a direct and clear way, supported by a multitude of practical examples, real cases and audiovisual resources so that the study work is light but efficient for the student. The student will learn issues such as the current context of users, human centric, design thinking, user insights or the different archetypes of buyers, among others.



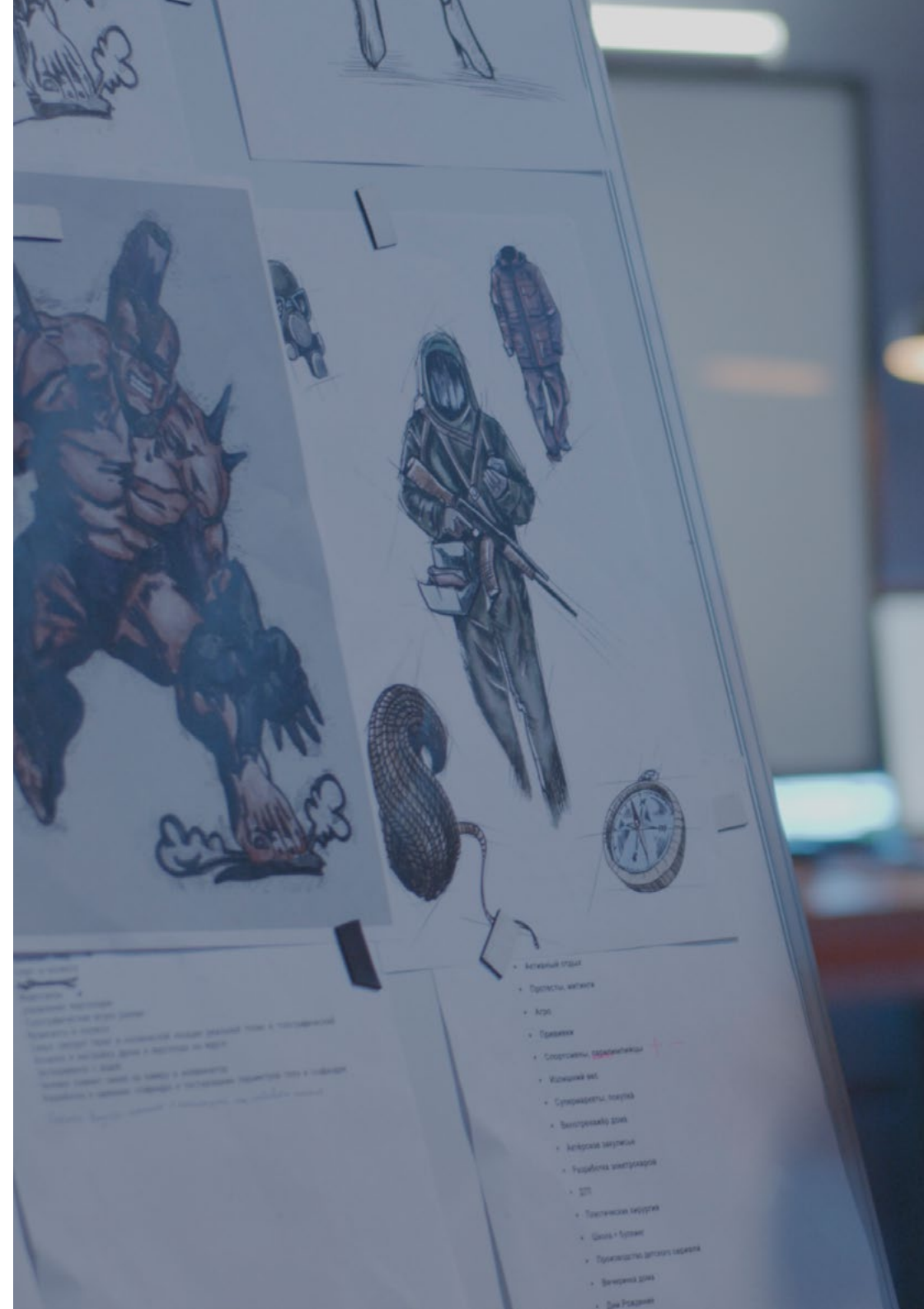


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*With all this high quality didactic material, there will be no aspect that will escape your leadership and management of video game companies”*

## Module 1. Creative Business Management

- 1.1. The User in the Current Context
  - 1.1.1. Consumer Change in Recent Times
  - 1.1.2. The Importance of Research
  - 1.1.3. Trend Analysis
- 1.2. Strategy with the Focus on the Individual
  - 1.2.1. *Human Centric* Strategy
  - 1.2.2. Keys and Benefits of Being *Human Centric*
  - 1.2.3. Success Stories
- 1.3. Data on the *Human Centric* Strategy
  - 1.3.1. Data on the *Human Centric* Strategy
  - 1.3.2. The Value of the Data
  - 1.3.3. 360° View of the Customer
- 1.4. Implementation of the *Human Centric* Strategy in the Creative Industry
  - 1.4.1. Transformation of Dispersed Information into Customer Knowledge
  - 1.4.2. Opportunity Analysis
  - 1.4.3. Maximization Strategies and Initiatives
- 1.5. *Human Centric* Methodology
  - 1.5.1. From Research to Prototyping
  - 1.5.2. Double Diamond Model: Process and Phases
  - 1.5.3. Tools
- 1.6. *Design Thinking*
  - 1.6.1. *Design Thinking*
  - 1.6.2. Methodology
  - 1.6.3. The Techniques and Tools of *Design Thinking*
- 1.7. Brand Positioning in the User's Mind
  - 1.7.1. Positioning Analysis
  - 1.7.2. Typology
  - 1.7.3. Methodology and Tools



- 1.8. *User Insights* in Creative Businesses
  - 1.8.1. *Insights* and their Importance
  - 1.8.2. *Customer Journey* and the Relevance of the *Journey Map*
  - 1.8.3. Research Techniques
- 1.9. User Profiling (Archetypes and *Buyer Persona*)
  - 1.9.1. Archetypes
  - 1.9.2. *Buyer persona*
  - 1.9.3. Methodology of Analysis
- 1.10. Research Resources and Techniques
  - 1.10.1. Techniques in Context
  - 1.10.2. Visualization and Creation Techniques
  - 1.10.3. Voice Contrast Techniques

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*You deserve to have a much better position in your field of work. This TECH degree brings you closer to that desired dream”*

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.*





### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

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

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

## Relearning Methodology

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

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

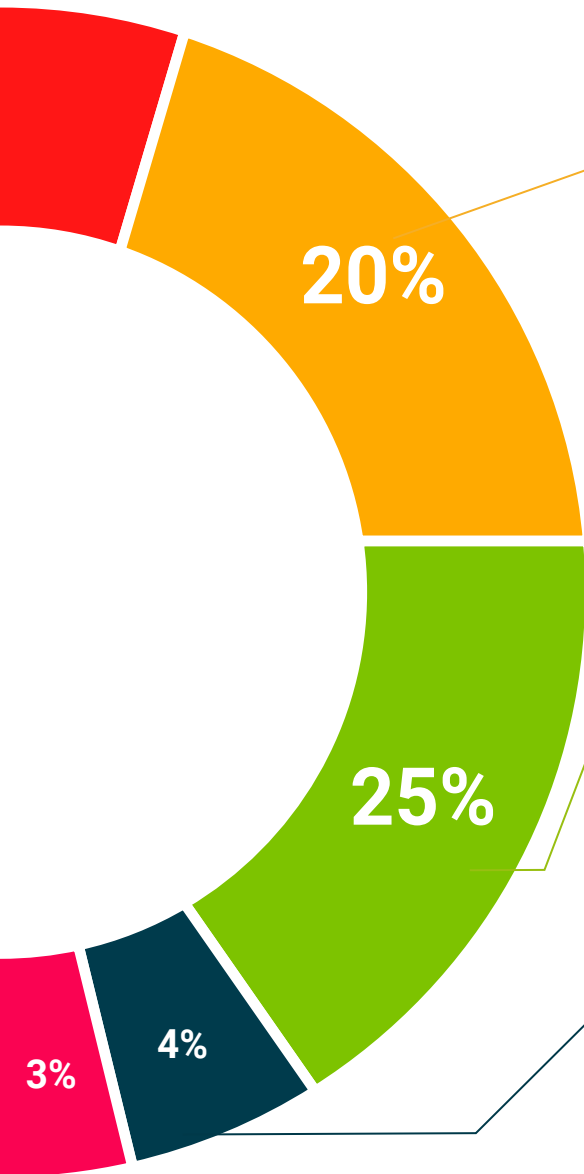
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



# 06 Certificate

The Postgraduate Certificate in Creative Business Management guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Creative Business Management** 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** diploma 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 Creative Business Management**

**Official N° of hours: 150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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