

# Postgraduate Certificate Leading Innovation in Creative Industries





## Postgraduate Certificate Leading Innovation in Creative Industries

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

Website: [www.techtute.com/us/videogames-design/postgraduate-certificate/leading-innovation-creative-industries](http://www.techtute.com/us/videogames-design/postgraduate-certificate/leading-innovation-creative-industries)

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# 01

# Introduction

In the world of videogames, innovation is almost mandatory to stay in business, as there are continuous innovations in both technical and game mechanics, which forces most developers to be creative with their games. Managing this innovation is no easy task, and leading it even less so, as it requires a series of specific skills to foster creation in environments with a multitude of workers from different fields. For video game professionals who want to specialize their career in innovation leadership, TECH has created this complete program, with plenty of cutting-edge didactic material on the subject.



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*Game genres are becoming less and less static and developers are continually testing their limits. Join the most revolutionary changes in the industry with this TECH Postgraduate Certificate"*

Within the field of creativity, the video game industry is possibly one of the sectors where most continuous innovation takes place, as it is fed on the one hand by the unstoppable technological progress of physical hardware and, on the other hand, by the improvements of the most powerful software such as Unreal Engine.

For this innovation to be successful and not lag behind market demands, it is necessary a correct leadership by a professional with skills in creative ecosystems, innovative business models, innovative culture within the company and creativity applied to video games.

TECH has brought together in this program all these teachings, along with some complementary ones, which will help the student to excel in the field of innovation in video games, knowing how to correctly focus the creative efforts of multidisciplinary teams of all kinds.

A program that also has the advantage of being completely online, with no on-site classes or physical assistance of any kind. It is the students themselves who have access to all the didactic material, being able to download it from any device with internet connection to plan their individual study schedules.

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

- ◆ Help the student to acquire the necessary skills in both business and entrepreneurial environments
- ◆ Obtain the necessary knowledge to efficiently manage creative companies and organizations
- ◆ Use of new information technologies to offer the best tools for study
- ◆ 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
- ◆ Absolute availability of content from any fixed or mobile device with an Internet connection



*This is the path you must follow in order to lead innovation in the video game industry"*

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*Your leadership, ingenuity and creativity will determine your performance as a leader of innovation. TECH provides you with the tools you need to succeed”*

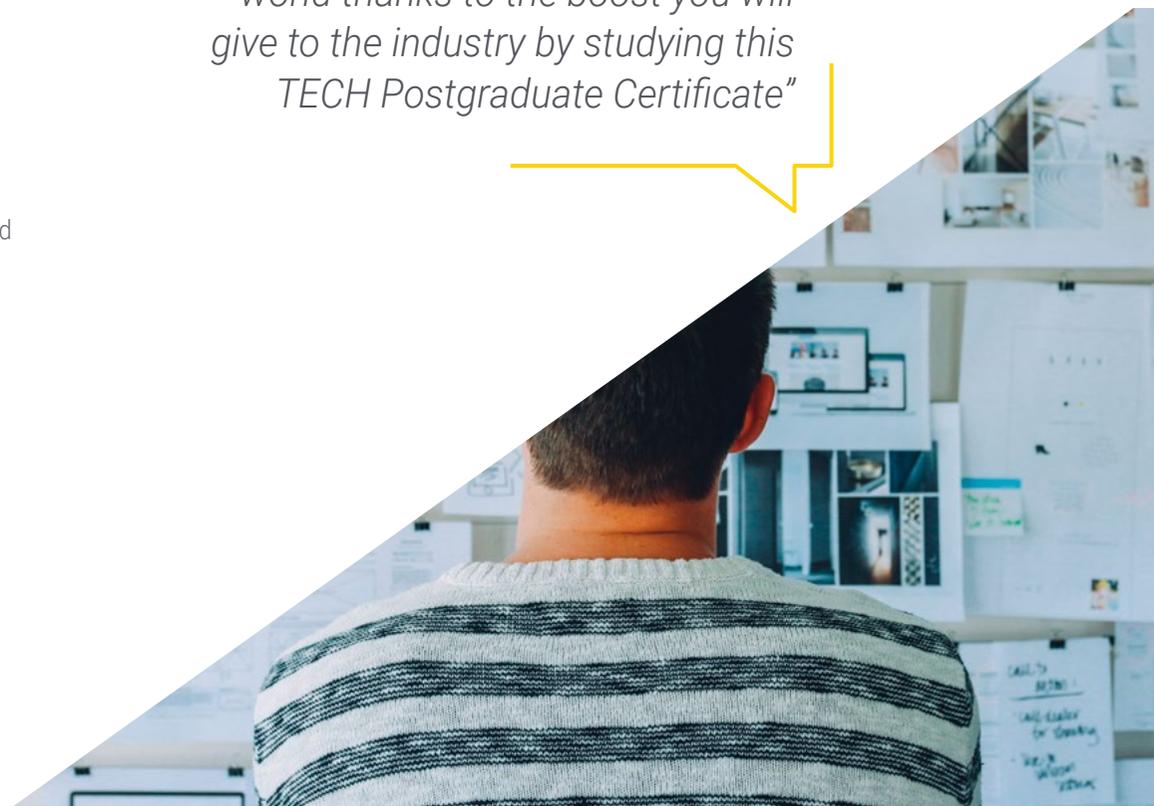
The program’s teaching staff includes professionals from sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

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.

*Become the innovation driver of video games thanks to this Postgraduate Certificate from TECH”*

*You will inspire thousands of gamers and designers around the world thanks to the boost you will give to the industry by studying this TECH Postgraduate Certificate”*



# 02 Objectives

The main objective of this program is to provide its students with the most avant-garde methodology in reference to creative innovation, with special interest in its application to the video game scene. Thus, the student will be able to graduate from this Postgraduate Certificate with all the guarantees of being a true leader in innovation. This is guaranteed thanks to the quality of the teaching itself, the professionalism of the teaching staff involved and TECH's drive to ensure that all its students succeed in their respective fields of work.



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*You will have the best ideas and know how to transmit your passion to your team thanks to this TECH Postgraduate Certificate”*



## General Objectives

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- ◆ Develop the student's management and leadership skills
- ◆ Promote the continuous modernization of knowledge in order to be prepared for future paradigms
- ◆ Understand how creativity and innovation are intrinsically linked to be the drivers of the economy
- ◆ Gain organizational and planning skills to assist in the management of creative businesses
- ◆ Develop communication skills, both written and oral, to facilitate a better transmission of ideas to the work team
- ◆ Acquire market research skills, with strategic vision and innovative work methodology





## Specific Objectives

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- ◆ Explore the context of innovation, why it can fail and the different academic theories on the subject
- ◆ Learn what can restrict us and what obstacles we may encounter when innovating in the creative industry
- ◆ Know the different business models of the Creative Industries and the trends that can be followed
- ◆ Study in depth the financial aspect of innovation, the different ways of finding capital and the new creative and innovative ecosystems

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*Transform your good ideas into great mechanics that will be enjoyed by the privileged players of your games”*



# 03

# Course Management

For the development of this Postgraduate Certificate in Leading Innovation in Creative Industries TECH has brought together a teaching team with extensive experience leading a variety of creative companies, being experts in the field of innovation and introduction of creative methodologies in their respective jobs. The student has the guarantee of the teachers' own professionalism, as well as their continuous support to continue improving at a professional and personal level.





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*You will learn from the best about innovation and creativity in the context of today's business"*

## 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 School of Business
- ◆ Professional Master's Degree in Educational Technology by the Bureau Veritas Business School

# 04

## Structure and Content

The structure of this Postgraduate Certificate in Leading Innovation in Creative Industries has been designed to facilitate student learning, providing a large amount of audiovisual material support, as well as numerous practical examples in which the student will see how the methodologies learned are applied in real contexts. In this way, the acquisition of all the knowledge is made more agile without lightening the syllabus or omitting content





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*A syllabus that will make  
you the creative reference  
for your work teams"*

## Module 1. Leadership and Innovation in the Creative Industries

- 1.1. Creativity Applied to Industry
  - 1.1.1. Creative Expression
  - 1.1.2. Creative Resources
  - 1.1.3. Creative Techniques
- 1.2. The New Innovative Culture
  - 1.2.1. The Context of the Innovation
  - 1.2.2. Why does Innovation Fail?
  - 1.2.3. Academic Theories
- 1.3. Innovation Dimensions and Levers
  - 1.3.1. The Plans or Dimensions of Innovation
  - 1.3.2. Attitudes for Innovation
  - 1.3.3. Intrapreneurship and Technology
- 1.4. Constraints and Obstacles to Innovation in the Creative Industry
  - 1.4.1. Personal and Group Restrictions
  - 1.4.2. Social Constraints and Organizations
  - 1.4.3. Industrial and Technological Restrictions
- 1.5. Closed Innovation and Open Innovation
  - 1.5.1. From Closed Innovation to Open Innovation
  - 1.5.2. Practical Classes to Implement Open Innovation
  - 1.5.3. Experiences of Open Innovation in Companies
- 1.6. Innovative Business Models in IICCs
  - 1.6.1. Business Trends in the Creative Economy
  - 1.6.2. Study Cases
  - 1.6.3. Sector Revolution
- 1.7. Leading and Managing an Innovation Strategy
  - 1.7.1. Boosting Adoption
  - 1.7.2. Leading the Process
  - 1.7.3. *Portfolio Maps*
- 1.8. Financing innovation
  - 1.8.1. CFO: Venture Capital Investor
  - 1.8.2. Dynamic Financing
  - 1.8.3. Response to the Challenges
- 1.9. Hybridization: Innovating in the Creative Economy
  - 1.9.1. Intersection of Sectors
  - 1.9.2. Generation of Disruptive Solutions
  - 1.9.3. The Medici Effect
- 1.10. New Creative and Innovative Ecosystems
  - 1.10.1. Generation of Innovative Environments
  - 1.10.2. Creativity as a Lifestyle
  - 1.10.3. Icosystems



*You will improve your resume and professional level thanks to the knowledge in innovation provided by this TECH Postgraduate Certificate”.*

I D E A S

# 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.*



## 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.

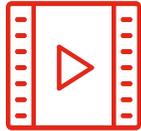
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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

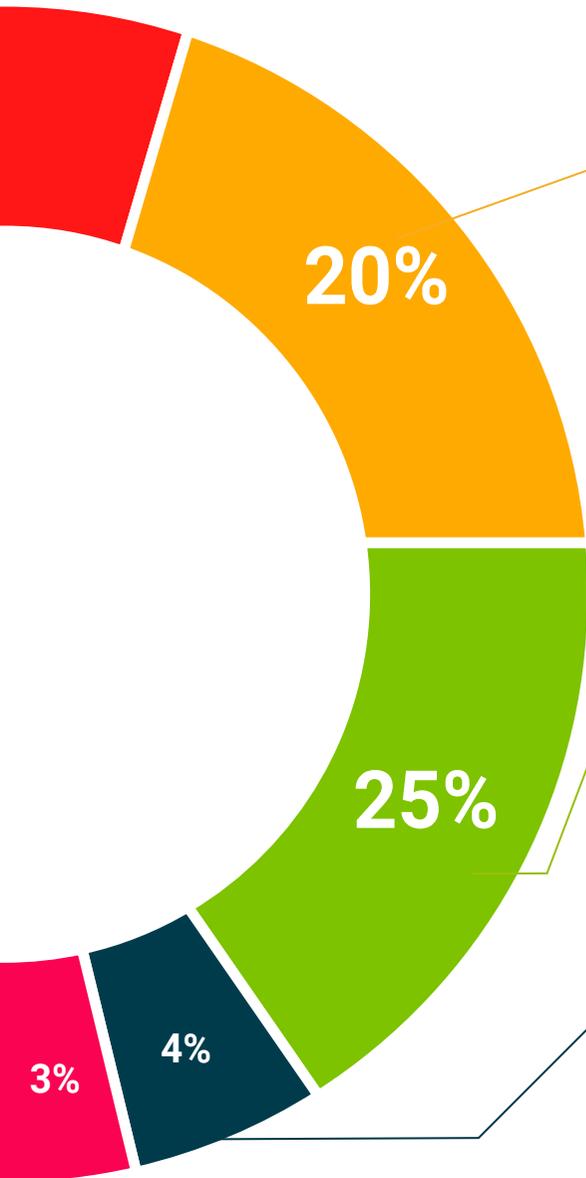
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### 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 Leading Innovation in 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 Leading 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 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 Leading Innovation 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.

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



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