**Modules Catalogue: DL822 – BA (Hons) in Arts Management**

Erasmus students can only study semester 1 in year 3.

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| **YEAR**  | **MODULE CODE** | **MODULE TITLE** | **ECTS** | **SEMESTER**  | **MODULE AIMS / LEARNING OUTCOMES** |
| 3 | HUM H3001 | **Design Thinking and Communications** | 5 | Semester 1 |

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| The aims of the module are to:* Introduce the student to creative and innovative modes and methods of thinking, idea generation and communication.
* Develop key graduate attributes, specifically, problem solving and critical thinking skills by using the Design Thinking process (Stanford School).
* Develop individual confidence and skill in creativity, communication, critical thinking and problem solving.

On successful completion of this module, the student will be able to: * Demonstrate lateral thinking in problem solving and communication strategies.
* Describe and outline the processes of creativity and innovation in learning and communication.
* Develop competencies with digital tools to demonstrate creative approaches to information dissemination and gathering.
* Recognise the importance of reliable research to support entrepreneurial pursuits.
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| 3 | HUM H3002 | **Media Technology** | 5 | Semester 1 | The aims of the module are to: * Develop the student’s ability to critically evaluate potential technological drivers in the internet and new media environment.
* Provide an understanding of some of the drivers active at the time of delivery.
* Provide a critical evaluation of the impact of emerging media technology on different art forms.

On successful completion of this module, students will be able to: * Appraise some the wide range of business related services available through the Internet in its constantly changing manifestations.
* Evaluate some driver emerging technologies, to the level required of arts’ managers and critically evaluate the impact of new media applications and technologies for the arts &cultural sector.
* Appraise some of the main sources of information regarding emerging new media applications & technologies. (PLO 3.3)
* Critically evaluate information technology convergence in media as a driver of change.
* Critique arguments for particular emerging media technology, application & utilisation.
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| 3 | BUSS H3011 | **Business Research Methods** | 5 | Semester 1 | The aim of the module is to develop a range of research skills and knowledge that the student can be used to carry out an independent research project.On successful completion of the module, the student will be able to: * Demonstrate a knowledge of how to design and carry out a research project independently
* Design a data gathering tool(s)
* Analyse the collected data to bring forward new information about an industry issue.
* Discuss the hallmarks of good quality research
* Critically appraise the role of research findings to inform strategic marketing planning.
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| 3 | CENT H3003 | **Performance Studies** | 5 | Semester 1 | The aims of the module are to:* To provide the students with a high level understanding of the environmental and cultural Irish and European context in which the current performing arts operate.
* To equip the student with the key skills and communication strategies to conduct research in the area of the performing arts and the subject matter they select for the module CA.
* To develop specific digital literacies skills such as pod/video casting to express that research content and learning.
* To provide students with understanding and knowledge of what is required to produce/project manage a small media product i.e. a pod/video cast from the initial concept to distribution.
* To have an appreciation of device usage and media consumption.

On successful completion of this module, the student will be able to: * Appreciate how the idea/concept begins, along with firm understanding of narrative and storytelling.
* Discuss and explain the making of a media product through the pre-production, production and post-production process.
* Differentiate between the roles involved in the production process.
* Contact and conduct a research based interview with an arts practitioner across the performing arts spectrum e.g. theatre, dance, music, film, magic, mime, circus skills and puppetry.
* Understand cross-platform distribution and promotion of the media product.
* Understand and appreciation that the ongoing acquisition of skills is crucial such as self-evaluation, visual, oral, written and technological presentation, and the ability to work autonomously and in groups.
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| 3 | CENT H3002 | **Entrepreneurship and the Cultural Industries** | 5 | Semester 1 | The aims of the module are to:* To explore entrepreneurship and entrepreneurs in the cultural industries.
* To practice and document entrepreneurial skills and knowledge.

To analyse the wide variety of entrepreneurship including commercial and not-for-profit/DIY (do-it-yourself) approaches.On successful completion of the module students will be able to: * Explore and evaluate the concept of entrepreneurship
* Appraise and evaluate the critical factors of entrepreneurship
* Develop and practice entrepreneurial skills
* Demonstrate project-management skills including research, analysis, presentation and critical discussion.
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| 3 | CENT H3005 | **Music Business** | 5 | Semester 1 | The aims of the module are to: * Discuss the social, historical and cultural aspects of popular music publishing.
* Develop the students’ concepts of the strategic aspects of the music industry and its relationship with the wider culture industries.

 On successful completion of the module the student will be able to * Review and appraise the functioning of key individuals in the music industry.
* Analyze the business environment in the music industry
* Critically appraise the evolution of skills needed in the music business.
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