**Modules Catalogue: DL909 – Postgraduate Diploma in Business / Master of Business in Digital Entrepreneurship**

Incoming Erasmus students can study this programme for the full academic year only. Classes take place 2 evenings per week and on some Saturdays.

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| **YEAR**  | **MODULE CODE** | **MODULE TITLE** | **ECTS** | **SEMESTER**  | **MODULE AIMS / LEARNING OUTCOMES** |
|  |  | Digital Design for Business | 10 | 1 + 2 |

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| The aim of this module is to enable the learner to design, construct and evaluate a digital presence for a business or equivalent in conjunction with a personal ePortfolio. The objective is to ensure students use various design and technological tools and methodologies to deliver contemporary, entrepreneurial, engaging web presences. On successful completion of this module, you will be able to: 1. Construct and curate a personal ePortfolio using off-the-shelf software describing their learning journey in the module and their design development. 2. Apply design principles and elements to their web presences. 3. Apply digital storytelling techniques to their web presences. 4. Develop entrepreneurial content for their web presences. 5. Use several off-the-shelf software programmes to build web presences. The module content reflects the concepts and tools which provide learners with a thorough foundation in web presence technologies, design elements and principles and content development through digital storytelling. Technological instruction is front-loaded in laboratory settings, followed by design masterclasses and finally finessing through storytelling techniques. Some classes are lecture based, with the majority involving the completion of short tasks for formative assessment and inclusion in the ePortfolio. Several classes will involve guest lecturers and student “Crits”.  |

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|  |  | Digital Innovation + Entrepreneurship | 5 | 1 | The aim of this module is to enable the learner to critically assess digital innovation in industry and digital strategy. The objective is to ensure students use appropriate tools and methodologies to analyse current digital innovations and the effect on industry. On successful completion of this module, you will be able to: 1. Understand and critique current Digital Innovation theories. 2. Analyse digital innovation in industry using theoretical frameworks. 3. Apply theory to relevant case studies. 4. Think critically in light of their own digital business/entrepreneurial idea and experience.The module will be presented and supported to the learners through lectures, workshops with experts in industry, guest lectures and IADT lecturers who are experienced in this area. This module allows for industry experts to share their knowledge and experience of this area with learners. A practical approach is taken in this module where learners will apply what they are learning to their Business idea as part of the module Business Management. The teaching style on this module is highly interactive and will involve a blend of lectures, workshops, discussions, guest talks and lab work.  |
|  |  | SEO + Data Analytics | 10 | 1 + 2 | The aim of this module is to enable the learner to develop practical transferable skills in the area of data collection and interpretation and refine their data management skills. The objective is to ensure students use appropriate tools and approaches for analysing the data from their business websites. On successful completion of this module, you will be able to: 1. Identify business data requirements. 2. Critically interpret data and apply changes to a business’s online presence. 3. Apply SEO to gain priority on Internet searches. 4. Use Microsoft Excel to record, analyse and present data. 5. Critically analyse current methods of data collection and analysis in industry. The module will be presented and supported to the learners through lectures, workshops with experts in industry, guest lectures from experts in industry and IADT lecturers who are experienced in this area. This module allows for industry experts to share their knowledge and experience of this area with learners. A practical approach is taken in this module where learners will apply what they are learning to their online business which is developed as part of the module Digital Design for Business. The teaching style on this module is highly interactive and will involve a blend of lectures, workshops, discussions, guest talks and lab work.  |
|  |  | Digital Marketing | 15 | 1 + 2 | The aim of this module is to enable the learner to gain a critical overview of the role of digital marketing and its capabilities to deliver marketing objectives and to understand a strategic approach to digital marketing. The objective is to ensure students develop the ability to plan, build, implement and critically evaluate advanced digital marketing strategy. On successful completion of this module, you will be able to: 1. Understand and critically evaluate the key digital marketing concepts and theories and their application to an organisation. 2. Critically evaluate the shifts in consumer and buying behaviour and the move from traditional to more digital and integrated marketing strategies.3. Critically analyse emerging platforms in the digital arena. 4. Develop extensive knowledge of the different social media channels and how these can contribute to business and brand engagement. 5. Develop appropriate metrics to measure the efficacy of digital marketing strategies. 6. Evaluate the strategic role of digital campaign elements for an organisation.The module content reflects the key concepts and theories to be delivered in order to provide learners with a thorough understanding of the role of digital marketing strategy to businesses as it aids in decision-making as well as comprehending the corporate context of marketing. The module is delivered during one academic year of 25 weeks. Each week content and student activities are presented in the following lesson plans.  |
|  |  | Business Management | 20 | 1 + 2 | The aim of this module is to enable the learner to develop their critical understanding on managing a business start-up. The objective is to ensure students use appropriate tools and methodologies to develop the business model and for a fledgling business and to ensure that they can engage with strategy, law, finance and hr as they research and develop the business case for a digital business concept. On successful completion of this module, you will be able to: 1. Critically evaluate strategic management tools as they pertain to a fledgling organisation. 2. Appreciate the different types of business models that could be employed to exploit an opportunity.3. Test the business hypothesis in the market place and develop iterations based on customer and peer feedback. 4. Critically interpret the steps involved in developing a business plan. 5. Critically evaluate the key elements of Company, Data Protection, Contract, Duty of Care and Intellectual Property Law that impact on the concept. 6. Develop initial financial statements for the purpose of planning. 7. Assess financing options. 8. Critically evaluate the human resources needs that impact on the development of the plan. 9. Critically assess future staffing requirements, skills, resourcing and selection strategies for small organisations. 10. Critically evaluate approaches to organisational and individual learning and development and design an evaluation mechanism for staff.11. Engage and network with relevant stakeholders’ companies to understand the fundaments of leadership and management. The module assessment strategy will enable the learners to apply the theory and tools that they are studying to a real context – i.e. a business opportunity that they have identified and are developing.  |
|  |  | Business Research Methods | 10 | 2 | The aim of this module is to enable students to develop an understanding of research and obtain research skills required to undertake an empirical research project. The objective is to ensure students develop an understanding of the research processes, to provide students with the language, tools and skills to develop a research proposal and to prepare them to conduct the research project. On successful completion of this module, you will be able to: 1. Develop appropriate research questions.2. Design an appropriate empirical research study to test the research question. 3. Critically explore qualitative and quantitative research methods. 4. Identify and evaluate alternative research designs. 5. Critically evaluate independent empirical research. 6. Apply the research skills gained in this module to prepare a detailed research proposal within the relevant discipline setting.All activities are geared towards enabling students to be able to formulate research questions, critically review current research, writing of the research proposal and conducting the research project.  |
|  |  | Business Research Project | 20 | 3 | The aim of this module is to enable students to develop, execute and disseminate the results of their own research project in the area of Digital Entrepreneurship. On successful completion of this module, you will be able to: 1. Read the relevant literature and identify the main issues to investigate. 2. Develop a topic of study in the area of Digital Entrepreneurship. 3. Select an appropriate research methodology to investigate this topic. 4. Manage the research project from inception to completion. 5. Manage the relationships between supervisor, external stakeholders and staff. 6. Communicate the results of their project effectively. Research projects are independent pieces of work supervised by a member of staff. There will be regular meetings between supervisor and student. The supervisor will guide the student through the process, offering advice and providing feedback on work submitted at intervals. Projects maybe theoretical or practical. In some instances, the project may involve an external partner. Students will have undertaken the Research Methods module and will also be supported by some workshops in academic writing and data analysis as required.  |