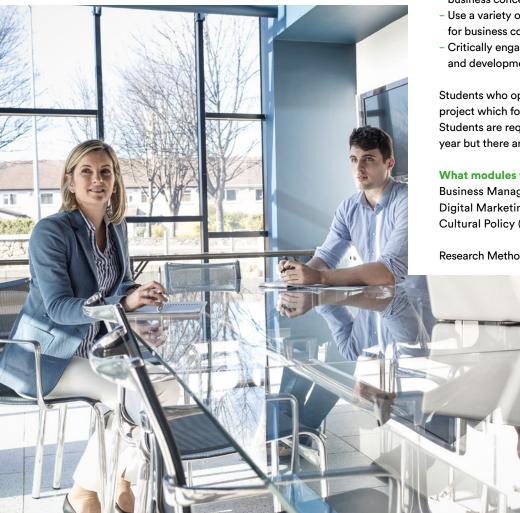
Master of Business DL909 - Level 9 Award [90 ECTS]

or Postgraduate Diploma in Business DL917 - Level 9 Award [60 ECTS]

Digital Entrepreneurship

Explore digital tools and technology for entrepreneurs and professionals and how digital and social media technology can be used to build or expand a successful business.



What is it?

These courses will give you the skills to work as a digital professional. They are project-based practical courses providing you with an in-depth understanding of how business can interact with technology and in online environments.

What will I do?

- Originate, validate and test a business idea
- Critically evaluate a variety of online digital business models
- Critically analyse the data associated with the online business
- Write a business plan incorporating digital business considerations
- Critically evaluate the behaviours of online consumers
- Design and develop an online marketing strategy for a business concept
- Use a variety of online tools to develop an online presence for business concept
- Critically engage with emerging digital technology trends and developments

Students who opt to do the Masters will complete a research project which focuses on emerging digital technologies. Students are required to complete assignments during the year but there are no end-of-year examinations.

What modules will I study?

Business Management | Strategic Management | Digital Marketing | Cultural Event Management | Cultural Policy (60 ECTS)

Research Methods | Research Project (additional 30 ECTS)

Who can apply?

These courses are suitable for students who have an Undergraduate qualification of 2nd Class Honours or higher at Honours Degree level. Applicants without a Level 8 gualification may be considered based on their prior experience and learning through our RPL (Recognition of Prior Learning) process.

Future Careers

Graduates avail of opportunities in management, marketing, digital marketing, digital strategy and e-commerce.

When do classes take place?

Classes normally take place on 2 evenings per week and every second Saturday (subject to change). Masters course: 18 months. Postgraduate Diploma: 12 months.

Fees

Masters EU students: €6,000 per annum
Postgraduate EU Students: €4,000 per annum
Masters Non-EU students: €16,000 per annum
Postgraduate Non-EU Students: €12,000 per annum

How to apply

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E	postgradadmissions@iadt.ie
т	01 239 4612

For further information on the course, contact		
Dr Therese Moylan, Programme Chair		
E	therese.moylan@iadt.ie	



iadt.ie