

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 qualification 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

E postgradadmissions@iadt.ie

T 01 239 4612

## For further information on the course, contact

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