**Modules Catalogue: DL916 – Postgraduate Diploma in Business / Master of Business in Cultural Event Management**

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

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| **YEAR**  | **MODULE CODE** | **MODULE TITLE** | **ECTS** | **SEMESTER**  | **MODULE AIMS / LEARNING OUTCOMES** |
|  |  | Cultural Event Management | 15 |

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| 1 + 2 |

 | The aim of this module is to enable the learner to develop knowledge skills and competencies in cultural event management. The objective is to ensure students apply a range of management tools and methodologies in the design and execution of an original cultural event. On successful completion of this module, you will be able to: 1. Demonstrate a critical understanding of the event context (Political, Social, Economic, Technological and Cultural) 2. Conceptualise and develop an event idea, demonstrating an understanding of the issues around implementation, planning, controlling and evaluating an event or project 3. Integrate learning from the related subjects of financial management, human resource management, digital marketing, funding and sponsorship. 4. Critically evaluate the project management and operational processes as applied to an original event the student(s) devised. 5. Apply event impact assessment methodologies to evaluating an event in terms of economic, social and environmental outcomes. Indicative Syllabus:Events in Context (Political, Economic, Social Technological, Environmental, Globalisation and Events) | The Event Concept using Goldblatt’s 5 W’s framework | Programming cultural events, festivals + venues | Concept Initiation | Event Design | Project Initiation as applied to events – Project Charter/Scope Statement | Event planning using project management tools (WBS, Scheduling work, Gantt Chart, Budget) |Event operational planning – Risk Assessment, Health + Safety, Licencing |Evaluation project management processes as applied to a cultural event | Economic and social impact of events – methodologies + application |
|  |  | Cultural Policy | 10 | 1 + 2  |

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| The aim of this module is to enable the learner to develop critical analytical skills and refine their understanding of cultural policy both nationally and internationally. The objective is to ensure students use appropriate tools and methodologies applied to critical research projects. On successful completion of this module, you will be able to: 1. Critically engage with the political, economic and social effects on the development of cultural policy in Ireland. 2. Compare and contrast the varying models of cultural policy. 3. Critically evaluate current developments in cultural policy internationally. 4. Critically appraise some of the major theoretical debates that underpin and inform different approaches to cultural policy.Semester 1 deals mainly with Irish Cultural Policy but also introduces some of the international theory relative to Semester 2.  |

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|  |  | Strategic Management | 10 | 1+ 2 |

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| The benefit of a Strategic Management module is that it provides students with an opportunity to bring their knowledge from other areas of the course and from outside of the course into one location and consider the impacts and consequences of strategic decision making. The purpose of the Cultural Mapping project is to provide a substantial learning journey for student in a cultural context that is facilitated by group work and the dynamics and complexity of a multifaceted project. Importantly, this project will have a tangible and practical strategic experience and afford students a practical setting to develop their skills from this module. As such, students will, via the assessment strategies, be exposed to both practical and theoretical learning for Strategic Management.  |

On successful completion of this module, the learner will be able to: 1. Analyse and apply concepts of strategic management. 2. Understand internal and external factors affecting an organisation. 3. Develop and evaluate strategic objectives and position. 4. Formulate a strategic plan of action. 5. Collaborate effectively in coproduction of a cultural map. 6. Generate and re-evaluate a dynamic project at various stages of completion. 7. Develop an appreciation for the complexity and breadth of their chosen cultural subject matter. 8. Critically evaluate their role and performance in the project.The individual project will afford students an opportunity to apply their strategic thinking into a context with which they are familiar or are keen to examine in greater detail. The module will be structured so as to split the individual/group divide evenly across the course. Half of the module will be dedicated to lectures and toward the individual project, while preparing students with the skills for the group project. The Cultural Mapping project will occupy approximately half of the course time. Initially students will be introduced to the subject matter, the role and scope of a cultural mapping project and review previous examples from within the Institute and beyond. This will be lecturer led, transitioning to selection of the parameters of the Cultural Mapping project for this cohort. Through the mid stages of the module the students will drive their own practical learning in completion of the project with the lecturer acting as a facilitator. Upon completion, students will submit the final body of work with their personal/individual reflections and a detailed review will be carried out by both the class and the lecturer.  |
|  |  | Digital Marketing | 15 | 1+ 2 |

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| The aim of this module is to enable the learner to gain a clear 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 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.  |

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|  |  | Business Management | 10 | 1 + 2 |

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| The aim of this module is to enable the learner to develop their critical understanding on managing a cultural event / entity. The objective is to ensure students use appropriate tools and methodologies to develop the business model for a fledgling cultural event/ entity and to ensure that they can engage with strategy, law, and finance as they research and develop the business case for their cultural event concept.On successful completion of this module, you will be able to: 1. Critically evaluate the key elements of Company, Data Protection, Contract, Duty of Care and Intellectual Property Law that impact on the concept. 2. Develop initial financial statements for the purpose of planning. 3. Assess financing options. 4. Engage and network with relevant stakeholders to understand and critically reflect on the fundamentals of law and finance as it pertains to cultural event 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 cultural event opportunity that they have identified and are developing.  |

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|  |  | Business Research Methods | 10 | 2 |

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| 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 (lesson plans, indicative deliverables, and assessment strategy) 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.  |

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|  |  | Business Research Project | 20 | 3 |

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| The aimof this module is to enable students to develop, execute and disseminate the results of their own research project in the area of Creative and Cultural Industries. 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 Cultural and Creative Industries. 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. Detailed General Project Guidelines for the research project are also provided to the students.  |

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