



# Irish University Business School

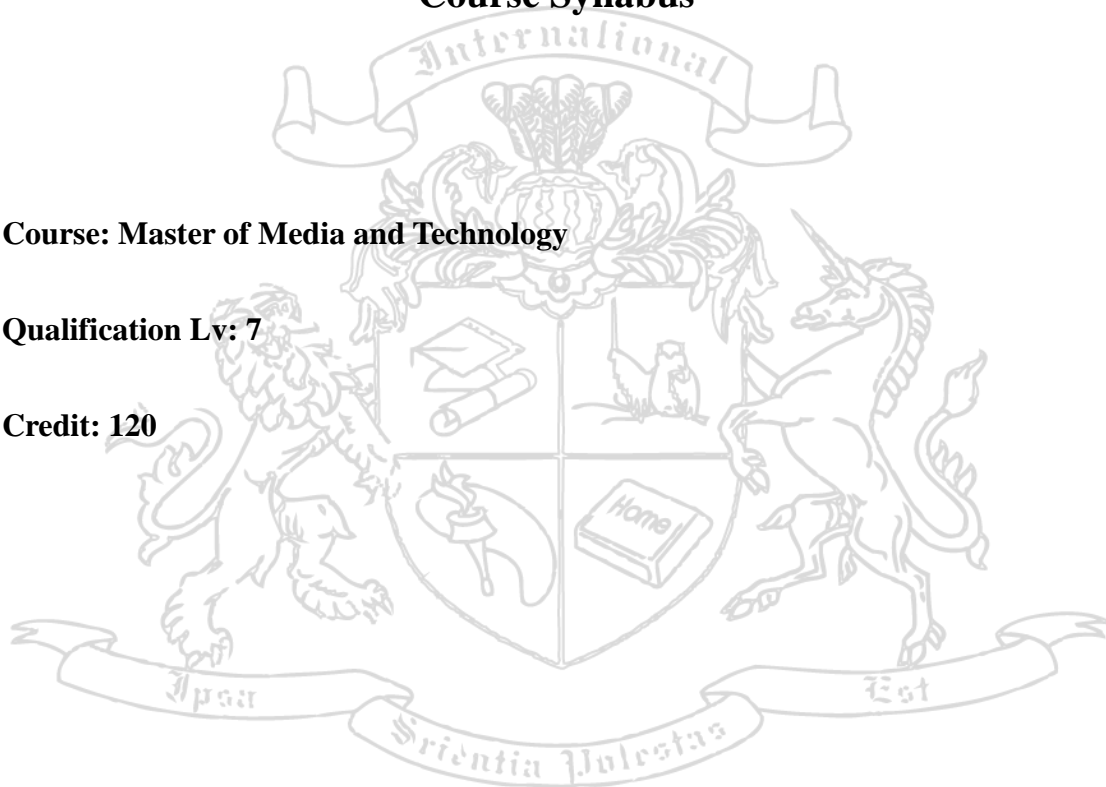
## Irish University Business School

### Course Syllabus

**Course: Master of Media and Technology**

**Qualification Lv: 7**

**Credit: 120**



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# Irish University Business School

## 1. Principles of Management Practices

**Code: MBA 701**

**Credit: 15.0**

**Prerequisite: N/A**

### **Aims and Learning Outcome:**

- Critically evaluates the development of management theories and philosophies as a field of study;
- Examine the history of management theory and at the same time use this to illustrate emerging concepts in the field of management study;
- Evaluate how the field of management has evolved and its major theoretical contributions;
- Analyze and categorize the critical role of managers in organizations;
- Critically evaluate the functions of management;
- Explain and design the human-behavioral aspects of management including motivation, workplace equity, and demographic diversity;
- Apply the principal concepts and models in the workplace and recognize how management roles play out in real organizations;
- Able to articulate management theories into research topics in areas of business and management.

### **Assessment:**

**Assignment(s) or/and Case Studies or/and Project**

**100%**



# Irish University Business School

## 2. Video Production and Camera Techniques

**Code: MMT 705**

**Credit: 15.0**

**Prerequisite: N/A**

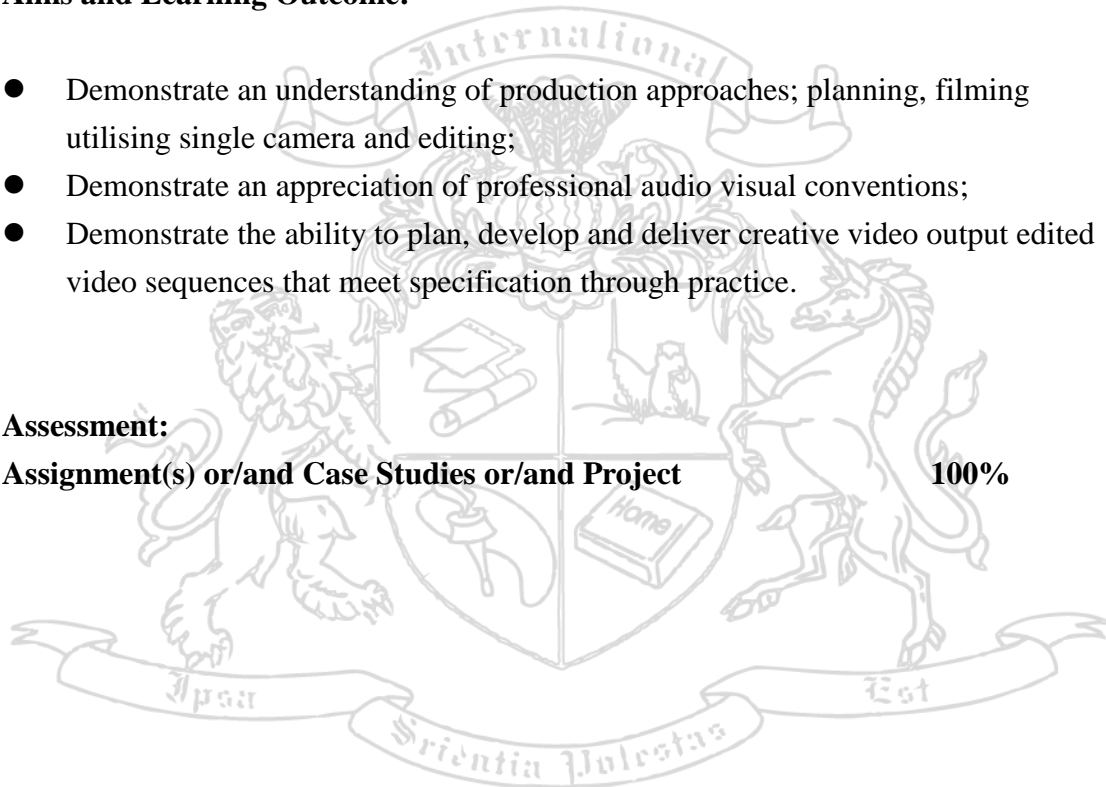
### **Aims and Learning Outcome:**

- Demonstrate an understanding of production approaches; planning, filming utilising single camera and editing;
- Demonstrate an appreciation of professional audio visual conventions;
- Demonstrate the ability to plan, develop and deliver creative video output edited video sequences that meet specification through practice.

### **Assessment:**

**Assignment(s) or/and Case Studies or/and Project**

**100%**





# Irish University Business School

## 3. Integrated Computing Devices for Media

**Code: MMT 708**

**Credit: 15.0**

**Prerequisite: N/A**

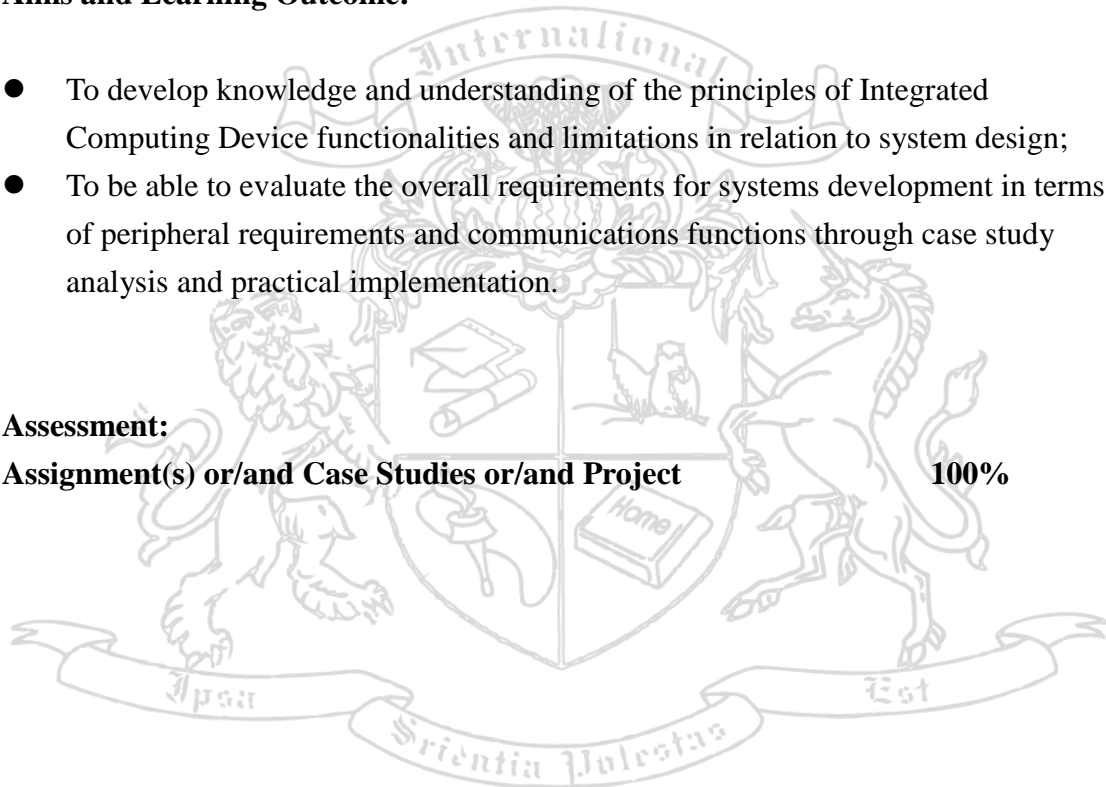
### **Aims and Learning Outcome:**

- To develop knowledge and understanding of the principles of Integrated Computing Device functionalities and limitations in relation to system design;
- To be able to evaluate the overall requirements for systems development in terms of peripheral requirements and communications functions through case study analysis and practical implementation.

### **Assessment:**

**Assignment(s) or/and Case Studies or/and Project**

**100%**





# Irish University Business School

## 4. Financial Management

**Code: MBA 711**

**Credit: 15.0**

**Prerequisite: N/A**

### **Aims and Learning Outcome:**

- Understand how to interpret and create standard financial statements;
- Understand financial statement analysis for the purposes of evaluating and forecasting in financial management;
- Understand how to evaluate a firm's working capital position;
- Understand the components of working capital to minimize the cost of carrying current assets and the cost of short-term borrowing;
- Understand the components of cost of capital by applying time value of money principles.

### **Assessment:**

**Assignment(s) or/and Case Studies or/and Project**

**100%**



# Irish University Business School

## 5. Advanced Internet Technologies

**Code: MMT 713**

**Credit: 15.0**

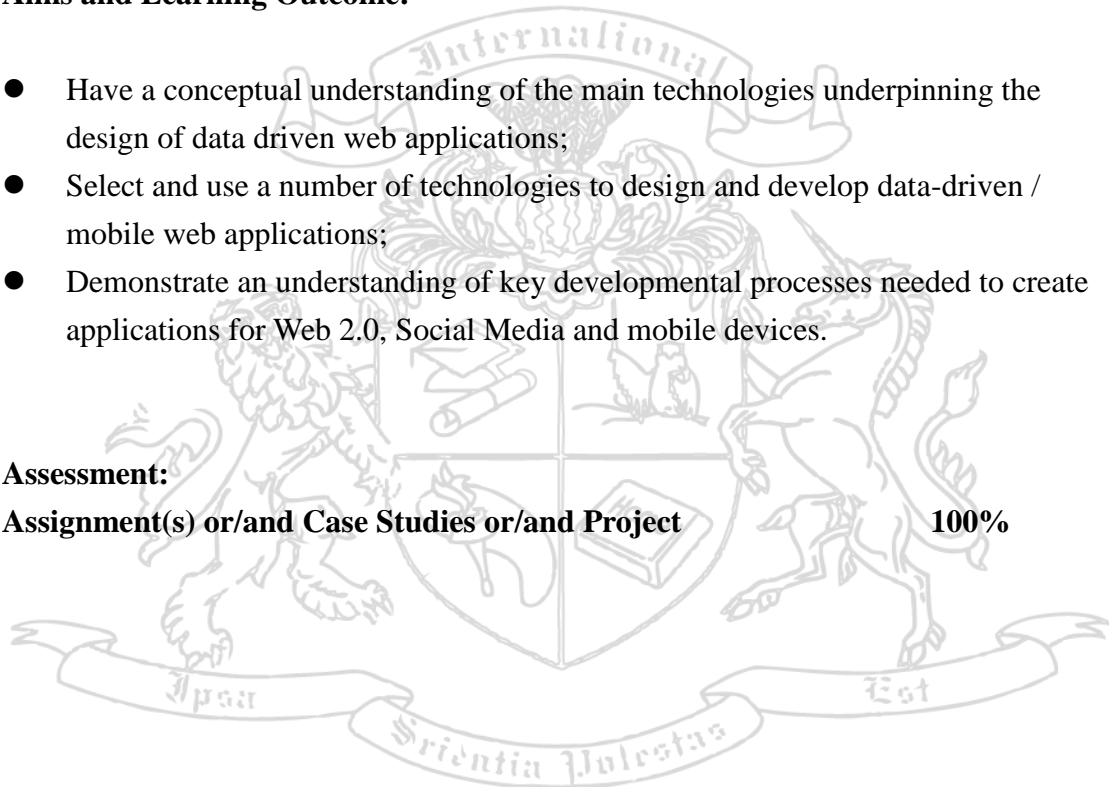
**Prerequisite: N/A**

### **Aims and Learning Outcome:**

- Have a conceptual understanding of the main technologies underpinning the design of data driven web applications;
- Select and use a number of technologies to design and develop data-driven / mobile web applications;
- Demonstrate an understanding of key developmental processes needed to create applications for Web 2.0, Social Media and mobile devices.

### **Assessment:**

**Assignment(s) or/and Case Studies or/and Project 100%**





# Irish University Business School

## 6. Strategic Marketing

**Code: MBA 704**

**Credit: 15.0**

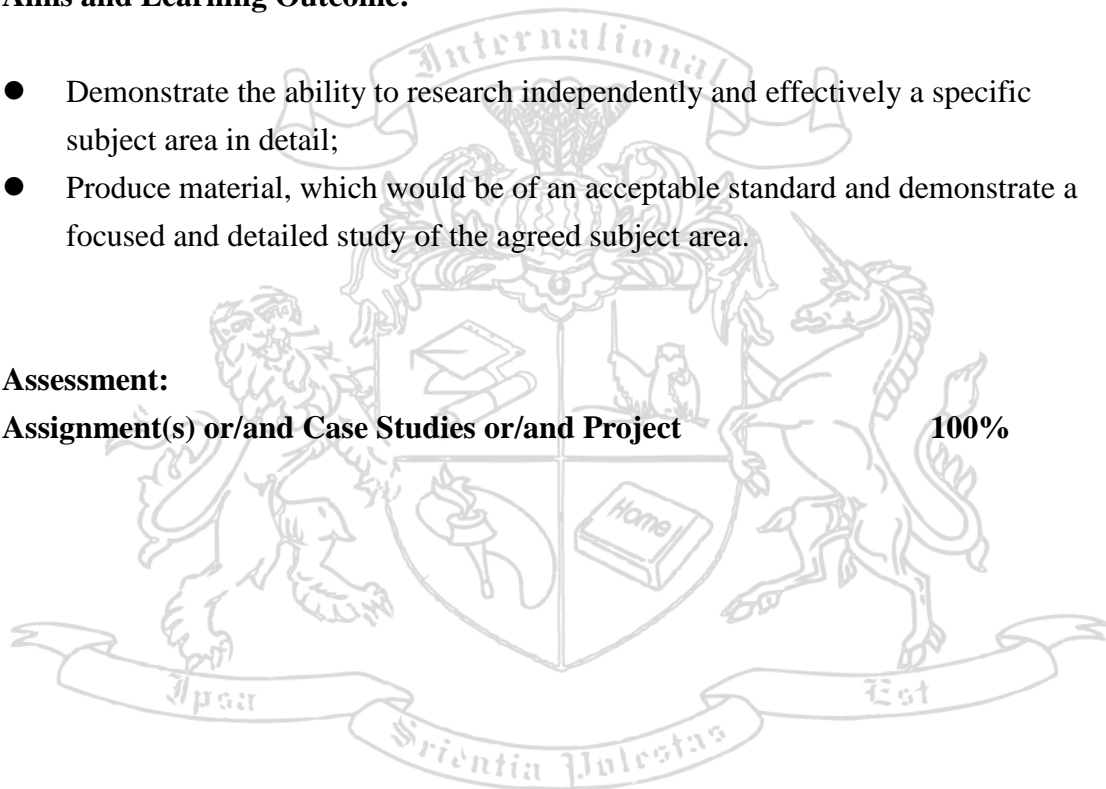
**Prerequisite: N/A**

### **Aims and Learning Outcome:**

- Demonstrate the ability to research independently and effectively a specific subject area in detail;
- Produce material, which would be of an acceptable standard and demonstrate a focused and detailed study of the agreed subject area.

### **Assessment:**

**Assignment(s) or/and Case Studies or/and Project 100%**





# Irish University Business School

## 7. Multimedia Collaborative Practice

**Code: MMT 716**

**Credit: 15.0**

**Prerequisite: N/A**

### **Aims and Learning Outcome:**

- Understand how the media industry operates and what would be required to apply for a potential work experience opportunity;
- Adapt knowledge and understanding of industry to create applications and professional evidence for a diverse range of roles;
- Network and learn from industrial practitioners and leading figures from within the industry to assimilate an understanding of some of the key roles and responsibilities within a number of job titles.

### **Assessment:**

**Assignment(s) or/and Case Studies or/and Project 100%**





# Irish University Business School

## 8. Risk Management

Code: MBA 713

Credit: 15.0

Prerequisite: N/A

### Aims and Learning Outcome:

- Understand and analyse business risk concepts
- Understand how to identify risk and risk probability for applications
- Understand business resilience and the management of risk for further study

### Assessment:

Assignment(s) or/and Case Studies or/and Project 100%

