



Irish University Business School

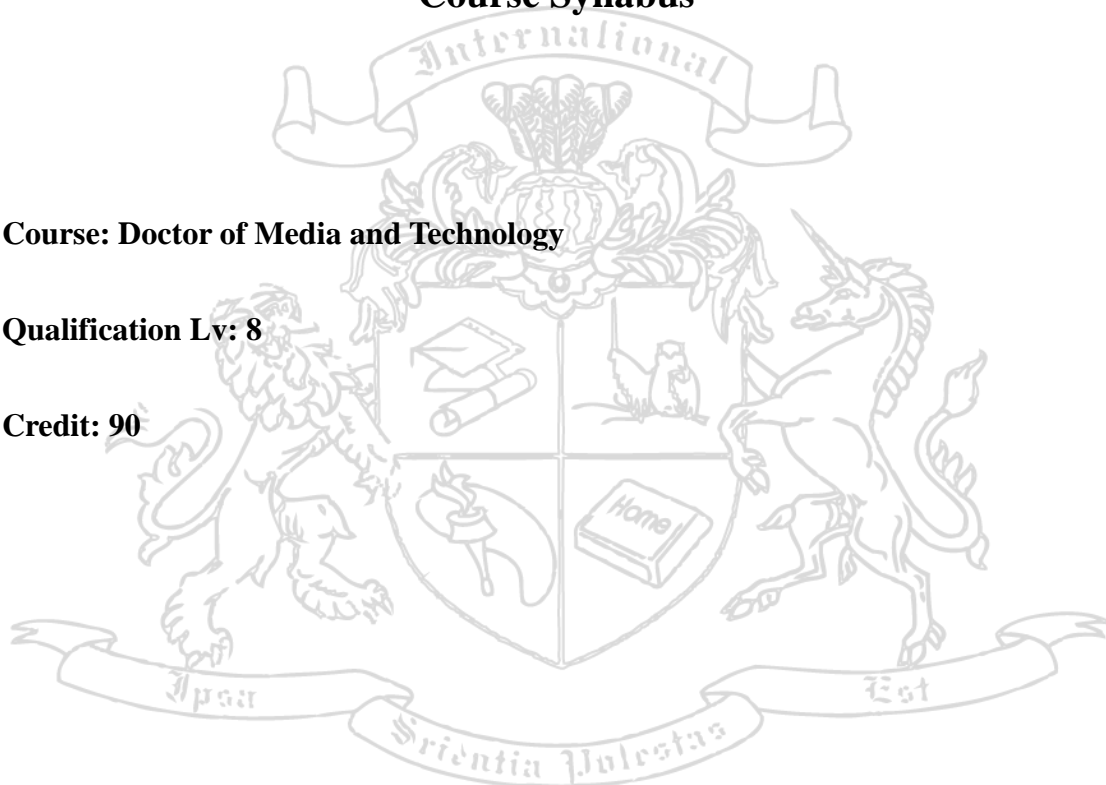
Irish University Business School

Course Syllabus

Course: Doctor of Media and Technology

Qualification Lv: 8

Credit: 90



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1. Multimedia Professional Practice

Code: DMT 802

Credit: 15.0

Prerequisite: N/A

Aims and Learning Outcome:

- To demonstrate knowledge of industry standard hardware and software to an advanced level;
- Formulate clear creative and technical strategies for integrating multimedia and live performance;
- Produce work of a professional standard using skills obtained in audio capture, camera operation, broadcast systems and optical media authoring.

Assessment:

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



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2. Entrepreneurship

Code: DBA 803

Credit: 15.0

Prerequisite: N/A

Aims and Learning Outcome:

- Understand definitions about entrepreneurship and small business and introduces us in the small business and entrepreneurial environment;
- Understand business nature of aiming to secure its survival and development that must offer value to its customers;
- Analyse business environment which is made up of external forces that have a direct bearing on its function;
- To be able to plan the future of a business;
- Explore how an Entrepreneur should successfully present the business plan in a convincing manner to interested parties such as financial institutions, investors (potential shareholders), and governmental institutions;
- Explore importance of organizational culture.

Assessment:

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

100%



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3. International Business

Code: DBA 807

Credit: 15.0

Prerequisite: N/A

Aims and Learning Outcome:

- To identify and address key global issues facing individuals, organizations, and nations;
- To establish the skills to assess the pros and cons of globalization, with a view to articulating company and government policies to deal with the phenomenon;
- To develop and articulate original thoughts on a range of significant aspects of international management, including globalization, intellectual property, managing global virtual teams, harnessing science and technology for competitiveness, and establishing globally-oriented educational curricula;
- To discover the links between science, technology, economic growth and the competitiveness of companies and countries;
- To identify the strengths and weaknesses of employing global virtual teams, with a view to increasing team effectiveness that contributes to corporate/government outcomes;
- To understand the protections afforded individuals and enterprises through patents, trade secrets, trademarks and copyrights;
- To devise strategies for the effective acquisition of technology by enterprises and countries through the use of technology licensing.

Assessment:

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

100%



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4. Virtual Environments

Code: DMT 810

Credit: 15.0

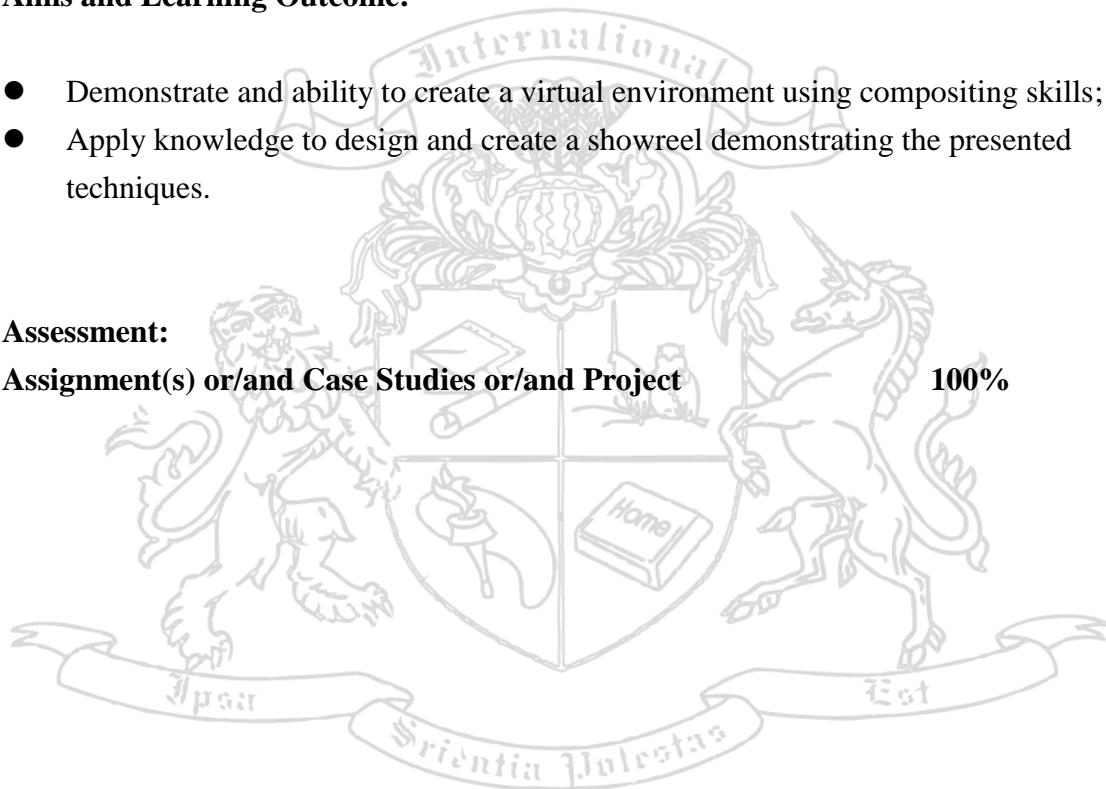
Prerequisite: N/A

Aims and Learning Outcome:

- Demonstrate and ability to create a virtual environment using compositing skills;
- Apply knowledge to design and create a showreel demonstrating the presented techniques.

Assessment:

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





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5. Research Skills and Methodology

Code: DBA 821

Credit: 15.0

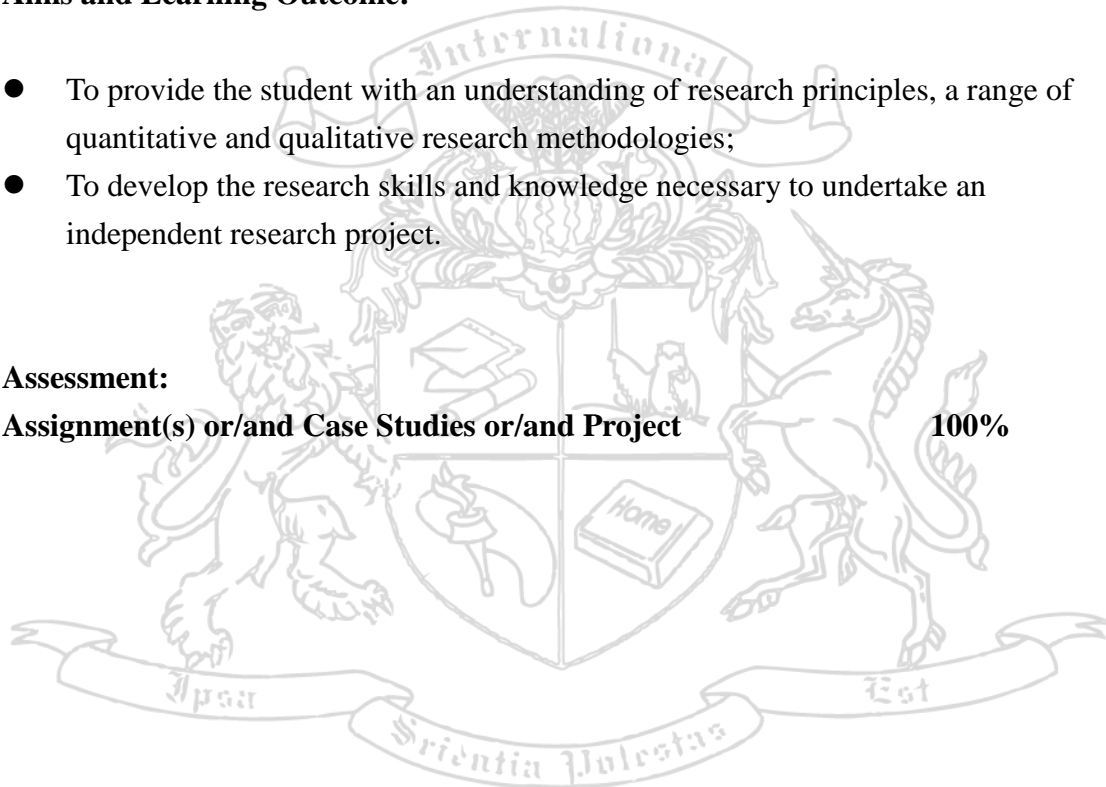
Prerequisite: N/A

Aims and Learning Outcome:

- To provide the student with an understanding of research principles, a range of quantitative and qualitative research methodologies;
- To develop the research skills and knowledge necessary to undertake an independent research project.

Assessment:

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





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6. Dissertation

Code: D801

Credit: 10.0

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%

