# Module Descriptors for the Postgraduate Certificate in Digital Startup

## Programme Aim & Learning Outcomes

The programme aims to enable learners to acquire the advanced knowledge, skills and competencies required to work independently as an entrepreneur and/or to work alongside an entrepreneur in a variety of different roles, and to a high professional standard with a particular focus on developing an online presence for a business.

On completion of the **Postgraduate Certificate in Digital Startup** the student will be able to:

* Analyse the data associated with an online business
* Critically evaluate the behaviours of online consumers
* Compare and contrast online marketing strategies
* Design and develop an online marketing strategy for a business concept
* Use a variety of online tools to develop an online presence for a business concept

## Summary of Modules

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| --- | --- |
| Module Title | Credits |
| Building Digital Storytelling | 10 |
| The Online Consumer | 5 |
| Social Media Marketing Strategy | 10 |
| Online Data Management | 5 |
| Total Credits for the Postgraduate Certificate | 30 |

## Module Descriptors

| **Building Digital Storytelling** | |
| --- | --- |
| **Module Aims** | The aims of the module are to:   * Introduce Digital Storytelling as a tool for capturing, exploring and sharing ideas * Develop a narrative from inception of website to the e-portfolio * The student will have a live website on a registered domain name * The website will be registered with an analytics package (such as Google Analytics or other relevant tool) * Give the student practical transferable data management skills |
| **Learning Outcomes** | On successful completion of this module students should be able to:   * Describe design thinking and the development of storytelling, narrative and digital storytelling in relation to business * Apply Design Thinking and Digital Storytelling to projects * Develop and maintain a Business Website using available online tools such as WIX, PBWorks, etc. * Set up Data Analytics tools * Create an ePortfolio using the appropriate software |
| **Indicative Content** | The module is designed to think about, design and develop websites and apps. The e-portfolio will be initiated in this module. The delivery of this module will involve tutorials, lab sessions, and class discussion. The teaching style on this course is highly interactive, and learner participation is a critical requirement.  The indicative syllabus is as follows:   * Research the Business IS needs of the business * Research website and app building tools * Research designs of websites e.g. Web 2.0 * Identify the data needs of the business i.e. what data should be collected from clients and suppliers? * Identify the use of data within the business * Demonstration of Design Thinking is an overarching framework for creating, planning and implementing ideas * Introduction to the phenomenon of Digital Storytelling * Illustration of Digital Storytelling in the business environment * Application of Digital Storytelling to components of the course and the e-portfolio * Introduction to an ePortfolio software platform |

| **The Online Consumer** | |
| --- | --- |
| **Aims** | The aims of the module are to:   * understand and implement effective online communication with online consumers * assess online consumer behaviour * introduce the student to technical tools to assess online consumer behaviour |
| **Learning Outcomes** | On successful completion of this module students should be able to:   * Effective use of online tools to measure consumer behaviour * Have the ability to analyse consumer personas and the implications for communications planning in consumer behaviour * Optimal target market in order to identify technographic profiles * Understand the process of the online consumer behaviour * Investigate and evaluate the importance of online communities |
| **Indicative Content** | The module is designed to encourage the student to analyse online consumer behaviour. It incorporates traditional consumer behaviour theories in a digital marketing landscape giving reference to the online personas. The delivery of this module will involve lectures, tutorials, lab sessions, and class discussion. The teaching style on this course is highly interactive, and learner participation is a critical requirement.  The indicative syllabus is as follows:   * Research social consumer’s trust and motivation * Research website design to appeal to target audience * Research and implement effective ways of communicating with online consumers * Research effective tools and techniques to assess online consumer behaviour * Explain how personas can be used to define a group target audience * Describe the Persona Development Cycle * Explain how to determine the optimal target market * Describe an example persona and optimal target marketing * Explain the Social Technographics Profile * Explain consumer behaviour: CDMP and IADA module * Online communities: its characteristics and anatomies |

| **Social Media Marketing** | |
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| **Module Aims** | The aims of the module are to:   * Provide learners with a clear overview of the role of social media marketing and its capabilities to deliver marketing objectives * Give the student practical transferable digital marketing skills * Helps students to understand a strategic approach to social media |
| **Learning Outcomes** | On successful completion of this module students should be able to:   * Investigate how a particular product or service can be marketed using digital marketing techniques in particular those that facilitate interactive engagement and participation. * Create a digital marketing strategy encompassing decisions on branding, channels and communications * Interpret and evaluate the value of social media marketing as an integral element of marketing strategy * Investigate the range of strategic and tactical tools available to assist marketers to monitor and manage online reputation * Evaluate current world activities and events to drive social media/PR content creation and conversation |
| **Indicative Content** | The module is designed to develop social media marketing skills in the student that can be applied in any business context. The delivery of this module will involve lectures, class discussion, case study work and problem solving. The teaching style on this course is highly interactive, and learner participation is a critical requirement.  Interactions with VLE (Virtual Learning Environment) in form groups discussions, blogs, and journals are required. The indicative syllabus is as follows:   * **Digital Marketing fundamentals**   Introducing digital marketing. Online marketplace analysis: micro-environment. The Internet macro-environment   * **Digital marketing : Implementation and practice**   Delivering the online customer experience. Campaign planning for digital media. Marketing communications using digital media channels. Evaluation and improvement of digital channel performance. Business-to-consumer digital marketing practice. Business-to-business digital marketing practice   * **Social Media marketing Planning**   Social media marketing as a strategic tool for business. Characteristics of successful social media marketer. Social media marketing planning cycle. Setting social media goals. Linking goals to action and determining social media strategies.   * **Identifying target audiences: The online persona**   The persona development cycle. Finding the optimal target audience. The social technographics profile. Online persona behaviour. Rules of engagement for social media. Social media marketing Ethics.   * **Operational Social Media Marketing**   Publishing blogs, podcasts, webinars and articles. Sharing videos, photos and images. Social networking and online communities. Microblogging. Advertising on social media.   * **Strategic Social Media marketing**   Social media marketing plan. Social media monitoring. Measuring and tracking. Qualitative KPIs. Ownership and measurement. Social service and support.   * **Online PR and reputation management**   Principles of PR. PR goals. Online PR tools. Online press relations. The reputation management process. Online reputation management crisis.   * **Sharable and valuable content creation**   Paid, earned, shared and owned media. The news release. Media manipulation. |

| **Online Data Management** | |
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| **Module Aims** | The aims of the module are to:   * Introduce the student to web analytics tools * Give the student practical transferable online management skills in the area of data interpretation * Establish SEO settings on the website and other corresponding online accounts * Interpret SEO results to improve the business’ online presence * Introduce the student to database applications to record and analyse material created on the course * Give the student practical transferable data management skills |
| **Learning Outcomes** | On successful completion of this module students should be able to:   * Interpret data and apply changes to their online presence * Use SEO to gain priority on Internet searches * Improve the Business online presence on an ongoing basis * Use Microsoft Excel and Microsoft Access to record, analyse and present data |
| **Indicative Content** | The module is designed to allow students to link online analytic tools to their website and other online accounts.  The delivery of this module will involve tutorials, lab sessions, and class discussion. The teaching style on this course is highly interactive, and learner participation is a critical requirement.  The indicative syllabus is as follows:   * Research the data/information needs of the business * Research online analytical tools * Implement the tools in a live environment * Introduction to MS Excel & MS Access * Data interrogation and visualisation techniques in MS Excel & MS Access |

# Module Descriptors in the Master of Business in Digital Entrepreneurship

## Programme Aim & Learning Outcomes

The programme aims to enable learners to acquire the advanced knowledge, skills and competencies required to work independently as an entrepreneur and/or to work alongside an entrepreneur in a variety of different roles, and to a high professional standard with a particular focus on developing an online presence for a business.

On completion of the **Master of Business in Digital Entrepreneurship** the student will be able to:

* Originate, validate and test a business idea
* Critically evaluate a variety of online business models
* Analyse the data associated with an online business
* Write a business plan
* Critically evaluate the behaviours of online consumers
* Compare and contrast online marketing strategies
* Design and develop an online marketing strategy for a business concept
* Use a variety of online tools to develop an online presence for a business concept
* Develop, execute and disseminate the results of an original research project in the area of Digital Entrepreneurship
* Critically evaluate independent empirical research
* Think critically in light of social, cultural, philosophical and ethical business issues as they relate to digital entrepreneurship

## Summary of Modules

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| --- | --- |
| Module Title | Credits |
| Building Digital Storytelling | 10 |
| The Online Consumer | 5 |
| Social Media Marketing Strategy | 10 |
| Online Data Management | 5 |
| Business Model Validation | 10 |
| Enterprise Development | 20 |
| Research Methods | 10 |
| Research Project | 20 |
| Total Credits for the Masters Programme | 90 |

## Module Descriptors

| **Building Digital Storytelling** | |
| --- | --- |
| **Module Aims** | The aims of the module are to:   * Introduce Digital Storytelling as a tool for capturing, exploring and sharing ideas * Develop a narrative from inception of website to the e-portfolio * The student will have a live website on a registered domain name * The website will be registered with an analytics package (such as Google Analytics or other relevant tool) * Give the student practical transferable data management skills |
| **Learning Outcomes** | On successful completion of this module students should be able to:   * Describe design thinking and the development of storytelling, narrative and digital storytelling in relation to business * Apply Design Thinking and Digital Storytelling to projects * Develop and maintain a Business Website using available online tools such as WIX, PBWorks, etc. * Set up Data Analytics tools * Create an ePortfolio using the appropriate software |
| **Indicative Content** | The module is designed to think about, design and develop websites and apps. The e-portfolio will be initiated in this module. The delivery of this module will involve tutorials, lab sessions, and class discussion. The teaching style on this course is highly interactive, and learner participation is a critical requirement.  The indicative syllabus is as follows:   * Research the Business IS needs of the business * Research website and app building tools * Research designs of websites e.g. Web 2.0 * Identify the data needs of the business i.e. what data should be collected from clients and suppliers? * Identify the use of data within the business * Demonstration of Design Thinking is an overarching framework for creating, planning and implementing ideas * Introduction to the phenomenon of Digital Storytelling * Illustration of Digital Storytelling in the business environment * Application of Digital Storytelling to components of the course and the e-portfolio * Introduction to an ePortfolio software platform |

| **The Online Consumer** | |
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| **Aims** | The aims of the module are to:   * understand and implement effective online communication with online consumers * assess online consumer behaviour * introduce the student to technical tools to assess online consumer behaviour |
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| **Social Media Marketing** | |
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| **Learning Outcomes** | On successful completion of this module students should be able to:   * Investigate how a particular product or service can be marketed using digital marketing techniques in particular those that facilitate interactive engagement and participation. * Create a digital marketing strategy encompassing decisions on branding, channels and communications * Interpret and evaluate the value of social media marketing as an integral element of marketing strategy * Investigate the range of strategic and tactical tools available to assist marketers to monitor and manage online reputation * Evaluate current world activities and events to drive social media/PR content creation and conversation |
| **Indicative Content** | The module is designed to develop social media marketing skills in the student that can be applied in any business context. The delivery of this module will involve lectures, class discussion, case study work and problem solving. The teaching style on this course is highly interactive, and learner participation is a critical requirement.  Interactions with VLE (Virtual Learning Environment) in form groups discussions, blogs, and journals are required. The indicative syllabus is as follows:   * **Digital Marketing fundamentals**   Introducing digital marketing. Online marketplace analysis: micro-environment. The Internet macro-environment   * **Digital marketing : Implementation and practice**   Delivering the online customer experience. Campaign planning for digital media. Marketing communications using digital media channels. Evaluation and improvement of digital channel performance. Business-to-consumer digital marketing practice. Business-to-business digital marketing practice   * **Social Media marketing Planning**   Social media marketing as a strategic tool for business. Characteristics of successful social media marketer. Social media marketing planning cycle. Setting social media goals. Linking goals to action and determining social media strategies.   * **Identifying target audiences: The online persona**   The persona development cycle. Finding the optimal target audience. The social technographics profile. Online persona behaviour. Rules of engagement for social media. Social media marketing Ethics.   * **Operational Social Media Marketing**   Publishing blogs, podcasts, webinars and articles. Sharing videos, photos and images. Social networking and online communities. Microblogging. Advertising on social media.   * **Strategic Social Media marketing**   Social media marketing plan. Social media monitoring. Measuring and tracking. Qualitative KPIs. Ownership and measurement. Social service and support.   * **Online PR and reputation management**   Principles of PR. PR goals. Online PR tools. Online press relations. The reputation management process. Online reputation management crisis.   * **Sharable and valuable content creation**   Paid, earned, shared and owned media. The news release. Media manipulation. |

| **Online Data Management** | |
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| **Learning Outcomes** | On successful completion of this module students should be able to:   * Interpret data and apply changes to their online presence * Use SEO to gain priority on Internet searches * Improve the Business online presence on an ongoing basis * Use Microsoft Excel and Microsoft Access to record, analyse and present data |
| **Indicative Content** | The module is designed to allow students to link online analytic tools to their website and other online accounts.  The delivery of this module will involve tutorials, lab sessions, and class discussion. The teaching style on this course is highly interactive, and learner participation is a critical requirement.  The indicative syllabus is as follows:   * Research the data/information needs of the business * Research online analytical tools * Implement the tools in a live environment * Introduction to MS Excel & MS Access * Data interrogation and visualisation techniques in MS Excel & MS Access |

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| **Business Model Validation** | |
| **Module Aims** | To explore a business idea /concept in –depth to establish potential business model. |
| **Learning Outcomes** | * Appreciate the different types of business models that could be employed to exploit an opportunity * Identify and track the key business model hypothesis * Test the business hypothesis in the market place * Develop iterations based on customer and peer feedback * Understand the steps involved in developing a business plan |
| **Indicative Content** | This model will develop the student’s capacity to explore a business idea from many perspectives. It will introduce a number of tools which students will be encouraged to explore in order to test and present the validity of their business ideas.  Topics covered in the module will include:   * The entrepreneurial mind-set * Business Planning and Selection of appropriate Business Models * Lean start up * Design thinking * Business canvas models * Disruptive thinking * Business planning |

| **Enterprise Development** | |
| --- | --- |
| **Module Aims** | To introduce the students to the fundamental of business studies that will impact on new venture creation. |
| **Learning Outcomes** | * Critically evaluate the key elements of Company, Data Protection and Intellectual Property Law that impact on the business concept * Develop initial financial statements for the purpose of business planning * Evaluate start up financing options * Evaluate the human resources development that impact on the development of the business plan. * Network with entrepreneurs and digital start-up companies. * Understanding the fundaments of leadership and management as they relate to start-up scenarios |
| **Indicative Content** | This module will comprise of 4 distinct workshops each of 5 week duration which will cover the following:   * Law - Company Law, Data Protection Law, Intellectual Property Law * Accounting and finances for start-ups, including funding mechanism and funding pitches - The focus of these workshops will be on getting the money and computing and presenting the need for the money * Human resource development and capacity building, * Leadership, strategy and management |

| **Research Methods** | |
| --- | --- |
| **Module Aims** | The aim of this module is to provide students with the language and tools to conduct a piece of empirical research. |
| **Learning Outcomes** | On successful completion of this module students should be able to:   * Develop appropriate research questions * Design an appropriate empirical research study to test the research question * Explore qualitative and quantitative research methods * Identify and evaluate alternative research designs * Critically evaluate independent empirical research * Apply research skills gained in this module to prepare a detailed research proposal within the relevant discipline setting |
| **Indicative Content** | Content will include:   * What makes good research? * Primary and secondary research * Hypothesis generation and testing * Research design * Qualitative and quantitative research * Research paradigms * Surveys and online questionnaires * Mixed methods approaches * Research ethics * Research report writing * Communication of results |

| **Research Project** | |
| --- | --- |
| **Module Aims** | The module aims to enable students develop, execute and disseminate the results of their own research project in the area of Digital Entrepreneurship |
| **Learning Outcomes** | On successful completion of this module students should be able to:   * Read the relevant literature and identify the main issues to investigate * Develop a topic of study in the area of Digital Entrepreneurship * Select an appropriate research methodology to investigate this topic * Manage the research project from inception to completion * Manage the relationships between supervisor, external stakeholders and staff * Communicate the results of their project effectively |
| **Indicative Content** | Research projects are independent pieces of work supervised by a member of staff. There will be regular meetings between supervisor and staff. 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, if necessary in:   * Academic writing * Ethics * Presentations * Data analysis |