Media Entrepreneurship

Module title	Media Entrepreneurship
Module NFQ level (only if an NFQ level can be demonstrated)	8
Module number/reference	4
Parent programme(s) the plural arises if there are embedded programmes to be validated.	Higher Diploma in Arts in Journalism and New Media Content
Stage of parent programme	1
Semester (semester1/semester2 if applicable)	1
Module credit units (FET/HET/ECTS)	5
List the teaching learning and assessment modes	The module will be taught online and assessed by the completion of a feasibility study (group work).
Entry requirements (statement of knowledge, skill and competence)	As per course entry requirements
Pre-requisite module titles	N/A
Co-requisite module titles	N/A
Is this a capstone module? (Yes or No)	No
Specification of the qualifications (academic, pedagogical and professional/occupational) and experience required of staff (staff includes workplace personnel who are responsible for learners such as apprentices, trainees and learners in clinical placements) If staff not in post at present, specify qualifications and experience required.	Module co-ordinator must have a minimum Level 9 qualification in a relevant subject and/or suitable teaching and/or professional experience in relevant or closely cognate areas. Lecturers should have experience in online delivery.
Maximum number of learners per centre (or instance of the module)	20
Duration of the module	1 Semester
Average (over the duration of the module) of the contact hours per week (see * below)	0.5
Module-specific physical resources and support required per centre (or instance of the module)	Students must have access to a computer and the internet.
Analysis of required learning effort **(much of the remainder of this table must also be presented in the programme schedule—take care to ensure consistency)**	

*Effort while in contact with staff			Contact hours for the module				
Classroom and demon-strations	Mentoring and small-group tutoring	Other (specify)	Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total effort (hours)

Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner					
		5				20	100			125

Allocation of marks (within the module)					
	Continuous assessment	Project	Practical	Final Exam	**Total**
Percentage contribution	100%				**100%**

Module aims and objectives

This module develops entrepreneurial skills that learners need to adapt to a changing media landscape by enabling them to identify existing and anticipate emerging opportunities. Along with developing practical media business skills and knowledge, a core aim of the module is to help foster the attributes of resilience, self-reliance, creativity and innovation to respond to current, future and imagined possibilities within the media market.

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Module learning outcomes

On completion of this module, learner should be able to:

1. Demonstrate understanding of the journalism industry in Ireland and be able to identify past, current and future trends
2. Work in a team to research and evaluate an opportunity for a new media or journalism enterprise
3. Produce a feasibility study for a new media or journalism project
4. Understand and reflect on the nature of freelance and sole trader enterprises

Rationale for inclusion of the module in the programme and its contribution to the overall proposed Programme Learning Outcomes

A key aim of this programme is to develop journalism and new media practitioners with entrepreneurial skills that can be applied across a range of platforms. In this respect, graduates of this programme will attain skills and competencies necessary to carve out new opportunities within their own journalism and media space. As the traditional media morphs and in some cases shrinks, the ability to self-develop new enterprises will become crucial. This module is therefore central to the programme's objective to equip learners with flexible, adaptable skills to deal with the rapidly changing twenty-first century journalism and media environment.

This module will also contribute to the achievement of the following programme learning outcomes:

PLO2	Demonstrate a detailed knowledge and understanding of the practice of Journalism and New Media content creation across digital and analogue platforms
PLO3	Employ specific skills in: News gathering & reporting; media law and ethics; writing for diverse platforms; self-reliance
PLO4	Show appropriate judgement in a range of situations which involves discovery, organisation, and delivery, in timely and resourceful ways
PLO6	Work in peer-to-peer teams or under supervision to complete tasks and projects in flexible and changing circumstances

PLO7	Manifest intellectual nimbleness and critical adaptability to new journalistic and media contexts, changing technological innovations and employment opportunities
PLO8	Show developed intrapersonal communication and an open, adaptable and flexible worldview

Information provided to learners about the module

Information on the module will appear in this format in the colleges' prospectus:

This module will give students the chance to develop the entrepreneurial skills needed to flourish in the changing environment of contemporary journalism and new media. Students will learn the business principles of the media industry and how to develop their own feasibility study for a journalistic or new media enterprise.

Module content, organisation and structure

Indicative Syllabus:

Week 1: Introduction

Weeks 2-4: Case Studies: this portion of the course will explore a small number successful media/journalism enterprises and consider what worked or what did not work.

Weeks 5-10: Developing a feasibility study; project management; market surveying & research; data collection and analysis; planning; pitching. Investigate freelancing as an approach to working in the media.

Weeks 12-13: Presentation and reflection

Module teaching and learning and assessment strategy

The module is taught online, led by the module co-ordinator who provides key contextual and background information. Recorded lectures, directed reading, discussion forums and other relevant material will be uploaded onto the VLE. Students will have the opportunity to engage directly with the tutor through 5 fortnightly scheduled one-hour live online workshops, where learners will be encouraged to participate in discussions.

After the initial introductory lecture, students will be assigned into groups of three or four to do the following:

(1) Analyse and evaluate a case study.

(2) Develop a group feasibility study for a new media/journalism enterprise

(3) Present this study to their peers

As this module involves remote learning, students will need to work in teams to schedule regular group meetings and to assign roles within that group. The lecturer will provide guidance and feedback to students regularly to groups.

Students will be assessed on their analysis and evaluation of a case study, their feasibility study and individual reflection. Prior to the presentation, students will submit a draft of their study to the lecturer for formative feedback. The individual reflection, due at the end of the term, will assess the strengths and weakness of the process of developing the feasibility study following the presentation and peer-to-peer feedback.

Module summative assessment strategy

This module has three assessment components, which are designed to incrementally develop student skills and competencies. They are:

(1) Analysis and evaluation of a case study (20%)

(2) Group preparation and presentation of a feasibility study (60%)

(3) Short individual reflective piece (20%)

Nature of assessment materials

Assessment	Nature of assessment	Weighting	MiMLO
Case study evaluation	Group work	20%	1
Feasibility study: Study + Presentation Students will prepare a feasibility study, approximating 2000 words. They will present this study to their peers online and feedback will be invited from their peers. Students will be encouraged to be innovative and imaginative in their presentations. Marking breakdown: • Quality and depth of research (25%) • Overall feasibility of the project (50%) • Quality of presentation (25%)	Group work	60%	2 & 3
Reflection Video/audio approx. 5'00@ or written (1,00) - Reflect on the experience of module - Reflect on learning from module - The issues of working journalism (incl. freelancing options)		20%	1 & 4

Timetabling, learner effort and credit

Timetable	Learner Effort	Credit
This module is delivered online asynchronously	125 hours combined classroom contact hours, learning and assessment	5 ECTS

Work-based learning and practice-placement
N/A

E-learning
E-learning is conducted through the College VLE. Learners will need access to a computer and the internet.

Module physical resource requirements
N/A

Reading lists and other information resources

O'Hara, B (2011), *Entrepreneurship in Ireland*. Dublin: Gill & MacMillan.

Lee, M. (2017), *Understanding the Business of Global Media in a Digital Age*. London: Routledge.

Wickham, P. A. (2006), *Strategic Entrepreneurship*, 4th Ed., London: Pearson.

Ethical Considerations

In the development of a feasibility study, learners will be compelled to comply with the ethical values underpinning good journalism and active citizenship.

Reassessment Procedures

All details regarding compensation, preponderance, penalties for late submissions, policy around repeat examinations/assessments, pass standards at programme, module, and assessment level, mitigation policy, max completion period are outlined in the Institute's Academic Standards and Assessment Regulations. Where a Learner does not successfully complete the module, they will have the opportunity to repeat the assessment in line with the Institute's Academic Standards and Assessment Regulations. This is available through Sharepoint here:

https://staffportal.itcarlow.ie/functions/Quality/default.aspx.