Welcome to DCU

Dublin City University (DCU) is a strong, dynamic and ambitious university, with a distinctive mission to transform lives and societies through our education, research and innovation. Since admitting our first students in 1980, DCU has continued to grow year on year; we now have over 50,000 alumni playing key roles in many sectors across the world.

DCU’s academic excellence is recognised and acknowledged around the world. We are ranked regularly among the top young universities globally by the Times Higher Education Top 100 under 50 and the QS Top 50 under 50. In the last ten years, DCU has twice been named Sunday Times ‘Irish University of the year’.

At DCU, we believe in the transformational impact that a university education can have on the lives of our students. We foster entrepreneurial skills in our students and graduates, encouraging them to be creative, analytical, socially responsible and enterprising. For this reason, DCU graduates are always ready for the changing world.
DCU Business School

DCU Business School, is one of Europe’s most dynamic young business schools. We have redefined the boundaries of the traditional business school, collaborating on multiple levels with business, with industry and with government. Being responsive to the needs of people, organisations, economies and societies is at the heart of all of our programmes, and it gives us a momentum not readily achieved by older institutions.

We develop our students’ capability to bring sustainable value to their organisations and to society at large, to confidently manage and lead in environments that are not predictable, and to prepare them for diverse, dynamic career paths over their lifetimes. The quality of our teaching, our small class sizes, and our high levels of industry engagement make us stand out, and have been recognized by AACSB, the oldest and most prestigious global accrediting body for business schools.

We focus on strategically important business issues, and take pride in the impact our engagement has on industry. We recognise that these connections are key to delivering a unique learning experience. Our solid industry relationships have allowed us to instil an enterprising culture into our courses, which has resulted in DCU Business School’s reputation as being one of the most innovative business schools.
DCU Business School Master Classes

Our research meets head-on the strategic and operational challenges ahead for modern organisations. We harness the deep academic expertise within our faculty, our very active industry relationships, and the strength of our international partners’ research experience. As a result, we are national leaders in translating research knowledge into tangible benefits for business and their employees.

Our strong suite of specialisms, led by dynamic research groups of academics, business specialists, researchers and educators, means we can work across the disciplines to bring practical, multi-dimensional solutions to modern business problems.

The following pages detail our Master Classes, designed with a focus on Personal & Professional Development for a Knowledge Economy.
Overview

The aim of this master class is to introduce participants to Risk, Major Incident and Business Continuity Management.

The master class will help participants answer 3 key questions:

1. What is resilience management?
2. Why is resilience vital to organisational success?
3. How can participants enhance resilience within their organisations?

Who should take this Master Class?

Project Managers
Departmental Managers
General Managers

Learning Outcomes

On completion of this master class participants will:

- be familiar with the nature and role of Risk Management, Major Incident Management and Business Continuity Management;
- have developed a sound understanding of the principles on which effective Risk Management, Major Incident Management and Business Continuity Management are based;
- appreciate how resilient their organise is at present and how effective risk, incident and business continuity management may be used to improve resilience.
Overview
Irrespective of an organization’s size, type, complexity, structure or location, implementing risk management will increase the likelihood of the organisation achieving objectives, improve the organization’s ability to identify opportunities and threats, provide a reliable basis for informed decision making and planning and improve operational resilience.
This one-day master class will equip participants to provide leadership in the development and implementation of a robust risk management process within their organisation. Based on the ISO 31000:2009 (which sets out terms and definitions, principles, and a framework for managing risk), the course will introduce the major elements of the risk management cycle, with the emphasis on context setting, risk identification and evaluation as well as risk treatment and control.

Learning Outcomes
On completion of this master class participants will be able to:
• Understand how effective risk management can contribute to the success of an organisation

• Explain the critical elements of the ISO 31000 risk management framework and process
• Provide leadership in establishing a risk management policy appropriate to their organisation’s context.
• Lead the development of a risk assessment system (incorporating risk identification, analysis and evaluation) appropriate to their organisation.
• Determine risk treatment/control measures to minimize the likelihood and/or impact for significant risks identified.
• Ensure systematic monitoring and review of all identified risks and the organisation’s risk environment

Who should take this Master Class?
The master class is intended to meet the needs of a wide range of stakeholders from executive management who develop risk management policies to risk analysts, line managers and project managers who implement and apply risk management policies and plans.
Introduction to Social Media Marketing

Overview
With over a billion people using some form of social media worldwide, social media provides organisations with an unprecedented opportunity to understand and engage with existing and prospective customers worldwide. Social media can be used to generate growth in sales, consumer participation, retention, and profitability. However, it also changes rapidly and represents potential risk.

This workshop provides an overview of the social media landscape and helps management understand the functional building blocks of social networking sites and implications for marketing. It will explore the role of social media through strategic, functional and tactical lenses emphasizing the need for careful online reputation planning. The workshop will outline a framework for developing a social media strategy and managing social media campaigns.

Learning Outcomes
On completion of this master class participants will be able to:
- Navigate the social media landscape
- Assess their social media presence and identify remediation actions

- Understand the activities needed to develop a firm-level social media strategy
- Improve how social media marketing campaigns are managed
- Measure the success of a social media programme

Who should take this Master Class?
Marketers and PR professionals
Entrepreneurs
For more information about DCU Business School and our faculty, please visit business.dcu.ie