



Ollscoil Chathair  
Bhaile Átha Cliath  
Dublin City University



# INTRA Programme BA in Social Sciences and Cultural Innovation Honours Bachelor Degree (DC238)

## Overview

The BA in Social Sciences and Cultural Innovation is a new offering in Irish higher education, providing students with a unique suite of modules from the fields of Sociology, Media, Politics and Innovation. This future-focused programme is designed to equip students for the 21st century workplace and a world defined by increased connectivity and rapid technological change. It aims to bring an applied focus to the Social Sciences, providing students with the opportunity to actively engage with areas such as social entrepreneurship and cultural innovation. The programme is defined by both flexibility and focus, as students have the opportunity to explore multiple disciplines, before going on to specialise in their area of choice.

## Skills

The BA in Social Sciences and Cultural Innovation also places a strong emphasis on the development of transferable skills, such as creativity, leadership, ethical and critical thinking, digital literacy, intercultural competence, and future thinking, all which have been identified as important for 21st century living and working. With this in mind, parallel to studying Social Sciences, each year students will undertake a variety of modules which focus on fostering these transferable skills. The programme gives students an in-depth understanding

of the many forces that define our individual and collective experiences, and is structured around three core pillars relating to the study of Culture, Media and Politics respectively.

## Careers

Given the programme structure, content, and objectives, graduates of the BA in Social Sciences and Cultural Innovation will be well-positioned to develop careers in a wide variety of sectors, and adapt to the inevitable changes that will emerge. These sectors include, but are not limited to, the following:

- Communications
- Marketing and Advertising
- Public or State Organisations
- Public Relations
- Online Media
- Think-tanks and Lobby Groups
- Media Production
- National and International Political Institutions
- Social Enterprises
- Policy Development
- Corporate Social Responsibility
- Non-governmental Organisations

## INTRA Internship

Students studying for BA in Social Sciences and Cultural Innovation (DC238) have the option to apply for a twelve month INTRA placement at the end of second year.

## Student Availability

Students are available for Interview from March onwards. Students are available to start their 12-month placement between June and September.

If you are interested in hiring a student from this degree, please contact

INTRA Unit, Student Support & Development, DCU, Glasnevin, Dublin 9. Ireland.

T: +353 1 700 5176

F: +353 1 700 5505

E: sarah.fleming@dcu.ie

W: dcu.ie/intra

 in/dcu-intra-office

Year 1	Year 2	Year 3	Year 4
<b>Core Modules</b>	<b>Core Modules</b>	INTRA	<b>Core Modules</b>
Analysing Media Content	New Media and Society		Creativity and the Emerging Future
History and Structure of the Media	Journalism History		Issues in Multiculturalism
Cultural Studies	Ireland, Sex and Text		<b>Optional Modules</b>
Power, Self and Society	Applied Ethics		Media Law
Language, Culture and Society	Effecting Social Change: Social Innovation		Television Drama
Contemporary Cultural Debates	The Making of Contemporary Europe		Media Religion and Society
Personal Leadership for University and Life	America and the Wider World		Press and Public Relations
Interculturalism in Practice	Foreign Policy		Perspectives on the Information Society
Introduction to Modern Ireland	Theoretical Approaches to International Politics		Communication, Media and Cultural Diversity
Introduction to Politics	<b>Optional Modules</b>		Science, Technology and Society
Introduction to International Relations and Security	Analysing Advertising		Journalism in the Hybrid Media System
	Crime, Policing and the Media		Ireland, Sex and Text
	Global Cultures		Perspectives on Children's Literature
	Representing Otherness		Applied Ethics
	Comparative European Politics		Dissertation
	Western Political Thought		Conflict Resolution in Northern Ireland
			Intercultural Business Communication
			Sexualities, Languages and Societies
			Post-Soviet Politics
			Contemporary Politics of the Middle East and North Africa
			US Interventions in Global Politics
			Political Terrorism
			Issues in European Integration