DBS
Dublin Business School

[As per AQR 2022]

Postgraduate Programmes

Welcome

Dublin Business School (DBS) specialises in the provision of career-focused business and law education as well as the delivery of contemporary programmes in the areas of creative media, marketing, counselling & psychotherapy, humanities and psychology.

Visit our website:

www.dbs.ie

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Psychology, Counselling and Creative Media

Business, Finance and IT

Why Study for a Postgraduate Qualification?

To compliment your primary degree

To fulfil personal interests in a particular subject area

Promotion opportunities in current role/career enhancement

Enhanced job security

Development of transferable skills

Worthwhile investment to enhance lifetime career prospects

Academic and personal development at a professional level

Further development of your skills and knowledge in a specialist field

Change of direction in career

Improved career and networking prospects

Opportunity to develop strong analytical, problem-solving, presentation, time management and communication skills

Peter Lowney, Graduate of Higher Diploma in Arts in Pyschology

"After completing the two-year Higher Diploma in Psychology, I felt I had an excellent basis for moving forward with a career in psychology, as well as being able to apply the techniques and methodologies from the course in my current career. It has also opened the door to a number of related fields in work such as HR.

The broad basis of the course gave me a good overview of the subject and of where my strengt hs and interests would lie for future study in psychology.

I really enjoyed the structure of the course and, although it is a significant time and effort commitment, I felt it was really worth it. The fact that it is accredited by the Psychology Society of Ireland (PSI) is a major bonus, meaning that your qualification will be recognised. I felt there was a very good balance of continuous assessment, group and project work alongside examinations, and I found the lecturers approachable and friendly.

For me, the best thing about the course was meeting fellow students from a diverse range of backgrounds and forming firm friendships."

Why Choose DBS?

Reputation as Ireland's Leading Independent College

Dublin Business School (DBS) is Ireland's largest independent third-level college. With a student population of over 9,000, DBS provides a comprehensive range of full-time and part-time undergraduate, postgraduate and executive education programmes. Established in 1975, the College quickly established an excellent reputation for teaching quality and standards, offering flexible and innovative learning opportunities that reflect and match the needs of students and employers.

Recognition and Accreditation

Our postgraduate programmes are awarded by Quality and Qualifications Ireland (QQI). These awards are recognised by the Department of Education, employers and all of the major higher education institutions. Additionally, for those graduates wishing to seek professional qualifications, DBS degrees in a relevant discipline are awarded recognition and exemption from professional bodies such as the Institute of Chartered Accountants in Ireland (ICAI), the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA), the Psychological Society of Ireland (PSI) and the Irish Association for Counselling and Psychotherapy (IACP).

Commitment to World-Class Teaching

Over the last 42 years DBS has built a considerable reputation for the quality of its teaching. As an institution we focus our main research activity on the constant improvement of the learning experience of our students. Evidence of the success we have achieved has come in many different ways. One particular example is the success achieved by our students in the examinations of the professional accountancy bodies where over 1,000 DBS students have achieved national and worldwide individual prizes and placings.

Internationally-Recognised Education Experience

DBS has established a considerable international reputation for the quality of its programmes. This recognition has been achieved both at government level and on an individual student basis. The College has created a unique learning environment with students from over 120 countries participating in its programmes.

Student-Centred Approach/ Flexible Study Options

Feedback from students indicates that they value the student focus that our lecturers and support staff offer. At DBS, this is the key factor in our service delivery. We recognise that you may need different types of support as you progress through your studies to postgraduate level, be it academic direction, career advice, mentoring or personal attention. We offer a comprehensive service in these areas to our postgraduate students. The option to study most of our postgraduate course on a full-time or part-time basis allows you to tailor your study to your situation.

Work/Study Balance

In DBS we take a holistic view to college life. Academia should be integrated with a stimulating social scene. The work/study balance is something we at DBS regard as being important. Accordingly, we organise, through our dedicated student services department, a range of social, sports, societies and developmental activities for postgraduate students.

City Centre Location

A mere two-minute walk from St. Stephen's Green, Luas and all main bus routes, DBS is truly in the heart of Dublin city. Our educational sites in the prime city centre locations of Aungier Street, South Great George's Street and Balfe Street are all within a few minutes walking distance of each other and provide students with access to all of the infrastructure capabilities of a vibrant modern capital city. Our city-centre location also means the campus is extremely accessible to our part-time students working in Dublin.

DBS – A Short History

▶ Formerly known as Accountancy and Business College, DBS was established in 1975 to provide evening programmes for students preparing for the examinations of the professional accountancy bodies. The School quickly established an excellent reputation for quality and standards and its students achieved a high level of success in the professional examinations. Based on this reputation, the School developed rapidly and by the mid-1980s was providing professional accounting, marketing and banking programmes for both full and part-time students.

▶ In 1989 the School introduced its first undergraduate degree programme under a franchise arrangement with Liverpool John Moores University (LJMU). The academic relationship between the two institutions has developed and strengthened over the years. DBS became an Accredited Institution of LJMU in 1995 and now offers a range of programmes leading to honours degree and postgraduate awards. DBS complies fully with LJMU quality assurance procedures and conducts periodic programmatic reviews in line with LJMU policies and requirements. An academic representative from LJMU is a member of the DBS Academic Board.

▶ Dublin Business School became a designated institution with HETAC (formerly the National Council for Educational Awards) in 1992. The School initially offered a number of programmes leading to awards at National Certificate level. The relationship with HETAC has expanded over the years and programmes offered now include Honours Degree and Postgraduate Masters and Higher Diploma programmes.

▶ In 1999, Dublin Business School acquired LSB College and became the largest independent third-level college in Ireland. The primary academic focus and strength of LSB College lay in the field of arts and humanities and the acquisition provided the basis for the development of what is now the DBS School of Arts.

▶ In March 2006, DBS acquired the European Business School (EBS). EBS was founded in 1993 and is a member of the EBSI group, a collective group of eight independent business schools located throughout Europe. EBS offers a variety of undergraduate and postgraduate courses for 'study abroad' students and provides DBS with an entry into a broader European market.

▶ In July 2007, DBS acquired Portobello College. Since its foundation in 1989, Portobello College has developed and expanded to become one of Ireland's premier third-level independent colleges. In the area of business education, the College offers a range of undergraduate and postgraduate programmes. The Law School at Portobello College was founded in 1991 and now provides a suite of qualifying programmes for the professional legal bodies in Ireland. Dublin Business School is now the largest independent third-level college in Ireland with over 9,000 students and the potential to deliver over 100 accredited programmes.

Kaplan

▶ In 2013, Graham Holdings Company (formerly The Washington Post Company) acquired Kaplan Inc., of which Dublin Business School is a part. Graham Holdings Company history dates back to 1877, when the Washington Post was first published. Kaplan is a leading provider of higher education, professional development and lifelong learning programmes with headquarters in New York City and locations throughout the U.S. and internationally. In the U.S. it has over 70 campus-based schools in 15 states offering a range of degree and diploma programmes in areas such as business, information technology, healthcare and law. Kaplan brings a wealth of expertise and experience that enables DBS to consolidate its leading position in the third-level education sector. Kaplan also supports the further development of the School, backed by the resources of a $3.5 billion enterprise, and is enabling DBS to diversify in terms of both products and markets and to expand substantially the scale of its operations, both in Ireland and internationally.

News and Updates

Fintech Bridge

DBS hosted the Fintech Ireland & Fintech Atlanta, Fintech Bridge event. The founders of both Fintech Ireland and Fintech Atlanta gave an introduction to their organisations and the Fintech ecosystems in both communities were discussed. Guests were then given insights from companies who had started in Atlanta and set up offices in Ireland, as well as Irish companies who had set up their base in Atlanta. Panel discussions were also held on Brexit and Venture Capital funding. The event was very well received by all who attended the event, both in person and online. 6 Fintech start-up companies battled it out on the night to win the amazing prize of an all-expenses paid trip to a Fintech Company in Atlanta along with introductions to the Atlanta Fintech community.

Guest Lecture Series – Jameson and Aer Rianta International

DBS were delighted to host two guest lectures on campus recently. Michelle Corbette (Marketing Director at Aer Rianta International) joined staff and students to give a presentation and deliver some real industry insights to our eager attendees. We also welcomed John Carroll, Project Director at Jameson, to the college who gave a fascinating talk on his transformation of the Jameson Brand Stories which he is presenting all over the world.

The Guest Lecture Series is a wonderful opportunity to connect with industry and learn directly from leaders in business.

DBS Double Intervarsity Cricket Champions 2019 – Double Champs!

DBS are the Irish Intervarsity Champions for 2019, making history as the first team to hold both titles simultaneously! A huge congratulations to our Men's Cricket Club who remained unbeaten throughout the entire 2019 campaign to win both the Indoor Intervarsity Weekend in Belfast and the Trevor West Intervarsity Trophy in UCC too. These victories crowned off an exceptional year of sporting success.

Congratulations to everyone involved!

DBS Careers Week

The Career Fairs present students with a fantastic opportunity to meet with employers in person and discuss potential job opportunities as well as hand out CV's. Many of our past students have secured full-time positions from attending the fairs in previous years and it remains an integral part of the academic calendar.

Student Life At DBS

Aman Potdar is an International student from Pune, India and is currently studying towards an MBA at DBS. He told us how he is finding student life at DBS so far.

How are you enjoying the course?

The MBA course here is on par with all the expectations I had from a learning point of view. With challenging assignments and highly set standards for doing research, the entire course is an adrenaline-filled roller coaster ride from start to finish which is thrilling, considering the vast amount of knowledge we are exposed to on a daily basis.

How has the course benefited you professionally?

Working part-time during the course was the most eye opening experience as practical application of general management practices and communication skills enabled me to grow on the go. The general MBA has taught me the value of the human aspect of business, the planning and communication skills that make for success. Together with the scope of knowledge I hold and the education imparted by DBS, I am confident of finding my own footing in the business world.

# DBS, QQI and the National Framework of Qualifications

As an institution designated under the relevant Higher Education Acts, Dublin Business School is accredited to offer courses leading to Quality and Qualifications Ireland (QQI) (formally HETAC) awards at Certificate, Ordinary degree, Honours degree and Postgraduate levels. The National Framework of Qualifications relates all education and training awards made in Ireland to each other and establishes clearly defined standards about the quality of awards and what a student should be expected to achieve for each award. The Framework also allows Irish qualifications to be compared more easily and accurately with those of other countries. This is particularly important in a European context where there have been significant moves towards greater compatibility and comparability of qualifications.

The National Framework of Qualifications comprises ten levels, with each level based on specified standards of knowledge, skill and competence. Awards at Levels 6 to 10 are made by QQI and the Irish Universities. At undergraduate level, DBS offers courses leading to QQI awards at Level 6 (Higher Certificate), Level 7 (Ordinary Bachelor Degree) and Level 8 (Honours Bachelor Degree). We at DBS see the introduction of the National Framework as an important step towards assuring students as to the quality and comparability of our awards. To quote the National Qualifications Authority, "The introduction of the Framework, which sets the overall standards of many awards, together with the measures taken by the awarding bodies and (course) providers to build and monitor the quality of awards, will further enhance and guarantee the overall quality of awards made in Ireland."

The following diagram illustrates the current National Framework of Qualifications in Ireland.
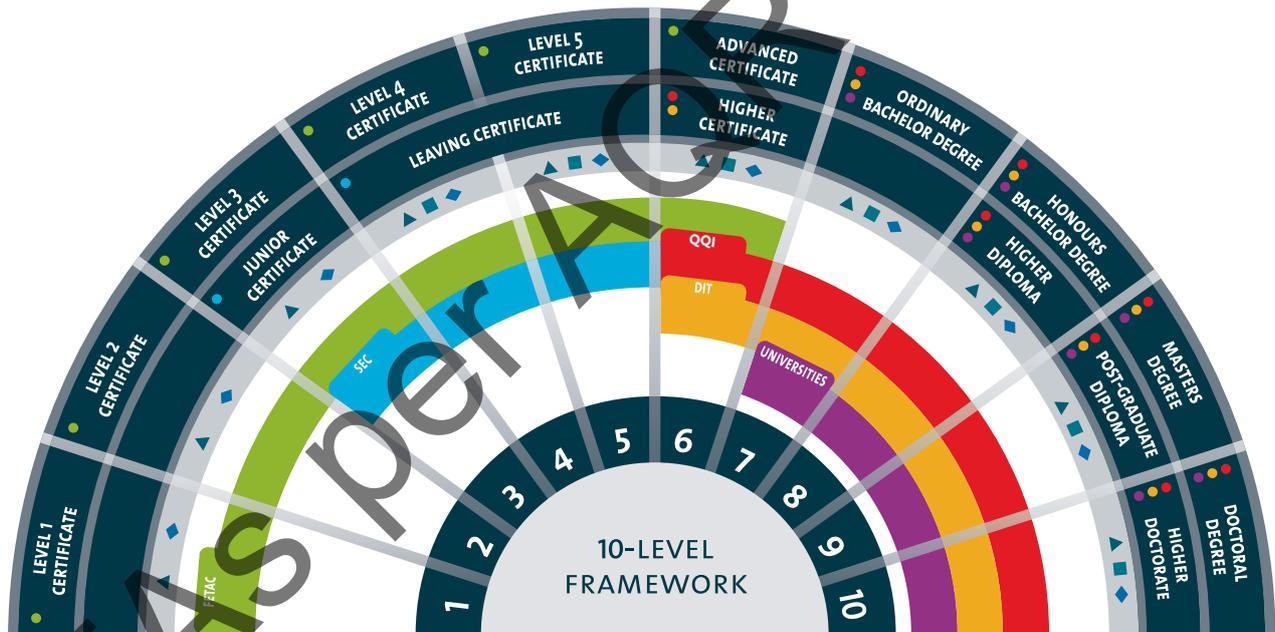
AWARDING BODIES

- FETAC - Further Education and Training Awards Council
- SEC - State Examinations Commission *(Department of Education & Science)*
- QQI - Formerly known as HETAC - Higher Education and Training Awards Council
- IoT - **Institutes of Technology** *(make their own awards at specified levels under Delegated Authority from HETAC)*
- DIT - Dublin Institute of Technology
- Universities

AWARDS IN THE FRAMEWORK

There are four types of award in the National Framework of Qualifications:

- **Major Awards:** are the principal class of awards made at a level
- **Minor Awards:** are for partial completion of the outcomes for a Major Award
- **Supplemental Awards:** are for learning that is additional to a Major Award
- **Special Purpose Awards:** are for relatively narrow or purpose-specific achievement

Recognition and Accreditation

QQI AWARD

Quality and Qualifications Ireland (QQI)

Quality and Qualifications Ireland was established in 2012 under the Qualifications and Quality Assurance (Education and Training) Act 2012. The new Authority was created by an amalgamation of four bodies that have both awarding and quality assurance responsibilities: the Further Education and Training Awards Council (FETAC), the Higher Education and Training Awards Council (HETAC), the National Qualifications Authority of Ireland (NQAI) and the Irish Universities Quality Board (IUQB). The new Authority assumed all the functions of the four legacy bodies while also has responsibility for new or newly-statutory responsibilities in particular areas.

APPROVED LEARNING PARTNER
ACCA
Platinum

Professional Accountancy Bodies ACCA and CIMA

All of our degrees are recognised for exemption purposes by the Institute of Chartered Accountants in Ireland (ICAI), the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA) and the Institute of Certified Public Accountants (CPA). Our BA (Hons) Accounting and Finance degree programme receives the maximum number of exemptions available from the professional accounting bodies.

The LIBRARY ASSOCIATION of IRELAND
Cumann Leabharlann na hÉireann
REPRESENTING LIBRARIANS AND LIBRARIES IN IRELAND

Library Association of Ireland

The objectives of the LAI include the promotion and development of high standards of librarianship and of library and information services in Ireland and to maintain the profession of librarianship in a proper status among the learned and technical professions by requiring the observance of strict rules of personal professional conduct as a condition of membership, and by ensuring that a qualification in librarianship is an essential requirement for all professional posts in libraries.

The Psychological Society of Ireland

Psychological Society of Ireland

The Higher Diploma in Arts in Psychology is accredited by the Psychological Society of Ireland (PSI), the professional body for psychology in Ireland. As such, it seeks to promote the science and profession of psychology in Ireland and beyond. PSI membership now stands at over 2,000 members, and includes practitioners, educators and researchers, professionals and postgraduate students, as well as undergraduate subscribers. Its divisions and Special Interest Groups represent key areas from across the broad spectrum of psychology.

iacp
Irish Association for Counselling and Psychotherapy

IACP

IACP is a professional body which aims to maintain professional standards of excellence in counselling and psychotherapy. Membership of the organisation is open to those who meet the standards laid out by this body and whose practice work is in accordance the code of ethics of the organisation.

IAHIP Irish Association of Humanistic and Integrative Psychotherapy

IAHIP

The Irish Association of Humanistic and Integrative Psychotherapy was formed in 1992 as an association to represent Humanistic and Integrative psychotherapists in Ireland. In 1994, the IAHIP became a company, limited by guarantee, and is one of the five psychotherapy sections of the Irish Council for Psychotherapy.

Chartered Institute of Management Accountants **CIMA**

CIMA

CIMA is the world's largest professional body of management accountants offering the most relevant accounting qualification for a career in business. It teaches the skills and knowledge needed to work across all areas of the business, not just the accounts team.

Career Services

Career Services

Dublin Business School creates graduates who are able to realise their full potential, are attractive to employers and are ready for employment.

Through strong links with employers we understand what attributes industry are looking for and we prepare our students to meet these needs.

The Careers Hub

Careers Services are delivered through a dedicated team of Careers Coaches in the DBS Careers Hub. This is a new approach to providing Careers Advice and support among Irish third-level Institutions. Through innovations such as specific careers pathways, 24/7 access, and the use of technology to deliver workshops and seminars, the team bring students and employers together, and are instrumental in our graduates building successful careers in companies such as Google, Microsoft, Amazon, Accenture Hubspot, Version 1 and many others.

Top Skills Employers Seek

1 Communication Skills

2 Motivation

3 Teamwork

4 Problem Solving Skills

5 Initiative/Ability to Work Under Pressure

Careers Hub

Weekly online and classroom workshops

Job advertising and matching with students

One to one student meetings and advice

Personal career development weeks

Company visits

Guest lecture series

Innovation sprints

Internships and placements where applicable

Interview preparation

Video interview preparation

Specific International student Careers Supports

Alumni talks and workshops

Further study advice

Check out our dedicated careers website for more information https://students.dbs.ie/dbs-student-services/dbs-careers

'Like' DBS on facebook:
www.facebook.com/DublinBusinessSchool

Follow us on Twitter:
www.twitter.com/dbscollege

Share on Instagram:
www.instagram.com/dbscollege/

Find us on Snapchat:
@DBScollege
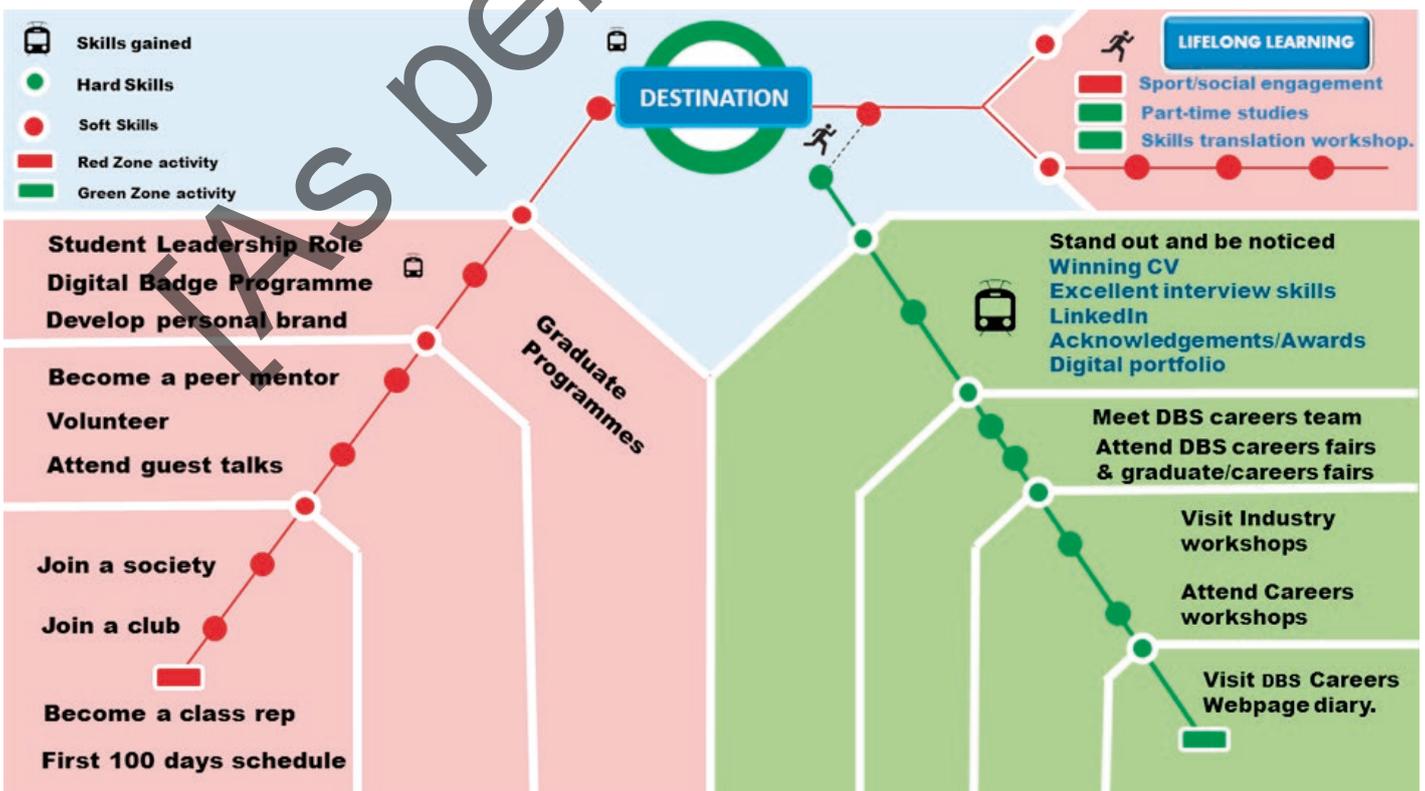
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Library and Information Services

Supporting our Students

In addition to providing access to an extensive print collection; the award-winning DBS library (library.dbs.ie) offers online, mobile, customisable and interactive information resources that can be accessed 24 hours a day from anywhere in the world. DBS Library is located in the Aungier Street building. DBS Library is an institutional member of the Library Association of Ireland (LAI), the Chartered Institute of Library and Information Professionals (CILIP), UK and the British and Irish Association of Law Librarians (BIALL).

Opening Hours

Monday-Thursday: 09:00-22:00

Friday: 09:00-21:00

Saturday: 09:00-17:00

Sundays (in the run-up to exams): 11:00-17:00

Bank holidays (in the run-up to exams): 11:00-17:00.

Print Resources

DBS Library has over 43,000 books and 22 print journals. In order to ensure ease of access to materials, the Library has a favourable core textbook to student ratio, acquiring one core textbook for every ten students. Materials are loaned for three days, one week and two week periods. Library holdings are listed on the Library's online catalogue which is available on the Library website or can be accessed directly at koha.dbs.ie. Students can view their Library account as well as renew and reserve books online.

Online Resources

The Library has an extensive e-book collection of over 1,800 titles and the A-Z journal list provides access to 53,000 full-text e-journals. Book titles recommended by lecturers on reading lists are also acquired in electronic format where available, providing students with unlimited access to key materials. The Library has introduced the Loughborough Online Reading List Software (LORLS) which provides reading lists with live availability and online access. The Kindle lending scheme allows students to borrow a Kindle e-reader which is pre-loaded with course-related e-books.

The Library subscribes to a number of high quality databases including: Academic Search Complete, Business Source Complete, Computers and Applied Sciences Complete, Emerald, Film and Literature Index, Hospitality and Tourism Complete, IEEE Xplore, Justis One, JSTOR, Library and Information Science Source (LISS), Mintel, Passport, Peparchive, Proquest Central, Psycarticles, Sage Business Cases and Research Methods, SOCIndex, WARC, Westlaw IE and Westlaw UK. Databases can be searched individually or simultaneously via a single Google-like search box on the Library website. The DBS online institutional repository, eSource (esource. dbs.ie), showcases the intellectual output of staff and students including high-quality assignments and dissertations by students and research papers by staff.

Off-Campus Access

All electronic resources including the online catalogue, the e-book collection and the complete portfolio of databases can be accessed 24 hours a day from anywhere in the world via the Library Website. The Library catalogue and all electronic resources can be accessed remotely from mobile phones and tablets.

Students with Disabilities

The Library's e-book collection and the majority of its databases have magnification and text-to-speech capabilities. Guides to Library resources for students with disabilities are also available in the Library and on the Library website. Students can make an appointment to meet with a librarian to discuss how we can best meet their specific information needs. Students can avail of a one-to-one session with the Information Skills Librarian. Students can contact disability support on learnersupport@dbs.ie.

Library Facilities

All PCs in the Library provide internet access and are equipped with the latest version of Microsoft Office. The Library also has three study rooms for collaborative study. Students can book a PC or study room via the Library website. The Library has a wireless network for students wishing to use their laptops. High-quality printing and photocopying services (including scanning and colour photocopying and printing) are available in the Library. Wireless printing enables students to print from their laptops. The Library provides self-issuing stations which enable students to issue, return and renew books independently, and which free up staff to answer all student queries.

Student Support

Library staff are extremely student-focused. The Library also provides the following student support services:

▶ Information desks where library staff are on hand to answer student queries

▶ Library tours and induction process

▶ Instant Messaging Service – 'Ask a Librarian' on the Library website

▶ Our dedicated Information Skills Librarian provides a range of programme embedded and scheduled classes on essay writing and referencing, avoiding plagiarism, researching, evaluating resources and other key topics.

▶ Library Guides – A large range of guides on the use of Library resources and facilities along with some interactive tutorials are available on the Library website library.dbs.ie

Every computer within the college has access to all the relevant industry-standard software packages.

We provide a wide range of online access for students for the following services:

▶ **Email –** Each student has access to a mydbs.ie email address which has 50GB of email storage and 1TB of online cloud storage

▶ **Lecture notes –** We are now on the most up-to-date version of Moodle which includes integration with Panopto for viewing recorded lectures online

▶ **Timetables –** Up to date timetables can be viewed for all courses on the student Intranet and through your email calendar within mydbs.ie email. Live timetables displays are also located in key communal areas of the college

▶ **Exam results –** Can be accessed online

▶ **Student Intranet –** Offers a wide range of student services, including information regarding accommodation, exams, and further study options

▶ **Support Online –** An online ServiceDesk portal is available to support students through a ticketing system which allows quick and efficient support when students require it

▶ **Online Library Access –** Through the library website, students can access the full library catalogue. Other services include, PC and study room booking, online book renewal, access to a wide range of databases and e-journals

▶ **Careers Website –** Contains an up-to-date listing of vacancies and careers information. Students can also book time with a dedicated careers advisor online.

Student Services

Student Welfare

The welfare of our students is of utmost importance in DBS. Our Student Experience Team gives advice and support to all students of the College. Be it accommodation, financial, visa, study problems or psychological issues, the team is here to help. We have close ties with local medical services and can arrange an appointment at short notice. We also provide students with a free and confidential counselling service where we will refer a student to a professional counsellor if required.

Activities and Events

College life is about much more than just education. Through our broad range of services and activities you will get to enjoy the full student experience, which extends beyond the classroom. The DBS campus is in Dublin city centre, and we use all of the extra-curricular and recreational opportunities that our unique location offers.

Clubs and Societies

We encourage all of our students to get involved with the many and varied Clubs and Societies that are on offer. Besides doing something that you love and enjoy, you will meet new friends with similar interests and also meet fellow students who may be studying on a different programme to yours. Whatever your interests, there is a club or society for you!

Sports Clubs

- Rugby
- Basketball
- Soccer
- Athletics
- Badminton
- Cricket
- Futsal
- Hockey
- Golf
- Volleyball
- Equestrian
- Surfing and Water Sports
- Cycling
- Go-Carting
- Hillwalking
- Orienteering
- Swimming
- Rock Climbing
- Table Tennis
- Pool
- Archery
- Dodgeball

Student Entertainment

The Student Experience Team, in conjunction with our Student Union, organise a full and varied schedule of social and cultural events throughout the year. From Freshers' week in September, RAG Week, weekly film screenings, cultural excursions and day trips, and the Formal Ball and Awards in May, there is something for everyone.

Societies

- Special Interest: Psychology, Business, Photography, Film, Law, Computing, Programming, Data
- Activity Based: Dance, Pilates, Yoga, Martial Arts, Self Defence
- Music Based: Radio, Music, DJ
- International and Cultural: African, Malaysian, Irish, Chinese, Indian
- Volunteering and Social: SVP, Simon, Charity, LGBT, Drama, Book Club, Coffee Club, Language Exchange

"I thoroughly enjoyed the challenge that studying for the Postgraduate Higher Diploma in Psychology presented, and it has provided a fantastic opportunity for me to advance in a new career direction. My lecturers understanding and support during my studies have been unparalleled by any other college that I have attended in the past."

Laura Morrin, Higher Diploma in Arts in Psychology

We will provide an outstanding student experience and enable strong academic outcomes.

Social and Personal Awareness

Social and Academic Support

Belonging and Identity

Learning to Learn

Peer Support

International Student Services

Dublin Business School is the natural choice for international students. We welcome the valuable contribution that you make, academically and socially, to the student experience and learning environment in the College.

The International Team are dedicated to looking after all of your needs, from the moment you enquire about our courses to registration and arrival in Ireland, and throughout your studies in DBS.

For prospective students we help with student admission, and assist with the application and student visa process.

Once you have enrolled we provide a range of services in the areas of accommodation, registration, orientation and induction, visa and immigration, student welfare.

Accommodation

DBS provide a number of accommodation options in conjunction with our carefully chosen partners. These range from self catering apartments in purpose built student accommodation (PBSA) to "homestay", with an Irish family. Our PBSA apartments are all located close to the College Campus in Dublin City Centre while "homestay" is located within 30-60 minutes from Campus. "Homestay" accommodation is initially for the first 4 weeks upon arrival in Ireland and gives an introduction to social culture, the opportunity to improve their English language skills and adjust to the lifestyle of a new country.

Visas and Assistance with Irish Immigration Authorities

If you have been accepted for admission to DBS we will provide you with guidance on your Irish visa application. You are required to pay your tuition fees in full to the College prior to making your visa application. Upon arrival in Ireland all non-EU students are required to register with the Garda National Immigration Bureau (GNIB) for permission to remain in Ireland to study. The International Team will help you through this process. Further details on the Irish visa process can be requested from your local Irish Embassy or Consulate, or can be found at the website for the Irish Naturalisation and Immigration Service (INIS) www.inis.gov.ie.

Student Employment in Ireland

International non-EU students in Ireland are entitled to take up casual employment for up to 20 hours per week, or full-time up to 40 hours during scheduled holiday periods. Access to work is restricted to students taking courses listed on the Department of Education's Internationalisation Register, which can be viewed at www.education.ie. Mixing employment with study is not easy, and it is recommended that you do not arrive without possessing the financial resources to complete your chosen course of study. If applying for a student visa for Ireland, please note that you must show at the time of your application that you have sufficient resources to support yourself for the duration of your studies in Ireland. In this regard, the Visa Office will not take into account any potential earnings that you may gain from part-time work in Ireland. The Irish student visa permits students a 'stay back' option for graduates of many of our courses.

When applying for a student visa for Ireland, you must show at the time of your application that you have sufficient resources to support yourself for the duration of your studies in Ireland.

Education in Ireland

DBS works closely with Education in Ireland whose mandate and objectives are:

▶ To promote Ireland as a quality destination for students.

▶ To promote and support the international activities of Irish education institutions.

▶ To act as a national point of contact and referral to and from Irish suppliers of education services and the international market place.

▶ To promote Irish education expertise as a valuable resource for international institutions, development agencies and governments.

▶ To liaise with education interests and government to identify and remove barriers to the development of the international education sector.

We offer a learning environment and experience that explicitly meets the needs and expectations of international students

International Student Services Team

- Registration and Orientation
- Immigration Services and Advice
- International Student Letters
- Accommodation Advice
- General Advice and Support
- Social and Cultural Activities
- Further Study Information

International Partnerships
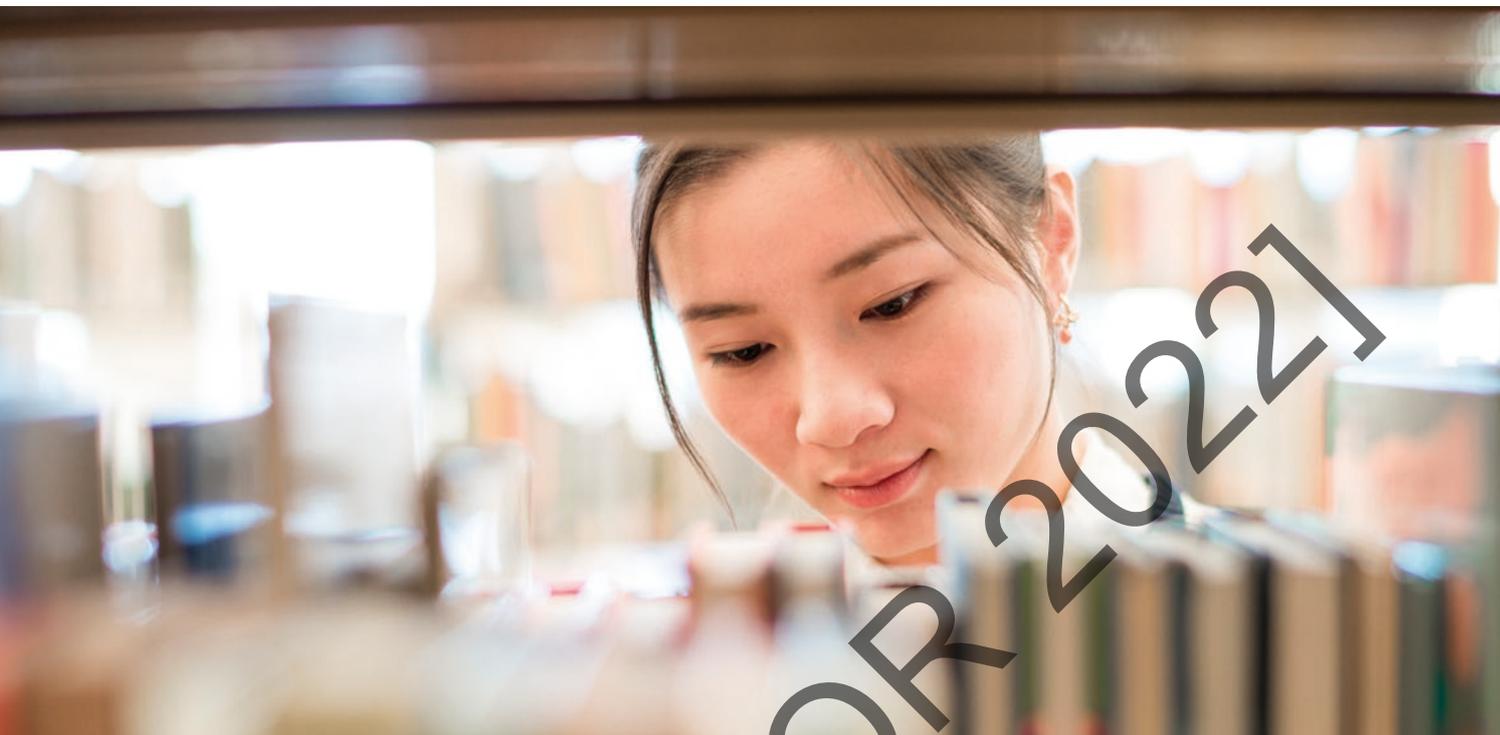
DBS has over the last 44 years established itself as a centre for international education excellence. DBS has developed over 75 university partnerships in European countries such as France, Spain, Germany, Italy, Denmark, Lithuania, Norway and Sweden. Students from these universities join DBS for a semester or academic year. Feedback indicates that European students choose DBS due to the quality of teaching, the excellent location, the wide range of sports and activities available and the opportunity to obtain an internationally recognised qualification from an English speaking country.

Some of our European Partners include:

ISEG, France

DBS has a close strategic alliance with ISEG, a prestigious group of seven business schools located in Paris, Lille, Strasbourg, Lyon, Toulouse, Bordeaux and Nantes. Students from the ISEG group have the opportunity of taking the final year of the BA (Hons) in Marketing or a number of Masters programmes at DBS as part of their studies.

EGC (Écoles de Gestion et de Commerce), France

EGC is a network of 28 reputable French Business Schools. The network was first established by the French Chambers of Commerce in the 1980s and the Schools have extensive business and international links with Schools around the world. Since 2002, Dublin Business School and EGC have formed close links, where DBS welcomes students from EGC every year to be part of their international study experience.

CEU Madrid, Spain

Founded in 1933, CEU San Pablo University of Madrid is the oldest private university in Spain. The school offers BA (Hons), Double Degrees and Postgraduate in areas such as Economics and Business, Communication and Humanities, Architecture, Engineering and Health Sciences.

IULM University, Milan, Italy

IULM is a leading Italian university specialising in the fields of Arts, Foreign Languages, Communication, Tourism and Cultural Heritage.

US Study Abroad Programme

DBS offers a Study Abroad Programme to undergraduate students from across the US. DBS has developed an extensive network of affiliate Universities and Colleges who send their students on this programme. After an initial Foundation Course on Ireland students integrate a wide range of courses in both the DBS School of Business and DBS School of Arts.

Xiamen University, China

With a ranking of 10 out of 2036 institutions in China and 318 globally, DBS was delighted to announce approval by the Chinese Ministry of Education of an Articulation Agreement with Xiamen University allowing Xiamen graduates to continue their studies at DBS and obtain a BA (Hons) Degree award from QQI in either Accounting and Finance or Financial Services.

Academic Collaboration with MARA, Malaysia

2014 saw the approval of the transnational collaborative agreement on the delivery of the DBS programme BA (Hons) in Accounting and Finance in KPTM in Malaysia. Dublin Business School has a long relationship with MARA which started in the early 1990s and has seen collaborations resulting in over 1,300 Malaysian students graduating with DBS qualifications.

FAE Brazil

FAE Centro Universitário's innovative pedagogical approach, qualified faculty and close relationship with the corporate market have allowed the institution to consistently expand the scope and depth of its academic offerings. FAE Centro Universitário is dedicated to responding to the challenges and demands of the knowledge society, offering students opportunities for research and professional development so that qualified, competent and well-rounded professionals are formed.

UPAEP

The Universidad Popular Autónoma del Estado de Puebla is a private, non-profit university located in Puebla, Mexico.

Founded on the 7th of May 1973, it is currently a highly reputed university with important national and international presence which has over 43 undergraduate programs, 34 masters programs, 12 PhD programmes and 11 specialisations.

Application Information and Procedures

Masters Programmes EU Applicants

Applicants should complete the appropriate application form and submit it online or return it to the Postgraduate Admissions Office along with the following documentation:

▶ Academic Transcripts (original and official english translation where issued in another language). Applicants who have previously attended DBS do not need to provide this documentation

▶ Proof of Identification (drivers licence or passport)

▶ Detailed Curriculum Vitae

▶ Proof of English (i.e. IELTS, TOEFL or equivalent) where full-time study has been conducted in a language other than English or applicants whose first language is not English

Please see programme content for any course specific additional application procedures and specific minimum entry requirements including English language if applicable.

In addition to the above, in the instance of Non-EU applicants who have residency in Ireland:

▶ A copy of your GNIB (Garda National Immigration Bureau) Card, work permit (if applicable) and passport

▶ The letter that was issued to you by the Department of Justice, Equality and Law Reform stating why you were provided with the above documentation.

Higher Diploma Programmes EU Applicants

Applicants should complete the appropriate application form and return it to the Postgraduate Admissions Office along with the following documentation:

▶ Academic Transcripts (original and official english translation where issued in another language). Applicants who have previously attended DBS need not provide this documentation

▶ Proof of Identification (drivers licence or passport)

▶ Proof of English (i.e. IELTS, TOEFL or equivalent) where full-time study has been conducted in a language other than English or applicants whose first language is not English

▶ Detailed Curriculum Vitea

▶ Please see programme content for any course specific additional application procedures and specific minimum entry requirements.

In addition to the above, in the instance of Non-EU applicants who have residency in Ireland:

▶ A copy of your GNIB (Garda National Immigration Bureau) card, work permit (if applicable) and passport

▶ The letter that was issued to you by the Department of Justice, Equality and Law Reform stating why you were provided with the above documentation.

Applications can be made online at www.dbs.ie or by contacting the Admissions Office for an application form. For further information please contact:

The Postgraduate Admissions Office
Dublin Business School
13/14 Aungier Street, Dublin 2

T: +353 1 4177500
F: +353 1 4177543
E: admissions@dbs.ie
W: www.dbs.ie

Non-EU Applicants

Non-EU Applicants should complete the appropriate application form and return it to the Postgraduate Admissions Office along with the following documentation:

▶ Academic Transcripts (original and official english translation where issued in another language).

Applicants who have previously attended DBS do not need to provide this documentation

▶ Proof of Identification (passport)

▶ Detailed Curriculum Vitae

▶ Proof of English (i.e. IELTS, TOEFL or equivalent) where full-time study has been conducted in a language other than English or applicants whose first language is not English

▶ Academic/business references (ideally one academic and one business). These are not required for Business programmes

▶ A copy of your GNIB (Garda National Immigration Bureau) card, work permit (if applicable)

Please see programme content for any course specific additional application procedures and specific programme minimum entry requirements.

Applications can be made online at www.dbs.ie or by contacting the International Admissions Office for an application form. For further information please contact:

The International Admissions Office
Dublin Business School
13/14 Aungier Street, Dublin 2, Ireland

T: +353 1 4177500
F: +353 1 4177543
E: international@dbs.ie
W: www.dbs.ie

Psychology, Counselling and Creative Media

Higher Diploma in Arts in Psychology (PSI accredited)

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 Higher Diploma

Title of Award

Higher Diploma in Arts in Psychology

Award Type

Major in Arts in Psychology

Duration

Full-Time, 2 Year
Part-Time, 2 Years

Suited to

Designed for non-Psychology graduates and those seeking to pursue a professional career or postgraduate study in Psychology.

Course Content

The Higher Diploma in Arts in Psychology programme has the following content:

YEAR 1

▶ History and Schools in Psychology

▶ Research Technique and Analysis 1

▶ Cognitive Psychology

▶ Foundations in Developmental and Social Psychology

▶ Behaviour Analysis

▶ Research Technique and Analysis 2

▶ Experimental Psychology

▶ Ethical Research Methods and Design

YEAR 2

▶ Personality and Individual Differences

▶ Health Psychology

▶ Biopsychology

▶ Advanced Developmental and Social Psychology

▶ Mental Health and Distress

▶ Human Performance

▶ Research Project

Overview

Professional Recognition: The Psychological Society of Ireland

The Higher Diploma in Arts in Psychology is for graduates who wish to pursue a professional career or postgraduate study in psychology but who don't hold an Honours degree in psychology.

The course enables students to study key areas of psychology in a thriving research environment and, through a supervised research dissertation, explore practical issues of interest and relevance to a range of theoretical and occupational fields. Students will develop a firm knowledge base in psychology and gain experience of the research process that will build upon the skills and knowledge that they have already acquired in earlier

studies. The Higher Diploma represents the necessary first step to becoming a professional psychologist. Upon successful completion of the Higher Diploma, depending upon the final grade, graduates will be eligible to apply to enter postgraduate training courses in their chosen specialisation and ultimately gain employment in their area of expertise.

Students will be encouraged to consider entering their own analysis as a fundamental requirement for engagement with this field.

Aims and Objectives

Key Features of the Higher Diploma in Arts in Psychology

▶ Designed for non psychology graduates and those seeking to pursue a professional career or postgraduate study in psychology

▶ The programme is accredited by the Psychological Society of Ireland (PSI) – Professional Body for Psychologists in Ireland

▶ The Higher Diploma in Arts in Psychology is an internationally recognised programme that allows application for graduate membership of relevant psychological societies including the British Psychological Society (BPS)

▶ The course is of particular interest to those who wish to enhance their current work practices e.g. Health and social care professionals, teachers, HR Managers, Voluntary and Community sector workers and many more

▶ It is also of interest to those who would like to develop their skills and knowledge in the field of Psychology

▶ The course represents the first necessary step to becoming a professional Psychologist

▶ Successful graduates may apply to enter postgraduate training courses in their chosen specialisation and ultimately gain employment in their area of expertise

Structure

The Higher Diploma in Arts in Psychology extends over two academic years of full-time study, or two academic years of part-time study.

In year 1, students undertake the study of eight mandatory subjects that are designed to develop knowledge and understanding of core areas and disciplines and to provide a platform for more advanced study at year 2.

In year 2, students undertake a further seven mandatory subjects that build on the year 1 foundation and further develop students understanding of applied areas and key subjects of Psychology. Furthermore, students also undertake a mandatory research project under the guidance of a supervisor.

On a part-time basis students will attend classes two evenings per week from 6.15pm-9.30pm and study four modules per semester.

Advice and confirmation of module selection will be made available to students before course commencement.

The programme will be taught through a mixture of lectures, tutorials, seminars, study skills workshops, practical laboratory work and field study work.

Assessment

Throughout the course some modules are assessed by a combination of continuous assessment and examinations, or by continuous assessment alone. Continuous assessment will vary in style and purpose from module to module, depending upon the nature of the subject material and the teaching and learning objectives of the module. Assessments may include essays, multiple-choice questionnaire, short-answer in-class exam, oral presentation, group work and poster presentations. Examinations are typically held in January and late April/early May.

Entry Requirements

To be considered for admission, applicants must hold:

▶ A primary Honours degree award of at least pass level in a non-cognate discipline from a recognised third-level institution, or equivalent qualification.

▶ An IELTS score of a minimum 6.0 or equivalent, where full-time study has been conducted in a language other than English or applicants whose first language is not English.

Career Opportunities

This programme is accredited by the Psychological Society of Ireland (PSI), the professional body for psychology in Ireland. DBS was the first college outside the university sector to receive accreditation from the Psychological Society of Ireland.

Graduates may progress to postgraduate training or professional training within psychology. In addition, students will be equipped with the specialised knowledge and skills that will enable them to pursue successful, responsible, and useful careers in a number of areas of employment relating to Psychology.

The Higher Diploma in Arts in Psychology is an internationally recognised programme that allows application for graduate membership of relevant psychological societies including the British Psychological Society (BPS).

Higher Diploma in Arts in Counselling and Psychotherapy

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 Higher Diploma

Title of Award

Higher Diploma in Arts in Counselling and Psychotherapy

Award Type

Major

Duration

Part-Time, 2 years

Suited to

Non cognate Graduates who are seeking a career in Counselling and Psychotherapy

Course Content

The Higher Diploma in Counselling and Psychotherapy programme has the following content.

Core Modules

- Counselling and Psychotherapy Skills 1
- Stress Response 1
- Process Group
- Traditions of Psychotherapy
- Theories of Development
- Psychoanalysis
- Group Psychotherapy
- Counselling and Psychotherapy Skills 2
- Stress Response 2
- Psychopathology and Case Histories
- Research Methods and Minor Dissertation
- The Family and Psychotherapy

Overview

The Higher Diploma in Arts in Counselling and Psychotherapy will provide students with a broad graduate-level education and grounding in the theory and practice of counselling and therapy. The course offers students a practical training in therapeutic skills and an understanding of the ethical implications of therapeutic work. During the course, students will be guided in developing a capacity for reflective self-awareness through personal therapy and group experiences.

The Higher Diploma is aimed at non-counselling and/or psychotherapy graduates. It is primarily an academic qualification, but will set its graduates on the path towards becoming accredited members of professional counselling and psychotherapy bodies. The course also prepares students to follow a variety of educational and career paths by helping them to achieve their full critical potential and equipping them with a range of intellectual skills.

Aims and Objectives

Key Features of the Higher Diploma in Counselling and Psychotherapy

- Conversion style course for non-Counselling/Psychotherapy Degree graduates
- Delivered on a modular basis, typically students will attend classes on two evenings per weeks and attend weekend workshops once or twice a month
- Focused on personal development through personal therapy, process group work and theoretical study
- Sets graduates on the path towards supervised clinical training at Masters level
- Central to the course is experiential skills training
- Of interest to those who would like to learn counselling skills and understand their basis in psychotherapeutic practice
- Enhances students current work practices e.g. health and social care professionals, teachers, Gardaí, community workers, voluntary sector workers and many more
- Orientation is primarily humanistic/integrative but it also introduces students to the principles of psychoanalysis, family therapy and to research skills.

Structure

The Higher Diploma in Counselling and Psychotherapy is run on a modular basis during evenings and weekends and will normally take students two years to complete. During that time students will take academic lectures as well as experiential training groups. Research methodologies and the range of contemporary issues that face professional counsellors and psychotherapists will also be amongst the topics studied.

Students attend and participate in process group work on one evening a week throughout each year, as well as attending academic lectures one/two evenings a week for two 12 week terms

and approximately 12 Saturdays over the academic year. Each year students participate in two feedback meetings with their trainers to assess not only their skills and academic knowledge but also their suitability for progression on to supervised clinical training at MA level.

Students are required to be in their own personal psychotherapy for the duration of the Higher Diploma. This confidential arrangement, including the time of sessions and fee, is arranged with the therapist.

Assessment

The Postgraduate Higher Diploma in Arts in Counselling and Psychotherapy combines experiential learning, academic lecturing and personal development. The Theory and Practice modules in each year of the programme as well as the Stress Response modules consist of experiential learning taking place in training groups with no more than 15 students. The other modules on the programme are delivered in lecture format. Assessment is approached creatively with a range of assessment strategies including essay writing, in-class presentation, group discussion, self-reflective writing and examination. Instructions and guidelines for all assessment are clearly communicated to students.

There is no assessment related to personal psychotherapy and process group work. These components of the programme are mandatory and entirely confidential. The cost of personal psychotherapy is not included in the programme fee.

Entry Requirements

The minimum entry requirements for the Higher Diploma in Counselling and Psychotherapy are:

- ▶ A Level 8 full award (primary Honours bachelor degree) of at least a pass level in a non-cognate discipline from a recognised third-level institution, or
- ▶ An equivalent professional qualification and be able to provide evidence of an ability to study at this level.

- ▶ Applicants are also required to submit a personal statement of approximately 400 words outlining why they wish to pursue this particular course.
- ▶ Suitable candidates should be able to demonstrate significant life experience, self-awareness and maturity are ideally required to be aged 23 years or older.
- ▶ Ideally candidates should also have experience either professionally or on a voluntary basis in a role which can be related to the work of counselling/psychotherapy. Candidates are expected to be able to show evidence of having the personal qualities necessary to undertake the Higher Diploma course.
- ▶ For applicants whose first language is not English and who have not previously undertaken a degree taught through English, evidence must be provided of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFRL). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

Applicants who do not have a Level 8 qualification and who have at least three years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

Career Opportunities

The Higher Diploma in Counselling and Psychotherapy is not in itself full professional training but should enhance employment prospects in the following areas:

- ▶ The Voluntary Sector
- ▶ Primary Care settings
- ▶ Social Care settings
- ▶ Educational settings

It is envisaged that the course will appeal to those interested in bridging their undergraduate qualification with further postgraduate study, such as our MA in Psychotherapy. Please note that professional suitability assessment forms part of a pre-enrolment interview, and also continues throughout this programme.

A combination of the Higher Diploma in Arts in Counselling and Psychotherapy in conjunction with the MA in Psychotherapy at DBS.

Accreditation

The Higher Diploma is aimed at non-counselling and/or psychotherapy graduates. It is an academic qualification, and incorporates professional psychotherapy skills training and personal development and will set its graduates on the path towards becoming accredited members of professional counselling and psychotherapy bodies.

The Higher Diploma, in combination with our Masters in Psychotherapy, is recognised as a 4 year training by IAHIP (Irish Association for Humanistic Integrative Psychotherapy). The course also prepares students to follow a variety of other educational and career paths by helping them to achieve their full critical potential and equipping them with a range of intellectual skills.

Garda Vetting

The National Vetting Bureau (Children and Vulnerable Persons) Acts 2012-2016 make it mandatory for people working unsupervised with children or vulnerable adults to be vetted by the Garda Siochana National Vetting Bureau. Under the Acts, anyone whose work or activity involves unsupervised access to children or vulnerable adults must be vetted. Workers include staff, volunteers and those on student placements working for a relevant organisation where they have access to children and/or vulnerable adults

Master of Arts (MA) in Addiction Studies

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Arts in Addiction Studies

Award Type

Major

Duration

Full-Time, 1 Year

Part-Time, 2 Years
(day time attendance)

Key Features of the MA in Addiction Studies

▶ Suited to those with a Humanities/ Social Science degree seeking to acquire a postgraduate qualification in the area of Addiction

▶ Also suitable for applicants with clinical training in health or social care who wish to apply a knowledge of the theory and approaches to addiction to their clinical work

▶ Graduates will be qualified for relevant position in academia, as well as in research for public and private bodies

▶ In addition, graduates can work at a strategic level in healthcare settings, in semi-state bodies and in government agencies shaping polices on addiction treatment both within institutions and in society as a whole

Course Content

The Master of Arts (MA) in Addiction Studies programme has the following content:

Core Modules

▶ Basic Concepts in Psychoanalysis

▶ Approaches to the Theory and Treatment of Addiction

▶ Research Methodology I

▶ Transference Issues in Addiction Treatment

▶ Addiction Psychopharmacology

▶ Psychoanalysis and Addiction: Theory and Technique

▶ Cultural Issues in the Study of Addiction

▶ Social Policies and Social Context of Addiction

▶ Research Methodology II

▶ Integrative Tutorials

▶ Supervised Clinical Visits

▶ Research Project

Overview

The MA in Addiction Studies is a rigorous and formal exploration of addictions from a variety of academic and scientific perspectives: sociological, cultural, psychological, anthropological, and psychoanalytic. The programme is concerned with how these perspectives interact and how they differ from each other.

The aim is to educate students so that they can carry out research in the field of addiction and thereby critically inform policy making, as well as management of addiction services. The programme also provides clinicians with a strong theoretical foundation from where to approach the treatment of addictions.

This programme is designed for students with a background in Psychology, Psychoanalysis, Anthropology, Sociology, Social Science or a humanities discipline, who wish to acquire a postgraduate qualification in the area of Addiction. It is also very suitable for applicants with a clinical training in health or social care who wish to apply knowledge of the theory and approaches to addiction to their clinical work. In addition, the course provides an exciting and thought-provoking foundation for students who may wish to subsequently pursue training in the counselling or psychotherapy of addiction.

Structure

The full-time day programme is one year in duration and contains three twelve week semesters. The course has four key components:

▶ An academic programme of lectures

▶ A weekly seminar with emphasis on research

▶ Clinical visits to addiction treatment centres

▶ A period of research for an extended thesis

The academic component and weekly integrative seminar provide a firm foundation in core addiction issues

while the clinical visits provide students with direct experience of the nature of the problems posed by addiction. The concluding period of research provides students with the opportunity to collate their study and develop a thesis question in the field of addiction studies. The taught courses cover semesters 1 and 2 (October to May), and the clinical visits straddle semesters 2 and 3 (February to August). Independent research is pursued during semester 3 (May to August). There is also the availability of a January intake.

For part-time students, delivery of the programme is structured over two years and contains five twelve-week semesters and will require daytime attendance.

Assessment

The MA in Addiction Studies is an academic programme informed by the clinical and academic experience of the lecturers. Assessment is approached creatively with a range of assessment strategies including essay writing, in-class presentation, graded group dissertation and examination. Instructions and guidelines for all assessment are clearly communicated to students.

Entry Requirements

To be considered for admission, applicants must:

▶ Have a minimum Second Class Honours (2.2) Degree in any humanities or social science discipline from a recognised third-level institution, or equivalent qualification or

▶ Be a graduate of any non-cognate discipline and hold a qualification in a conversion style programme such as a Postgraduate in Psychology

▶ Have an equivalent professional qualification

▶ Have an IELTS score of a minimum 6.0 or equivalent, where full-time study has been conducted in a language other than English or applicants whose first language is not English

Career Opportunities

The MA in Addiction Studies qualifies graduates to pursue careers that involve the generation and use of information relating to the problems of addiction. Graduates will be ideally qualified for relevant positions in academia, as well as in research for public and private bodies. Importantly, graduates can work at a strategic level in healthcare settings, in semi-state bodies, and in government agencies, shaping policies on addiction treatment both within institutions and in society as a whole. The MA can also provide a theoretical basis for clinicians faced with the challenge of understanding the presentation of addictive behaviours in their clinical practice.

Master of Arts (MA) in Psychoanalytic Psychotherapy

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Arts in Psychoanalytic Psychotherapy

Award Type

Major

Duration

Part-Time, 3 years

Suited to

Psychology Graduates and other Graduates in areas such as medical sciences, humanities, social sciences etc .

Course Content

The Master of Arts (MA) in Psychoanalytic Psychotherapy programme has the following content:

Taught/Academic Modules (one per semester)

- Formations of the Unconscious
- Infantile Sexuality and Infantile Neurosis
- The Clinic of the Unconscious
- Sexuality, Sexuation and the Division of the Sexes
- Neurosis in the Clinic of Psychoanalysis
- Psychoanalysis and Addiction
- Psychosis in the Clinic of Psychoanalysis
- The History of Psychoanalysis
- The Ethics of Psychoanalysis
- Transference in the Clinic of Psychoanalysis
- Research Seminar and Thesis (3rd Year, two semesters)

Classes start at 3.00 pm on Thursdays

Clinical Modules

- Psychiatric case Conference and Seminar (in St Vincent's University Hospital, Elm Park, Thursdays, 9.00 am – Years 2 and 3)
- Clinical Supervision (on DBS campus)
- Supervised Clinical Experience* (various locations)
- Infant Observation** (weekly class on DBS campus; observation – various)

*Placements

- Semester 2, year 1
- Semesters 1 and 2, year 2.
- One-to-one client work, year 3

**24 months of actual observation – though the Infant Observation classes start at beginning of Semester 1

It is also required that students take up their own personal psychoanalysis. Cost associated with personal psychoanalysis is independent of the DBS programme fee.

Overview

The interpretation of dreams announced psychoanalysis to the world in 1900. In it Freud proposed that "the most complicated achievements of thought are possible without the assistance of consciousness." This psychoanalytic position revolutionised our understanding of mental life and the basis of any psychological intervention.

Psychoanalysis is a clinical practice which attends to the hidden, or unconscious, processes of the mind. Its epoch-marking insights shed invaluable light on the fragility of meaning in our lives and on the dynamics of mental health and its collapse in illness. Psychoanalysis stands at the origin of all the major developments in psychotherapy over the past 100 years. It is designed to introduce students in a thorough and rigorous way to clinical settings and practice and so is a solid basis for work in the field of mental health as well as being a foundation for training in the field of psychoanalytic psychotherapy.

Structure

- A training based on a series of clinical placements one day a week in years 1 and 2 in mental health and education settings supervised by senior mental health professionals in each placement.
- Infant observation experience supervised by a highly qualified tutor in the field
- A final year of supervised appointment based clinical practice in settings recommended by the college. Students engage an individual supervisor for this work the fee for which is independent of the DBS programme fee.

- Weekly Psychiatric Case Conference at St. Vincent's Hospital followed by a clinical seminar
- Weekly psychoanalytic supervision tutorial
- An academic programme of lectures presented by clinicians
- It's also required that students take up their own personal psychoanalysis. Cost associated with personal psychoanalysis is independent of the DBS programme fee.

Placements

Supervised clinical placements occupy 1 day per week for 40 weeks in years 1 & 2 of the programme. Year 3 will require 2 full days in clinical placements. Placements are either of between 10 and 40 week duration. Over the 14 years the MA has been running, placements have been arranged in the following settings:

- Department of Adult Psychiatry, Mater Misericordiae Hospital
- Department of Psychiatry, National Maternity Hospital, Holles Street
- The Royal Hospital, Donnybrook
- Department of Old Age Psychiatry, St. Ita's Portrane & Beaumont Hospital
- Hospitaller Order of St. John of God, Lucena Clinic, Orwell Road
- Stewarts Hospital, Palmerstown
- Department of Psychiatry & Mental Health Research, St. Vincents University Hospital
- Navan Mental Health Service
- St Audoen's National School, Dublin 8
- Mounttown Neighbourhood Youth Project, Dun Laoghaire
- Dolphin Homework Club, Dolphin's Barn
- Kilbarrack Coast Community Project
- Saol project, Dublin 1
- Shine Dublin 1
- St. Enda's National School, Dublin 2
- Tower Probation Project, Clondalkin

Assessment

- Continuous assessment of clinical practice
- Continuous assessment and end of year report in infant observation
- Continuous assessment and examination relating to academic components
- Research thesis at the end of the programme

Entry Requirements

To be considered for admission to the MA in Psychoanalytic Psychotherapy, applicants must:

- Hold a minimum second-class Honours (2.2) in an undergraduate degree in the psychological and medical sciences, humanities, arts or social sciences.
- Have the minimum requirement in English Language which is greater or equal to B2+ in the Common European Framework of Reference for Languages for admission where full-time study has been conducted in a language other than English or applicants whose first language is not English
- Complete a personal statement of approximately 400 words outlining why they wish to pursue this particular course
- Attend two one-to-one interviews with psychoanalytic practitioners, one of whom is typically the Programme Leader.

Applicants with an undergraduate degree in other areas may be considered on a case-by-case basis.

Garda Vetting

The National Vetting Bureau (Children and Vulnerable Persons) Acts 2012-2016 make it mandatory for people working unsupervised with children or vulnerable adults to be vetted by the Garda Siochana National Vetting Bureau. Under the Acts, anyone whose work or activity involves unsupervised access to children or vulnerable adults must be vetted. Workers include staff, volunteers and those on student placements working for a relevant organisation where they have access to children and/or vulnerable adults.

Career Opportunities

For students who wish to pursue training as a psychoanalytic psychotherapist but who have minimal clinical exposure to the phenomena of mental suffering, which include psychiatric illness, addiction, learning disability etc., this MA provides the ideal initial step of that training.

Currently a basic requirement for entry into work in the field of mental health is having experience of mental health settings during training. The MA in Psychoanalytic Psychotherapy is unique in Ireland in providing a very impressive amount of hours in challenging clinical settings. A graduate with this amount of experience should satisfy concerns of any potential employer regarding their ability to work in such settings. In addition the MA provides a basis for developing private practice in the years following graduation. For the duration of the MA students begin their own personal analysis, the cornerstone of any practice calling itself psychoanalytic.

Over the years, the MA in Psychoanalytic Psychotherapy has provided a very stimulating basis not only for those graduates who wish to pursue work and practice in the field of psychoanalytic psychotherapy but also for graduates who have taken up social and community care work in.

Master of Arts (MA) in Psychotherapy

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Arts in Psychotherapy

Award Type

Major

Duration

Part-Time, 2 years

Key Features of the MA in Psychotherapy

▶ Designed for graduates from disciplines related to counselling and psychotherapy

▶ Aims to meet the needs of individuals who wish to train as professional psychotherapists

▶ Designed with close attention paid to requirements of professional bodies and discussions regarding statutory and European regulation in the field

▶ Delivered on a modular basis, typically students will attend classes on two evenings per weeks and attend weekend workshops once or twice a month

▶ Comprises of Theoretical components, Personal Psychotherapy, Weekly Process Groups and Supervised Clinical Counselling/Psychotherapy Practice

▶ The orientation is primarily humanistic/integrative

▶ Includes master classes and workshops from experienced practitioners

Course Content

The Master of Arts (MA) in Psychotherapy programme has the following content:

Core Modules

▶ Supervised Clinical Practice

▶ Clinical Group Supervision

▶ Process Group

▶ Theory and Practice 1: Psychodynamic Psychotherapy

▶ Theory and Practice 2: Integrative Psychotherapy

▶ Theory and Practice 3: Object Relations

▶ Theory and Practice 4: Integrative Psychotherapy

▶ Gestalt Therapy

▶ Existential Psychotherapy

▶ Ethics and Contemporary Issues

▶ The Body in Psychotherapy

▶ Psychotherapy and the Public Sphere

▶ Workshops

▶ Self, Subject, Person

▶ Research Project

Overview

The MA in Psychotherapy offers a postgraduate qualification which meets requirements for professional training for individuals interested in training as humanistic and psychodynamic psychotherapists in the integrative model. The course has been designed for graduates from a Level 8 Counselling and Psychotherapy programme who are suitable for supervised clinical training in humanistic and psychodynamic psychotherapy in accordance with the integrative model. A combination of the Higher Diploma in Arts in Counselling and Psychotherapy (or equivalent) and the MA in Psychotherapy at Dublin Business School fulfils the requirements and is recognised by the professional body of IAHIP. The MA course is also research focused and therefore provides students with a range of research skills appropriate to the field of counselling and psychotherapy.

Structure

The MA in Psychotherapy is delivered on a modular basis during evenings and weekends and will normally take students two years to complete. During each year, students will normally study two evenings a week for two 12 week semesters and attend weekend experiential workshops and seminars. In this time students will participate in experiential group learning and attend academic lectures, both of which direct their study and understanding of counselling and the theories and practices of counselling and psychotherapy.

In the second year of the programme there are two Master Class modules involving highly experienced practitioners bringing that experience to a teaching context. In order to best equip students research methodologies

and the range of contemporary issues that face professional psychotherapists will also be amongst the topics studied.

Fundamental to training in the field of counselling and psychotherapy is the undergoing of one's own psychotherapy. This work of clarifying one's actions and motivations is challenging, stimulating and ultimately rewarding at a personal level as well as grounding professional practice. Students should expect to be in their own personal therapy for the duration of the MA.

The MA programme involves students beginning supervised clinical counselling/psychotherapy practice. Supporting this, in addition to the personal psychotherapy mentioned above are two forms of clinical supervision – individual and group. The two supervision arrangements provide the opportunity for students to articulate their questions regarding their therapeutic interventions and position. Group supervision is incorporated into the MA timetable. Payment in relation to one's personal psychotherapy and individual supervision is not included in the course fee and is arrange individually with the therapist and supervisor.

Assessment

Each year students are assessed not only on their skills and academic knowledge but they also participate in two feedback meetings per year to discuss their progress in training. Feedback and assessment are the basis of a decision regarding their suitability for professional practice as counsellors and psychotherapists, and ultimately their qualification with the MA.

Entry Requirements

The minimum entry requirements for the Master of Arts in Psychotherapy are:

▶ A Level 8 undergraduate Honours degree with a minimum Second-Class Second Division (2.2) from a recognised third-level institution in Counselling and Psychotherapy or an equivalent qualification in a cognate area from a recognised third-level institution, or

▶ A graduate of any non-cognate discipline and hold a qualification in a conversion-style programme such as the DBS Higher Diploma in Arts in Counselling and Psychotherapy (wherein they have passed all requirements at Honours level, including oral examination of professional suitability), or

▶ Hold an equivalent qualification in the field of Humanistic, Integrative and Psychodynamic study and training or have equivalent professional qualifications

▶ Suitable candidates should be able to demonstrate significant life experience, self-awareness and maturity. Learners on the Master of Arts in Psychotherapy programme are required to have entered their own psychotherapy before commencement of the programme. This will have been a requirement of the required prior learning qualification indicated above. Prior learning qualifications should also have included a minimum of 60 hours process group work

▶ Ideally candidates should also have experience either professionally or on a voluntary basis in a role which can be related to the work of counselling/psychotherapy. Candidates are expected to be able to show evidence of having the personal qualities necessary to undertake psychotherapy training. To this end there is an interview process as part of the admissions procedure in order to assess academic and personal suitability

▶ Applicants who do not have a Level 8 qualification at a 2.2 award level and who have at least three years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

Career Opportunities

Holders of the MA in Psychotherapy will be qualified to work in the following areas:

▶ The Voluntary Sector

▶ Primary Care settings

▶ Social Care settings

▶ Educational settings

▶ Private Practice following admission to a professional body

It is envisaged that the programme will appeal to those interested in further postgraduate study, such as at PhD level.

Accreditation

The MA in Psychotherapy offers a postgraduate qualification which meets requirements for professional training for individuals interested in training as humanistic and psychodynamic psychotherapists in the integrative model.

For instance, the Masters in Psychotherapy combined with our Higher Diploma in Counselling and Psychotherapy is recognised as a 4 year training by IAHIP (Irish Association for Humanistic Integrative Psychotherapy).

Garda Vetting

The National Vetting Bureau (Children and Vulnerable Persons) Acts 2012-2016 make it mandatory for people working unsupervised with children or vulnerable adults to be vetted by the Garda Siochana National Vetting Bureau. Under the Acts, anyone whose work or activity involves unsupervised access to children or vulnerable adults must be vetted. Workers include staff, volunteers and those on student placements working for a relevant organisation where they have access to children and/or vulnerable adults.

Master of Science (MSc) in Applied Psychology

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Science in Applied Psychology

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Suited to

This programme is suited to graduates who hold a first qualification in Psychology of an upper Second Class Honours (2.1) at NFQ Level 8 or above accredited by the Psychological Society of Ireland or show eligibility for accreditation by the Psychological Society of Ireland.

Course Content

Core Modules

▶ Applied Neuroscience
▶ Life Transitions and Interventions
▶ Professional Issues and Ethics in Applied Psychology
▶ Advanced Research
▶ Methods and Analysis
▶ Dissertation

Electives

Choose 2 of the following 4

▶ Occupational Health
▶ Psychology
▶ Addiction and Rehabilitation
▶ The Psychology of Motivation and Productivity
▶ The Psychological Practitioner and the Therapeutic Relationship

Choose 2 of the following 4

▶ Psychometrics and Psychometric Assessment
▶ Public and Community Health
▶ Leadership and Organisational Development
▶ Positive Psychology in Practice

Overview

The programme will provide learners with an insight into the field of applied psychology, thus developing the competencies and skills required to relate theory to practical applications. The learner will explore various theories of psychology that will enable them to understand human behaviour from individual, social and biological perspectives.

The programme is comprised of both core modules and elective modules. Elective modules form two distinct career pathways in the areas of organisational psychology and health psychology.

Central to this programme are the areas of analysis, intervention, application, evaluation and research. There is a strong focus on ethics, professional skills and personal development.

Upon completion of the programme learners will be able to competently investigate contemporary local and global issues using an applied psychological perspective and design solutions to match.

Aims and Objectives

Who is the Programme aimed at?

The programme is designed for Psychology graduates who wish to enhance their skills and knowledge in professional areas of Psychology before entering further specialised professional training in Psychology, or pursuing PhD research. In addition, as a key feature of this programme is the development of transferable skills, the programme will be of benefit to learners seeking to enter or progress their careers in a variety of professions in both the public and private sectors.

Structure

Full-Time

For full-time learners, the taught component comprises four mandatory modules, delivered over one academic year, comprising two semesters. The taught component also comprises eight elective modules, of which the learner chooses four. These elective modules are delivered over a semester, two elective modules per semester. Successful completion of the taught component stage allows the learner to move on to the dissertation stage.

Part-Time

For part-time learners, delivery of the taught component is structured over four taught semesters. During each semester, learners will normally attend lectures on two evenings per week.

Assessment

Subjects will be assessed through a combination of end of semester examination and continuous assessment. In keeping with the emphasis on skills development and application in the programme, the assessment methods will require learners to demonstrate proficiency in appropriate areas, apply their learning and practical skills to provide solutions to practical issues, and demonstrate clear understanding and critical awareness of core concepts. Learners will also be exposed to guest lecturers from a variety of subject areas within psychology.

Entry Requirements

A first qualification in Psychology of an upper Second Class Honours (2.1) at NFQ Level 8 or above accredited by the Psychological Society of Ireland or show eligibility for accreditation by the Psychological Society of Ireland. (In exceptional cases, the college may accept a lower Second-class Honours degree in Psychology on the basis of an interview).

For applicants whose first language is not English, the minimum English language requirement for entry to the programme is IELTS score 6.0 (or equivalent).

Career Opportunities

Holders of the MSc in Applied Psychology will be open to careers in areas such as research and evaluation posts, teaching/lecturing and human resource management, as well as market research, social policy advocates, administrative positions, health care settings and training and development specialists. The programme may also appeal to those learners keen to pursue further post graduate studies in the field of psychology.

Master of Arts (MA) in Creative Media Practice

UNIVERSITY OF THE WEST of SCOTLAND
UWS
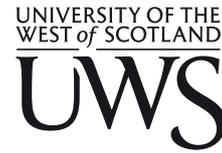
Awarding Body

University of the West of Scotland

Award Level

9 (Masters Degree)

Title of Award

Master of Arts in Creative Media Practice

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Suited to

This programme is suited to graduates who hold a first qualification in Psychology of an upper Second Class Honours (2.1) at NFQ Level 8 or above accredited by the Psychological Society of Ireland or show eligibility for accreditation by the Psychological Society of Ireland.

Overview of Programme

The MA in Creative Media Practice presents learners with a creative and critically informed environment in which to develop and consolidate their practice. The course supports imaginative, experimental and interdisciplinary enquiry through a range of media, approaches and methodologies. In Dublin Business School we define creative production as a practice of realising an artistic vision by putting in place the practical steps needed to deliver that vision to an audience—whether in the performing arts, literature, visual and sonic arts, or in an interdisciplinary area. Students are encouraged both to work collaboratively and to be independent, self-directed critical thinkers.

At DBS we are committed to innovation, creativity and intellectual rigour. This new programme aims to broaden the students' productive, conceptual, and critical faculties in their pursuit of careers as creative media professionals. A curricular emphasis across the entire study is on context and connectivity along with a spirit of experimentation, collaboration and community. To support this, the programme offers a flexible suite of modules to allow you to build up a strong portfolio of high-quality creative work across your chosen areas of practice, and to consolidate your creative and professional identity in film, digital media, photography, writing and performance.

The learner engages with a focused set of modules, tailored to individual requirements. Moving on from this the learner is provided with a broader, more detailed set of modules including involvement in an interdisciplinary 'Collaborative Project' and a highly focused and individualised programme of professional development in a range of relevant areas within the module 'Creative Industries: Professional' Practice. Students taking the Masters gain the opportunity to complete a sustained piece of professional creative work such as a feature-length screenplay or documentary, a piece of creative writing, a multimedia product, an exhibition or a performance. A significant feature throughout is the exposure to experienced creative cross media practitioners and professionals external guest lecturers, industry mentors and DBS faculty.

With a strong emphasis on the values of design-thinking and entrepreneurship (teamwork, iteration, action-bias, and responsiveness), this programme prepares students for an entry into the professional world with confidence to solve meaningful, complex, and challenging problems.

Core Content includes

▶ Researching and developing creative projects;

▶ The critical and commercial realities of the creative process;

▶ Writing and developing creative projects from proposal treatments, project plans and grant applications to screenplays and final projects;

▶ A strong critical perspective on current creative thinking and cross-media developments.

▶ Entrepreneurial thinking.

Students select practice areas most relevant to them and can also tailor the research, development and project work in these and in related modules to reflect their interests and requirements.

Placement Opportunities

Work-related learning is available either as a placement in the creative sector and/or work on a professional project.

Programme Strengths

▶ Regular input from creative practitioners and industry experts.

▶ "Live" professional projects allowing students to develop their understanding of 'audiences'.

▶ Build a strong creative portfolio and develop creative projects of a professional standard.

▶ The Masters programmes features the Creative Industries: Professional Practice module which features a significant component of employability-focused CPD.

▶ The programme has a strong track record of preparing students for further post-graduate study especially in practice-based research with several students gaining PhD Studentships and MFA programmes.

▶ This programme is designed to maximise student employability at a high level.

▶ Development of a distinctive, individual creative identity, creative voice and artistic style.

▶ Enhanced awareness of current creative thinking and cross-media developments.

▶ Maximise the potential provided by the professional contacts, colleagues and networking opportunities.

▶ Opportunity to capture and evaluate progression and development, stimulating reflection, self-regulation and a more constructive engagement with employability.

▶ Opportunity to tailor research, development and project work in area of professional and conceptual interest.

Career Opportunities

Areas of employment for graduates of this programme lie within the extensive range of creative networks and cultural infrastructure of Dublin and beyond.

Employment opportunities include:

▶ Film makers

▶ Script writing

▶ Creative consultancy

▶ Technicians

▶ Designers

▶ Creative writing

▶ Creative projects management

▶ Creative sector management

▶ Socially engaged projects

▶ Public art projects

▶ Arts administration

▶ Curation

Course Content

▶ Applied Creative Contexts

▶ Creative Skills Development

▶ Creative Industries: Professional Practice

▶ Research: Critical Development,

▶ Collaborative Project

▶ Masters Creative Project

Admission Criteria

Appropriate Undergraduate Qualification

Minimum entry requirements for this programme are at least a 2.2 Honours at NFQ Level 8, or equivalent practical/professional experience. Your preferred programme may also require you to undertake an interview, audition or other relevant selection exercise.

Other Required Qualifications/Experience

Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified by Regulation 6 of the Regulatory Framework together with the following programme requirements: Honours degree (minimum 2:2 classification or a bachelor's degree with significant and relevant work experience). Where candidates do not meet the standard entry requirement, they must demonstrate that they have sufficient relevant professional or practice-based experience to undertake their chosen programme of study. They may be admitted to the programme at the discretion of the Programme Admissions Officer/Programme Leader.

English language proficiency is also a requirement, with candidates expected to achieve IELTs average standard of 6.0.

Admission based on Recognition of Prior Learning (RPL) will comply with the University's Regulatory Framework, as well as University regulations on postgraduate study and guidance on RPL. Credit transferred into the programme through Accreditation of Prior Learning (APL) must have been subject to reliable and valid methods of assessment at a recognised HEI. Accredited Prior Experiential Learning (APEL) entry is also permitted. The amount of credit transferred though RPL (APL and APEL) will comply with the maxima set out in the Regulatory Framework.

[As per AQR 2022]

Business, Finance and IT

Higher Diploma in Business

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 Higher Diploma

Title of Award

Higher Diploma in Business

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 18 months

Suited to

Graduates who wish to acquire core business skills

Course Content

▶ Management and Organisational Behaviour
▶ Marketing
▶ Business ICT
▶ Legal Issues for Business
▶ Economics
▶ Professional Skills for Personal Development
▶ Human Capital Management
▶ Strategic Marketing
▶ Business Finance
▶ Innovation and Entrepreneurship
▶ Business Strategy (Capstone)

Overview

The Higher Diploma in Business is a conversion course for non-business graduates who wish to acquire core business skills which will enable graduates play an active role in the management, sustainability and development of commercial enterprise. Graduates will, upon completion of this programme, enter the business world and/or progress to a management role within a general or specific field or sub-field of business. Throughout the course learners will have acquired the necessary skills and business acumen to strategically appraise business opportunities and challenges and effectively integrate into decision-making roles with an organisation. The Higher Diploma in Business will see graduates being capable of dealing with diverse intrinsic and extrinsic opportunities and challenges in the business world and do so in a creative fashion promoting business sustainability and growth. Graduates will be also be in a position take up further Level 9 postgraduate studies.

Aims and Objectives

The specific programme objectives are to:

▶ Equip learners with an understanding of the theory and principles underlying business function(s) and administration.
▶ Advance in learners an appropriate expertise in the major aspects of business, and an awareness of core disciplines.
▶ Develop a range of key interpersonal skills, characteristics and attitudes to learners to work professionally, individually and in a team.
▶ Cultivate in learners a range of key skills, personal qualities and attitudes essential to support progression to a career in business or to further academic study.
▶ Develop learner capacity to organise diverse information, arguments, and conclusions and present them in a clear coherent way.
▶ Relate business principles, concepts and theories and frameworks to a wide range of business and industry settings.
▶ Understand the various functions of business and demonstrate this awareness by producing a multi-faceted and innovative business strategy.
▶ Enable learners to apply their learning through in their professional lives reflecting their professional and personal development.

Structure

The Higher Diploma in Business programme comprises 60 ECTS. The programme has ten 5 ECTS module and one 10 ECTS module with the latter acting as a capstone. In the full-time mode, 60 ECTS will be delivered in one academic year over two academic semesters. In part-time mode, 60 ECTS be delivered over eighteen months, three academic semesters.

Semester one lays the groundwork for the programme. This semester encompasses foundational modules such as Management and Organisational Behaviour and Marketing as well as Business ICT and focuses on providing a solid and comprehensive understanding of the relevant concepts, such as a proficiency in the use of ICT and the interpretation of the Legal Issues in Business and the economic backdrop to the business environment.

Semester two builds on this by covering Human Capital Management, Strategic Marketing, Business Finance, Innovation and Entrepreneurship as well as Business Strategy in which the knowledge, understanding and skills acquired in the first semester can be employed. Soft skill or competency based modules are found in Semester 1 namely Professional Skills for Personal Development, specifically from a business-oriented perspective. The modules when taken together provide key skills for enabling the execution of strategic changes based on insights from interdisciplinary outputs such as marketing or ICT to ensure agility within the market.

Business Strategy is proposed as a Capstone module capture the learning acquired in semester one as well as previous learning and experience. To synthesise learning into a strategic report is a key graduate attribute and ensures the diversity of modules on the programme are linked and interrelated as they would be in a contemporary business organisation within a global business environment.

Taken together these skills will enable graduates to secure job positions in industry in the diverse field of business.

Assessment

Student assessment will be based on a combination of continuous assessment and end of semester examinations. Continuous assessment will involve a number of assessment methods, including research essays, analysis of case studies, practical assessments and projects. For the purpose of continuous assessment students will be required to work individually and in groups. End of semester examinations will usually be closed book, timed constrained written examinations, which will feature a range of question styles.

Entry Requirements

The minimum entry requirements for the Higher Diploma in Business are:

▶ A Level 8 primary undergraduate Honours degree with a minimum Pass classification from a recognised third-level institution in a non-cognate area.

▶ For applicants whose first language is not English and who have not previously undertaken a degree taught through English, evidence must be provided of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFRL). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

Applicants who do not have a Level 8 qualification and who have at least three years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

Career Opportunities

Graduates, upon completion of this programme, will be able to enter the business world and/or progress to a management role within a general or specific field or subfield of business. Throughout the course learners, acquire the necessary skills and business acumen to strategically appraise business opportunities and challenges and effectively integrate into decision-making roles with an organisation. The Higher Diploma in Business produces graduates capable of dealing with diverse intrinsic and extrinsic opportunities and challenges in the business world and do so in a creative fashion promoting business and commercial enterprise sustainability and growth. Graduates therefore, are in a position take up further Level 9 postgraduate studies as well as enter the field of business professionally.

Graduates will have the skills necessary to move into a management role within a variety of business functions such as marketing, people management or management of a department such as ICT within an organisations. They will have the business expertise to take a strategic view of business opportunities and challenges, and graduates will effectively integrate cutting edge analytics into decision-making in their company. In this way, the Higher Diploma in Business offers a consolidated and emphasised focus on strategic business decision-making fully integrated with personal and professional skills development as an effective means to improve business performance, productivity and efficiency.

Higher Diploma in Science in Data Analytics

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 Higher Diploma

Title of Award

Higher Diploma in Science in Data Analytics

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Course Content

▶ Databases and Business Applications

▶ Programming Essentials

▶ Statistics for Data Analytics

▶ Advanced Data Analytics

▶ Data and Web Mining

▶ Data Visualization & Communications

▶ Data Warehousing and Business Intelligence

▶ Programming for Big Data

▶ Tools for Data Analytics

▶ Project

Participants are equipped to take data visualisation and communications, data and web mining, advanced data analytics. Upon completion of the above students will complete an industry based credit bearing project.

The overall aim of the programme is to provide graduates with the underpinning academic knowledge to enhance their educational and employment opportunities and to achieve the award of a Higher Diploma in Science in Computing in Data Analytics.

Personal Development Programme

To complement the academic programme, learners will follow a skills based Personal Development Programme (PDP).The programme has been designed in collaboration with industry to ensure that graduates are able to demonstrate the personal skills and aptitudes employers have highlighted as requirements and to assist graduates of the programme to integrate effectively into the work place. The PDP will be delivered across all four semesters.

Overview

Dublin Business School in conjunction with Microsoft Ireland, their Partner Network and other relevant industry partners have developed an intensive Level 8 Graduate Conversion programme leading to a Higher Diploma in Science in Computing in Data Analytics award. Ireland is likely to face an average increase in demand for high-level ICT skills of around 5% a year out to 2018 with the employment of ICT professionals anticipated to rise to just over 91,000.

The Higher Diploma in Science in Data Analytics will provide graduates with the theoretical and practical skills required to meet the demands of industry. The proposed programme will enable learners to apply those transferable skills developed as part of their original degree to specific IT and Data Analytics areas. The current and projected skills shortages are increasing the demand for graduates with a skillset that embeds new technologies with existing established core computing skills. Use and implementation of technologies are changing fast and therefore so are the demand for specific technology skills. A strong core technology education will form a good basis upon which skills in the current and future cutting edge technologies can be built.

This programme aims to develop learners' knowledge of the theory and practice of Data Analytics necessary for them to secure employment and perform as graduate level ICT/Data Analytical practitioners in a broad range of commercial, industrial and public sector environments. Graduates will have a clear understanding of the practical and theoretical foundations of data analytics. The programme enables and supports learners in developing critical analytical skills and developing skills in applying theoretical concepts to the practice of data analytics.

Specific skills include the skills to develop, implement and maintain the hardware and software required to make use of data analytics including Big Data. THE EGFSN report, "Assessing the demand for Big Data and Analytics Skills, 2013-2020" forecasts a continuing strong demand for data analytics across the economy over the period 2015-2020 and estimates that Ireland has the potential to create between 12750 and 21000 job vacancies by 2020.

Specific skills that the proposed programme is preparing participants for include:

- Demonstrate a detailed knowledge and understanding of the methods and technologies for acquiring, interpreting and analysing big data
- Have knowledge of relevant statistical, mathematical and business tools employed to solve problems involving big data sets
- To be able to formulate and test hypotheses and experiments in the field of data analytics
- Critically interpret data analytical skills and technologies with a view to application in new circumstances
- Apply the scientific enquiry method to solve problems related to the data science field
- Act effectively both as an individual and a team member in a supervised work environment demonstrating technical and social proficiency in the manipulation of materials and the use of appropriate technologies

People with skills that marry business acumen, with the technical aspects of data analytics will be in high demand across industry sectors.

The programme is designed to embed various transferable skills across all modules. Skills such as teamwork, troubleshooting, communication, problem solving, reflective thinking and analytical reasoning are embedded throughout the programme.

Structure

The programme is structured to deliver the taught component, contributing 60 credits in one year full-time.

The taught component consists of six modules.

Assessment

Personal Development Programme

To complement the academic programme, learners will follow a skills based Personal Development Programme (PDP).The programme has been designed in collaboration with industry to ensure that graduates are able to demonstrate the personal skills and aptitudes employers have highlighted as requirements and to assist graduates of the programme to integrate effectively into the work place. The PDP will be delivered across all four semesters.

Teaching & Assessment

DBS teaching and learning strategies are intended to facilitate students to take ownership of, and responsibility for, their own learning in partnership with the academic faculty. A wide range of teaching and learning methods are used in the programme to ensure all learning styles are accommodated. Methods will include formal lectures, seminars, workshops, lab tutorials, on-line video demonstrations, and presentations that will emphasise student participation and application to case studies and relevant computing and business issues.

The focus of the programme is on the application of learning to the real-life environment and therefore a significant proportion of this programme is computer based. Learners will be required to practice taught skills and elements of the course via self-directed learning. Intellectual skills are developed through project work, tutorial work and coursework assignments

Entry Requirements

To be considered for admission to this programme, applicants must hold a Primary Honours Degree (Level 8) in a non-cognate discipline from a recognised third-level institution or equivalent qualification. In addition, an IELTS score of a minimum 6.0 or equivalent is required, where full-time study has been conducted in a language other than English, or for applicants whose first language is not English. Applications without this will be considered on the basis of approved prior experience and learning (RPL).

Candidates will ideally be able to demonstrate technical or mathematical problem solving skills as part of previous programme learning.

Career Opportunities

There is a global shortage of the skilled professionals required to fill direct high-end jobs in this area and the report, Assessing The Demand For Big Data And Analytics Skills, identifies measures to build up the Big Data and analytics talent pool in Ireland over the period up to 2020 in line with enterprise demand. The 21,000 potential job opportunities for skilled professionals could arise under the report's high growth scenario, from both expansion and replacement demand in the period up to 2020 – comprising 3,630 for deep analytical roles and 17,470 for big data savvy roles.

Role types that may be suitable for graduates include:

- Data Analysts/Engineers
- Data Analytics Manager
- Software Engineers
- Hadoop Developers

Higher Diploma in Science in Financial Technology (FinTech)

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 Higher Diploma

Title of Award

Higher Diploma in Financial Technology

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Course Content

The Higher Diploma in Science in FinTech has the following content:

Block I
▶ Financial Services Innovation
▶ Fintech Regulatory Environment

Block II
▶ Data Analytics
▶ Fintech Operations

Block III
▶ Blockchain and e-payments
▶ Capstone (Project)

Overview

Technological innovation applied to financial services has created a wave of disruptive activity that will change the shape of the global financial system over the next decade.

This has created demand from graduates and employees for programmes specifically tailored to the skills required for a changing financial services industry.

This is an interdisciplinary programme that focuses on finance, data analytics and computing. It is designed to appeal to graduates seeking to gain exposure to FinTech – the technology enabled business model innovation in the financial sector.

Aims and Objectives

This is an innovative programme with an integrated delivery from end-to-end covering a wide range of financial technology topics, whilst providing a focus on application and the regulation required in this area. The programme focuses on practical skills in core areas such as data and financial analytics, e-Finance, financial services and cybersecurity while also offering applied skills in contemporary topics such as data analytics, and financial applications. Its aim is to create a mastery of core financial technologies and financial systems while also enhancing the practical technical skills of the learners.

The specific programme aims are as follows:

▶ Develop learner's criticality in order to analyse industry trends in Fintech

▶ Provide learners with a platform to develop the requisite knowledge and technical skills in current and developing financial technologies

▶ Prepare learners to work effectively and collaboratively in the execution of common goals

▶ Provide learners with systematic knowledge of the management of Financial Technology in organisational and regulatory contexts

▶ Facilitate the development by the learner of applied skills that are directly complementary and relevant to the workplace

▶ Identify and develop autonomous learning skills for the learner

▶ Enable the learner to identify, develop and apply analytical, creative, problem solving and research skills

▶ Provide the learner with a comprehensive platform for career development, innovation and further study.

Structure

The programme is structured to deliver the taught component, contributing 60 credits in one year full-time and two years part-time.

Full-time

For full-time students, the taught component consists of the six modules.

Part-time

For part-time students, delivery of the programme is structured over four taught semesters. During each semester, students are typically required to attend lectures on two evenings per week and occasional weekend workshops.

The course has six key components:

1. Class room lectures
2. Case-based learning
3. Practical skills sessions
4. Workshops
5. Tutorials
6. Individual and group work

Assessment

The Higher Diploma in Science in FinTech is an academic programme informed by the clinical and academic experience of the lecturers. Modules will be delivered through a mix of lectures, workshops and tutorials, and teaching will focus on the learner applying problem solving skills and undertaking critical reflection and critique of case studies. Assessment methods include in-class tests and MCQS, presentations, analysis of case studies, assignments and project work.

Entry Requirements

The minimum entry requirements for the Higher Diploma in Science in FinTech are a Level 8 degree in a cognate discipline OR a Level 8 degree in a non-cognate discipline with 1-2 years professional experience in a related industry. Due to the mathematical nature of the content candidates will be required to show sufficient competency in mathematics.

In addition, for applicants whose first language is not English and who have not undertaken their undergraduate degree through English the following is required:

The minimum requirement for a non-native English speaker is greater or equal to B2+ in the Common European Framework of Reference for Languages for admission Non-EU applicants, resident outside Ireland/EU, must apply directly to the International Admissions Office at DBS.

Career Opportunities

FinTech has quickly become one of the biggest sectors in tech. From an employer perspective, there are a number of companies looking for graduates with these skills in the short and medium term. Career opportunities exist in banking, insurance, and technology companies as well as in innovative start-up situations.

Higher Diploma in Science in Computing (Software Development)

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 Higher Diploma

Title of Award

Higher Diploma in Science in Computing

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Overview

Dublin Business School (DBS) in conjunction with Springboard+, Microsoft Ireland, their Partner Network and other relevant industry partners have developed an intensive Part-Time Level 8 conversion award for a Postgraduate Higher Diploma in Science in Computing (Software Development). This programme is specifically designed to address the demand for graduates with ICT skills in areas including Software Development and Software Engineering.

Aims & Objectives

The primary objective of the programme is to address ICT Skills gaps through the successful conversion of talented learners from non-computing/IT disciplines to meet identified skills needs in the economy.

The overall aim of the programme is to provide graduates with the underpinning academic knowledge to enhance their educational and employment opportunities and to achieve the award of a Higher Diploma in Science in Computing. A feature of the part-time programme is the opportunity for the learner to engage in an industry related project. In addition to acquiring new skills, learners will apply and reinforce the knowledge and practical skills they have acquired during the taught element of the programme.

In Ireland in general software developers are among the most in-demand roles in the tech sector. Key skills common to all streams of the programme and acquired throughout semester one of the taught programme will include the ability to demonstrate an understanding of the core IT skills of software development, database design & development, web application, networking and operating systems. Design, develop, test and document software.

Specific Skills that the proposed specialist software development stream is preparing participants for:

▶ Competent knowledge with Object-Oriented Programming concepts & ability to implement these concepts to produce well designed Object-Oriented programs

▶ Ability to design, implement, test and document Advanced Object-Oriented Programs

▶ In-depth knowledge of unit testing and system testing

▶ Ability to construct event-driven Graphical User Interfaces

▶ Proficiency in programming languages such as C#.NET and Java

▶ Competency to create & maintain a Database using SQL

▶ Expertise to develop relational and XML databases including native and Hybrid XML databases

▶ Proficiency in current database & web application development languages and frameworks

▶ Competency in document mark-up languages particularly HTML5, XHTML and XML

▶ Ability to develop Web-based applications using .Net framework & specifically ASP.NET

▶ Expertise to manipulate a database from a web application using ADO.NET

▶ Proficiency in using advanced Web development tools and techniques such as DHTML and AJAX

▶ Designing and Developing a server side web application with database integration

▶ Integrate social media features using API's

▶ Application of current & emerging technologies to enhance the functionality of web application components.

Entry Requirements

The minimum entry requirements for Higher Diploma in Science in Computing are:

▶ A Level 8 primary undergraduate Honours degree with a minimum Pass classification from a recognised third level institution in any discipline.

▶ Candidates will ideally be able to demonstrate technical or mathematical problem-solving skills as part of previous programme learning. Typically, holders of more technical, numerate degrees are like to gain a higher ranking in any order of merit in selection for the programme.

▶ For applicants whose first language is not English and who have not previously undertaken a degree taught through English, evidence must be provided of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFRL). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

Applicants who do not have a Level 8 qualification at a 2.2 award level and who have at least 3 years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures

Course Content

This course will run over two academic years, with four semesters. Modules within this programme include:

▶ Information Systems Development & Management

▶ Principles of Programming

▶ Database Design and Development

▶ Operating Systems & Networks

▶ Web Design and Development

▶ Object Oriented Programming

Students will be provided with a significant grounding in core computing modules. Students will pursue a specialisation stream in Software Development. This element is a focused set of modules and project work designed to bring candidates quickly to the industry entry standard for graduates in their chosen field of specialisation.

Specialised core modules include:

▶ Advanced Programming

▶ Web and Cloud Application Development

Upon completion of the above students will complete either a project or a work placement.

Personal Development Programme

To complement the academic programme, learners will follow a skills based Personal Development Programme (PDP). The programme has been designed in collaboration with industry to ensure that graduates are able to demonstrate the personal skills and aptitudes employers have highlighted as requirements and to assist graduates of the programme to integrate effectively into the work place. The PDP will be delivered across all four semesters.

Teaching & Assessment

DBS teaching and learning strategies are intended to facilitate students to take ownership of, and responsibility for, their own learning in partnership with the academic faculty. A wide range of teaching and learning methods are used in the programme to ensure all learning styles are accommodated. Methods will include formal lectures, seminars, workshops, lab tutorials, on-line video demonstrations, and presentations that will emphasise student participation and application to case studies and relevant computing and business issues.

The focus of the programme is on the application of learning to the real-life environment and therefore a significant proportion of this programme is computer based. Learners will be required to practice taught skills and elements of the course via self directed learning. Intellectual skills are developed through project work, tutorial work and coursework assignments. In addition to the accredited modules learners will be timetabled to participate in personal development activities. Learners will therefore gain the necessary additional applied skills in order to expedite their integration into the workplace

Structure

The programme contains a deliberate mix of professional certification in relevant industry skills, personal development and academic content. The part-time programme will run over 2 academic years, and typically students will attend 2 evenings per week with some weekends per semester.

Career Opportunities

Upon completion of the programme, graduates would typically take up roles as:

▶ Software Engineer/Developers/ Programmers/testers

▶ Net Developer

▶ Web Developer

▶ Trainee Programme Analyst

▶ Project Support Engineer

▶ Technical Support Engineer

▶ Database designer and developer

▶ CRM Developer

▶ IT Consultant

DBS fully recognises the importance of job readiness to the ICT Skills programme participant and has put in place an integrated and comprehensive Personal and Professional Development Service for ICT participants entitled "Jump Start Your Career". This intensive programme covers every aspect of the job procurement process and has greatly assisted ICT skills programme participants with their job search activities and preparation for employment.

Higher Diploma in Science in Computing (Development Operations)

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 Higher Diploma

Title of Award

Higher Diploma in Science in Computing

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Overview

The Forecasting the Future Demand for High Level ICT Skills in Ireland, 2017-2022 (EGFSN, 2019) report highlights the increasing demand and undersupply of those with ICT skills in Ireland forecasts strong continued growth in this area. DevOps was highlighted as a job that was difficult to fill in the National Skills Bulletin 2018.

Dublin Business School's Higher Diploma in Science in Computing in Development Operations (DevOps) provides a strategic learning pathway for students to learn and implement modern software development and deployment practices that spans multiple departments, from development to test, to release management to operations with a focus on collaboration, quality and performance. These skills are essential to deliver applications at the volume, velocity, and quality levels now required for modern enterprises to remain competitive

Aims and Objectives

Aims

▶ Provide a programme of study which allows learners to enhance their employment opportunities in the ICT sector.

▶ Enable learners to progress from a fundamental understanding of core computing concepts to the demonstration of advanced skills in specific areas.

▶ Develop abilities of an advanced nature in DevOps.

▶ Contextualise newly gained practical skills in a real-world environment through placement and project work.

Objectives

▶ Enable the learner to successfully transfer existing skills and knowledge to an ICT context.

▶ Provide the learner with communication, teamwork and presentation skills required of an ICT practitioner.

▶ Develop a competence for analytical thinking, problem solving ability and enable independent learning.

▶ Position learners to develop research skills and progress to further postgraduate study.

On completion of this course, the graduate will be able to:

▶ Apply analytical thinking to the problem-solving process and reflect on and critique proposed DevOps solutions.

▶ Display appropriate personal and professional attitude and approach to independent learning required to fill knowledge gaps in the discipline of DevOps.

▶ Demonstrate an understanding of core computing concepts and methods applied in programming, web development, information systems and database development, computer systems and administration, software and systems security and in software engineering or data storage and networking.

▶ Apply appropriate theories, processes, tools and techniques available to practitioners within the discipline of computing.

▶ Utilise specialised skills that are applicable in the context of established and emerging computing practices.

▶ Use appropriate skills to interpret technical requirements and use this to design, develop and deliver suitable computing artifacts.

▶ Establish competence required for professional, ethical and legal delivery of individual or group projects in a supervised work or industry environment

Entry Requirements

The minimum entry requirements for Higher Diploma in Science in Computing are:

- A Level 8 primary undergraduate Honours degree with a minimum Pass classification from a recognised third level institution in any discipline.
- Candidates will ideally be able to demonstrate technical or mathematical problem-solving skills as part of previous programme learning. Typically, holders of more technical, numerate degrees are like to gain a higher ranking in any order of merit in selection for the programme.
- For applicants whose first language is not English and who have not previously undertaken a degree taught through English, evidence must be provided of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFRL). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

Applicants who do not have a Level 8 qualification at a 2.2 award level and who have at least 3 years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

Course Content

Modules within this programme include:

- Information Systems Development & Management
- Principles of Programming
- Database Design and Development
- Operating Systems & Networks
- Web Design and Development

- Object-Oriented Programming
- DevOps Practices & Principles
- Tools & Technologies for DevOps
- DevOps Project Management

Upon completion of the above students will complete either a project or a work placement.

Assessment Methods

The Higher Diploma in Science in Computing (DevOps) is an academic programme informed by the clinical and academic experience of the lecturers. Modules will be delivered through a mix of lectures, workshops and tutorials, and teaching will focus on the learner applying problem solving skills and undertaking critical reflection and critique of case studies. Assessment methods include in-class tests, presentations, analysis of case studies, assignments and project work.

Structure

The programme is structured to deliver the taught component, contributing 60 credits over 2 years part-time. Typically students attend classes on two evenings per week.

Delivery of the programme is structured over four taught semesters. During each semester, students are typically required to attend lectures on two evenings per week and occasional weekend workshops.

6 Key Components

- Class room lectures
- Case Based learning
- Practical Skills Sessions
- Workshops
- Tutorials
- Individual and Group work

Career Opportunities

DevOps engineers are notoriously difficult to find as highlighted in the National Skills Bulletin 2018. Graduates of this course can expect to work in either development or operations areas in large enterprises.

Dublin Business School's Higher Diploma in Science in Computing (DevOps) provides a strategic learning pathway for students to learn and implement modern software development and deployment practices that spans multiple departments, from development to test, to release management to operations with a focus on collaboration, quality and performance. These skills are essential to deliver applications at the volume, velocity, and quality levels now required for modern enterprises to remain competitive.

The Irish Government has set an ambitious plan for Ireland to become a leading country in Europe in ICT. It is envisaged that this will assist in the creation of additional employment in the economy. It is against this backdrop that Springboard+ provides for a 2 year part-time NFQ Level 8 Higher Diploma course delivered by higher education providers in partnership with industry. This proposed programme (and streams) will form part of a suite of ICT related programmes currently being delivered by DBS. This innovative Higher Diploma is informed by Irish government policy and industry requirements and reflects DBS's commitment to dynamically respond to urgent requirements to ensure an adequate supply of ICT talent and skills for the domestic supply pool

Higher Diploma in Science in Computing (Web and Cloud Technologies)

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

8 Higher Diploma

Title of Award

Higher Diploma in Science in Computing

Award Type

Major

Duration

Full-Time, 1 Year

Overview

DBS in conjunction with Springboard+, Microsoft Ireland, their Partner Network and other Industry Partners have developed an intensive Part-Time Level 8 conversion award for a Postgraduate Higher Diploma in Science in Computing (Web & Cloud Technologies). This programme is specifically designed to assist participants in obtaining jobs such as Web Developers, Cloud Support Consultants or Analysts.

Aims & Objectives

The primary objective of the programme is to address ICT Skills gaps through the successful conversion of talented learners from non-computing / IT disciplines to meet

The overall aim of the programme is to provide graduates with the underpinning academic knowledge to enhance their educational and employment opportunities and to achieve the award of a Higher Diploma in Science in Computing. A feature of the part-time programme is the opportunity for the learner to engage in an industry related project. In addition to acquiring new skills, learners will apply and reinforce the knowledge and practical skills they have acquired during the taught element of the programme.

In Ireland in general software developers are among the most in-demand roles in the tech sector. Key skills common to all streams of the programme and acquired throughout semester one of the taught programme will include the ability to demonstrate an understanding of the core IT skills of software development, database design & development, web application, networking and operating systems. Design, develop, test and document software.

Specific Skills that the proposed specialist stream is preparing participants for:

▶ Proficiency in current database and web application development languages and frameworks

▶ In-depth knowledge of fundamentals of Object-oriented programming using C#.NET

▶ Competency in document mark-up languages particularly HTML5, XHTML and XML

▶ Proficiency in using advanced Web development tools and techniques such as DHTML and AJAX

▶ Competency to create, design and develop a server side web application with database integration

▶ Ability to design and develop relational and XML database models and implement them

▶ Expertise to develop native and Hybrid XML databases

▶ Access a database from a web application using ADO.NET

▶ Integrate social media features using API's

▶ In-depth understanding of Web services standards

▶ Apply current & emerging technologies to enhance the functionality of web application components

▶ Competent understanding of cloud computing, deployment & delivery models and cloud infrastructure skills

▶ High level of knowledge of the underlying enablers of cloud computing, namely virtualization, implementation mediums and storage frameworks

▶ Design, configure & manage a switched network. Implement a hierarchical structure, loop avoidance, switch convergence & VLANS

▶ Design and implement a classless IP addressing scheme for a network

▶ In-depth understanding of WAN technologies, from Frame Relay to MPLS to MetroEthernet

▶ Build, configure, maintain & trouble shoot a network

▶ Developing content on cloud such as using Content Management Systems such as Joomla, etc. on Windows Azure platform.

Entry Requirements

The minimum entry requirements for Higher Diploma in Science in Computing are:

- A Level 8 primary undergraduate Honours degree with a minimum Pass classification from a recognised third level institution in any discipline.

- Candidates will ideally be able to demonstrate technical or mathematical problem-solving skills as part of previous programme learning. Typically, holders of more technical, numerate degrees are like to gain a higher ranking in any order of merit in selection for the programme.

- For applicants whose first language is not English and who have not previously undertaken a degree taught through English, evidence must be provided of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFRL). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

Applicants who do not have a Level 8 qualification at a 2.2 award level and who have at least 3 years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedure

Course Content

This course will run over two academic years, with four semesters. Modules within this programme include:

- Information Systems Development & Management

- Principles of Programming

- Database Design and Development

- Operating Systems & Networks

- Web Design and Development

- Object-Oriented Programming

Students will be provided with a significant grounding in core computing modules. Students will pursue a specialisation stream in Web & Cloud Technologies. This element is a focused set of modules and project work designed to bring candidates quickly to the industry entry standard for graduates in their chosen field of specialisation.

Specialised core modules include:

- Web and Cloud Application Development

- Cloud Infrastructure and Virtualisation

- Advanced Web Technologies

Upon completion of the above students will complete either a project or a work placement.

Personal Development Programme

To complement the academic programme, learners will follow a skills based Personal Development Programme (PDP). The programme has been designed in collaboration with industry to ensure that graduates are able to demonstrate the personal skills and aptitudes employers have highlighted as requirements and to assist graduates of the programme to integrate effectively into the work place. The PDP will be delivered across all four semesters.

Teaching & Assessment

DBS teaching and learning strategies are intended to facilitate students to take ownership of, and responsibility for, their own learning in partnership with the academic faculty. A wide range of teaching and learning methods are used in the programme to ensure all learning styles are accommodated. Methods will include formal lectures, seminars, workshops, lab tutorials, on-line video demonstrations, and presentations that will emphasise student participation and application to case studies and relevant computing and business issues.

The focus of the programme is on the application of learning to the real-life environment and therefore a significant proportion of this programme is

computer based. Learners will be required to practice taught skills and elements of the course via self-directed learning. Intellectual skills are developed through project work, tutorial work and coursework assignments. In addition to the accredited modules learners will be timetabled to participate in personal development activities. Learners will therefore gain the necessary additional applied skills in order to expedite their integration into the workplace

Structure

The programme contains a deliberate mix of professional certification in relevant industry skills, personal development and academic content. This programme will run over 2 academic years and typically students will attend two evenings per week with some weekends per semester.

Career Opportunities/ Progression to Further Study

Upon completion of the programme, graduates would typically take up roles as:

- Cloud Administrators

- Cloud Computing Specialists

- Windows Administrator

- Web Developers/Analyst

- Network Engineer

- IT Support

- Network Project Manager

- Data Operations Engineer

- Database designer and developer

DBS fully recognises the importance of job readiness to the ICT Skills programme participant and has put in place an integrated and comprehensive Personal and Professional Development Service for ICT participants entitled "Jump Start Your Career". This intensive programme covers every aspect of the job procurement process and has greatly assisted ICT skills programme participants with their job search activities and preparation for employment

Master of Business Administration (MBA) + Streams

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Business Administration (MBA)

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Course Content

The Master of Business Administration (MBA) programme has the following content in stages 1 and 2.

STAGE 1
Core Modules

- Global Issues for Management
- Strategic Marketing Analysis
- Managerial Financial Analysis
- Research Methods 1
- Applied Strategic Management
- Dynamic Leadership Development
- Research Methods 2

Elective Modules – Choose 2

- Marketing Innovations
- Strategies for Human Resource Management
- Strategic Information Systems
- Project Management Frameworks
- Corporate Financial Management
- Cloud Technologies for Business
- Integrated Marketing Communications
- Reinventing
- Performance Management
- Innovation and Disruptive Technologies
- Project Management Practices
- Global Financial Markets
- Cloud Application Management

STAGE 2

- MBA Award
- Dissertation

Introduction

The MBA is a one year full-time or two year part-time programme that educates and prepares a diverse group of learners with the academic knowledge, analytical ability and innovative management perspectives and skills needed to manage organisations in an increasingly competitive and diverse global marketplace. The programme enables learners commence or strengthen their career in business, as well as underpin any further business studies and achieve excellence at an executive level in their chosen profession in both the public and private sectors.

Key Features

This unique programme allows you to study the pure MBA, or choose a specialist route for your MBA award within the following programmes: HRM; Project Management; Finance; Information Systems; Cloud Computing or Marketing. This ensures students are afforded the widest choice of specialisms from which to choose. A practitioner focus is part of this programme, and industry-led workshops and guest lecturers keep information current and applied.

The MBA will include:

- Personal, academic and professional development.
- Lectures and assessment methods that apply the business knowledge required for students to perform as an effective manager in any organisation.
- Through, extensive study of key issues in business theories students will be capable of evaluation and application of important global management issues which impact on organisational effectiveness and performance.

- Knowledge and understanding of global business, most especially on issues such as globalisation, standardisation and customisation of products and services.

- Skills and knowledge to inform you how an organisation is best managed in a changing world.

With these in mind, the programme is designed to provide you with relevant knowledge, so that you are familiar with the latest theoretical and practical developments relating to business management and development.

Aims and Objectives

The ability to confidently manage a business represents a valuable skill-set. In order for an organisation to be flexible in diverse business environments and to change direction at speed, they must be experts in business management and business strategy in a global context. The aim of the MBA at DBS is to develop these sets of abilities with a particular focus on a thorough understanding of business management. The MBA offers you a unique opportunity to study advanced theory and practice relating to management, and to develop an appreciation of the causes and significance of managing strategy.

Structure

Semester one: Total 30 ECTS

Four mandatory modules total 20 ECTS (5 ECTS per module):

- Global Issues for Management
- Strategic Marketing Analysis
- Managerial Financial Analysis
- Research Methods 1
- Students choose one elective 10 ECTS

Semester two: Total 30 ECTS

Three mandatory modules total 20 ECTS:

- Applied Strategic Management (10 ECTS)
- Dynamic Leadership Development (5 ECTS)
- Research Methods 2 (5 ECTS)
- Students choose one elective 10 ECTS

Semester three: Total 30 ECTS

- Dissertation

Electives emanate from the following sub-fields of business: Marketing, HRM, Cloud Computing, Information Systems, Finance or Project Management. Should a learner choose two electives from the same specialism they will be on a specific learning pathway.

Assessment

Continuous assessment is an integral part of many of our taught modules. The weightings attaching to coursework and other forms of continuous assessment vary from module to module to facilitate all learning styles. You will experience a variety of teaching and learning assessment methods including lectures, seminars, tutorials, case studies, group and individual projects, examinations and reports.

Entry Requirements

The minimum entry requirements for the Master of Business Administration are:

- Level 8 primary undergraduate Honours bachelor degree with a minimum Second Class Second Division classification (2.2) from a recognised third-level institution in any discipline from a recognised third-level institution (or equivalent); or

- An equivalent professional qualification such as ACCA or CIMA.

- Or GMAT examination is a mandatory requirement for all applicants who do not hold an Honours Bachelor Degree (Level 8) with a minimum of second class second division classification.

- For applicants whose first language is not English and who have not previously undertaken a degree taught through English, evidence must be provided of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFRL). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

The programme is aimed at learners who wish to specialise in business administration with a view to entering industry in a high-level managerial role, to progress professionally or to

"Making the decision to take time out of my career and return to college to complete the full-time MBA was one to which I applied a great deal of thought, assessing the costs and benefits of taking a year out of work to enhance my academic qualifications. It was a difficult decision and one from which I have benefitted hugely. I chose to complete the MBA in Project Management in order to gain valuable knowledge and understanding that I will be able to apply at work in order to progress my career. Being able to apply my previous experience to the scenarios and discussions in the lectures, allowed me to learn and reflect on previous situations at work. From a personal point of view, the lectures on research skills and personal development offered me a valuable opportunity to reflect on my skills, development and career path and I made some friends and a network of contacts with whom I will remain in touch both personally and professionally. Since completing the MBA I have returned to work in a contract Project Management role, where I have already been able to use the skills and experience gained in the MBA. I thoroughly enjoyed my time at DBS and would recommend the MBA course."

Laura O'Keeffe, MBA in Project Management

undertake further business studies. Learners will achieve the business expertise to lead an organisation to strategic decision making ensuring a maximum return on investment across each department. Learners will be capable of dealing with diverse intrinsic and extrinsic business realities in a creative manner to ensure sustainability and growth.

Applicants who do not have a Level 8 qualification at a 2.2 award level and who have at least three years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

Career Opportunities

Upon completing the programme, graduates will have attained a critical awareness of business opportunities and challenges capable of devising appropriate strategies for ongoing professional development as well as a keen awareness of the requirements which ensure the sustainability and growth of the organisation. The programme is fundamentally rooted in creating an accomplished business postgraduate whose insights will inform strategic business decisions, from financial to people management, designed to increase productivity, profitability and an organisation's value and market share.

Graduates will have the business skills necessary to move into senior management roles and pursue a leadership career path. Graduates will acquire skills and competencies in dynamic leadership development and business acumen as well as business expertise and learn how to effectively integrate strategic decision-making in their organisation. The programme invites learners to critically appraise the impact of internationalisation and diversity on economic activities and

aims to unpack complex theories and practices ensuring a self-reflective practice where learners consider social norms and a socially responsible approach to business administration. The programme captures the unpredictability and diversity of the business world and simulates this diversity, enabling learners to devise approaches both individually and as part of a team.

Overarchingly, the programme aims and objectives create a critical understanding of core business functions as well as strategic business management, while also enhancing the innovative capability and practical, transversal and practical skills of the learners, ensuring the success of graduates in the business environment.

Master of Business Administration (MBA) (with Streams)
CORE MODULES + STREAM MODULES + DISSERTATION = MBA

Students who select the general option select any two modules from the twelve modules available in the specialist streams.

	Global Issues for Management	Strategic Marketing Analysis	Managerial Financial Analysis	Research Methods 1	Applied Strategic Management	Dynamic Leadership Development	Research Methods 2
Core Modules	Core	Core	Core	Core	Core	Core	Core

	Marketing Innovations	Integrated Marketing Communications	Strategies for Human Resources	Reinventing Performance Management	Strategic Information Systems	Innovation and Disruptive Technologies	Project Management Frameworks	Project Management Practices	Corporate Financial Management	Global Financial Markets	Cloud Technologies for Business	Cloud Application Management
MBA (Marketing)	■	■										
MBA (Human Resource Management)			■	■								
MBA (Information Systems)					■	■						
MBA (Project Management)							■	■				
MBA (Finance)									■	■		
MBA (Cloud Computing)											■	■

Dissertation

Core

- ■ Core/Mandatory modules for all learners on parent and all streams of Master of Business Administration (MBA)
- ■ Mandatory modules for learners on MBA (Marketing)
- ■ Mandatory modules for learners on MBA (HRM)
- ■ Mandatory modules for learners on MBA (Information Systems)
- ■ Mandatory modules for learners on MBA (Project Management)
- ■ Mandatory modules for learners on MBA (Finance)
- ■ Mandatory modules for learners on MBA (Cloud Computing)

Master of Science (MSc) in Business Analytics

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Science in Business Analytics

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Course Content

The Master of Science (MSc) in Business Analytics has the following content:

STAGE 1

- Requirements Analysis
- Programming for Analytics
- Applied Statistics and Machine Learning
- Business Strategy

STAGE 2

- Project Management for Business Analytics
- Financial and Business Analytics
- Data Mining
- Business Intelligence and Visualisation
- Applied Research Methods

STAGE 3

- Applied Project

Overview

Given the ever-increasing volume of data that businesses have access to today, there is a demand for employees who have computational, analytical and business strategy skills who can inform business decisions to increase efficiency and an organisation's value. This Master of Science in Business Analytics has been developed with the aim of providing learners with the knowledge, skills and research capability to critically analyse, implement and evaluate big data concepts and techniques in order to generate valuable insights, thereby assisting with strategic business decisions, increasing productivity, profitability and an organisation's value and market share.

Aims and Objectives

This new programme aims to provide learners with the theoretical knowledge and practical skills to critically analyse, evaluate and implement big data concepts and techniques in order to generate valuable business insights. These insights will inform strategic business decisions designed to increase productivity, profitability and an organisation's value and market share.

It has been designed with an integrated delivery from end-to-end covering a wide range of business strategy, analytics and technology topics whilst providing a focus on application and the regulation required in this area. The programme focuses on theoretical and contextual knowledge in core areas such as statistics, decision theory, business strategy and finance while also offering applied practical skills in contemporary topics such as data analytics, visualisation, modelling, simulation and forecasting, project management, big data and business application development. Learners who complete the full Master of Science programme (including the 25 ECTS capstone Applied Research Project) will also develop and enhance their research capability through critical enquiry and detailed analytical problem solving.

Overall, the programme aims to create in learners a critical understanding of core business analytics and strategic business management, while also enhancing the research capability and practical technical skills of the learners.

The specific programme aims are as follows:

- To enable learners to develop in-depth knowledge and analytical skills in current and developing financial technologies
- To provide learners with a deep and systematic knowledge of the management of Financial Technology in organisational and regulatory contexts

- To facilitate the development by the learner of applied skills that are directly complementary and relevant to the workplace
- To identify and develop autonomous learning skills for the learner
- To develop in the learner a deep and systematic understanding of current issues of research and analysis
- To enable the learner to identify, develop and apply detailed analytical, creative, problem solving and research skills
- Provide the learner with a comprehensive platform for career development, innovation and further study.

Structure

Learners will complete the taught component of the Master in Science in Business Analytics which includes nine modules forming the core of the subject knowledge and practical skills provision with the tenth module synthesising and applying this knowledge in the capstone Research Project module. This programme and the progression of the modules, facilitates the learner in end-to-end learning, demonstrating critical thinking, relevant depth of knowledge, research capability and applying practical creative, problem solving skills. In the capstone applied research module, the learner then synthesises their learning in an area of focussed interest, critically analysing relevant literature, using suitable applied research methods and research design in the production of an artefact and written report appropriate to a Level 9 Science standard.

Assessment

The programme teaching and learning strategy is designed to allow the learner to progress through the theoretical and practical concepts in an orderly and logical fashion. The assessment strategy is planned to ensure practical application of the core principles of the module and facilitates feedback, which underpins the overall learning experience.

The overall assessment strategy of the programme is a mixture of practical individual and/or group – project bases – continuous assessment, and where appropriate a final examination.

The programme emphasises the development and evolution of the skills and attributes relevant to the contemporary workplace, and the programme's assessment strategy reflects this clear objective.

Entry Requirements

The minimum requirement for admission to this programme is a minimum second class Level 8 Honours bachelor degree in a cognate area (e.g. computer science, IT, science, mathematics, statistics, finance, economics, business (including quantitative methods), maths and management information systems, OR a non-cognate Level 8 Honours bachelors award with three to five years' experience in analytics.

In addition, for applicants whose first language is not English and who have not undertaken their undergraduate degree through English the following is required:

The minimum requirement for a non-native English speaker is greater or equal to B2+ in the Common European Framework of Reference for Languages for admission. Non-EU applicants, residents outside Ireland/EU, must apply directly to the International Admissions Office at DBS. Further details regarding Non-EU learners can be found in the DBS Quality Assurance Handbook (QAH).

Career opportunities

On the basis of stakeholder feedback, the programme has been developed in order to provide learners with the skills and attributes employers in industry have identified as most desirable in the area of business analytics. The focus has been refined to develop modules that focus on the skills gap identified by prospective employers.

Graduates can expect to take up roles as Business/Marketing/HR Analysts, Project Managers,

Master of Science (MSc) in Data Analytics

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Science in Data Analytics

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Course Content

The Master of Science (MSc) in Data Analytics has the following content:

STAGE 1

- Programming for Data Analysis, Processing and Visualisation
- Statistics for Data Analytics
- Data Storage Solutions for Data Analytics
- Data Mining
- Machine Learning
- Applied Research Process for Data Analytics
- Data Visualisation

STAGE 2

- Dissertation

Overview

With increased availability of information about customer preferences and actions, production processes and supply chains, there is growing recognition of the economic returns from the use of big data and analytics. The Government's Action Plan for Jobs 2013 sets out seven 'disruptive reforms' being prioritised with major potential to have a significant impact on job creation, to support enterprises or where Ireland can profit from a natural advantage or opportunity that presents itself in the economy.

One of these goals is to make Ireland a leading country in Europe for big data. This programme accommodates a wide audience of learners whose specific interests in data analytics may be either technically focused or business focused.

Either full-time or part-time, the programme is designed to facilitate learners with a statistics/computing/technology background who wish to upskill in this new and emerging area of Data Analytics. It will also be of interest to learners who have completed their undergraduate degree and wish to specialise in this area. It may be their preference to take the theory and practical modules only and not complete the dissertation.

Aims and Objectives

This is an innovative programme with an integrated delivery from end-to-end covering a wide range of data analytics topics. The programme aims to develop learners' knowledge of the theory and practice of Data Analytics necessary for them to secure employment and perform at postgraduate level in the areas of ICT/Data Analytics in a broad range of commercial, industrial and public sector environments. Graduates will have an in-depth knowledge of the practical and theoretical aspects of data analytics. The programme enables and supports learners in developing critical analytical skills and in applying theoretical concepts to the practice of data analytics.

The programme incorporates Personal and Professional Development (PPD) within modules to enhance the student's employability, which will enable them to integrate seamlessly into an organisation by addressing skills such as leadership, self-management and teamwork that are essential in the area of Data Analytics. It also comprises a Research Methods module integrated into the applied data analytics modules, focusing on literature review, research technique, and their application to real life situations, data sets and how applied research and entrepreneurship are linked. These modules will inform the learner's Dissertation, which requires the production of an artefact.

- To enable learners to develop expert knowledge and analytical skills in current and developing areas of analysis statistics, and machine learning.

▶ To provide learners with a deep and systematic knowledge of business and technical strategies for data analytics and the subsequent skills to implement solutions in these areas.

▶ To facilitate the development by the learner of applied skills that are directly complementary and relevant to the workplace.

▶ To identify and develop autonomous learning skills for the learner.

▶ To develop in the learner a deep and systematic understanding of current issues of research and analysis

▶ To enable the learner to identify, develop and apply detailed analytical, creative, problem solving and research skills.

▶ to provide the learner with a comprehensive platform for career development, innovation and further study.

Structure

The programme is structured in two sequential stages. Stage 1 is a taught component, contributing 60 credits. Stage 2 is a supervised dissertation, contributing 30 credits. The dissertation provides students with the opportunity to critically review the literature in any part of the taught syllabus.

Full-Time

For full-time students, the taught component consists of six modules. Successful completion of the taught component stage allows you to move on to the dissertation stage.

Part-Time

For part-time students, delivery of the programme is structured over four taught semesters. During each semester, students are typically required to attend lectures on two evenings per week and occasional weekend workshops

The course has six key components:

1. Class room lectures
2. Case-based learning
3. Practical Skills Sessions
4. Workshops
5. Tutorials
6. Individual and group work

Assessment

The MSc in Data Analytics is an academic programme informed by the clinical and academic experience of the lecturers. Assessment is approached creatively with a range of assessment strategies including essay writing, in-class presentation, graded group dissertation and examination, module depending.

Instructions and guidelines for all assessment are clearly communicated to students.

Entry Requirements

The minimum entry requirements for the MSc in Data Analytics are:

A minimum Second Class Level 8 Honours Degree (2.2) in a cognate discipline from a recognised third-level institution or equivalent.

In addition, for applicants whose first language is not English and who have not undertaken their undergraduate degree through English the following is required:

The minimum requirement for a non-native English speaker is greater or equal to B2+ in the Common European Framework of Reference for Languages for admission. Non-EU applicants, residents outside Ireland/EU, must apply directly to the International Admissions Office at DBS.

Career Opportunities

There is a global shortage of the skilled professionals required to fill direct high-end jobs in this area and the report, Assessing the Demand for Big Data and Analytics Skills, identifies measures to build up the Big Data and analytics talent pool in Ireland over the period up to 2020 in line with enterprise demand. The 21,000 potential job opportunities for skilled professionals could arise under the report's high growth scenario, from both expansion and replacement demand in the period up to 2020 – comprising 3,630 for deep analytical roles and 17,470 for big data savvy roles.

Role types that may be suitable for graduates include:

▶ Data Analysts/Engineers
▶ Data Analytics Manager
▶ Software Engineers
▶ Hadoop Developers

Master of Science (MSc) in Digital Marketing

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Science in Digital Marketing

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Course Content

The Master of Science (MSc) in Digital Marketing has the following content:

STAGE 1
Core Modules

- E-Business
- Strategic Digital Marketing
- Digital Design and Development
- Digital Advertising and Online Marketing Communications
- Inbound Marketing
- Data and Digital Marketing Analytics
- Research Methods

STAGE 2

- Dissertation, or
- Applied Project

Overview

The massive growth of social media and smartphones in recent years, means that marketers need a strong skillset and knowledge base that is digital. Now marketers want the visibility and traceability that digital marketing affords. As an MSc the programme has a more scientific rigour to its offerings, emphasising accountability and strategic context.

Developed in conjunction with industry experts, this highly practical programme provides a broad based digital marketing award with a strong focus on cutting edge skills and practice in areas such as Search Engine Optimisation, Display Advertising, Search Advertising, Email Marketing, Affiliate, Web Design with WordPress, Digital Video, Analytics and much more. Given how fast the digital marketing arena moves in terms of technologies and practice all modules are written with flexibility in mind. Students are facilitated in exploring new ideas and technologies where applicable. In this way, the program remains up-to-date with industry trends and best practice.

This programme accommodates a wide audience of learners whose specific interests in Digital Marketing may be either technically focused or strategy focused.

Aims and Objectives

This is an innovative programme with an integrated delivery from end-to-end covering a wide range of Digital Marketing topics. The programme aims to develop learners' knowledge of the theory and practice of Digital Marketing necessary for them to secure employment and perform at postgraduate level in the areas of ICT/Digital Marketing in a broad range of commercial, industrial and public sector environments. Graduates will have an in-depth knowledge of the practical and theoretical aspects of Digital Marketing. The programme enables and supports learners in developing critical analytical skills and developing skills in applying theoretical concepts to the practice of Digital Marketing.

The programme incorporates Personal and Professional Development (PPD) within modules to enhance the student's employability, which will enable them to integrate seamlessly into an organisation by addressing skills such as leadership, self-management and teamwork that are essential in the area of Digital Marketing. It also comprises a Research Methods integrated into the applied Digital Marketing modules, focusing on literature review, research technique, and their application to real life situations and data sets, how applied research and entrepreneurship are linked. These modules will inform the learner's Dissertation, which requires the production of an artefact.

The specific programme aims are as follows:

▶ To imbue a critical analysis of the current and emerging theories of digital marketing, informed by up-to-date research and activity in the digital marketing field.

▶ To develop the practical skills in problem identification and solving, carrying out digital marketing activities of a marketing department.

▶ To provide a strategic perspective (incorporating multiple-viewpoints) and context for digital marketing in a modern organisation

▶ To develop an in-depth appreciation of modern data-driven metrics to marketing activities and how these can be generated and used.

▶ To develop in students the competencies to be a successful marketer in a digital marketing environment.

▶ To facilitate the development by the learner of applied skills that are directly complementary and relevant to the workplace

▶ To identify and develop autonomous learning skills for the learner

▶ To provide the learner with a comprehensive platform for career development, innovation and further study.

Structure

Full-Time

For full-time students, the taught component consists of seven modules. Successful completion of the taught component stage allows you to move on to the dissertation stage.

Part-Time

For part-time students, delivery of the programme is structured over four taught semesters. During each semester, students are typically required to attend lectures on two evenings per week and occasional weekend workshops.

The course has six key components:

▶ Class room lectures

▶ Case Based learning

▶ Practical Skills Sessions

▶ Workshops

▶ Tutorials

▶ Individual and Group work

Assessment

The MSc in Digital Marketing is an academic programme informed by the clinical and academic experience of the lecturers.

Assessment is approached creatively with a range of assessment strategies including essay writing, in-class presentation, graded group dissertation and examination.

Instructions and guidelines for all assessment are clearly communicated to students.

Entry Requirements

The minimum entry requirements for the MSc in Digital Marketing are:

▶ A minimum Second Class Level 8 Honours Degree (2.2) in a cognate discipline from a recognised third-level institution or,

▶ An equivalent professional qualification such as MMII.

▶ In addition, for applicants whose first language is not English and who have not undertaken their undergraduate degree through English the following is required:

▶ The minimum requirement for a non-native English speaker is greater or equal to B2+ in the Common European Framework of Reference for Languages for admission. Non-EU applicants, residents outside Ireland/EU, must apply directly to the International Admissions Office at DBS. Further details regarding Non-EU learners can be found in the DBS Quality Assurance Handbook (QAH).

Career Opportunities

Graduates of the MSc in Digital Marketing will acquire specialised skills and competencies that will enable them to pursue positions in many fields, including digital marketing management, market research, brand management, advertising and public relations and digital marketing consultancy.

Master of Science (MSc) in Financial Technology (FinTech)

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Science in Financial Technology

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Course Content

The Master of Science (MSc) in Financial Technology has the following content:

STAGE 1

- ▶ FinTech: Markets and Services
- ▶ Quantitative Financial Modelling
- ▶ Information and Cybersecurity Management
- ▶ Blockchain and Distributed Ledger Technologies
- ▶ Research Methods I

STAGE 2

- ▶ FinTech Regulation
- ▶ Data Analytics and Machine Learning
- ▶ Applied Financial Analysis
- ▶ Innovation and Entrepreneurship in FinTech
- ▶ Research Methods II

STAGE 3

- ▶ Applied Project

Overview

Technological innovation applied to financial services has created a wave of disruptive activity that will change the shape of the global financial system over the next decade.

This has created demand from graduates and employees for programmes specifically tailored to the skills required for a changing financial services industry.

This is an interdisciplinary program that focuses on finance, data analytics and computing. It is designed to appeal to graduates seeking to gain exposure to Fintech – the technology enabled business model innovation in the financial sector.

Aims and Objectives

This is a new programme with an integrated delivery from end-to-end covering a wide range of financial technology topics, whilst providing a focus on application and the regulation required in this area. The programme focuses on practical skills in core areas such as financial analytics, advanced databases, disruptive technologies, web technologies and security while also offering applied skills in contemporary topics such as data analytics, and financial applications. Its aim is to create a critical understanding of core financial technologies and financial systems while also enhancing the practical technical skills of the learners.

FinTech can incorporate many different areas and is an evolving area. Through the work of the Programme Team and in conjunction with the industry experts, Financial Technology has been defined as a combination of financial systems, data management and technology including areas such as Risk Management, Cyber Security, Fintech Regulation, Data Analytics, Data Visualisation, Financial Models, Applied Financial Analysis, Machine Learning, Blockchain and Distributed Ledger Technologies, and Innovation in Financial Markets and Services. The programme aims and learning outcomes have been designed to reflect these specific areas.

The specific programme aims are as follows:

- ▶ To enable learners to develop in-depth knowledge and analytical skills in current and developing financial technologies
- ▶ To provide learners with a deep and systematic knowledge of the management of Financial Technology in organisational and regulatory contexts
- ▶ To facilitate the development by the learner of applied skills that are directly complementary and relevant to the workplace

- To identify and develop autonomous learning skills for the learner

- To develop in the learner a deep and systematic understanding of current issues of research and analysis

- To enable the learner to identify, develop and apply detailed analytical, creative, problem solving and research skills

- To provide the learner with a comprehensive platform for career development, innovation and further study.

Structure

The learners will complete the taught component of their MSc in FinTech which includes didactic modules which forms the core of the subject knowledge and practical skills provision. It also includes the relevant depth of knowledge in the area of research methodologies in context to allow for the success completion of Applied Research Project.

The Applied Research Project module sees the learner demonstrating at the appropriate level their critical thinking in application of knowledge and skills acquired in the programme in the production of an artefact and the appropriate report to accompany it, which will outline the literature to support the need and validity of the artefact, the methodology and appropriate discussion as to its impact.

Assessment

The programme teaching and learning strategy is designed to allow the learner to progress through the theoretical and practical concepts in an orderly and logical fashion. The assessment strategy is planned to ensure practical application of the core principles of the module and facilitates feedback, which underpins the overall learning experience.

The overall assessment strategy of the programme is a mixture of practical individual and/ or group – project bases – continuous assessment, and where appropriate a final examination.

The programme emphasises the development and evolution of the skills and attributes relevant to the contemporary workplace, and the programme's assessment strategy reflects this clear objective.

Entry Requirements

The minimum entry requirements for the MSc in FinTech are:

A Level 8 Honours degree with a 2.2 or above in a cognate (science, technology, computing, business, finance or related) discipline, OR a Level 8 Honours degree with a 2.2 or above in a non-cognate discipline with at least 2-3 years' professional industry experience.

The evaluation of experiential learning will be determined on a case by case basis. In such instances an interview of the candidate may be required. Applicants will be required to complete the application form and provide written evidence as to their application for entry on to the programme with prior experiential learning. The DBS Quality Assurance Handbook details the exact procedure for evaluating such applications

In addition, for applicants whose first language is not English and who have not undertaken their undergraduate degree through English the following is required:

The minimum requirement for a non-native English speaker is greater or equal to B2+ in the Common European Framework of Reference for Languages for admission. Non-EU applicants, residents outside Ireland/EU, must apply directly to the International Admissions Office at DBS.

Career Opportunities

FinTech has quickly become one of the biggest sectors in tech. From an employer perspective, there are a number of companies looking for graduates with these skills in the short and medium term.

Master of Science (MSc) in Information and Library Management (LAI accredited)

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Science in Information and Library Management

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

recognised by the Library Association of Ireland

Course Content

Core Modules

- The Teaching Librarian
- Records Management and Information Law
- Information Technologies
- Information Organisation
- Research Methods
- Management for Information and Library Professionals
- Information Architecture
- Open Librarianship
- Professional Development and Organisational Awareness
- Dissertation/Applied Research Project

Overview

The programme is designed for graduates of all disciplines wishing to pursue a career in Information and Library Management on a professional level. The programme also enables existing library personnel to obtain a professional library qualification for promotional purposes.

This programme aims to provide learners with the theoretical knowledge and practical skills to work in positions within the information and library management sector at a professional level. It covers a wide range of information and library topics, whilst providing the ability to respond to the changing information and library needs of clients. The programme focuses on theoretical and contextual knowledge in core areas such as information retrieval, organisation and dissemination, while also offering applied practical skills in contemporary topics such as open librarianship, information technologies, information law and information architecture.

Aims and Objectives

- Provide learners with a rigorous academic foundation in, and a systematic understanding of the principles, theory and application of information and library management incorporating a contemporary skill set central to the profession.
- Enable the learner to acquire strong analytical skills to identify and critically evaluate technological, political, social, regulatory and economic changes affecting the information and library environment.
- Build learners' capacity for informed decision-making based on the synthesis of both theoretical knowledge and practical experience.
- Enable learners to attain the ability to solve practical and complex problems within a variety of information and library environments.
- Support learners in acquiring transferable skills such as leadership, advocacy, communication and IT skills.
- Facilitate learners to develop research skills and apply theoretical knowledge to work based problems.
- Provide a basis for practice and continual personal development and learning throughout learners' careers.

Overall, the programme aims to create in learners a critical understanding of core information and library principles, while also enhancing their research capability and practical information management skills.

Structure

Learners complete the taught component of the MSc. in Information and Library management by working through ten core modules gaining subject knowledge and practical skills that are synthesised and applied in the capstone Research Dissertation module. This programme, and the progression of the modules, facilitates the learner in firstly gaining a solid theoretical and practical foundation in essential information retrieval and management in

the ten credit Information Organisation and the five credit Records Management and Information Law.

These foundational modules are complemented in the first semester with the forward-looking and issue-raising Teaching Librarian and Information Technologies modules. In the second semester, learners get the opportunity to apply the foundational theory and practice in such modules as Open Librarianship and Information Architecture. The Management for Information and Library Professionals and the Personal Development and Organisational Analysis modules also offer the learner an applicable window for the theory and skills addressed in earlier modules. The Research Methods module in Semester 2, prepares learners for the capstone research dissertation in Semester 3.

In the capstone Dissertation/Applied Research Project module, the learner then synthesises their learning in an area of focused interest, critically analysing relevant literature, using suitable research methods and research design in the production of a written thesis or report and artifact appropriate to a Level 9 standard.

Full-Time

For full-time students, the taught component consists of 10 modules delivered over one academic year, comprising two semesters. Successful completion of the taught component stage allows you to move on to the dissertation stage. Classes are held on Monday, Tuesday and Wednesday.

Part-Time

For part-time students, delivery of the programme is structured over 4 taught semesters. During each semester, students will normally attend lectures on two evenings per week.

Assessment

Assessment on the programme comprises individual and group assessment as well as examinations.

Assessments are designed to give students knowledge and competencies that can be transferred to real world employment settings. DBS Library also facilitates students wishing to carry out a project in a working library environment.

Continuing Professional Development (CPD)

As part of Dublin Business School's commitment to lifelong learning and continuing professional development (CPD), a selection of modules from the MSc in Information and Library Management are available to professionally qualified librarians (Graduate/Higher Diploma or Masters) for CPD purposes. The benefits of CPD training are numerous for both the individual and the organisation and include:

▶ Participation in lifelong learning and opportunity to improve professional competence.

▶ The opportunity to upskill in new aspects of librarianship such as open source, cloud computing, information architecture, XML, metadata, Dublin Core, new management practices, etc.

▶ Supporting Associate Membership of the LAI; performance appraisals; applications for promotion internally or for new posts.

▶ Helping organisations to develop their employees so that they fulfill the requirements of changing roles.

Entry Requirements

The minimum entry requirements for Master of Science in Information and Library Management are:

▶ A Level 8 primary undergraduate Honours degree with a minimum Second-Class Second Division classification (2.2) from a recognised third-level institution in any discipline.

▶ For applicants whose first language is not English and who have not previously undertaken a degree taught through English, evidence must be provided of proficiency in English language equivalent to B2+ or above

on the Common European Framework of Reference for Languages (CEFRL). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

Applicants who do not have a Level 8 qualification at a 2.2 award level and who have at least three years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

Career Opportunities

Graduates of the programme can progress to roles as library managers, systems librarians, reader services managers, collection development managers, institutional repository managers and teaching librarians in a variety of library settings: medical, legal, public, etc.

Graduates are also qualified for information management roles in the corporate sector such as records management and in the creation, management and promotion of digital content. Graduates of the MSc in Information and Library Management at DBS have gone onto secure positions in a range of libraries and information services including Trinity College Dublin, An Bord Pleanála, Dublin Dental Hospital and National College of Ireland.

In a recent survey conducted by DBS Careers Department, wider IT and business companies said that they would be interested in recruiting graduates of this programme due to the IT and management content of the programme.

Master of Science (MSc) in Information Systems with Computing

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Science
in Information Systems
with Computing

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Course Content

Core Modules

- ▶ Software Engineering
- ▶ Advanced Databases
- ▶ Networks and Systems Administration
- ▶ Programming for Information Systems
- ▶ Web and Mobile Technologies
- ▶ Applied Research Methods
- ▶ Enterprise Information Systems
- ▶ Data Analytics and Visualisation
- ▶ Computer Systems Security
- ▶ Web Development for Information Systems
- ▶ Applied Research Project

Overview

The MSc in Information Systems with Computing is an innovative programme with an integrated delivery from end-to-end covering a wide range of information systems and computing topics. The programme is designed to create a deep level of knowledge and understanding in core areas such as programming, databases, web technologies and security while also offering practical skills in contemporary topics such as data analytics, distributed systems and mobile and social computing. In addition, the programme allows students to explore the issues around the management of information technology in business and industrial contexts. The programme was designed with significant input from industry and reflects the driving ethos of DBS to provide learners with career-focused programmes to enhance graduate's employability.

Key Features

Key Features of the Programme

The programme is applied in nature, delivering a graduate with practical skills and expertise to augment theoretical knowledge and understanding.

The development of analytical and problem solving abilities as well as essential managerial skills such as team working, leadership and effective communication skills.

Graduates from this programme will possess the following attributes:

- ▶ Analyse and solve practical business problems through the use of technology.
- ▶ Software design, development and engineering.
- ▶ Systems support/Administration.
- ▶ Data storage design and development.
- ▶ Software Engineering and IT project management.
- ▶ Web application development.
- ▶ Information systems design and development.
- ▶ Network design and maintenance.
- ▶ Computer systems security.
- ▶ Data Analytics.
- ▶ Business analyst.

They will also possess the following competencies:

- ▶ Excellent at building relationships and able to work with people at all levels.
- ▶ Able to work well as part of a team as well as individually in a demanding environment whilst meeting tight deadlines.
- ▶ Able to manage, organise and lead the teams.
- ▶ Highly analytical and able to derive meaning from data.
- ▶ An understanding of ethical and legislative issues of professional and research practice such as ethical committees, etc.
- ▶ Able to apply their disciplinary knowledge to real world problems and challenges.
- ▶ Excellent communicators and creative thinkers with the ability to use IS/IT skills to inform decisions

Structure

The programme is structured in two sequential stages. Stage 1 is a wholly taught component, contributing 60 credits. Stage 2 is a supervised project, contributing 30 credits. The project component provides students with the opportunity to independently research relevant literature, to implement skills gained in the taught syllabus and also to critically analyse deliverables.

Full-Time

For full-time students, the taught component consists of nine modules. Successful completion of the taught component (Stage 1) allows you to move on to the Award (Stage 2).

Part-Time

For part-time students, Stage 1 delivery of the programme is structured over four taught semesters. During each semester, students will normally attend lectures on two evenings per week and occasional weekend workshops. Successful completion of the taught component (Stage 1) allows you to move on to the Award (Stage 2).

Assessment Methods

The programme is assessed through a mix of continuous assessment, skills based assessment and exams. Skills based assessment allows learners to demonstrate knowledge learned through scenario based situations and continuous assessment involves a varied mix between individual and group work

The overall assessment strategy of the programme is a mixture of practical individual and/or group – project bases – continuous assessment, and where appropriate a final examination.

The programme emphasises the development and evolution of the skills and attributes relevant to the contemporary workplace, and the programme's assessment strategy reflects this clear objective.

Entry Requirements

The minimum entry requirements for Master of Science in Information Systems with Computing are:

▶ A Level 8 primary undergraduate Honours degree with a minimum Second-Class Second Division classification (2.2) from a recognised third level institution in an IT/IS or Business discipline where a significate component of the degree is related to IT/IS, or

▶ A Level 8 Higher Diploma in Science in Computing.

▶ A Level 8 primary undergraduate Honours degree with a minimum Second-Class Second Division classification (2.2) from a recognised third level institution in a non-cognate area but holds 4 years professional experience in a related field and who require a qualification in this area in order to progress professionally, or

- Prior knowledge and the study of the areas of databases, programming and networking is also required.

- For applicants whose first language is not English and who have not previously undertaken a degree taught through English, evidence must be provided of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFRL). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

- Applicants who do not have a Level 8 qualification at a 2.2 award level and who have at least 3 years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures

Career Opportunities

The MSc in Information Systems with Computing will provide you with the skills and knowledge to further develop your personal interests and career prospects in areas with skills gaps as identified by the government and industry. Typical career paths include software engineering, web application development, software analysis and design roles, systems support engineer, database developer, technical consultancy and project management roles. Graduates from MSc in Information Systems with Computing programme have the potential to work in areas such as System Analysis, Software Engineering, Enterprise Information System, Web Technologies, and Data Analytics in a wide variety of industries.

Master of Science (MSc) in International Accounting and Finance

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Science in International Accounting and Finance

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Course Content

Core modules

▶ Principles of Financial Markets

▶ Quantitative Financial Modelling

▶ International Financial Reporting

▶ Corporate Governance and Ethics

▶ Advanced Financial Management

▶ Treasury and Risk Management

▶ Advanced International Financial Reporting

▶ Strategic Performance Management

▶ Research Methods

▶ Dissertation/Applied Research Project

Overview

Technological innovation has created a wave of disruptive activity that will change the shape of the global economic and financial system over the next decade. Digitisation and ever-increasing volumes of data has led to a demand for graduates (employees) from programmes specifically tailored to the skills required for a changing and increasingly competitive and globalised business landscape. In order to meet this demand, this industry-aligned, strategically-focused and highly-applied programme focuses on accounting, quantification of data, treasury functions and corporate finance. It is designed to appeal to graduates seeking to gain exposure to data-driven financial decision-making roles.

The MSc in International Accounting and Finance is a one year full-time or two years part-time programme. This broad programme with an integrated delivery from end-to-end covering a range of skills applicable to a wide range of accounting and finance functions. The programme aims to develop learners' knowledge of the theory and practice necessary for them to secure employment and perform in a variety of areas in a broad range of companies.

The programme focuses on practical skills in core areas such as the role of capital markets, quantitative financial modelling, treasury risk management, international financial reporting, and advanced financial management. Its aim is to create a critical understanding of core accounting, financial, and quantitative principles whilst also enhancing the practical technical skills of the learners.

Aims and Objectives

The specific programme aims and objectives are as follows:

▶ Enable learners to develop in-depth knowledge and analytical skills in current and evolving disciplines of international finance and accounting.

▶ Provide learners with a systematic knowledge of the organisational and regulatory context of international accounting and finance.

▶ Facilitate the learners' development and application of skills and attributes that are complementary and relevant to the contemporary workplace.

▶ Identify and develop autonomous learning skills for the learner.

▶ Develop in the learner a contextual understanding of evolving financial and economic trends and technologies.

▶ Enable the learner to identify, develop and apply detailed analytical, creative, problem solving and research skills.

▶ Provide the learner with a comprehensive platform for career development, innovation and further study.

Overall, the programme aims to create in learners, a critical understanding of international accountancy and finance issues, developing learners' understanding of the demands of the changing environment through up-to-date and in-depth knowledge of the core and subfields of international accountancy and finance whilst also providing valuable and necessary practical skills in this field.

Structure

The programme contains a wide range of formative and summative assessments including individual and group work, projects, presentations, case studies and examinations.

Learners will synthesise their postgraduate studies with experiential learning gaining critical analysis and self-reflection skills to embrace lifelong learning to progress professionally or undertake further studies and/or research. Through the dissertation or applied research project, learners can develop independent research and problem-solving skills reflective of their expansion of financial management competencies and contribute to their chosen field of enquiry which will be valuable in a variety of contexts in the workplace.

Full-Time

For full-time students, the taught component consists of 10 modules: Successful completion of the taught component stage allows you to move on to the dissertation stage.

Part-Time

For part-time students, delivery of the programme is structured over four taught semesters. During each semester, students are typically required to attend lectures on two evenings per week and occasional weekend workshops.

Assessment

The programme teaching and learning strategy is designed to allow the learner to progress through the theoretical and practical concepts in an orderly and logical fashion. The assessment strategy is planned to ensure practical application of the core principles of the module and facilitates feedback, which underpins the overall learning experience.

The overall assessment strategy of the programme is a mixture of practical individual and/or group – project bases – continuous assessment, and where appropriate a final examination.

The programme emphasises the development and evolution of the skills and attributes relevant to the contemporary workplace, and the programme's assessment strategy reflects this clear objective.

Entry Requirements

The minimum entry requirements for the Master of Science in International Accounting and Finance are:

▶ A Level 8 primary undergraduate Honours degree with a minimum Second-Class Second Division classification (2.2) from a recognised third-level institution in a cognate area who wish to specialise in the field of accountancy and finance. Cognate subjects include general business, accountancy and finance related degree, or

▶ A Level 8 primary undergraduate Honours degree with a minimum Second-Class Second Division classification (2.2) from a recognised third-level institution in a non-cognate area but holds 3-5 years professional experience in a related field and who require a qualification in this area in order to progress professionally, or

▶ An equivalent professional qualification such as ACCA or CIMA.

▶ For applicants whose first language is not English and who have not previously undertaken a degree taught through English, evidence must be provided of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFRL). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates

should be dated within the last two years to be considered valid.

Applicants who do not have a Level 8 qualification at a 2.2 award level and who have at least three years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

Career Opportunities

Employers have given the following job titles by way of example:

▶ Accountant

▶ Financial Analyst

▶ Portfolio Manager

▶ Business Analyst

▶ Business Intelligence

▶ Consultants

▶ Private Equity Analyst (VC)

▶ Fintech Entrepreneur and/or Innovator

From an employer's perspective, irrespective of the so-called 'hard skills,' negotiation, conflict resolution, teamwork and communication are essential to work within the industry. In discussions with industry agility, motivation and teamwork have been highlighted repeatedly as key skills. These are important in all industries, but are seen as particularly important in a relatively young, fast changing environment such as an agile business environment.

Master of Science (MSc) in Management Practice

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Science in Management Practice

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Course Content

Core Modules

- Marketing Analysis
- Strategic Management and Leadership
- Financial Analysis
- Innovation and Change Management
- Information Systems and Project Management
- Human Capital Management and Development
- Research Methods I
- Research Methods II
- Dissertation

Electives

Choose 1

- Work Based Learning
- Management Simulation and Personal and Professional Development

Overview

The MSc in Management Practice is a new specialised and innovative programme which has been created to meet the needs of graduates who seek to develop and expand their knowledge of the exciting field of Management at an advanced level. The broad objective of the MSc in Management Practice programme is to produce managers. The applied nature of the programme delivery ensures graduates are equipped to play a vital role in the management of any organisation. They will be equipped to interpret and synthesise information to confidently resolve complex issues which face today's organisations. Graduates will gain a deep level of knowledge and understanding of current issues within Management and then will apply this knowledge to real work situations to gain experience of practical applications.

The aim of the programme is to provide students with a rigorous academic foundation and a systematic understanding of core business disciplines, with a focus on management practice and a contemporary skill set central to applied management.

Aims and Objectives

- The MSc in Management Practice is taught by a combination of experienced academic staff and senior industry practitioners, giving students a unique blend of learning to equip them to take up Management roles in any organisation or to manage their own businesses.
- There is a distinctive applied nature across the entire programme – most modules will use case study analysis of current issues within business to ensure participants learn cutting edge material.
- The Programme includes a Guest Lecturer Series where Managers from several business sectors will inform participants of the latest trends and issues in Management within their sector.

Structure

The programme is structured in two sequential stages. Stage 1 is a wholly taught component, contributing 60 credits. Stage 2 is a supervised dissertation, contributing 30 credits. The dissertation provides you with the opportunity to critically review the literature in any part of the taught syllabus.

Full-Time

The programme is structured in two sequential stages. Stage 1 contains eight core modules and one elective, the Masters stage (Stage 2) comprises the dissertation.

Part-Time

For part-time students, delivery of the programme is structured over four semesters with two modules in each semester. During each semester, students are normally required to attend lectures on two evenings per week and occasional weekend workshops.

Assessment

The programme is assessed through continuous assessment with a mix between individual and group work. At present only one module is assessed via a mix of continuous assessment and examination. All remaining modules are assessed via continuous assessment.

Entry Requirements

The minimum entry requirements for the Masters of Science in Management Practice are:

▶ A Level 8 primary undergraduate Honours degree with a minimum Second-Class Second Division classification (2.2) from a recognised third-level institution in any discipline who wish to specialise in the field of management, or

▶ An equivalent professional qualification such as ACCA or CIMA will also be considered, or

▶ An equivalent professional qualification attributed to the business sector.

▶ For applicants whose first language is not English and who have not previously undertaken a degree taught through English, evidence must be provided of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFRL). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

Applicants who do not have a Level 8 qualification at a 2.2 award level and who have at least three years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

Career Opportunities

Management Practice professionals are equipped with the knowledge and skills to ensure that followers are facilitated and motivated to engage fully in order to create competitive advantage. They can critically appraise strategies within financial planning and execution, project management, ethics, marketing, and people management to create innovative responses to management challenge. If graduates of the programme have work experience they will generally return to the area as Junior Managers or Trainee Managers. Where graduates do not have any prior work experience they will be eligible for mid-level roles with a view to Junior Management roles within 2-3 years.

Master of Science (MSc) in Marketing

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

9 (Masters Degree)

Title of Award

Master of Science in Marketing

Award Type

Major

Duration

Full-Time, 1 Year
Part-Time, 2 Years

Suited to

The MSc in Marketing is a programme which has been purposely created to meet the needs of recently qualified business or marketing graduates. It seeks to further enhance students existing knowledge of marketing theories and practice, and who aspire to pursuing challenging senior career opportunities in the marketing profession. In today's maturing and competitive marketing landscape, this MSc in Marketing will equip students with the knowledge and skills necessary at senior level marketing positions.

Course Content

The MSc in Marketing has the following content:

Core Modules

▶ Contemporary Consumer Behaviour
▶ Sustainable Marketing Practices
▶ Web Marketing Management and Metrics
▶ Services Marketing Management
▶ Research Methods
▶ Integrated Marketing Communications
▶ Design Thinking, Innovation and Commercialisation
▶ Applied Strategic Branding
▶ International Marketing
▶ Dissertation/Applied Research Project

Overview

Key features include:

▶ It is delivered in small class groups which support individual learning needs
▶ It offers a highly supportive environment in which to learn
▶ It takes global perspective
▶ Module content is strategic in nature and directly relates to the business world
▶ Delivery balances contemporary theory and practice
▶ A rigorous scientific research approach is applied throughout the programme
▶ Authentic assessment strategies are employed

Aims and Objectives

Aims of the Programme

The aim of the MSc in Marketing is to enhance the prospects of its graduates in the job markets and enable them to obtain entry into a variety of roles ranging from junior executive to senior marketing positions in a range of organisations both nationally and internationally. The programme is at Level 9 on the National Framework of Qualifications and with the combination of taught and research stage, it provides added value for both learners and employers.The programme is academically challenging and strategically relevant in advanced marketing and will equip students with current and emerging theories that inform and comment upon the new practices of marketing within the digital media arena.

Structure

The programme is structured in two sequential stages. Stage 1 is a wholly taught component, contributing 60 credits. Stage 2 is a supervised dissertation, contributing 30 credits. The dissertation provides you with the opportunity to critically review the literature in any part of the taught syllabus.

Full-Time

For full-time students, the taught component consists of 8 modules. Successful completion of the taught component stage allows you to move on to the dissertation stage.

Part-Time

For part-time students, delivery of the programme is structured over four taught semesters. During each semester, students are typically required to attend lectures on two evenings per week and occasional weekend workshops.

Assessment

Subjects will be assessed through continuous assessment. Students are involved in group projects, oral presentations, poster presentations and real life company case analysis. Students will also be exposed to guest lecturers from leading Irish and multi-national companies and will participate in practical workshops with academics and practitioners.

Entry Requirements

The minimum entry requirements for the Master of Science in Marketing are:

▶ A Level 8 primary undergraduate Honours degree with a minimum Second-Class Second Division classification (2.2) from a recognised third-level institution in any discipline who wish to specialise in the field of marketing, or

▶ An equivalent professional qualification attributed to the marketing sector.

▶ For applicants whose first language is not English and who have not previously undertaken a degree taught through English, evidence must be provided of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFRL). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

Applicants who do not have a Level 8 qualification at a 2.2 award level and who have at least three years' work experience may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

Career Opportunities

Graduates of the MSc in Marketing will acquire specialised skills and competencies that will enable them to pursue positions in many fields, including Marketing Management, Market Research, Brand Management, Advertising and Public Relations and Marketing Consultancy.

DBS Professional School

Ireland's only Platinum Provider offering all modes of delivery.

DBS has been providing ACCA tuition for over 40 years, and in that time thousands of students have passed their examinations in DBS, with over 1000 students achieving examination placings at national and worldwide levels.

Kaplan Financial at DBS is part of Kaplan Inc., the education division of Graham Holding Company. Each year Kaplan Financial trains over 45,000 Professional Accountancy students worldwide. As a Platinum Approved Learning Partner of ACCA, we are experts in delivering tailored content to help you study, learn and achieve your qualification.

Why DBS?

▶ **ONLY DBS** has the experience and technology to offer a full and holistic range of flexible study options to ACCA students in the Ireland and beyond.

▶ **CLASSROOM:** Students can attend classes, delivered by DBS's vastly experienced ACCA faculty, on a part-time or full-time basis;

▶ **LIVE ONLINE:** Students experience a live classroom environment, and have a choice of course schedules, all delivered through the state-of-the-art MyKaplan platform;

▶ **ON DEMAND:** Students can study using the exclusive 'on demand' library of pre-recorded study materials;

▶ **DISTANCE LEARNING:** Students can study from anywhere using the highest quality Kaplan study materials.

Exam Sitting	Classroom	Live Online	On Demand	Distance Learning
March		✔	✔	✔
June	✔	✔	✔	✔
September		✔	✔	✔
December	✔	✔	✔	✔

Who can study ACCA?

ACCA is open to everyone, plus if you have a degree or accountancy qualification you may be exempt from certain ACCA exams. You must have three years' relevant practical experience, which can be obtained before, during or after your exams. This is known as the Practical Experience Requirement (PER).

Excellent Pass Rates With proven pass rates at an average of 79%*, you can be confident of exam success.

Why ACCA? Studying ACCA can help you take your career in any direction. The ACCA professional qualification will open doors to the best and most interesting employment opportunities all over the world. Employers all over the globe increasingly seek ACCA trained professionals because they have the strategic thinking, technical skills and professional values to drive their organisations forward in an increasingly data driven world. Wherever you are starting from, whatever your study options, DBS can help and guide you on your personal journey to becoming an ACCA qualified professional.

* Average pass rate of 79% across AB, FA, LW, TX, AA and SBR in Jun 18, Dec 18 and Jun 19 examination sittings

Multiple Sittings Available

DBS offers courses for all four sittings to allow you to plan your studies across the year.

Come Visit Us

You can call into the College to talk to a member of the Admissions team anytime between 8:45am and 5:15pm, Monday to Friday. Alternatively come along to our next Open Event where you can also meet with lecturers, Student Services and check out the College facilities.

For further information contact:

Dublin Business School,
13/14 Aungier Street, Dublin 2

T: 01 4177500

E: admissions@dbs.ie

W: www.dbs.ie

[As per AQR 2022]

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