

IAS per AQR 20231

# 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](http://www.dbs.ie)**





# 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 Psychology

"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 strengths 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



QAI AWARD

Our postgraduate programmes are awarded by Quality and Qualifications Ireland (QQI) which sits on the National Framework of Qualification (NFQ) which was designed to create a single, easily understood qualifications system for all levels of education and training in Ireland.

These awards are recognised by the Department of Education, employers and all of the major higher education institutions.

## 4 Stars Awarded by QS Stars Rating System



DBS has been awarded 4 Stars in the QS Stars Rating System. In addition to the overall rating, DBS earned a rating of 5 Stars for Online Learning and Inclusiveness and 4 Stars in several other areas including Teaching, Employability, and Academic Development. DBS joins an exclusive group of higher education institutions worldwide in the ranking, which is considered one of the most influential and credible ratings for higher education institutions globally.

## Recognition by Professional Bodies



DBS has professional accreditation and recognition attached to programmes from global bodies such as the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accounting (CIMA) and from national organisations such as the Psychological Society of Ireland (PSI) and the Irish Association for Counselling and Psychotherapy (IACP), the Law Society and the Honorable Society of King's Inns for Solicitor and Barrister training. DBS was the first private college to be awarded PSI recognition on its Psychology degree and now also offers a conversion style Postgraduate Higher Diploma in Psychology which is also PSI accredited.

## Commitment to World-Class Teaching

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.

## 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.

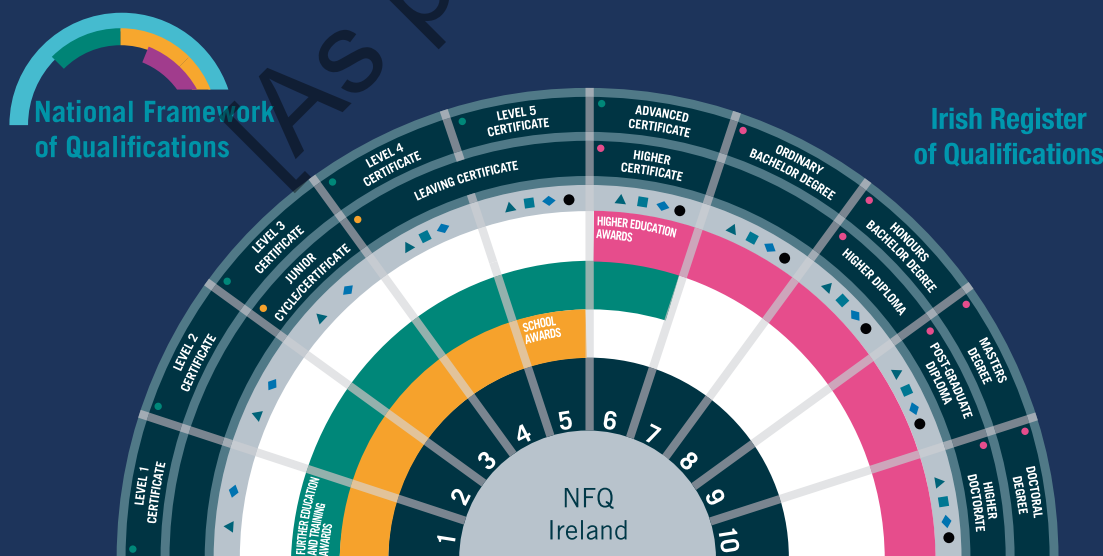
### City Centre Location

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 and South Great George's Street are 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.

**Trigger Event** means: where DBS does not provide the Programme for any reason, including by reason of insolvency or winding-up of DBS, and/or where Enrolled Learners have begun a Programme but not completed that Programme and DBS ceases to provide the said Programme before the said Programme is completed for any reason, including by reason of insolvency or winding up of DBS, and/or where the Authority (QQI) withdraws validation of a Programme under section 36(7), section 47, or section 59(7) of the Act.

### Protection of Enrolled Learners

For all DBS courses covered by the provisions of Section 65 (4) of the Qualifications and Quality Assurance (Education and Training) Act 2012, (Protection of Enrolled Learners, or PEL), DBS has arrangements in place with Kaplan, Inc. (the Guarantor) such that on the occurrence of a Trigger Event, the Guarantor will refund the moneys most recently paid to the relevant payers.



#### CLASSES OF AWARD

- Major Awards: named in the outer rings, 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
- Professional Awards: these are for occupation-orientated qualifications including apprenticeships

#### IRISH REGISTER OF QUALIFICATIONS

- For more information on
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  - Providers
  - Courses
- visit [www.irq.ie](http://www.irq.ie)

# 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.



# Recent News



## DBS Career Fairs

The Career Fairs present students with a fantastic opportunity to meet with employers and discuss potential job opportunities as well.

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.

## Women in Leadership

Personal Career Development Week hosted a Women in Leadership Panel moderated by Ntsoaki Phakoe-McKevitt. The panelists included, from left to right: Cliona O'Beirne, Chief Commercial Officer, DBS; Simone Macleod, Chief People Officer, Nairn; Eadaoin Curtin, Founder, Firechild Photography; and Sinead Lucey, Girls In Tech/Thousand Eyes.



## LinkedIn

DBS Students were invited to the LinkedIn HQ where LinkedIn facilitated a workshop on using the platform and helping students with tips on the platform, curriculum vitae tips and interview skills.

## Guest Lecture Series

DBS welcomed Mark Kelly from AI Ireland who participated in a guest speaker event. Mark came to the college and gave a fascinating talk on the use of artificial intelligence in the media! Kieran O'Shea, from Decathlon spoke to students about the opening of the sports retail store and the full-time and part-time opportunities that were available. The Guest Lecture Series is a wonderful opportunity to connect with industry and learn directly from leaders in business.





## DBS Men's Basketball – Crowned Division 1 National Champions 2020

In March our men's basketball team were crowned Division 1 National Champions for 2020 after a thrilling final at the Oblate Arena against NUIG. This was a tightly contested match-up with two of the countries leading colleges. The teams went toe-to-toe for the right to become champions of Ireland. It was a thrilling final, scholarship stars Daniel Heaney, Marko Tomic and Hillary Nets all providing stand out performances throughout the final. But it was Paris Ballinger, whose MVP display was instrumental in the success of DBS taking home their first ever Division 1 National Championship.

## DBS students assist in UXDX Conference

DBS Event Management students assisted in the delivery of the UXDX Conference. The conference brings together UX (user experience), UI (user interface), design, development and cross functional product teams.

Lecturer Emma Olohan speaking of her students' efforts said "DBS Event Management students are moving with the times immersing themselves by playing a key role in high profile events that have gone virtual this year including Web Summit, Working World 2021& beyond, and Pendulum".



## DBS receive Excellence in Online Learning Education Award

DBS were awarded the Excellence in Online Learning Education Award for the Public

Sector Magazine 2021 Excellence in Business Awards. A special thanks to our faculty and IT team for their efforts in seamlessly transitioning to online delivery during recent times.

President Andrew Conlan-Trant received the award and spoke of the future development of programmes at DBS "All new programme development and the revision of older programmes will look to include online learning where it is appropriate for the learning outcomes, as we strive for as flexible a learning environment as possible".



## DBS students raise €4,030 for Temple St. Children's Hospital

DBS students held a themed charity event in aid of Temple St. Children's Hospital. The event was spearheaded by

Project Management students with the intention of bridging communication between college students, alumni and industry. The purpose of the event was to give students the opportunity to network amongst leading global entrepreneurs and break down barriers between boardrooms and classrooms. The project team provided a platform for successful entrepreneurs to voice their journey to young aspiring individuals.



# DBS, QQI and the National Framework of Qualifications

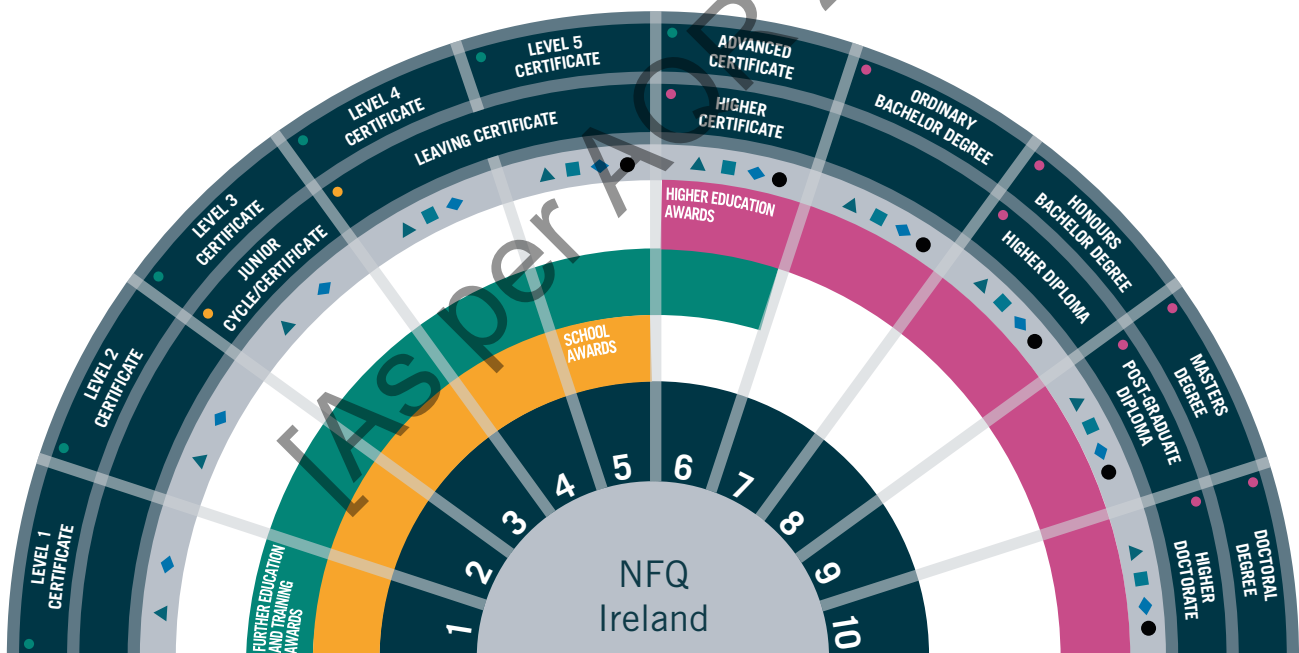
As an institution designated under the relevant Higher Education Acts, Dublin Business School is accredited to offer courses leading to Quality and Qualifications Ireland (QQI) (formally HETAC) awards at Certificate, Ordinary degree, Honours degree and Postgraduate levels. The National Framework of Qualifications 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.



## CLASSES OF AWARD

- Major Awards:** named in the outer rings, are the principal class of awards made at a level
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# Recognition and Accreditation



QZI 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 (NQA) 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.



## 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.



## 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.



## 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.



## 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.

APPI

## APPI

The MA in Psychoanalytic Psychotherapy meets the Professional Body's Masters' component requirement which, when combined with the Post-Masters' component, makes graduates eligible to apply with confidence for accredited membership of this Body. For instance, the MA in Psychoanalytic Psychotherapy, combined with the Post-Masters' Specific Modality Training in Psychoanalytic Psychotherapy in The School of Psychotherapy (TSOP) at St Vincent's University, is recognised as a (minimum) 4-year training by the Association for Psychoanalysis and Psychotherapy in

Ireland (APPI). Graduates of the combined programme, Masters + Post-Masters, are eligible to apply for membership of APPI which then automatically means membership of the Irish Council for Psychotherapy (ICP). In turn, these graduates meet requirements to apply for membership of the European Association for Psychotherapy (EAP).



## 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

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.



## 4 Stars Awarded by QS Stars Rating System

DBS earned an overall rating of 4 Stars. Online Learning and Inclusiveness were awarded 5 Stars. Other areas including Teaching, Employability, and Academic Development were all awarded a rating of 4 Stars.

# Career Services

## Career Services

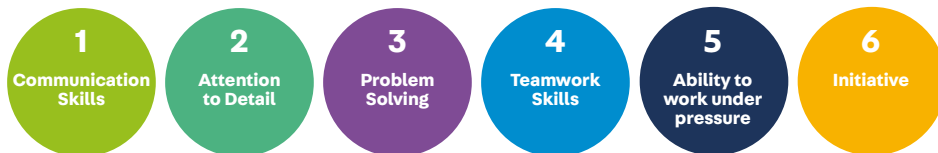
Dublin Business School creates graduates who are able to realise their full potential, are attractive to employers and are ready for employment.

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



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

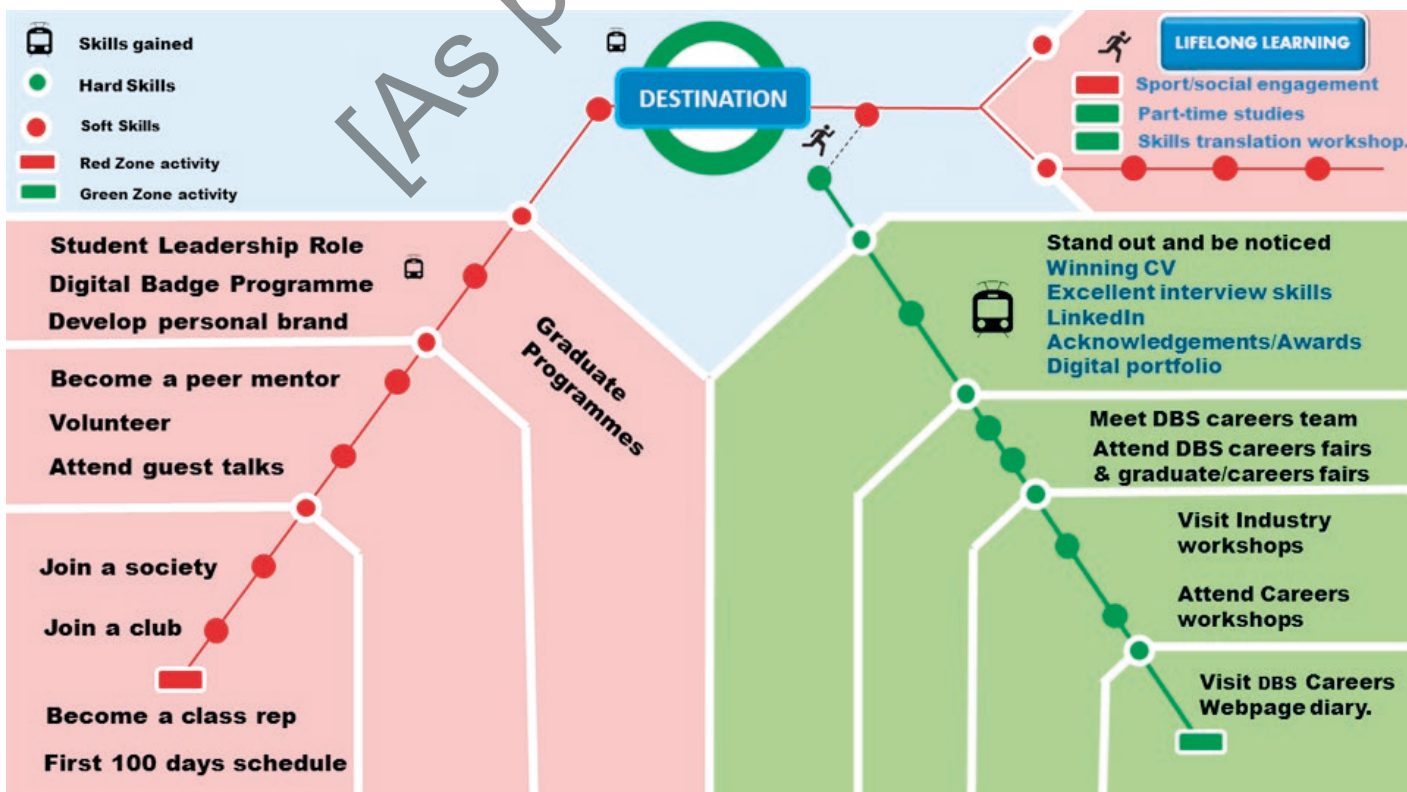
Check out our dedicated careers website for more information <https://students.dbs.ie/dbs-student-services/dbs-careers>

Find us on LinkedIn @DublinBusinessSchool

Like DBS on facebook @DublinBusinessSchool

Follow us on Twitter @dbscollege

Share on Instagram @dbscollege









# 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](http://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

## Print Resources

DBS Library has over 43,000 books. Library holdings are listed on the Library's online catalogue which is available on the Library website or can be accessed directly at <https://books.dbs.ie>. Students can login to the catalogue to view their Library account and renew or reserve books.

## Online Resources

The Library has an extensive e-book collection of over 30,000 titles and access is provided to over 36,000 full-text eJournals, over 36,000 conference proceedings and over 3,000 newspaper titles. Book titles recommended by lecturers on reading lists are acquired in electronic format, where available, providing students with access to key materials. The Library uses Loughborough Online Reading List Software (LORLS) to make online reading lists available to students with live availability of print titles and online access to electronic resources. LORLS is available to access directly at <https://lorls.dbs.ie>.

The Library subscribes to a number of high quality databases including:

Academic Search Complete, Bloomsbury Professional Law eBooks, Business Source Complete, Computers and Applied Sciences Complete, Ebsco eBooks, Film and Literature Index, IEEE Xplore Digital Library, JSTOR, JustisOne, Library and Information Science Source (LISS), Mintel Reports, Passport, PEP Archive, ProQuest Central, ProQuest EbookCentral, ProQuest One Business,

PsycArticles, Sage Business Cases, SAGE Research Methods, SOCIndex, VLeBooks, WARC, Westlaw IE and Westlaw UK. Databases can be searched individually or simultaneously via a single Google-like search box on the Library website.

## 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 an Information Skills Librarian to discuss how we can best meet their specific information needs.

## 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 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 team 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 online tutorials are available on the Library website: [library.dbs.ie](http://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:

- ▶ Each student has access to Office 365 online which now includes an online note taking app as well as a [mydbs.ie](mailto:mydbs.ie) email address with 50GB of email storage and 1TB of online cloud storage. Students also have the ability to download 5 free copies of Office.
- ▶ **Lecture notes** - Most classes are recorded through Zoom and easily viewed on Moodle if you miss a class.
- ▶ **Timetables** - Up to date timetables can be viewed for all courses and through your email calendar within [mydbs.ie](mailto:mydbs.ie) email.
- ▶ **Exam results** - Can be accessed online.
- ▶ **Student Intranet** - Offers a wide range of student services, including information regarding accommodation, exams, programme handbooks, FAQs and your personal dashboard.
- ▶ **Support Online** - An online Service Desk 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

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

## 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.**





# 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](http://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](http://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 46 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.

### EU Business School, Munich, Germany

DBS signed an agreement with EU Business School (EU) in March 2021 which will see them become one of its transnational partners. This agreement, which is subject to validation by Quality and Qualifications Ireland (QQI), forms part of the institution's ongoing endeavours to expand its transnational programmes and offer its programmes in overseas locations.

With this agreement, DBS joins forces with a leading provider of business and management education. EU Business School (EU) is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva, Montreux, Munich and online. Offering English-taught foundation, bachelor's, master's and MBA programs, it is ranked among the top business schools globally and has been awarded four stars for Overall Business Education by QS Stars. EU Business School will offer the following DBS degree programmes: BA (Hons) in Business and a Master of Business Administration (MBA).

### University of New York in Prague (UNYP)

DBS formed a partnership with University of New York in Prague (UNYP) to bring new post-graduate degrees to Prague. This partnership will enable DBS to develop a strong international ethos and build international reach and reputation.

# 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 Vitae
- ▶ 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](http://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](mailto:admissions@dbs.ie)  
**W:** [www.dbs.ie](http://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](http://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](mailto:international@dbs.ie)  
**W:** [www.dbs.ie](http://www.dbs.ie)





# Psychology, Counselling and Creative Media

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AS per AQR 20231



# Higher Diploma in Arts in Psychology (PSI accredited)

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## 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

NFQ Level 8

## 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 Síochána 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. DBS will charge a fee of €25 to each student for the administration and costs of obtaining Garda clearance. This fee is payable at the commencement of the programme and is non refundable.

# Master of Arts (MA) in Addiction Studies

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 9

## 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 policies 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

- ▶ Dialogical Meanings in Addiction: Theory, Practice and Policy
- ▶ A Psychoanalytic Perspective on Addiction
- ▶ Research Methods and Analysis
- ▶ Addiction Psychopharmacology
- ▶ Cultural Issues in the Study of Addiction
- ▶ Women and Addiction
- ▶ Integrative Tutorial
- ▶ 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 6.5 or equivalent

### 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

NFQ Level 9

## 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.

APPI

## Course Content

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

### Taught/Academic Modules (two 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 (3<sup>rd</sup> 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 (spans 15 weeks, one day a week)
- ▶ Semesters 1 and 2, year 2 (each one spans 15 weeks, one day a week)
- ▶ 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 centred on a series of three organised placements (some clinical), each one for one day a week for 15 weeks, starting in the second semester of first year, in mental health, education and social care settings and 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 University Hospital followed by a clinical seminar
- ▶ Weekly psychoanalytic group supervision tutorial in groups of four students
- ▶ An academic programme of lectures presented by psychoanalytic practitioners and psychoanalysts
- ▶ 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 placements are organised in years 1 and 2. These start in the second semester of year 1 and each placement comprises 15 weeks, one day a week, totalling 45 weeks over years 1 and 2. In year 3, students arrange their own appointment-based one-to-one sessions with clients within a placement setting. There is a requirement to complete a minimum of 50 client sessions during 3rd year. 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. Vincent's 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 monitoring of clinical practice
- ▶ Continuous assessment of Psychiatric Case Conference Reflections
- ▶ Continuous assessment and end of year report in infant observation
- ▶ Continuous assessment of 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 Síochána 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. DBS will charge a fee of €25 to each student for the administration and costs of obtaining Garda clearance. This fee is payable at the commencement of the programme and is non refundable.

### Accreditation

The MA in Psychoanalytic Psychotherapy meets the Professional Body's Masters' component requirement which, when combined with the Post-Masters' component, makes graduates eligible to apply with confidence for accredited membership of this Body. For instance, the MA in Psychoanalytic Psychotherapy, combined with the Post-Masters' Specific Modality Training in Psychoanalytic Psychotherapy in The School of Psychotherapy (TSOP) at St Vincent's University, is recognised as a (minimum) 4-year training by the Association for Psychoanalysis and Psychotherapy in Ireland (APPI). Graduates of the combined programme, Masters + Post-Masters, are eligible to apply for membership of APPI which then automatically means membership of the Irish Council for Psychotherapy (ICP).

In turn, these graduates meet requirements to apply for membership of the European Association for Psychotherapy (EAP).

### Career Opportunities

For students who wish to pursue training as a psychoanalytic psychotherapist, when combined with the post-Masters' training, but who have minimal clinical exposure to the phenomena of mental suffering, which includes 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 educational and social care settings. A graduate with this amount of experience will have a very impressive CV if applying to work in similar settings. In addition the MA, when combined with the post-Masters' training, provides a basis for developing private practice. For the duration of the MA students engage in their own personal psychoanalysis, 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 wish to work in social and community care, or educational settings.





# Master of Arts (MA) in Psychotherapy

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 9

## 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 arranged 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 Síochána 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. DBS will charge a fee of €25 to each student for the administration and costs of obtaining Garda clearance. This fee is payable at the commencement of the programme and is non refundable.

# Master of Science (MSc) in Applied Psychology

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 9

## 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

- ▶ Advanced Quantitative Research Methods and Analysis
- ▶ Advanced Qualitative Research Methods and Analysis
- ▶ Addiction and Rehabilitation
- ▶ Psychometrics and Psychometric Testing
- ▶ Applied Neuroscience
- ▶ Motivation, leadership & positive Psychology
- ▶ Public and Community Health
- ▶ The Psychological Practitioner and the Therapeutic Relationship
- ▶ Life transitions and interventions
- ▶ Professional Issues and Ethics in Applied Psychology
- ▶ Capstone 1 (Research Placement)
- ▶ Capstone 2 (Major Dissertation)

### 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

The programme consists of 60 ECTS of mandatory taught content and culminates in an elective choice of either Research Placement (Capstone 1) or Major Dissertation (Capstone 2), each weighted at 30ECTS. The assessment components for each of these modules are due in the summer semester (April-August) for the full-time programme and Semester four (January-April) on the part-time programme. Work will typically commence in the previous semester following the completion of the ethics process.

The programme contains an embedded exit award, the Postgraduate Diploma in Science in Applied Psychology (60 ECTS, NFQ Level 9) which is available for those who cannot complete the research component of this programme for personal or professional reasons.





### 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 6.5 (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 Science (MSc) in Health Psychology\*

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award

Masters Degree

## Award Level

NFQ Level 9

## Title of Award

Master of Science  
in Health Psychology

## Award Type

Major

## Duration

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

## Overview of Programme

The Master of Science in Health Psychology (NFQ Level 9, 90 ECTS) is a one year full-time (3 semester) or two years (4 semester) part-time programme that provides learners with the theoretical background and practical skills to apply their psychological knowledge efficiently and productively to effect positive change in the world in the pursuit of health promotion and illness prevention. The programme covers a wide range of specialist topics that provides learners with the knowledge of theories and concepts relating to the contribution of psychological processes to health and illness and helps them understand how this knowledge can be applied in a variety of contemporary settings at individual, community and global levels.

Learners will explore human behaviour from individual, social and biological perspectives and through a detailed understanding of the discipline, both theoretically and methodologically, and will be enabled to assess appropriate interventions and design appropriate solutions for health needs. Modules focus on the applied nature of professional and ethical issues and advanced research methods while others have a specific focus upon the application of theory to the 'real world' allowing learners to further develop and apply competencies and knowledge in Health Psychology. Finally, the programme offers a choice of elective capstone (30 ECTS) pathways that provide an opportunity for research placement and minor dissertation, or the production of a major dissertation. Learners who complete the full programme will therefore also develop and enhance their research capability through critical enquiry and detailed analytical problem solving.

## Course Content

- ▶ Advanced Quantitative Research Methods and Analysis
- ▶ Advanced Qualitative Research Methods and Analysis
- ▶ Addiction and Rehabilitation
- ▶ Public and Community Health
- ▶ Global Health

- ▶ Occupational Health Psychology
- ▶ Personal Development and Stress Management
- ▶ Survivorship
- ▶ Professional Issues and Ethics in Applied Psychology
- ▶ Capstone 1 Research Placement
- ▶ Capstone 2 Major Dissertation

## Aims and Objectives

The objectives of the programme are to:

- ▶ Enable learners to explore the various theories, concepts and processes of Health Psychology.
- ▶ Facilitate critical evaluation of competing Psychological theories through critical analysis and appraisal of Psychological studies and projects in health and illness.
- ▶ Enable learners to understand how these theories can be applied to understanding human behaviour from individual, social and biological perspectives.
- ▶ Relate Psychological concepts, theories and processes to a variety of professional individual and group settings and situations.
- ▶ Develop in learners an understanding of contemporary local and global issues using a Health Psychological perspective.
- ▶ Enable learners to assess appropriate interventions and design appropriate solutions for clients' needs using a Health Psychological perspective.
- ▶ Develop in learners an understanding of the systematic, replicable and discoverable nature of Health Psychology.
- ▶ Enable learners to explore advanced research methods and demonstrate a detailed understanding of the theoretical and methodological considerations, evidencing these skills in a research placement or major research project.
- ▶ Provide graduates with the underpinning academic knowledge to enhance their employment and educational opportunities and achieve the award of a Master of Science in Health Psychology.

## Structure

### Full-time

As per College principles of full-time delivery, contact hours are spread across a minimum of three days in the College week. This leaves two full days free for independent study, the fulfilment of research placement hours and engagement in the independent research process. Multimodal delivery has been aligned across weeks to ensure that learners do not have a mix of modes within any one day. Modules with synched schedules of delivery have been timetabled together on the same day to ensure consistency of on-campus and online/asynchronous requirements.

### Part-time

The proposed programme is offered as a part-time delivery with a recommended learning path that allows completion within a minimum two-year period. For part-time learners, their timetable follows a two-evening structure in Semester one and Semester three, with an additional half evening in Semester two due to the introduction of the Capstone module contact hours. As for the full-time learners, part-time delivery of Capstone contact hours is fully online and scheduled strategically across Semester two to support the preparation of learner proposals and the commencement of the ethics review process and is cross listed between the Capstone 1 and Capstone 2 modules. There are no class contact hours in Semester four, with the Capstone submission occurring at the end of this semester. Multimodal delivery has been aligned across weeks to ensure that learners do not have a mix of modes within any one evening. Modules with synched schedules of delivery have been timetabled together on the same evening to ensure consistency of on-campus and online/asynchronous requirements.

## Teaching and Assessment

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 assessments are clearly communicated to students.

## 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

## Entry Requirements

To be considered for admission, applicants must hold a minimum of an upper Second Class Honours degree (or above) in Psychology at NFQ Level 8 award from a recognised University course, which confers eligibility for PSI membership or equivalent professional body in the case of overseas applicants. In exceptional cases, the college may accept a lower Second Class Honours degree in Psychology at NFQ Level 8 award from a recognised University course, on the basis of an interview. For applicants whose first language is not English, the minimum English language requirement is B2+ + or above on the Common European Framework of Reference for Languages (CEFR).

## Career Opportunities

Potential career options for learners pursuing the proposed Master of Science in Health Psychology include both cognate and non-cognate opportunities e.g. as Health Psychologists, wellness experts, trainers, public health advocates, social policy advocates, in research and evaluation posts, teaching/lecturing, administrative positions, health care settings and in general health promotion. It will also appeal to those keen to pursue further postgraduate studies in the field of Psychology.

From the graduate perspective many continue to further postgraduate specialisms or into employment in a variety of differing roles. When the current labour market reports are reviewed there is evidence of a need for Psychologists in the areas of health care, with NGOs, in education and research areas, and now emerging in the social media providers and Artificial intelligence type companies. A snapshot of vacancies in the Dublin region alone in January 2021 had organisations such as Facebook, Qualtrics, Simon Community, Peter McVerry Trust and Praxis all seeking to recruit individuals with a degree or higher qualification in Psychology. Specific to the field of Psychology with a health focus were advertisements from organisations including Simon Community, TUSLA, Pieta House, St. Michael's House and the HSE.

Graduates of the proposed Master of Science in Health Psychology will be uniquely placed to provide an informed and articulate summary of the critical factors shaping human behaviour, specifically in relation to health and wellbeing, at individual, community and global levels. As workplaces grow and take more account of their responsibility to their workforce in supporting their mental and physical wellbeing, employers will look to our graduates to help develop and lead programmes, interventions and strategies to aid their workforce in reaching their full potential.

\* *Subject to Validation.*



# Business, Marketing, Finance and IT



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# Higher Diploma in Business

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Title of Award

Higher Diploma in Business

## Award Type

Major

## Duration

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

## 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 to 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 will 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 to 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 (CEFR). 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 Business in Project Management

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Title of Award

Higher Diploma in Business in Project Management

## Award Type

Major

## Duration

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

## Course Content

The Higher Diploma in Business in Project Management has the following content:

- ▶ Creating an Environment for Successful Projects
- ▶ Project Feasibility and Planning
- ▶ Communication in Project Leadership and Team Development
- ▶ Project Management IT Essentials
- ▶ Project Execution
- ▶ Project Monitoring, Control and Evaluation
- ▶ Delivering Change and Innovation
- ▶ Project Management Simulation
- ▶ Advance learners with sufficient expertise in the core aspects of project management, and an awareness of key issues.
- ▶ Enable learners to relate project management principles, concepts, and theories to a wide range of business and industry settings.
- ▶ Ensure learners have a solid understanding of the main frameworks, methodologies, tools and techniques of project management.
- ▶ Equip learners with an understanding of the various roles and functions of projects within the wider professional, social, economic and cultural environment.

## Overview

The Higher Diploma in Business in Project Management provides the practical knowledge and skills in the area of project management for learners who wish to upskill or reskill in this area to avail of future employment or further education opportunities. Learners on this graduate conversion programme will benefit from foundational knowledge and skills fundamental to project management in developing projects, understanding the planning, execution, monitoring, control and closure of projects as well as gaining applied skills in IT and the collaborative online tools available to support project management. The programme engenders an awareness of the importance of transferable and cross-enterprise skills and graduates will be able to apply these skills to a range of contexts.

## Programme Objectives

The specific programme objectives are to:

- ▶ Equip learners with an understanding of the theory and principles underlying the role and management of projects.

- ▶ Develop learners' capacity to initiate, plan, implement, monitor, control and close projects and understand the importance of knowledge transfer and legacy management strategies.
- ▶ Develop in learners a range of key interpersonal skills, characteristics and attitudes to learners to work professionally, individually and within a project team.
- ▶ Cultivate in learners a range of key skills, personal qualities and attitudes essential to support progression to a career in business and project management or to further academic study.

## Structure

The programme will be delivered across two semesters comprised of twelve weeks each across twelve months. In the part-time mode, the schedule consists of three semesters of twelve weeks across eighteen months.

Semester one comprises a broad overview of project management generally with an overview of the project management lifecycle and an introduction to key frameworks, methodologies, project initiation, feasibility and planning.

Semester two builds on this by covering more advanced modules on project management tools and techniques, collaborative online software and delivering change and innovation. Finally, learners can synthesise their learning in applied skills in a capstone summative assessment – a Project Management Simulation.

### Teaching and Assessment

The programme will be delivered in an innovative and flexible manner, consisting of lectures, workshops, group work, presentations, blended learning and guest speakers from industry and academia. The programme is aimed at learners who seek an underpinning in key project management theories and concepts as well as project management processes, tools, techniques and skills.

Learners will develop project acumen through formative and summative assessments, which capture the resilience and agility required of graduates in undertaking projects in contemporary and diverse environments. Assessment strategies include case studies, business reports, presentations, reflective journaling, IT simulations and practical lab exams.

### Entry Requirements

The minimum entry requirements for the Higher Diploma in Business in Project Management is aimed at learners with the following entry qualifications:

- ▶ A Level 8 honours bachelor's degree in a non-cognate area with a minimum pass classification.
- ▶ A Level 7 ordinary bachelor's degree in a cognate area (cognate areas include business, finance, management).
- ▶ Applicants who do not have a Level 8 qualification and who have at least 3 years' work experience may also be considered through the College's normal RPL procedures. Relevant professional experience will be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures. Relevant professional experience will be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.
- ▶ Applicants whose first language is not English and who have not previously undertaken a degree taught in English, must provide evidence of proficiency in English language equivalent to B2+ or above on the Common European Framework of Reference for Languages (CEFR). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

### Career Opportunities

On completion of this programme, learners will have the competencies to make them suited to a broad range of career and professional development options and progress on the path towards becoming a successful project manager in a wide variety of contexts.

Graduates have the potential to work across numerous industries, for example: ICT, education, banking, finance, engineering and construction and many more.

Some of the roles include:

- ▶ Project Manager
- ▶ Junior Project Manager
- ▶ Associate Project Manager
- ▶ Assistant Project Manager
- ▶ Digital Project Manager
- ▶ Project Coordinator
- ▶ Project Administrator
- ▶ Programme Manager

# Higher Diploma in Science in Aviation Finance

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Title of Award

Higher Diploma in Science in Aviation Finance

## Award Type

Major

## Duration

Full-Time, 1 Year

## Overview

Demand for new aircraft continues to rise, with 17,000 aircraft estimated to be ordered globally over the next decade. This demand is being driven by passenger numbers that are predicted to double by 2030 to 73 million. An increasing critical factor in growth of the aviation industry are the aircraft lessors who now owe over 40% of the world's fleet (versus 25% in 2000). Of the world's top aircraft lessors, a remarkable 14 are based in Ireland. It is estimated that an Irish leased aircraft takes off every two seconds somewhere in the world.

Whilst this dominant market share is underpinned by the business and tax environments, it is also highly dependent on talent. As an industry focused educational institution, DBS sees itself as supporting the talent pillar of the Irish economy, and therefore Aviation Finance is a natural domain for the institution to explore the development of a new programme.

The Skills Strategy 2025 emphasises the 'increasingly interdisciplinary nature of the world of work [...] which overlaps in the skills required across different sectors and occupations'. Moreover, the Skills Strategy 2025 looks to transversal skills, basic, generic, core or practical skills as being the cornerstone for an individual's personal development and the building blocks for the development of the hard, vocational or technical skills.

The Higher Diploma in Science in Aviation Finance, is underpinned by a strong foundation in leadership and emphasises the development of effective financial management skills to structure aviation leases, structured finance deals using Special Purpose Vehicles, managing aviation leases throughout the lease lifecycle, and being well positioned to contribute to the digital transformation of aviation leasing. The long-term career prospectus for those undertaking postgraduate studies in business, commerce or economics remain

excellent with increasing numbers of undergraduates going onto further postgraduate studies.

## Course Content

The modules on The Higher Diploma in Science in Aviation Finance include:

- ▶ Aircraft Leasing Legal Frameworks
- ▶ Aircraft Leasing Taxation
- ▶ Aviation Finance and Financial Statement Analysis
- ▶ Aircraft Economics and Life Cycle Management
- ▶ Aviation Financial Management
- ▶ Digitisation and Innovation in the Aviation Industry

## Aims and Objectives

The Higher Diploma in Science in Aviation Finance aims to provide learners with the relevant knowledge, skills and competence to engage in professional work in the aircraft leasing and securitisation industry. It will also provide learners with the knowledge, skills and competence to operate in many areas of the finance or aviation industries.

This programme covers a wide range of Aviation Finance topics, whilst providing a focus on application and the regulation required in this area. The programme focuses on practical, applied skills in core areas such as data and financial analytics, aviation finance, regulations, operations, Aviation Leasing - Tax and Insurance. Its aim is to create a competence of core financial technologies and financial operations while also enhancing the practical technical skills of the learners.

Aviation Finance can incorporate many different areas and is an evolving area. Through the work of the Programme Team and in conjunction with the industry experts, Aviation Finance has been defined as a combination of financial systems, data management and technology including areas such as



Project Management, Risk Management, Cyber Security, Law and Regulation, Information Technology, Aircraft Economics and Life Cycle Management and Aviation finance. The programme aims and learning outcomes have been designed to reflect these specific areas.

The programme incorporates a strong focus on so-called practical skills within modules to enhance learners' employability, and to equip them to integrate seamlessly into an organisation by developing skills such as leadership, self-management and teamwork that are essential in the Aviation Finance sector, which is a rapidly changing industry which requires motivated and flexible employees. The Applied Project module requires students to identify a problem or issue in the Aviation Finance domain and to apply problem-solving skills to research and analyse the issue and develop real-world solutions, and to critically reflect on this research process.

Guest Lectures from industry and the Aviation Finance sector will be invited to participate in each module. Approximately 2 to 3 hours will be devoted to domain experts in each module, where appropriate industry visits will be organised.

Additionally, students will be invited to DBS Finance Society and its FinTech Society. Students will also be invited to attend the DBS 'Fintech Breakfast Briefings', which occur regularly on campus, and various other FinTech meetups hosted in DBS e.g. FinTech Ireland Bridge with FinTech Atlanta.

The specific programme aims are to:

- ▶ Provide learners with a holistic overview of the frameworks governing aircraft leasing.
- ▶ Provide learners with an understanding of the aviation leasing taxation legislation and networks.
- ▶ Enable learners to source and analyse the financial and non-financial information relating to an airline performance.

- ▶ Develop learners' capacity to utilise the core valuation techniques used to evaluate and value aircraft leasing investments.
- ▶ Enable learners to analyse the macro and more specific variables determining the supply/demand of the aviation industry.
- ▶ Allow learners to apply critical management strategies through the various phase of an aircraft's life cycle.
- ▶ Enable learners to evaluate the sources of capital and the financing structures employed in aircraft leasing.
- ▶ Allow learners to identify, assess and manage credit, and other systematic, risk factors in aviation finance.
- ▶ Provide learners with an understanding of the evolving digitisation, and analytic value, of an aircraft's lifecycle data.
- ▶ Enable the learners 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.

Upon completion of the programme, learners will be able to:

- ▶ Demonstrate a practical understanding of the legal frameworks governing aviation leasing.
- ▶ Appraise the key features of the taxation systems governing the operation of aviation leasing and aviation finance.
- ▶ Analyse financial and non-financial information to assess the performance of commercial airlines.
- ▶ Utilise various valuation techniques appraise value creating aircraft leasing investment decisions.
- ▶ Evaluate the macroeconomic and other factors driving supply/demand in the aviation industry.

- ▶ Apply aircraft lifecycle management strategies throughout the various phases of an aviation lease.
- ▶ Assess the sources of capital, standard approaches to aviation leasing, and the term structure of aviation financing.
- ▶ Analyse credit risk, and the management of and other systematic risk factors in the aviation industry.
- ▶ Evaluate the evolving digitisation of aircraft record management the impact of predictive analytics and blockchain technologies on the contemporary and future aviation industry.
- ▶ Display a range of personal and interpersonal skills, including the capacity for continuous learning, initiative taking, performing to deadlines, working in a team, communicating effectively.

### Entry Requirements

To be considered for admission to this programme, applicants must hold a minimum full level 7 Bachelor's Degree in a cognate discipline such as business, finance, engineering, technology or Science, with a minimum pass classification., or a full level 8 Honours Bachelor's Degree in a non-cognate discipline.

Candidates will be required to have at minimum of Ordinary-Level Leaving Certificate mathematics, or be able to demonstrate competency at an equivalent level.

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 (CEFR). 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.

## Recognition of Prior Learning

Applicants who do not have a Level 8 qualification at a pass award level and who have at least 3 years' relevant 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.

## Structure

Six Key Components

- ▶ Classroom lectures
- ▶ Case Based learning
- ▶ Practical Skills Sessions
- ▶ Workshops
- ▶ Tutorials
- ▶ Individual and Group work

## Assessment Methods

DBS's Strategy for Learning, Teaching and Assessment Enhancement (DBS 2019) is a planned, actionable commitment to achieve a learning-centred, integrated, flexible learning environment. This commitment is reflected in this programme in the engagement with learner, industry and educator expertise in the construction of the programme and in its thoughtful balance of the different modes of delivery to offer a variety of teaching strategies delivered consistently across the programme.

The experiential and practical nature of the programme is reflected in the most common learning approach in the programme being lab-based lecturers and tutorials, together with classroom-based lecturers and tutorials. Workshops feature throughout the programme to tackle technical and practical topics, which emphasises the experiential and practical nature of the programme. As do the use of case studies and model examples from industry. Peer review is also

visible throughout the programme, for example, the use of the pairing approach for code review and the peer review of academic articles. Directed e-learning, where the lecturer has scaffolded learner interaction with online reusable learning objects, features in each of the modules. Progressive practical skills-based exercises are also utilised consistently as formative assessment in a number of modules, together with online quizzes. Many of these formative exercises are small, with ongoing submission, thereby progressively building the learner skills base.

Learning, teaching and assessment for the programme is utilises a problem-based learning approach to encourage learners to develop problem-solving skills relating to real-world scenarios. Modules will be delivered through a mix of lectures, workshops, tutorials, and teaching will focus on the learner undertaking critical reflection and critique of industry case studies.

## Career Opportunities

The Higher Diploma in Science in Aviation Finance programme differentiates from existing offerings in its focus upon the digitisation of the industry and the evolution of technological innovation, and in delivery upon the programmes learning outcomes - developing the skills/attributes required to meet industry demand - the programme intends to provide a clear pathway for its graduates' employment/career opportunities. Aviation Finance can incorporate many different areas and is an evolving area. Aviation Finance has been defined as a combination of financial systems, data management and technology including areas such as Project Management, Risk Management, Cyber Security, Law and Regulation, Information Technology, Data Analytics for Aviation Finance and Financial Services.

The programme will produce graduates who can implement aircraft finance strategies, understand the financing required for these strategies, manage associate risk, work with various legal environments, appreciate the implications of differing taxation systems, as well as producing graduates who understand and can lead the upcoming digital transformation of the industry.

# Higher Diploma in Science in Data Analytics

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Title of Award

Higher Diploma in Science in Data Analytics

## Award Type

Major

## Duration

Full-Time, 1 Year

Part-Time, 2 Years

## Course Content

- ▶ Advanced Analytics & Web Application
- ▶ Applied Data Analytics
- ▶ Big Data Managing and Processing
- ▶ Data and Network Mining
- ▶ Data Visualisation & Communications
- ▶ Databases and Business Applications
- ▶ Platforms for Data Analytics
- ▶ Programming for Data Analytics
- ▶ Project
- ▶ Statistics for Data Analytics

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.

## Overview

The Higher Diploma in Science in Data Analytics provides the practical knowledge and skills in the area of computing and data science for learners who wish to upskill or reskill in this area. The 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. Learners will benefit from theoretical knowledge fundamental to apply advanced analytics in web and business application, predictive modelling, statistics, programming, machine learning, and advanced visualisation to data sets through a variety of tools and techniques in order to generate actionable insights for stakeholders and support strategic decision making.

## Aims and Objectives

The objectives of the programme are to:

- ▶ Develop learner's criticality in order to analyse industry trends in Big Data.
- ▶ Develop learners who are capable of performing robust, significant reports on the future orientation of the field of data analytics with specific emphasis on the problem domain.
- ▶ Provide learners with a platform to develop the requisite technical and design skills required by industry and to deepen knowledge of statistical analysis and analytical models.
- ▶ Enable learners to implement scalable Big Data applications.
- ▶ Prepare learners to work effectively and collaboratively in the execution of common goals.
- ▶ Provide work opportunities where learners can apply knowledge to a real-world situation.

## Structure

The Higher Diploma in Science in Data Analytics is a one year full-time or two years part-time programme.

Semester one lays the groundwork for the programme and encompasses mostly foundational modules that focus on providing a solid and comprehensive understanding of the relevant concepts, a proficiency in the use of programming for data analytics and Statistics for Data Analytics and Databases and Business Application.

Semester two builds on this by covering advanced modules in which the knowledge, understanding and skills acquired in the first semester can be employed. Semester two also comprises an elective module of project or placement module, which focuses on applied skills.





### Teaching and Assessment

This variety of learning approaches noted above can be offered including face-to-face, live online, recorded online, and directed e-learning. The experiential and practical nature of the programme is reflected in the most common learning approach in the program being lab-based lecturers and tutorials, together with classroom-based lecturers and tutorials.

Assessment will reflect the applied nature of the programme and will include a combination of 'take-home' assignments, skills-based assessments, practical lab tasks, projects, demonstrations and presentations in addition to conventional examinations.

### Entry Requirements

The minimum entry requirements for the Higher Diploma in Science in Data Analytics are:

- ▶ A Level 8 primary undergraduate honours degree with a minimum Pass classification from a recognised third level institution in a non-cognate area and ideally be able to demonstrate mathematical problem solving skills as part of previous programme learning. i.e. maths at Leaving Cert level would suffice.

Or

- ▶ A minimum Level 7 Ordinary Bachelor's degree in a cognate area such as computer science, technology, networking, information systems, engineering, general science, mathematics, statistics, data science.

Or

- ▶ Applicants who do not have a Level 8 qualification 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

Data Analysts are in strong demand from industry; those who are successful in completing the course are highly employable in fields as diverse as healthcare, finance and insurance, as well as cloud computing.

Roles types that may be suitable for graduates include:

- ▶ Senior Data Analyst
- ▶ Data Engineering and Analytics
- ▶ Financial Analyst
- ▶ Power BI Data Analyst
- ▶ Consulting: Data Analyst
- ▶ Lead Business Analyst

# Higher Diploma in Science in Interaction Design and User Experience

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award

Postgraduate Diploma

## Award Level

NFQ Level 8

## Title of Award

Higher Diploma in Science in Interaction Design and User Experience

## Award Type

Major

## Duration

Full-Time, 1 Year

Part-Time, 2 Years

## Course Content

- ▶ Introduction to User-Centred Design
- ▶ Psychology in User Experience Design
- ▶ User Research and Design Requirements
- ▶ Introduction to Universal Design
- ▶ UX and UI Design
- ▶ User Testing and Analytics
- ▶ Portfolio

## Overview

This Higher Diploma in Science in Interaction Design and User Experience (NFQ Level 8, 60 ECTS) conversion programme enables learners to acquire knowledge and skills in user experience, interactive technologies and interaction design in order to apply these skills in a real-world, professional context.

Learners will understand the key concepts and theories underpinning user experience (UX) and user interaction (UI) whilst also developing applied skills and understanding in this field. Learners will be introduced to user-centred approaches in design; explore the life cycle of the user experience and interaction design process, its purpose, research approach, the psychology behind user experience design, how to design for accessibility using universal design principles, as well as user-testing and metrics, design thinking and game design.

Through discovering the user experience context and the industry-standard tools, technologies and specific project deliverables, learners will be able to apply their learning in personal and professional contexts.

## Aims and Objectives

The objectives of the programme are to:

- ▶ Provide an academically rigorous framework through which students can develop an awareness of user-centred design learning in the user experience field.
- ▶ Develop a systematic detailed knowledge, experience and understanding of digital content curation for user experience in a modern organisation.
- ▶ Demonstrate knowledge of interaction design, technologies and tools.
- ▶ Develop learners' knowledge and ability to apply interaction design and user experience to social, cognitive and behavioural psychology.
- ▶ Enable learners to explore universal design principles and design thinking through gamification pedagogy.
- ▶ Develop an in-depth appreciation of user testing and analytics and learn how these drive an organisation.
- ▶ Apply user-research skills and curation ability to create a portfolio using effective and engaging user experience design.

## Structure

The full-time programme will be delivered across two semesters of twelve weeks each across twelve months. In the part-time mode, the schedule consists of three semesters of twelve weeks across eighteen months.

Semester one sets out to introduce the students to the importance of design practice, behavioural theory, design practice and technology know-how that is necessary for a career as interaction designer, user researcher, or head of user experience. It focuses upon the analysis, design, prototyping and evaluation of multimedia, multimodal, and multi-platform user interfaces that are easy to use and support a great user experience.



Semester two, builds upon the foundations of Semester One – with more applied structure to develop the learners' technical proficiencies and aptitudes towards creating value enhancing design solutions. The modules address a wide range of decision-making applications and factors encompassed within the modern IxD function.

The students will then complete a portfolio providing the learners with an opportunity to apply their skills and knowledge gained, and apply it to a creative problem – industry driven – solving design projects.

### Teaching and Assessment

The programme will be delivered in a multimodal and flexible delivery consisting of face-to-face lectures, live online workshops and on-demand resources.

Due to the practical nature of this programme the summative assessment strategy is focused on a continuous assignment basis which gives the learner the opportunity to synthesise and build their learning in a portfolio at the end of the programme.

Assessment strategies include individual and group work, work portfolio, presentations, storyboards etc.

### Entry Requirements

The Higher Diploma in Science in Interaction Design and User Experience (Level 8, 60 ECTS) is aimed a learners with the following entry qualifications:

- ▶ A Level 8 honours bachelor's degree in a non-cognate area with a minimum pass classification.
- Or
- ▶ A Level 7 ordinary bachelor's degree in a cognate area (cognate areas include marketing, technology and related areas).
- Or
- ▶ Applicants who do not have a Level 8 qualification 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 rise in employment opportunities in the area of interaction design and user experience is a global trend with increasing number of employment opportunities in sectors that are seeing a big boost in the use of new technologies in the areas of design interaction and user experience and the Internet of Things that are critical in new and emerging sectors of ICT, gaming, mobile communications, media, medical devices, connected health and many more.

Role types that may be suitable for graduates include:

- ▶ Interaction Designer
- ▶ User Experience Researcher
- ▶ User Experience Designer
- ▶ UX Strategist & Interaction Designer
- ▶ Visual Interaction Designer etc.



# Higher Diploma in Science in Financial Technology (FinTech)

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## 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

NFQ Level 8

## Title of Award

Higher Diploma in  
Science in Computing

## Award Type

Major

## Duration

Not currently available  
as a full-time option  
Part-Time, 2 Years

## Overview

Dublin Business School (DBS) in conjunction with Springboard+ and 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 (CEFR). 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 (Web and Cloud Technologies)

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## 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 virtualisation, 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 (CEFR). 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



# Higher Diploma in Science in Digital Marketing

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Title of Award

Higher Diploma in Science in Digital Marketing

## Award Type

Major

## Duration

Full-Time: 1 Year

Part-Time: 18 Months

## Overview

As more organisations rely on rich content to drive marketing success and serve customers, the ability to effectively manage digital assets and connect creative content across platforms and touchpoints becomes imperative. The Higher Diploma in Science in Digital Marketing is a conversion programme for graduates who wish to up-skill in digital marketing strategy, theory and practice. Graduates will acquire the necessary skills and acumen to appraise and operationalise digital marketing opportunities and challenges and effectively integrate these into decision-making roles with an organisation.

The programme will enable graduates to play an active role in a diverse range of digital marketing roles and to be in a position to take up further Level 9 postgraduate studies, such as the Master of Science in Digital Marketing.

## Course Content

- ▶ Digital Marketing Management
- ▶ Digital Content and Storytelling
- ▶ Digital Marketing Communications
- ▶ Digital Marketing Technologies and Tools
- ▶ E-Business Emerging Technologies
- ▶ Digital Marketing Analytics and Metrics
- ▶ Digital Portfolio

## Programme Objectives

- ▶ Provide an academically rigorous framework through which students can develop an awareness of current problems and/or new insights in the digital marketing function to further develop and expand their knowledge of digital marketing.

- ▶ Develop a systematic detailed knowledge, experience and understanding of digital content curation for digital marketing in a modern organisation.
- ▶ Develop learners' knowledge and ability to apply and use integrated digital marketing communications, particularly within campaigns, with the intention of using this knowledge creatively in the delivery of digital marketing strategies.
- ▶ Demonstrate knowledge of marketing technologies and tools and the role they play in marketing strategies.
- ▶ Develop an in-depth appreciation of modern data-driven metrics for marketing activities, and knowledge of using to drive an organisation's e-business programme.
- ▶ Provide learners with the tools to explore web analytics and understand campaign metrics.
- ▶ Apply advanced research skills, constructively criticise, draw conclusions and offer recommendations within the marketing environment.

## Structure

The Higher Diploma in Science in Digital Marketing programme comprises two 5 ECTS and five 10 ECTS modules, 60 ECTS in total.

Learning activities include:

- ▶ Lecture classroom-based sessions
- ▶ Workshops
- ▶ Practical lab sessions
- ▶ Online class (broadcast live)
- ▶ Online tutorial (interactive)

The Full-time Higher Diploma in Science in Digital Marketing will run over one academic year from Monday to Friday. Calendars for this programme will be available in due course. Please note daytime attendance is required on this programme.

## Entry Requirements

To be considered for admission to this programme, applicants must hold a full Level 8 Honours Bachelor Degree in any discipline from a recognised third level institution, or a full Level 7 Ordinary Degree in a cognate discipline in areas such as Marketing or Business.

All applicants should have a minimum of ordinary-level Leaving Certificate maths, or be able to demonstrate equivalent competency in maths at this level.

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 (CEFR). 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

## Recognition of Prior Learning

Applicants who do not have a Level 8 qualification at a pass award level and who have at least 3 years' relevant 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.

## Teaching and Assessment

This is a blended learning programme, with one fully online module. Whether online or face-to-face, the learning is supported with directed e-learning activities and objects, where the lecturer will guide the work-based learning using real-world scenarios and case studies.

Due to the practical nature of this programme the summative assessment strategy is totally focused on a continuous assignment which gives the learner the opportunity to produce a project artefact such as: e-book, digital storybook and digital poster.

At the final year students will benefit from knowledge in a key number of digital marketing areas and work towards the completion of a digital portfolio.

## Career Opportunities

With a predicted 150,000 digital jobs and an internet economy worth €21.1 billion by 2020, the digital economy has taken centre stage in Ireland's economic recovery with the industry creating hundreds of jobs every month.

Graduates of this programme will acquire the necessary skills and acumen to appraise and operationalise digital marketing opportunities and challenges and effectively integrate these into decision-making roles with an organisation. The programme will enable graduates to work in diverse range of digital marketing roles and/or be in a position to take up further Level 9 postgraduate studies, such as the Master of Science in Digital Marketing.

# Master of Business Administration (MBA)

## + Streams

### Awarding Body

Quality & Qualifications Ireland (QQI)

### Award Level

NFQ Level 9

### 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 to 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.



**“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



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, 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 weight attached 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 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							

	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
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-  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

NFQ Level 9

## 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 objectives are to:

- ▶ Enable learners to develop in-depth knowledge and critical awareness of the current and developing business analytics field.
- ▶ Provide learners with a deep and systematic understanding of research and analysis relating to business analytics.



- ▶ Provide learners with specialised technical knowledge of the management of data and the mining of data to provide insights into business propositions/solutions/strategy.
- ▶ Equip learners with advanced skills directly complementary and relevant to the business analytics workplace.
- ▶ Enable learners to identify, develop and apply detailed analytical, creative, problem-solving and research skills in business analytics.
- ▶ Enable learners to develop and enhance autonomous learning skills.
- ▶ Position learners with a comprehensive platform for career development, innovation and professional learning in the business management and data analysis field.

### 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

NFQ Level 9

## 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.

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 in line with enterprise demand.

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 and Analytics

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 9

## Title of Award

Master of Science (MSc) in Digital Marketing and Analytics

## Award Type

Major

## Duration

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

## Course Content

Master of Science (MSc) in Digital Marketing and Analytics 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

NFQ Level 9

## 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 Human Resource Management

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

Masters Degree

## Title of Award

Master of Science (MSc) in Human Resource Management

## Award Type

Major

## Duration

Full-Time: 1 year

Part-Time: 2 years

## Course Content

The Master of Science in Human Resource Management has the following content:

### SEMESTER 1

- ▶ Equality, Diversity and Inclusion
- ▶ Human Capital Management and Organisational Behaviour
- ▶ Employment Law
- ▶ HR Analytics

### SEMESTER 2

- ▶ Reinventing Performance Management
- ▶ Dynamic Leadership Development
- ▶ Applied Strategic Management
- ▶ Contemporary Issues in Human Resource Management
- ▶ Research Methods

### Semester 3

- ▶ Dissertation / Applied Project

There are no electives proposed in this programme.

## Overview

The Master of Science in Human Resource Management is designed to prepare learners for a career in Human Resource Management in private and public sector. Given the increasing role of technological advancements in society and workplace, human resource management is emerging as a multidisciplinary field with a breadth and depth of content that encompasses various areas of expertise such as: employment law, diversity and inclusion, people analytics and organisational behaviour that play a central role in shaping the strategy and leading digital transformation within organisations.

The mission of this programme is to expose learners to human resource trends, and position them with the knowledge and soft skills to navigate and plan their careers including commercial drive, inclusive leadership, and ethical values. The Master of Science in Human Resource Management provides the conceptual and practical insights into the various areas of human resource management for learners who wish to gain the foundational knowledge and skills or reskill in this area. Additionally, the programme will be of interest to graduates from a non-business background who are interested in moving into a human resource management role in their current industry.

DBS is committed to seeking Chartered Institute of Personnel and Development (CIPD) accreditation for this programme in 2021.

## Programme Objectives

The specific programme objectives are to:

- ▶ Enable learners to develop mastery of current and emerging skills related to the theory and practice of human resource and talent management.
- ▶ Provide learners with an awareness of emerging topics and trends in human resource management.
- ▶ Enable learners to critically appraise equality, diversity and inclusion practices in the workplace.
- ▶ Enhance in learners an attitude of inclusive and analytical leadership.
- ▶ Enable learners to solve human resource management problems that would create strategic competitive advantage and add value to a twenty-first century organisation.
- ▶ Facilitate the development of applied skills that reflect contemporary issues in human resource management.

- ▶ Respond ethically and informatively to address any new situations that may arise due to the digital transformation of industry with the use of analytics.
- ▶ Develop in learners an advanced understanding of employment law and conflict resolution practice.
- ▶ Provide learners with a systematic knowledge of human capital management and organisational behaviour in a variety of organisational contexts.
- ▶ Develop research skills and apply theoretical knowledge to work based problems.

## Structure

Semester one lays the groundwork for the programme and encompasses modules that focus on providing a solid and comprehensive understanding of the relevant concepts of Human Capital and Organisational Behaviour, a proficiency in the legal aspects of HR as well as Equality, Diversity and Inclusion while also offering HR analytical knowledge.

Semester two builds on this by covering content in which the knowledge, understanding and skills acquired in the first semester are developed and applied. Semester two modules offer applied skills which focus on the human-centred capabilities and behaviours that are necessary to achieve positive business outcomes in HR profession.

Semester two also comprises a Research Methods module, which focuses on research and development skill which will inform the learners' Dissertation/Applied Research Project in Semester three.

## Teaching and Assessment

The programme will be delivered in an innovative and flexible manner, through a blend of face-to-face and online learning environments including workshops, discussion forums, live tutorials and guest speakers from academia and industry through seminar series in order to demonstrate the full breadth of the people profession. By incorporating a focus on authentic assessment throughout modules to strengthen practical skills the professional development of learners to enhance their employability which will enable the learner to integrate seamlessly into an organisation. Assessment strategies include case studies, individual and group reports, data analysis, reflective journals, presentations and exams.

## Entry Requirements

The minimum entry requirements for the MSc in Human Resource Management is aimed at learners with the following entry qualifications:

- ▶ A minimum second-class second-division (2.2) honours bachelor's degree or Higher Diploma in a cognate area. Cognate subjects include HR, marketing, management or another related business discipline.
- ▶ A minimum second-class second-division (2.2) honours undergraduate bachelor degree or Higher Diploma in a non-cognate area plus 3-5 years' professional experience in a related field.
- ▶ Applicants who do not have a Level 8 qualification and who have at least 3 years' work experience may also be considered through the College's normal RPL procedures. Relevant professional experience will be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures. Relevant professional experience will be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

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

## Career Opportunities

On completion of the Masters programme, learners will have the competencies to make them suited to a broad range of career and professional development options and progress on the path towards becoming a successful HR manager in a wide variety of contexts (private and public). Graduates have the potential to work across numerous industries, for example: education, technology, local authorities, banking, finance, engineering and media etc.

Potential careers for graduates include:

- ▶ HR Business Partner
- ▶ HR Consultant
- ▶ Strategic People Partner
- ▶ Diversity & Inclusion Manager
- ▶ Talent Acquisition consultant
- ▶ Human Resource Manager/Executive
- ▶ Client Services



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

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 9

## Title of Award

Master of Science in Information and Library Management

## Award Type

Major

## Duration

Full-Time, 1 Year

Part-Time, 2 Years

## 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



Recognised by the Library Association of Ireland.

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 (CEFR). 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

NFQ Level 9

## 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 Analytics.

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 significant 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 (CEFR). 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

NFQ Level 9

## 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 (CEFR). 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

NFQ Level 9

## 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

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 (CEFR). 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

NFQ Level 9

## 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 (CEFR). 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.

# Master of Science (MSc) in Supply Chain Management\*

## Awarding Body

Quality & Qualifications Ireland (QQI)

## Award

Masters Degree

## Award Level

NFQ Level 9

## Title of Award

Master of Science in Supply Chain Management

## Award Type

Major

## Duration

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

## Course Content

- ▶ Global Supply Chain and Logistics Management
- ▶ Procurement and Inventory in Supply Chain Management
- ▶ Research Methods 1
- ▶ Strategic and Sustainable Supply Chain Management
- ▶ Strategic Information Systems
- ▶ Research methods 2
- ▶ Operations and Analytics in Supply Chain Management
- ▶ Innovation and Disruptive Technologies
- ▶ Dissertation
- ▶ Applied Research Project
- ▶ Placement

## Overview

The Master of Science in Supply Chain Management programme (90 ECTS, Level 9) has been designed with the specific intention of responding to an increasingly global, specialised, digital and technology-enabled business environment – one that requires an efficient and effective end to end deliverables.

This programme aims to accommodate a wide audience of learners from a broad spectrum of industries whose specific learning requirements lie in the area of supply chain management (either business, or technically focused). The DBS Master of Science in Supply Chain Management programme aims to produce individuals with the specialised skills and attributes necessary to meet the demands of the modern-day supply chain management environment. Learners will understand the core principles of supply chain management, as well as procurement and inventory management at leadership level; they will be equipped with operations management and analytics expertise; possess an integrated understanding of global logistics; critically evaluate sustainable supply chains and inform business decision making in an ethical context. They will acquire the knowledge, theory and skills of

supply chain management in addition to an industry specialism of interest drawing from modules in the fields of Marketing, Human Resource Management, Information Systems, Project Management, Finance, or Cloud Computing. Moreover, they will develop advanced critical thinking, writing and research skills through the completion of the Research Methods modules along with the completion of a Capstone Module (choice of Dissertation, Applied Research Project, or Placement).

## Aims and Objectives

The specific programme objectives are as follows:

1. Imbue a critical analysis of the current and emerging theories of supply chain management, informed by up-to-date research and activity in the supply chain management field.
2. Accrue a critical, strategic, and global perspective (incorporating multiple viewpoints) for the supply chain management field.
3. Develop practical skills in procurement and inventory management in supply chain logistics and operations including problem-identification and solving.
4. Develop an in-depth appreciation of supply chain analytics in the form of modern data-driven metrics to business operations and how these can be generated and used.
5. Develop in learners the competencies to be a successful leader in the supply chain environment.
6. Create critical awareness of sustainability and ethical processes that are directly complementary and relevant to the contemporary workplace and future of work.
7. Identify and develop autonomous learning skills for the graduates of tomorrow who can work both independently and collaboratively.
8. Provide the learner with a comprehensive platform for career development, innovation, and further study.



## Structure

Stage one of full time provides the learner with both extensive knowledge and critical understanding of the supply chain management infrastructure and landscape. The skills developed help lay the foundations and context for the advanced skills developed later in the programme. Core level skills and practical application of supply chain theories, tools and technologies are instilled through the Stage 1 modules, which include Global Supply Chain and Logistics Management, Procurement & Inventory in Supply Chain Management, a chosen elective from the MBA, and Research Methods 1.

Stage two of full time builds on this by covering advanced modules allowing the learner to progress on the strategic supply chain learning curve, through Strategic and Sustainable Supply Chain Management, Operations and Analytics in Supply Chain Management, a further elective from the MBA stream, and Research Methods 2.

The students will then complete an elective capstone (30 ECTS) of either an Applied Research Project, Dissertation or Placement. Depending on the elective option chosen, this will include a robust piece of industry research underpinned by academic theory, primary and secondary data collection and applied in a coherent and industry-focused research report and artefact or traditional dissertation. The Applied Research Project, Dissertation or Placement will bring together and synthesise learning from other modules, combining research and technical skills to investigate, design, produce and critically evaluate an area of research interest.

This programme is offered as a part-time delivery with a recommended learning path that allows completion within a minimum two-year period. It is similar to the full-time programme, and is divided into four stages rather than three. In stage one of the part-time delivery, students will follow similar aims to the full-time programme. They will complete

the modules Global Supply Chain and Logistics Management, Procurement and Inventory in Supply Chain Management and Research methods 1. In stage two of the programme, students will study Strategic and Sustainable Supply Chain Management, Strategic Information Systems, and Research Methods 2. Stage three of the part-time delivery has just two modules: Operations and Analytics in Supply Chain Management and Innovation and Disruptive Technologies. Finally in stage four of the programme students will complete either their Dissertation, Applied Research Project or Placement.

## Teaching and Assessment

The programme will be structured in a blended format consisting of synchronous online and on-demand delivery.

The blended online delivery allows for the most appropriate mode of delivery to be applied to different parts of the syllabus. Typically, the more theoretical content would be delivered through the on-demand mode, with the discursive aspects of the syllabus more inclined to be delivered in the synchronous online mode. Although, such discursive topics can also be considered in an in-class setting. The more practical and assessment-driven parts of the syllabus can also be reserved for the in-class time. Instruction on using the tools and technologies for data analytics can be delivered in class. Formative assessment exercises can be set in any mode to allow the learners to assess progress. Peer review of these formative assessments can help drive this development, which can take place through asynchronous discussion boards or in-class or online discussions. The blended approach will also avail of directed e-learning objects, such as annotated case studies, videos and reading.

## Entry Requirements

This programme is aimed at learners with a Level 8 honours bachelor's primary undergraduate degree, or Higher Diploma, in a cognate area (e.g. computer science, IT, science, mathematics, statistics, finance, economics, business (including quantitative methods), engineering, maths and management information systems), who wish to specialise in the field of supply chain management with a view to entering the industry, or those with a Level 8 honours bachelor's primary undergraduate degree, or Higher Diploma, in a non-cognate area plus three to five years' experience of logistics or supply chain management and who require a qualification in this area in order to progress professionally. These will be assessed on a case-by-case basis. Learners will need to have achieved a minimum second class second division award (2.2 classification) in their honours Bachelor's Level 8 degree.

## Career Opportunities

Many international companies are choosing Ireland as the ideal location for their supply chain functions, according to Careerwise Ireland (2021). In Ireland, specifically, there are currently 488 supply chain vacancies ranging from mid-senior to executive level. Job titles range from Supply Chain Manager, Sourcing Specialist, and Planner to Operations Insight Specialist, Supply Chain Systems Analyst, and Supply Chain Director.

Graduates from the MSc in Supply Chain Management programme have the potential to excel in roles such as:

- ▶ Supply Chain Manager
- ▶ Procurement Officer
- ▶ Excellence Manager

In addition, this programme will prepare graduates for further study for example a PhD in Supply Chain Management.

\* *Subject to Validation.*







# 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 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).

### Multiple Sittings Available

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

### 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.







# 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.

Dublin Business School reserves the right to alter or withdraw any of the modules, programmes or courses described in this document. While every effort has been made to ensure the information contained in this document is correct, the College is not liable for any errors and omissions.

**For further information contact:**

Dublin Business School,  
13/14 Aungier Street, Dublin 2,  
D02 WC04, Ireland.

**T:** 01 4177500

**E:** admissions@dbs.ie

**W:** www.dbs.ie



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