

www.dbs.ie/springboard

Get on course to get back to work.

Take a **FREE** Springboard
course at DBS.





Springboard+ at DBS

Courses Commencing September 2016

DBS is delighted to announce that it will be offering free part-time and full-time programmes across the areas of Information & Communications Technology (ICT), Big Data for Business, Programming, Financial Services, Fund Accounting, Risk and Financial Management, Digital Marketing and Business Skills as part of the Springboard+ 2016 initiative. Springboard+ 2016 has just been launched with the largest offering of free part-time and full-time higher education places to provide reskilling and upskilling opportunities for up to 6,000 jobseekers.

Springboard+ 2016 incorporates part-time Springboard+ courses and full-time and part-time ICT skills conversion programmes and will provide for 180 courses at 36 higher education institutions across Ireland.

Announcing the 5,825 free places Minister Bruton said: “Today’s announcement reflects a commitment in the Programme for Government to deliver a step change in our capacity to educate, develop, deploy and retain talent. The competitive tendering model used to select Springboard+ courses is a good one. I will be considering how this model, along with other incentives, can be developed and utilised to encourage further responses to skill needs and partnership between the third level sector and enterprise.”

“Springboard+ embodies the core ambition set out earlier in the year in the National Skills Strategy – to ensure that we have a system that is flexible; responsive to the needs of enterprise and adult learners; and that delivers the maximum impact for our public resources.”

DBS is offering a wide range of courses across the areas of Information & Communication Technology, International Financial Services, Cross Enterprise Skills, Skills for Enterprise to Trade Internationally as well as a number of ICT skills conversion programmes.

Since 2011, 20,000 jobseekers have participated on Springboard+ courses with a €85 million investment from the Exchequer.

Dublin Business School (DBS) in conjunction with the Higher Education Authority (HEA) under the Government Springboard+ initiative is providing people with the opportunity to **reskill or upskill for FREE** under a range of approved and accredited courses identified as providing training that will improve the future skills of the labour force, in a range of sectors where sustainable employment is predicted to rise as the economy recovers.

We currently offer a range of Special Purpose Awards across Levels 7, 8 & 9 on the National Framework of Qualifications (NFQ). All courses are flexible, allowing you to keep your social protection supports and making a transition to study easier for those with families and other responsibilities.



Courses Commencing September 2016

Levels 6, 7 & 9 Special Purpose Awards are available in:

Information & Communications Technology (ICT)

**Diploma in Big Data for Business (Level 7)
Certificate in Programming (Level 7)**

International Financial Services Sector

**Certificate in Fund Accounting (Level 7)
Certificate in Risk and Financial Analysis (Level 9)**

Cross Enterprise Skills

**Certificate in Business Skills (Level 6)
Certificate in Digital Marketing (Level 7)**

For further course information, entry requirements, eligibility criteria and application procedures visit www.Springboardcourses.ie

Alternatively contact the DBS Admissions Office directly on 01 4177500 or by emailing Springboard@dbs.ie

Why Choose DBS?



Reputation as Ireland's Leading College

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

Recognition and Accreditation

Our certificate, degree and postgraduate programmes are awarded by Quality & Qualifications Ireland (QQI) - formerly Higher Education & Training Awards Council (HETAC). All of the above awards are recognised by the Department of Education, employers and all of the major higher education institutions for postgraduate study. Additionally, for those graduates wishing to seek professional qualifications, DBS relevant degrees are awarded recognition and exemption from professional bodies such as the Institute of Chartered Accountants in Ireland (ICAI), the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA), the Psychological Society of Ireland (PSI) and the Irish Association for Counselling and Psychotherapy (IACP).

Commitment to World Class Teaching

Over the last 40 years DBS has built a considerable reputation for the quality of its teaching. As an institution we focus our main research activity on the constant improvement of the learning experience of our students. Evidence of the success we have achieved has come in many different ways. One particular example of this is the success achieved by our students in the examinations of the professional accountancy bodies where over 1000 DBS students have achieved worldwide and national individual prize-winner success.

Student Support Services

Feedback from Springboard+ 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, be it academic direction, career advice, mentoring or personal attention. We offer a comprehensive service in these areas to all our students.

Student Centered Approach

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 regard at DBS as being important. Springboard+ students can avail of the full range of social, sports and developmental activities offered through our dedicated Student Services department. The appointed programme leader will also assist and facilitate Springboard+ students throughout their period of academic study.

Career and Personal Development Focused Education

All of our Springboard+ programmes have been designed and developed in collaboration with industry and professional bodies so that on graduation in addition to your academic qualifications, you will have the skills and knowledge for a successful career.

The DBS Careers Service supports numerous on-going work based learning initiatives which Springboard+ students can benefit from. Such initiatives include careers fairs, industry related project work, industry speakers, employer mentors, work simulations and placements. The Careers Service also provides a careers package which is tailored for, and delivered to, Springboard+ students to ensure that they are equipped with the tools, knowledge and confidence to be successful in the job market. CV writing classes, One-to-one career sessions and mock interviews are among the Career and Personal Development services offered to Springboard+ students.

City Centre Location

A mere two minute walk from St. Stephens Green, the 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, George's Street, Balfe Street, and Dame Street are all within a few minutes walking distance of each other and provide students with access to all of the infrastructure capabilities of a vibrant modern capital city.

In addition to the approved QQI Awards, DBS can offer participants the following resources to assist with the success of the Springboard+ initiative:

- Three dedicated Schools covering Business & Law, Arts and Professional Programmes. Each School has proven expertise in designing, developing and delivering educational programmes to learners from a range of backgrounds.
- A dedicated Springboard+ Programme Leader who is responsible for the overall management and development of the relevant programme and the management and support of participants on the programmes.
- A range of learning support services to accommodate the participant including the Careers Office, Employer Liaison Officer, Student Services and State-of-the-Art Library and IT Facilities.
- A pool of qualified academics with extensive industry experience in all sectors that can provide participants with guidance and support in re-entering employment in their chosen sector.
- Established links with awarding bodies such as the Quality & Qualifications Ireland (QQI) - formerly Higher Education & Training Awards Council (HETAC), Liverpool John Moores University (LJMU) and Professional Bodies.
- Dublin city centre campuses located on Aungier Street, South Great Georges Street (Castle House), Balfe Street and Dame Street.
- The ability to provide the Springboard+ programme participants with e-learning support facilities, such as Moodle. By moving some parts of the programme online, lecturers can create a learning environment which enables better use of scheduled face-to-face time with adult learners enabling the development of more complex learning skills such as critical thinking.
- Strong connections with both indigenous and international organisations with whom we have worked with over the past 40 years. Customised courses developed for:



READ WHAT OUR GRADUATES HAVE TO SAY

Read What Our Graduates Have to Say About Springboard+ at DBS

"Having been fortunate enough to gain a place studying Digital Marketing as part of the Springboard initiative at DBS I found myself enjoying the course from the start. The attitude of lecturers and students was immediately positive and encouraging, while the course content itself was thorough and enjoyable. Gaining new skills and the general environment of encouragement certainly helped my own prospects and confidence with regard to future professional development.

I found the DBS city centre location convenient and vibrant. Overall, having seen my career benefit significantly both during and after my time at the college I feel that my participation on the course at DBS was an extremely rewarding and beneficial experience."

Jim Jennings, Certificate in Digital Marketing



"The Springboard programme provides a unique opportunity for individuals to either upgrade their existing skills or learn a new skill. DBS provides that special learning environment that is tailored to individual needs. DBS understands the diverse learning needs of the Springboard students and the courses are practical based and systematically delivered to carry everybody along; with extra classes organised for students who are struggling.

I would not hesitate to recommend DBS to any aspiring Springboard candidate."

Musiliyu Abdullahi, Certificate in Database Development & Cloud Technologies

READ WHAT OUR GRADUATES HAVE TO SAY



"I enrolled on the Certificate in Advanced Project Management for the ICT Professional as I thought this course would be most beneficial to me. The lecturers were really helpful and they always went that extra mile to make sure the students understood everything and there was support available from staff throughout the year. Each student also had full access to the library, computers, cafeteria, student services and there were always Springboard advisors nearby should you have any queries regarding the course.

Overall, my experience at DBS was really enjoyable and very beneficial. Without Springboard I would not have had the option to return to college. The Springboard programme gave me that chance and thanks to Dublin Business School and the programme I am now currently employed as a Project Support Worker on a Community Drug Intervention Team."

Amy Blount, Certificate in Advanced Project Management for the ICT Professional

"It was my great privilege to attend and graduate from the Certificate in Business for Financial Services course at Dublin Business School. From my very first tentative phone call to the admissions office enquiring about course availabilities and requirements, I received their support and encouragement. That support never wavered, it was always there in the form of approachable lecturers, excellent class notes, easy to use intranet Moodle, state-of-the-art library and the availability of study rooms for team meetings.

I now hold a Level 7 certificate in Business for Financial Services, proof to myself and any future employer or course provider that I have achieved this standard of excellence from Dublin Business School. I enjoyed my course at Dublin Business School; the subject matter, the environment of the college, all the people I got to meet, and especially my class colleagues who have become good friends. To anybody who is considering taking a course at DBS I would say "make that first telephone call, a positive future awaits you."

Bernadette Woods - Certificate in Business for Financial Services



Springboard+ 2016 Eligibility criteria for participants

To be eligible for a place on a Springboard+ programme a person must be:

✓ **Unemployed with a previous history of employment**

✓ **Actively seeking employment**

AND

✓ **Satisfy one of the following three criteria:**

1. Be in receipt of one of the following payments from the Department of Social Protection:

Jobseekers Benefit, Jobseekers Allowance, One Parent Family, Disability Allowance, Qualified Adults of Working Age, Carers Allowance, Farm Assist/Fish Assist, Widow(er) s Contributory or Non-contributory Pension, Blind Pension, Deserted Wives Allowance

There is no requirement to be in receipt of a payment for a particular period of time prior to the commencement of the programme. Participants in receipt of an eligible payment at the time the Springboard+ course commences are eligible to apply for a place on that course. However, providers will be required to give priority to applications from people who are long term unemployed **OR**

2. Be signing for social insurance contribution credits OR

3. Be previously self-employed

People participating in the Community Employment Scheme; the Rural Social Scheme; Tus; JobBridge or in receipt of the Back to Work Enterprise Allowance or the Short Term Enterprise Allowance may apply for Springboard+ and, with the approval of a Department of Social Protection Facilitator, take up a Springboard+ course.



Impact on participation in a Springboard+ programme for continued receipt of income support payments from Department of Social Protection

- Participation on a Springboard+ course will not confer any entitlement to receive an income support payment from the Department of Social Protection. Participants who are in receipt of a Department of Social Protection income support payment may be able to retain such payments.
- Through the Part-time Education Option (PTEO), jobseekers in receipt of Jobseekers Benefit or Jobseekers Allowance who wish to pursue a part-time day or evening course of education may retain their payment subject to continuing to meet the eligibility conditions, including being available for and genuinely seeking work. If a payment is due to cease prior to the end of a course, payment cannot be extended past the due cessation date.
- The PTEO will continue to apply when a participant is undertaking a work placement of less than 6 months duration that is a specific component of a Springboard+ course.
- Prior to commencing a Springboard+ course participants in receipt of Jobseekers Benefit or Jobseekers Allowance should contact their local social welfare office to make an application to retain their payment under the PTEO. The relevant Springboard+ PTEO form can be downloaded from www.Springboardcourses.ie The PTEO scheme does not involve any special payment. Signing-on arrangements continue to apply for PTEO claimants. Attendance on part-time courses is allowed on the clear understanding that availability for and genuinely seeking work opportunities must take precedence over course attendance, including attendance at any work placement component of a course, should a conflict arise.



- Participants in receipt of other forms of income support payment from the Department of Social Protection must contact the appropriate scheme area in that Department to confirm if they may retain such payments while on the course. See the Frequently Asked Questions (FAQ) section on www.Springboardcourses.ie for more information.
- Participants who meet the criteria for the JobBridge programme will be eligible for support under JobBridge. Further information on the JobBridge eligibility criteria is available at www.jobbridge.ie

Full details of eligibility criteria is available under the 'Am I eligible' section on the Springboard+ website www.Springboardcourses.ie



Diploma in Big Data for Business

Awarding Body:	Quality & Qualifications Ireland (QQI)
Duration:	1 Academic Year (September - June), 2 Evenings Per Week
Study Mode:	Part-Time
Course commencing:	September 2016
Award Level:	Level 7 Special Purpose
ECTS Credits:	60

Introduction

Big Data is one of the fastest growing areas of computing and Ireland has become the European data centre location of choice for world leaders including IBM, Microsoft, Google, Yahoo, MSN and Adobe, and is now poised to become a global cloud centre of excellence. The management of data is big business now, and it will continue to grow as long as more and more devices, technologies and services harvest more and more information from society

Programme Aims & Objectives

This is a new proposed programme and has been designed to meet the skills needs as outlined in the FORFAS/EGFSN 2014 report, "Assessing the demand for Big Data and Analytics Skills, 2013-2020 and in particular addressing the requirements to develop skills and competences in Big Data and Analytics Savvy.

Government's policy into the medium-term is for Ireland to become a leading country in Europe for big data and analytics. This would require achieving the scale of the ambition as set out in the high growth Scenario in this study. Under this Scenario, 21,000 potential job vacancies could arise from expansion and replacement demand in the period up to 2020 - comprising 3,630 for deep analytical roles and 17,470 for big data savvy roles. According to the McKinsey Global report, "Demand for data savvy professionals is projected to rise to 4 million positions by 2018. Demand could outstrip supply by 1.5 million by 2018".

The proposed programme prepares participants by providing them with the skills and competencies required to work in a range of big data and analytics savvy roles.

Specific skills that the participants will garner are

- conceptual knowledge, quantitative and analytical skills
- Business strategy
- Project management
- Social media technologies/Digital Media tools

Participants will study maths and statistics for business, data mining and analysis, management, databases, information systems and databases, communication for personal success and digital planning and management. These modules cover the content required for Big Data Savvy Skills as outlined in the EGFSN for Higher Education Providers on current and future skills needs of enterprise guidance document.

Programme content includes

- Databases
- Management
- Maths and Statistics for Business
- Communications for Personal Success
- Information Systems and Databases
- Digital Planning and Management
- Data Management and Analytics

On completion of the programme graduates will be able to:

- Apply appropriate methods and tools to acquire and manage large data sets from various sources
- Apply appropriate methods and tools to visualize big data
- Develop practical solutions to a variety of business problems using current data analytical techniques.

Programme Structure

The course duration is one Academic Year (September- June). Typically students will attend classes on two evenings per week. Course timetables will be available in due course.

Entry Requirements

Holders of a Level 8 NFQ award or equivalent OR Applications without this will be considered on the basis of approved prior experience and learning (APEL). Priority will be given to business, maths, science, engineering, and management graduates. In addition, an IELTS score of a minimum 6.0 or equivalent is required, where full-time study has been conducted in a language other than English or for applicants whose first language is not English.

Application Procedures

Apply online via the Springboard+ portal on www.Springboardcourses.ie

Career Opportunities

Big Data is one of the fastest growing areas of computing and Ireland has become the European data centre location of choice for world leaders including IBM, Microsoft, Google, Yahoo, MSN and Adobe, and is now poised to become a global cloud centre of excellence. The management of data is big business now, and it will continue to grow as long as more and more devices, technologies and services harvest more and more information from society.

Roles comprising “data savvy” managers, CIO’s, market research analysts, business and functional managers that require a significant understanding of the value and use of analytics to enable them to interpret and utilise the insights from the data and take appropriate decisions to advance their company strategy and performance.



Certificate in Programming

Awarding Body:	Quality & Qualifications Ireland (QQI)
Duration:	1 Academic Year (September - May), 2 Evenings Per Week
Study Mode:	Part-Time
Course commencing:	September 2016
Award Level:	Level 7 Special Purpose
ECTS Credits:	40

Introduction

The ongoing wave of innovation is driving the strong demand for high level ICT skills and competences especially in the area of computing software and computer programming.

The central growth scenario forecast is for ICT professional demand to increase to 91,000 by 2018 (5% compound growth per annum). It is estimated that there will be approximately 44,500 potential job openings for ICT professionals in the period 2014-2018.

Programme Aims & Objectives

This Certificate in Programming has been developed in collaboration with Microsoft Ireland and their Partner Network as well as feedback from employers, participants and other Professional bodies.

On successful completion of this programme of study the learner will:

- Demonstrate the principles of object-oriented programming.
- Associate the features and elements of the Java/C# programming language with problems and solutions.
- Apply and analyse the concepts of program fundamentals, statement, control flow, and recursion.
- Apply, explain, and compare the concepts of class, object, method, constructor data abstraction, function abstraction, inheritance, overriding, overloading, and polymorphism.
- Write code, test, and analyse input/output, program with basic data structures.

Programme Content

Modules to be studied include:

- Principles of Programming
- Problem Solving and Algorithms
- Algorithms and Data Structures
- Object Orientated Programming
- Database Design and Cloud Technologies

Programme Structure

The course duration is one Academic Year (September - May). Typically students will attend classes on two evenings per week. Course timetables will be available in due course.

Entry Requirements

To be eligible to apply for a place on this programme applicants must be holders of a Level 6 NFQ award or equivalent. Applications without this will be considered on the basis of approved prior experience and learning (RPL).

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

Application Procedures

Apply online via the Springboard+ portal on www.Springboardcourses.ie

Career Opportunities

This programme is specifically designed to assist Springboard+ participants in obtaining employment in programming, software development, web development and systems engineering.



Certificate in Fund Accounting

Awarding Body:	Quality & Qualifications Ireland (QQI)
Duration:	1 Academic Year (September - May), 2 evenings per week
Course commencing:	September 2016
Award Level:	Level 7 Special Purpose Award
ECTS Credits:	30

Introduction

According to the Action Plan for Jobs (2014), almost 7,600 gross new jobs have been created by IDA sponsored companies since the commencement of the Strategy for the International Financial Services Industry in Ireland 2011-2016. Throughout 2014, efforts will continue to attain the Strategy's target of 10,000 net jobs by 2016. As Ireland continues to be viewed as an attractive investment proposition, there is a significant need to ensure a supply of Financial Services based talent to meet the skills needs across all sectors. The Irish Funds Industry Association estimates current employment in fund administration and servicing at 12,500 with the skills demand for accounting with funds experience continuing to grow.

Programme Aims & Objectives

The programme provides participants with an understanding of fundamental accounting concepts through the Accounting module; it develops specific and technical knowledge in relation to the Fund Accounting and Lending industry. Participants will also gain a thorough understanding of Financial Institutions and the Regulatory Environment, which is particularly important given the numerous developments in regulation at both an EU and National level. Upon successful completion of these skills, participants will have acquired the technical skills and knowledge to pursue employment roles in areas such as fund administrators and Custody/Trustee administrators.

The Accounting module embedded on the course aims to equip learners with the ability to prepare and understand basic financial statements for business entities, as well as developing a fundamental knowledge of the underlying principles and concepts relating to financial accounting. In addition, the Financial Services Environment module is designed to provide a general overview of the Financial Services Sector, changes in recent years and the importance of the industry to the Irish economy. There will be a particular focus on fund accounting, international markets, banking and investments as these make up a significant portion of the overall industry. Finally, the Institutional Regulation, Governance and Ethics introduce learners to the laws and regulation of the financial services industry in Ireland. It examines both the general legal and regulatory framework and also the rules relevant to individual areas of financial services. It also provides for an examination of corporate governance and ethics in the context of financial services.

Programme Content

- Accounting
- Financial Services Environment
- Institutional Regulations, Governance & Ethics

Programme Structure

The course duration is one Academic Year (September - May). Typically students will attend classes on two evenings per week. Course timetables will be available in due course.

Entry Requirements

To be eligible to apply for a place on this programme applicants must be holders of a Level 6 NFQ award or equivalent. Applications without this will be considered on the basis of approved prior experience and learning (RPL).

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

Application Procedures

Apply online via the Springboard+ portal www.Springboardcourses.ie

Career Opportunities

This programme is specifically designed to assist Springboard+ participants to embark on a career in areas such as fund administration and Custody/Trustee administration.



Certificate in Risk and Financial Analysis

Awarding Body:	Quality & Qualifications Ireland (QQI)
Duration:	1 Academic Year (September - May), 2 Evenings Per Week
Study Mode:	Part-Time
Course commencing:	September 2016
Award Level:	Level 9 Special Purpose
ECTS Credits:	30

Introduction

The Certificate in Risk and Financial Analysis is designed to provide participants with specific technical knowledge within the Financial Services Sector. The focused nature of the programme is reflected in the combination of modules on Risk and Financial Analysis which are brought together with Quantitative Methodology. This programme will equip participants with the skills and knowledge to progress within the Financial Services Sector.

Programme Aims & Objectives

The Expert Group on Future Skills Needs released a report in 2007 entitled 'Future Skills and Research Needs of the International Financial Services Industry' which highlighted that although the global economy has transformed over recent years, the shortages of high level financial skills remain. This course at Level 9 aims to respond to the demand for high level financial skills particularly in the area of risk. Participants who are looking to reskill and upskill into the Financial Services Sector will develop the technical knowledge and understanding for the areas of Risk and Financial Analysis. The programme will also provide participants with advanced methodology to apply to the knowledge areas. All participants will improve their general transferable skills most notably in the areas of literacy, numeracy, commercial awareness and in the use of technology.

Programme Content

- Treasury and Risk Management
- Quantitative Application for Finance
- Operations and Governance of Financial Markets
- Financial Analysis
- Business Strategy

Programme Structure

The course duration is one Academic Year (September - May). Typically students will attend classes on two evenings per week. Course timetables will be available in due course.

Entry Requirements

To be eligible to apply for a place on this programme, applicants must:

- Hold a Level 8 NFQ award or equivalent **OR**
- Applications without the above will also be considered on the basis of approved prior experience and learning (APEL).

Please note in addition to the above course entry requirements to participate in a NFQ Level 9 (Postgraduate) course, participants must have at least one year's work experience in financial services.

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

Application Procedures

Apply online via the Springboard+ portal on www.Springboardcourses.ie

Career Opportunities

This course aims to respond to the demand for high level financial skills particularly in the area of risk. Participants who are looking to reskill and upskill into the Financial Services Sector will develop the technical knowledge and understanding for the areas of Risk and Financial Analysis.



Certificate in Digital Marketing

Awarding Body:	Quality & Qualifications Ireland (QQI)
Duration:	1 Academic Year (September - May), 2 Evenings Per Week
Study Mode:	Part-Time
Course commencing:	September 2016
Award Level:	Level 7 Special Purpose
ECTS Credits:	40

Introduction

According to the National Skills Bulletin (2013), the shortages arising for business skills are typically confined to niche specialist roles. Within the business skills outlined as being difficult to source, digital marketing expertise has been identified. Online digital marketing and sales roles were quoted as difficult to source. Firms have indicated that they are struggling to get hold of people with digital talent and the issue is fast becoming one of the biggest challenges for businesses in Ireland. Amara Research predicts massive jobs growth in the sector with 18,000 new jobs in Ireland. The European Commission has predicted that a shortfall of trained digital professionals could leave up to 90,000 jobs unfilled in the next few years.

Upon completion of the programme, participants will develop specialised digital marketing skills and competencies that will enable them to pursue positions in many fields including Digital Imaging Manager, Online Database Manager, Marketing Management, Market Research, Brand Management, Advertising & Public Relations, and Marketing Consultancy.

Programme Aims & Objectives

There has been tremendous change taking place for businesses in both their e-commerce environment and in their interaction with social media. The indigenous ICT sector is also increasingly moving into areas such as social media and cloud-related platforms (Enterprise Ireland 2012). E-commerce skills and social media skills have been identified as the main technical skills required across the ICT and Enterprise to Trade Internationally sectors. This programme is designed to address such a skills gap by providing participants with an applied knowledge of digital marketing.

Digital Marketing concepts will provide participants with an appreciation of how digital marketing is part of any modern day integrated brand communications strategy. Digital Planning and Management will provide participants with both the understanding and practice of planning and managing a digital marketing campaign. Implementing Digital Media is a hands-on module that explores how digital media tools are developed, used and assessed by marketers while the E-Business module provides the context for the e-business strategy and examines the impact of technology on the supply chain.

Programme Content

- Digital Marketing concepts
- Digital Planning and Management
- Implementing Digital Media
- E-Business

Programme Structure

The course duration is one Academic Year (September-May). Typically students will attend classes on two evenings per week. Course timetables will be available in due course.

Entry Requirements

To be eligible to apply for a place on this programme applicants must be holders of a Level 6 NFQ award or equivalent. Applications without this will be considered on the basis of approved prior experience and learning (RPL).

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

Application Procedures

Apply online via the Springboard+ portal on www.Springboardcourses.ie

Career/Internship Opportunities

Participants will develop specialised digital marketing skills and competencies that will enable them to pursue positions in many fields, including Digital Imaging Manager, Online Database Manager, Marketing Management, Market Research, Brand Management, Advertising & Public Relations, and Marketing Consultancy.



Certificate in Business Skills

Awarding Body:	Quality & Qualifications Ireland (QQI)
Duration:	1 Academic Year (September - May), 2 Evenings Per Week
Course commencing:	September 2016
Award Level:	Level 6
ECTS Credits:	40

Introduction

The Certificate in Business Skills has been designed as a cross enterprise programme at level 6 and is an introductory-level course that explains and analyses principles and practices that are found in every business.

Business skills refer to a general ability to perform professionally within an organization. They include an ability to lead, work well with others, communicate your thoughts clearly, negotiate business deals, mentor others, manage time well, display a professional image, interact well with clients, solve problems and employ relevant mathematical reasoning. Basic communication skills, such as the ability to write and speak effectively, are also vital. Upon completion participants will be well equipped to develop their learning and practical skills to meet the demands of the modern

Programme Aims & Objectives

Graduates of the Certificate in Business Studies will have career opportunities across numerous sectors, including business administration, sales and marketing, customer support, data management, banking and finance, logistics and communications. Graduates will be able to present themselves to employers as candidates that possess a solid ground in the fundamentals of business administration, marketing and IS management. The skills and knowledge obtained on the course will be sought after by small businesses, mid-size organizations and by large corporations and the public sector.

Programme Content

- Business Environment
- IT Skills for Business
- People in Organisations
- Learning to Learn
- Communication for Personal Success

Programme Structure

The course duration is one Academic Year (September - May). Typically students will attend classes on two evenings per week. Course timetables will be available in due course.

Entry Requirements

To be eligible to apply for a place on this programme, applicants must:

- Hold a Level 5 NFQ award or equivalent, **OR**
- If you are over 23 years of age as on 1st January in the year of entry and do not meet the minimum course entry requirements you may apply as a Mature Student. Mature students are assessed on the basis of age, work experience, general education standard, motivation and commitment to the programme.

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

Application Procedures

Apply online via the Springboard+ portal www.Springboardcourses.ie

Career/Internship Opportunities

On completion of this programme graduates will have the business knowledge and skills required to commence employment/career development in a variety of business areas such as marketing, finance, management and business administration within a variety of industry sectors.



TEACHING AND ASSESSMENT FOR SPRINGBOARD COURSES

Teaching, Learning & Assessment

The proposed teaching, learning and assessment methodologies are intended to facilitate Springboard+ participants to take ownership of, and responsibility for, their own learning in partnership with the academic faculty.

Specific methods adopted will include:

- Conventional lectures
- Lab practical sessions
- E-Learning
- Workshops
- Tutorials
- Projects
- Seminars
- Assignments
- Analysis of case studies
- Group research and project work
- Guest lectures

Students will be actively encouraged and assisted to manage their own studies outside of lectures. This is facilitated by the teaching styles and methods adopted and by placing greater emphasis on practically focused assessment. A particular focus of this programme will be for students to work in collaborative teams with their tutors on a variety of projects. Through this process they will learn key life skills of good teamwork towards achieving a common goal. In addition, the E-learning platform, Moodle, will also provide lecturers and students with a virtual learning environment to complement and enrich the more traditional learning environment.

Assessment Methods:

The programme assessment strategies have been developed to help learners acquire the transferable skills relevant to the workplace. These include working as part of a team, report writing, presentation skills etc.

Methods will include:

- Problem solving exercises
- Practical projects incorporating a variety of competencies and skills
- Case studies
- Research based projects
- Individual assignments
- Management reports
- Group projects
- Group and individual presentations
- Exams and other time constrained assessments (open and closed book)



STUDENT SUPPORTS

Dedicated Programme Leader:

From the outset, students will be provided with an array of academic and IT supports to ensure that the varied academic and learning needs of participants are being attended to. All students will be informed of the support mechanisms available throughout their induction and will be provided with the relevant contact details of their dedicated programme leader and level manager.

Career/Internship Opportunities

DBS fully recognises the importance of job readiness to the Springboard+ participant and has put in place an integrated and comprehensive Personal and Professional Development Service for Springboard+ participants entitled 'Jump Start Your Career'. This intensive programme covers every aspect of the job hunting process and has greatly assisted Springboard+ participants with their job search activities and preparation for employment. A suite of careers motivation, self-confidence and job ready workshops will be delivered and timetabled for programme participants. Additional sessions will be scheduled to include:

- CV preparation, interview skills & techniques & job searching tools
- One-to-One sessions
- Individual coaching & feedback, review of experience and progress & candidate/employment matching process

Out of hours one-to-one consultations, with evening appointments, will also be offered to programme participants who are unable to attend during the day. Furthermore, DBS will offer strong assessment processes and feedback tools to assist in one-to-one training sessions on behavioural competencies style and to career match aptitudes that will significantly enhance the career guidance, personal development, employer engagement and interview skills of the participant. Significant emphasis will be placed on building communication and interpersonal confidence and skills to demonstrate one's own value to an employer. Each participant will have access to a careers mentor to support the candidate/placement matching and placement process with potential employers.

DBS have also secured commitment from a number of suitable industry partners within the Financial Services sector to deliver guest presentations to participants. This provides an exciting opportunity for participants to learn more about the sector and to network with potential employers. DBS also has extensive engagement with industry and in addition to companies who have pledged interest of placements, it has over 1,150 employers on its database and active engagement with 2,727 DBS Alumni, all of whom are being contacted to offer work experience opportunities to Springboard+ students.