



# POSTGRADUATE PROGRAMMES

INCORPORATING  
ARTS, BUSINESS & LAW

**DBS**   
Dublin Business School  
excellence through learning

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# Why Study for a Postgraduate Qualification?

To complement 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

*"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. Even if I don't eventually pursue a career in this field, I really enjoyed the course and would definitely recommend it as a first step to a career in this field."*

# Why Choose DBS?

## Reputation as Ireland's Leading Independent College

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

## Recognition and Accreditation

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

## Commitment to World-Class Teaching

Over the last 38 years DBS has built a considerable reputation for the quality of its teaching. As an institution we focus our main research activity on the constant improvement of the learning experience of our students. Evidence of the success we have achieved has come in many different ways. One particular example is the success achieved by our students in the examinations of the professional accountancy bodies where over 900 DBS students have achieved national and worldwide individual prizes and placings.

## DBS Employability Pillar

In line with the DBS philosophy of ensuring its graduates have a suite of knowledge, skills and competence that make them readily employable, most programmes contain an Employability Pillar of modules that complement the programme-specific modules. During the Employability modules students will develop transferable skills and undertake projects in 'real-life' situations so as to assist in taking ownership of their own career management. They can develop realistic career plans and initiate and sustain professional networks and relationships to encourage opportunities for employment and internships.

## 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.

# Why Choose DBS?

## 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.

## Dedicated Postgraduate Facility

Postgraduate students have access to a purpose-designed postgraduate facility in our Dame Street campus. This state-of-the-art campus incorporates a postgraduate library, teaching facilities and a student common room. This initiative forms part of a multimillion euro development and upgrading of DBS facilities.

## Work/Study Balance

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

## City Centre Location

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



# DBS – A Short History

Dublin Business School (DBS) is the leading independent third-level college in Ireland and provides a comprehensive range of undergraduate, postgraduate, professional and executive education programmes. 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 College 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 College 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 College 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 degrees and higher diplomas.

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.



## 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.*

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.

## DBS – A Short History

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 incorporating Portobello College is now the largest independent third-level college in Ireland with over 9,000 students and the potential to deliver over 100 accredited programmes.

Quality and Qualifications Ireland was established in November 2012 under the Qualifications and Quality Assurance (Education and Training) Act 2012. The new authority is being 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 will assume all the functions of the four legacy bodies while also having responsibility for new or newly-statutory responsibilities in particular areas.



*DBS Castle House, South Great George's Street, Dublin 2*

# News and Updates

## GRADUATION 2015

On Monday 16th and Tuesday 17th November the 2015 DBS Graduation Ceremonies took place in the RDS Concert Hall, Ballsbridge, Dublin 4. Graduates were conferred in programmes awarded by the Quality and Qualifications Ireland (QQI), (formerly the Higher Education Training and Awards Council (HETAC)), Liverpool John Moore University (LJMU), the University of Wales and the Institute of Commercial Management (ICM). Over 2,200 students graduated over the two days with 302 students graduating with first class honours and distinctions.



## SPRINGBOARD 2016

We are delighted to announce that we are offering 6 programmes under a range of disciplines as part of under the Springboard + initiative. These courses lead to qualifications in enterprise sectors which are growing and need skilled personnel, including information and communications technology (ICT); manufacturing; international financial services; and key skills for enterprise to trade internationally. Qualifications are also available in cross-enterprise skills such as innovation, enterprise/ entrepreneurship, digital marketing, and project management.



## DBS PSYCHOLOGY POSTER AWARDS 2016

Congratulations to the award winning DBS Psychology Students who received their certificates yesterday in Castle House from Executive Dean, Andrew Conlan-Trant, at the DBS Psychology Poster Awards. The student's posters are based on their final year research projects.

# News and Updates



## DBS RETAIL CONFERENCE 2015

The 2015 Retail Conference took place in Castle House on February 24th 2015. The event was a huge success, with a full day of speakers and activities. One of the highlights of the day was a panel discussion with recent DBS graduates. The graduates are now all working with leading companies, including Guinness (Diageo), Krust Bakery, Sam Dennigan (SDAC) and Category Solutions. The graduates were enthusiastic and eager to share their experiences and their thoughts on how DBS has helped them to get started in their careers. The day was well documented on social media, and it is safe to say that **#DBSRetail15** was a huge success!

## DBS LIBRARY SEMINAR

The DBS Library Department had a very successful and enjoyable Seminar last Friday. 86 library personnel attended the event which included speakers from Ireland and the UK. Online, the hastag #dbslib16 trended number 3 in Ireland and number 1 in Dublin. Congratulations to all involved who organised, spoke and attended on the day.



## LECTURER SUSAN SWEENEY AT THE 2015 WEB SUMMIT

DBS Film and Journalism Students visited Dublin's Web Summit last November in the RDS. A live stream of the summit was broadcast over Time Square in New York, and a great night was had by all.



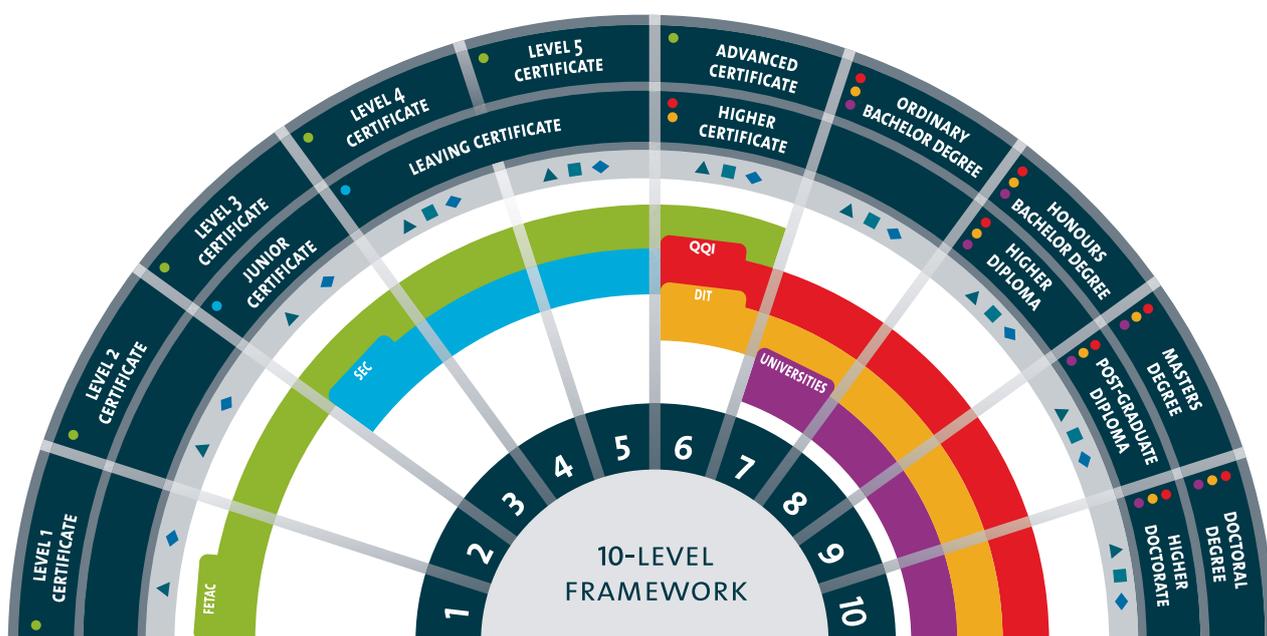


# DBS, QQI and the National Framework of Qualifications

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

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

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



## AWARDING BODIES

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

## AWARDS IN THE FRAMEWORK

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

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

# Recognition and Accreditation



QAI AWARD

## Quality and Qualifications Ireland (QAI)

Quality and Qualifications Ireland was established on 6 November 2012 under the Qualifications and Quality Assurance (Education and Training) Act 2012. The new Authority is being created by an amalgamation of four bodies that have both awarding and quality assurance responsibilities: the Further Education and Training Awards Council (FETAC), the Higher Education and Training Awards Council (HETAC), the National Qualifications Authority of Ireland (NQAI) and the Irish Universities Quality Board (IUQB). The new Authority will assume all the functions of the four legacy bodies while also having 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.



## 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.



Association for  
Psychoanalysis &  
Psychotherapy in  
Ireland

## APPI

APPI is a professional membership organisation comprised of members whose clinical work is based upon the practice of psychoanalysis and/or psychoanalytic psychotherapy. Membership of the organisation is open to those whose schooling meets with the basic standard of a Master's degree in clinical psychoanalytic psychotherapy and whose practice work is in conformity with the code of ethics and practice of the organisation.

# Your Employability – DBS Careers Services



## Message from Your Careers Services Department

**Shane Mooney** *Head of Student Experience*  
**T:** +353 1 4177500 **E:** shane.mooney@dbs.ie

*“Welcome to Dublin Business School Careers & Placements. As you join DBS, you will be provided with advice, guidance and support to help you achieve your full potential. We have a suite of support services available including Careers & Placements, Disability Support, Health, International Services and Student Life. Members of the team will be*

*delighted to assist you. I wish you the very best in your current studies and look forward to meeting you in DBS”*

**Check out our dedicated careers website for more information, [careers.dbs.ie](http://careers.dbs.ie) and follow us on Twitter, LinkedIn and Facebook.**

## Work Placements

DBS Careers and Placements has a wide network of employer contacts in large multinational and small- and medium-sized companies in Ireland and overseas. We actively engage with employers to integrate work placements into academic programmes. You will have lots of opportunities to put theory into practice in a real work environment. When you join DBS, you will gain valuable employability skills, as well as enhancing your academic achievement in preparation for your future careers. Completing an internship or work placement can give you a strong competitive advantage when seeking graduate employment. Placements are a good way to gain experience and get to know employers, better understand your chosen field and develop your lifelong employability skills. Many organisations use placements as part of their graduate recruitment strategy and students are often offered full-time work in the same company after graduation. Remember employers are interested in your overall experience and results and put a big emphasis on your extracurricular skills developed during your time in DBS.

## Career Advice Services

Careers and Placements Services provides:

- Advice on CVs, application forms, interviews and assessment centres
- Employer workshops on skills, aptitudes, experience and personal qualities needed for success in the 21st Century
- Information on career options following completion of your course
- How to research further study opportunities and funding
- Finding job vacancies and developing an effective job hunting strategy
- Work experience options
- Student mentoring – get advice from experienced employers and DBS alumni with a variety of student mentorship options including E-Mentoring and Structured Mentorship programmes.



### Careers Fairs and Events

DBS Careers Services hosts sector specific careers fairs and employer presentations where employers and volunteering organisations can showcase graduate and summer jobs to our students and recent graduates. This provides an excellent opportunity to meet face-to-face with future employers and DBS alumni, get advice on job openings, help with CVs and learn everything you need to know about the jobs market. Make sure you choose DBS and maximise your future career opportunities.

### How do I get more information?

For further information on the DBS Careers and Appointments Services, please contact the careers team on **01 4177500** or email **careerdevelopment@dbis.ie**

More information can also be found on the dedicated Careers and Appointments website, **careers.dbis.ie**



## My Work Experience

Andy Darling, Higher Diploma in Business

*"I managed to secure two interviews with different companies in the insurance industry with which DBS has links. DBS also provided great advice with regards to interview techniques. I was lucky enough to be offered a position in both companies but I chose Legal and General Ireland. I started off on an unpaid work placement with a duration of 2-3 months*

*but was offered a paid extension within the first month. I have since been offered a permanent role within the company as a client services consultant. My main duties involve everyday administration for offshore investments, dealing closely with financial agents across the UK, preparing and processing application forms into new business, advising IFA's (Independent Financial Agents), internal teamwork and both individual and team projects. The Higher Diploma in Business has provided me with a broad knowledge of all areas of business. This gave me a wide range of options/areas of jobs that I could apply for. The subjects I studied have provided me with important knowledge for my current role, in particular accounting, communications and marketing."*

# Library and Information Services – supporting our students

**In addition to providing access to an extensive print collection; 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 comprises the Undergraduate Library at Aungier Street and the Postgraduate/Law Library at Dame Street. DBS Library is an institutional member of the Library Association of Ireland and the Chartered Institute of Library and Information Professionals, UK.**

## Opening Hours

<b>Monday-Thursday:</b>	<b>09:00-22:00</b>
<b>Friday:</b>	<b>09:00-21:00</b>
<b>Saturday:</b>	<b>09:30-17:00</b>
<b>Sundays (in the run-up to exams):</b>	<b>11:00-17:00</b>
<b>Bank holidays (in the run-up to exams):</b>	<b>11:00-17:00</b>

## Print Resources

DBS Library has 50,000 books and 35 print journals. In order to ensure ease of access to materials the Library has an extremely high core textbook to student ratio, acquiring one core textbook for every ten students. 3 day loan, 1 week loan and 2 week loan options are available. Library holdings are listed on the Library's online catalogue which is available on the Library website. Students can view their Library account as well as renew and reserve books online.

## Online Resources

The Library has an extensive e-book collection of over 1,500 titles and the A-Z journal list provides access to 56,000 full-text e-journals. Book titles recommended by lecturers on reading lists are also acquired in electronic format where available, providing students with unlimited access to key materials. The Library has launched a pilot Kindle loan scheme and students can borrow a Kindle e-reader which is loaded with course related e-books.

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

Academic Search Complete, Business Source Complete, Computers and Applied Sciences Complete, Credo Reference, Emerald, Film and Literature Index, Greenfile, Hospitality and Tourism Complete, Justcite, Justis, JSTOR, Lexis Nexis (Law), Lexis Nexis (News and Business), Library and Information Science Source (LISS), Mintel, Passport, Peparchive, Psycarticles, PsycInfo, SOCIndex, WARC and Westlaw. Students can search across all Library resources using the EBSCO Discovery search box, similar to the Google search box.

The DBS online institutional repository, eSource, showcases the intellectual output of staff and students ([esource.dbs.ie](http://esource.dbs.ie)), including high quality assignments and dissertations by students and research papers by staff.

## Off-Campus Access

All electronic resources including the online catalogue, the e-book collection and the complete portfolio of databases can be accessed 24 hours a day from anywhere in the world via the Library Website. For this reason, the Library's electronic resources are particularly popular with students. The Library catalogue and all electronic resources can be accessed remotely from mobile phone and tablets.

## Students with Disabilities

The Library's e-book collection and the majority of its databases have magnification and text to speech capabilities. Guides to Library resources for students with disabilities are also available in the Library and on the Library website. Students can make an appointment to meet with a Librarian to discuss how we can best meet their specific information needs.

## Library Facilities

All PCs in the Library provide internet access and are equipped with the latest version of Microsoft Office.

- The Library also has four 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 colour photocopying and printing) are available in the Library. Wireless printing enables students to print from their laptops
- The Library provides self-issuing stations which enable students to issue, return and renew books independently, and which free up staff to answer all student queries.

## Student Support

The Library also provides the following student support services:

- Library tours and induction process
- Instant Messaging Service – 'Ask a Librarian' on the Library website
- Our dedicated Information Skills Librarian provides a range of embedded and scheduled classes on essay writing and referencing, avoiding plagiarism, researching, evaluating resources and other key topics.
- Library Guides – A large range of guides on the use of Library resources and facilities along with some interactive tutorials are available on the Library website [library.dbs.ie](http://library.dbs.ie)

*“Any time, any place, any device”*

## Computing and Information Services

Wireless access is provided throughout all buildings for students which they can connect to with their phones or personal laptops. There are also 12 dedicated IT labs, incorporating open access and specialised multi-media facilities, and every computer within the college has access to some of the most up-to-date programmes available including use of the following software:

- Film & media software
- Accounting systems
- Web development and programming applications

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

- Email – each student has access to a MYDBS.IE email address for life which has 25GB email storage and 50GB file storage online
- Lecture notes – We are now on the most up to date version of Moodle which includes new features such as a message wall and chat area between students and lecturers. It is also integrated with other student systems and is accessible through a free mobile app
- Timetables – Up to date timetables can be viewed for all courses on the internet. Live timetable displays are also located in key communal areas of the college

- Exam results – can be accessed online
- Student Intranet – Offers a wide range of student services, including information regarding Accommodation, Exams, and further study options
- IT Support Online – A new student webform has been launched to support students through a ticketing system to allow quick and efficient technical support when students require it
- Creative Arts & Media website for our Film and Media students gives each student a personal profile
- 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's. Students can also book time with a dedicated careers advisor online.

All of our classrooms and labs are now equipped with automated attendance systems so students can log their attendance at the start of class by tagging in with their student ID cards.

Our IT policy in relation to student computing facilities and services is one of continuous improvement to cater for emerging academic needs (e.g. additional software) and to capitalise on developments in technology.



# International Partnerships

**DBS has over the last 38 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:

**ESC Toulouse, France** Toulouse Business School is one of France's prestigious "Grandes Écoles de Management" and has received triple accreditation from the European Quality Improvement System (EQUIS), the Association to Advance Collegiate Schools of Business (AACSB) and the Association of MBAs (AMBA).

**IULM University, Milan, Italy** IULM is a leading Italian university specialising in the fields of arts, foreign languages, communication, tourism and cultural heritage.

**IHM Business School, Sweden** Since its establishment in 1968, IHM has educated more than 20,000 students and is one of the top ranked schools for business professionals in the Nordic region. IHM has educational facilities in Stockholm, Göteborg and Malmö.

DBS established links with IHM in 2002 and has since received a number of IHM students who have successfully completed their undergraduate studies at DBS.

**IDRAC, France** DBS has established close links with the IDRAC group of business schools in France located in Paris, Nantes, Lyon, Montpellier, Nice, Toulouse and Grenoble. Students from these schools attend either the semester abroad programme or the third year of the BA (Hons) Marketing at DBS as part of their undergraduate studies.

**ISEG, France** DBS has a close strategic alliance with ISEG, a prestigious group of 7 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) Marketing or a number of master's



*Pictured in March 2014 are Gerry Muldowney, CEO DBS, Ciarán Cannon, Minister for Training and Skills, and Mohammad Azis Bin Jamman, Chairman KPTM.*



*Pictured here are Klaus Evard, President of ISEG, Elodie Le Rouic, from the French Embassy in Dublin, Gerry Muldowney, CEO DBS, Jonathan Guedj, the 1000th student, the Lord Mayor, Mr. Oisín Quinn, Adrienne Jablanczy, Director of ISEG and Matthew Kelly, Assistant Director of ISEG, at the presentation to the 1,000th student to attend DBS from ISEG.*

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. DBS recently welcomed the 1,000th student from ISEG, with a presentation from the Lord Mayor, Mr. Oisín Quinn.

### Other International Partners

**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. DBS is also the Dublin centre for the Foundation for International Education (FIE), an international organisation which organises study abroad experiences for US students in the UK, Spain and Ireland. US university partners include Northeastern University, Clarion University and the University of Northern Iowa.

**Xiamen University, China** With a ranking of 23 out of 2036 institutions in China and 672 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 in Accounting and Finance, awarded by QQI.

### Established Academic Partnerships in China

Over the years, DBS has established exciting academic collaborations with a number of Chinese Institutions. These collaborations were initiated with a view to enabling student and teaching exchanges between Institutions. The first group of exchange students from Beijing College of Finance and Commerce commenced study at DBS in September 2009. We look forward to welcoming more students in the future.

### Academic Collaboration with MARA, Malaysia

July 2011 saw the signing of a Memorandum of Understanding (MoU) between MARA and Dublin Business School in the new DBS Castle House premises on South Great George's Street. The MoU relates to an academic collaboration project concerning the development of an accountancy programme which will incorporate degree and professional accountancy pathways. 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. As recently as March 2014 DBS met with members of MARA and representatives from the Malaysian Embassy to reinforce the positive bonds between them.

# Student Services

## Message from your student services department

*"One of the most attractive features of DBS as a place to study is its location in Dublin city centre. We are surrounded by the best clubs and bars in the country so you can be sure of easy access to the best social nights in the city. Along with all that's happening in the city centre, Student Services organises exclusive nights throughout the year for the students of the College, often in conjunction with the students themselves in aid of worthy charities. DBS clubs and societies have grown from strength to strength over the last few years but we are only as good as our members so we are looking forward to meeting you and benefitting from your contribution to student life at DBS. Getting involved in clubs and societies is not just great fun; it's a way to make your mark on the College and also looks great on the CV!"*



DBS Men's Basketball Team, All Ireland Colleges League Champions 2013.

Sports Available to DBS students in 2016 include:

- Soccer
- Athletics
- Cricket
- Basketball
- Tai Chi
- Handball
- Badminton
- GAA
- Rugby
- Golf
- Sailing
- Table Tennis
- Pool and Snooker



**Adam Crowther**  
**Sports and Societies Officer**

### Student Events

The College and students organise numerous social events each year including:

- Fresher's Week
- Halloween Ball
- Post Graduation Reception
- Christmas Ball
- Miss DBS (Miss University)
- Raise and Give (RAG) Week
- DBS Fashion Show

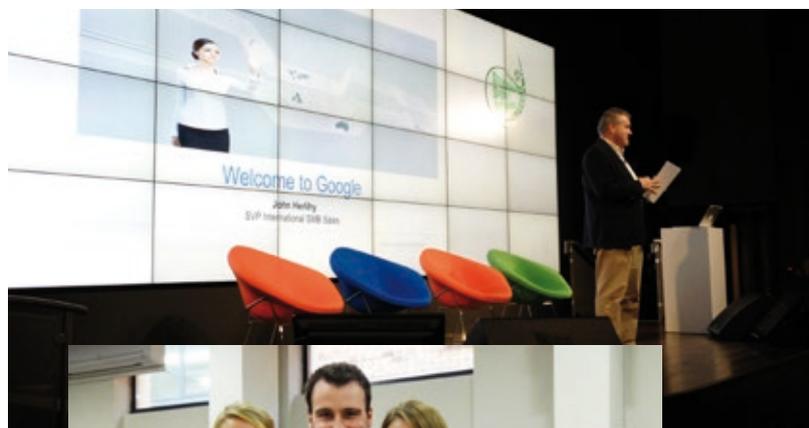
DBS Societies in 2013 included:

- The Film and Media Society
- The Dance Society
- The Surf Society
- The Psychology Study Society
- The Poker Society
- The Anime Manga Society
- The LGBT Society
- Radio DBS
- The Christian Union

### Student Welfare

The welfare of each student is of utmost importance in DBS. Student Services offers advice and support to all students of the College. Be it accommodation, financial, J1 visa advice or study problems, the Student Services department is on hand to offer information and advice.

Counselling Referral – Student Services also provides students with a referral to a professional counsellor. This service is free and confidential.



# International Student Services



*A group of Malaysian students, who completed their final ACCA examinations in the May 2015 sitting, pictured with Mr. Rahim, of MARA Ireland.*

**Dublin Business School welcomes international students for the valuable contribution that they make academically and socially to the student learning environment in the College. The International Student Services Office at DBS is the department dedicated to looking after the needs of all international students. International Student Services provides a variety of services to prospective and existing DBS students in the area of student admission, assistance with the application and student visa process, co-ordination of new student arrivals and the arrangement/assistance with student accommodation. The DBS International Office also provides a range of services to students after they have enrolled with the College in the areas of student registration and induction, advice on visa and immigration requirements, student welfare and liaises on behalf of international students with the academic faculty of DBS. The main services provided by the International Student Services department at DBS are as follows:**

## Orientation

The International Office holds a welfare and orientation programme for newly arrived international students which provides detailed information on living and studying in Dublin as well as the services available to them at DBS including library and information services, student services and careers services.

## Accommodation

DBS can provide assistance and advice on finding accommodation for international students. Our international student services team can organise homestay accommodation with an Irish family during the international student's initial "settling in" period in Ireland. The accommodation offered will normally be located within 30-60 minutes travel time from Dublin city centre and the College. Homestay accommodation usually lasts for a period of four weeks or longer if a student prefers. The homestay accommodation provided by DBS provides students with an introduction to social culture, the opportunity to improve their English language skills and adjust to the lifestyle of a new country.

# International Student Services



## Welfare

The International Student Liaison Officer is available to deal with any queries, problems or issues faced by overseas students. We also have professional counsellors available to help with any problems you may have adjusting to life in Ireland. Each student is assigned an academic mentor who takes a personal interest in that student. All this ensures a smooth transition for each student to third-level education in Ireland.

## Social

The Student Services department of the College provides a range of sports and social activities. There is also a very active International Students Society which organises a number of events throughout the year.

## Visas and Assistance with Irish Immigration Authorities

If you have been accepted for admission to Dublin Business School we will provide you with guidance on your Irish visa application. Please note that you are required to pay your tuition fees 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 Office provides assistance to you in this regard. 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.



## 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.

# 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 (birth certificate, 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
- Academic/business references (ideally one academic and one business)

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 (birth certificate, 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
- 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)
- 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 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)**

# Welcome to the Postgraduate School of Arts



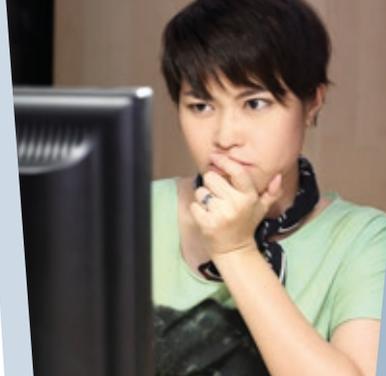
*DBS School of Arts photographed at the DBS Graduation Ceremony 2015 held in the RDS.*

The Postgraduate School of Arts is dedicated to the mission of DBS to provide students with the opportunity to develop themselves academically as well as personally through study within the arts, humanities and social sciences. The School of Arts has built an excellent reputation at undergraduate level in areas such as psychology, psychoanalysis, counselling, philosophy, film studies, psychotherapy, literature, drama, journalism and social science. Within the School of Arts the Department of Psychotherapy currently offers six programmes: MA in Psychotherapy, MA in Psychoanalytic Psychotherapy, MA in Addiction Studies, Higher Diploma in Counselling and Psychotherapy, Higher Diploma in Psychoanalytic Studies and the BA (Hons) in Counselling and Psychotherapy. The Department of Humanities and Social Sciences offers a Higher Diploma in Arts in Psychology and an MSc in Applied Psychology. The Postgraduate School of Arts has the objective of being a centre of excellence for education and research in the

areas of the arts, humanities and social sciences. The Postgraduate School wants to provide students with a unique learning experience that is supported by a dedicated staff who are all very experienced and highly qualified in their field. We intend to maintain an educational environment in which the professional and personal aspects of the student-staff relationship are balanced in such a way that the learning experience is very enjoyable and in which the transmission of knowledge and skills find their optimum level.

The Postgraduate School of Arts is connected to an international network of academics and academic institutions. We are committed to maintaining and extending this network of collaborative relationships and to transmitting the benefits of these relationships to our local communities through our research, participation and indeed above all, through providing these communities with an opportunity to avail of an educational experience that is unique.

# Higher Diploma in Arts in Psychoanalytic Studies



## Introduction

Available to all graduates with a primary degree in any area of study or to those who do not have a degree but who have relevant, adequate and appropriate prior learning, the Higher Diploma in Arts in Psychoanalytic Studies is designed to offer a rigorous theoretical introduction to psychoanalysis. With its fundamental premise of the existence of unconscious mental life, psychoanalysis differs, radically, from the traditions of psychotherapy and psychology. In recognition of the fact that psychoanalysis is a field where the basis of clinical practice is the practitioner's own undergoing of analysis, the Higher Diploma in Arts in Psychoanalytic Studies grounds students in the theory of psychoanalysis and thereby serves as a very strong foundation for successful graduates to pursue a qualification at Master's level in psychoanalytic psychotherapy. Students are introduced to the authors who have contributed most significantly to the development of psychoanalysis, in particular Sigmund Freud and Jacques Lacan.

This course is also of interest to graduates who wish to explore how psychoanalytic insights can be applied to such diverse fields as psychology, literary criticism, philosophy, gender studies, film theory and business. Students are made aware of the wide range of applications of psychoanalysis in individual, family, social life and modern culture. Students are encouraged to consider entering their own analysis as a fundamental requirement for engagement with this field.

## Programme Structure

The programme contains 11 modules including a dissertation. During both semesters, students are typically required to attend lectures/tutorials on three evenings per week. In addition to having a weekly tutorial related to the dissertation class, which supports students through the process of writing a dissertation, each student works with an individual supervisor as an essential component of this work. The teaching and learning strategy is based mainly on interactive lectures, group and individual study.

## Assessment Methods

The Higher Diploma in Arts in Psychoanalytic Studies is an academic programme directed by the clinical experience of the practitioners who deliver the lectures. Assessment is approached creatively with a range of assessment strategies including essay writing, in-class presentation, graded group discussion and examination. Instructions and guidelines for all assessment are clearly communicated to students.

## Career Opportunities

Psychoanalysis is one of the leading orientations of professional psychotherapists worldwide. The Higher Diploma in Arts in Psychoanalytic Studies offers graduates who have non-psychoanalytic primary degrees, or those who have relevant, appropriate and adequate prior learning, the opportunity to acquire a thorough theoretical basis for a subsequent clinical training at Master's level, for example the MA in Psychoanalytic Psychotherapy in DBS (APPI accredited).

It is a particularly useful bridging programme for graduates of other degrees relating to the caring professions. The Higher Diploma in Arts in Psychoanalytic Studies also provides stimulating material which can effectively inform many careers, for example, in the business and organisational world, in all of the caring professions and in academia.

## Entry Requirements

To be considered for admission, applicants must have:

- A primary honours degree award of at least pass level in a non-cognate discipline from a recognised third-level institution or equivalent qualification.
- For those who do not have a primary degree, prior learning in a related field that can be verified and deemed to be adequate, will be considered.
- 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.

## Awarding Body

Quality and Qualifications Ireland

## Award Level

Level 8 (Higher Diploma)

## Title of Award

Higher Diploma

## Duration

Full-time, evening delivery

## Suited to

All Graduates

## Programme Content

### Semester 1

- Formations of the Unconscious I
- Hysteria
- Sexuality I
- Traditions of Psychotherapy
- Psychoanalysis & Language I
- The History of Psychoanalysis

### Semester 2

- Formations of the Unconscious II
- Psychoanalysis & Language II
- Sexuality II
- Applications of Psychoanalysis
- Dissertation/Research Project



# Higher Diploma in Arts in Counselling and Psychotherapy

## Awarding Body

Quality and Qualifications Ireland

## Award Level

Level 8 (Postgraduate Diploma)

## Title of Award

Higher Diploma

## Duration

Part-time: 2 years, 2 evenings per week and 12 Saturdays

## Suited to

All graduates

## Programme Content

### Year 1

- Counselling and Psychotherapy Skills I
  - Introduction
- Stress Response I
- Process Group
- Traditions of Psychotherapy
- Theories of Development
- Psychoanalysis

### Year 2

- Group Psychotherapy
- The Family and Psychotherapy
- Counselling and Psychotherapy Skills II
  - Development of Therapeutic Relationship
- Stress Response II
- Psychopathology and Case Histories
- Research Methods and Minor Dissertation

## Introduction

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.

This 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.

## Key Features of the Programme

- 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 Master's 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.

## Programme 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 be in training groups based on experiential learning. 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 Methods

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.

## Careers

The Higher Diploma in Arts in Counselling and Psychotherapy is not a professional training in itself 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 or MA in Psychoanalytic 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 and the MA in Psychotherapy at DBS should fulfill current requirements of a four-year training that is expected by the professional bodies in the field of psychotherapy.

## 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
- Hold an equivalent professional qualification and be able to provide evidence of an ability to study at this level.
- An IELTS score of a minimum of 6.0 or equivalent, where full-time study has been conducted in a language other than English or whose first language is not English

Applicants are also required to submit a personal statement of approximately 400 words outlining why they wish to pursue this particular course.

Upon receipt of application for the Higher Diploma in Arts in Counselling and Psychotherapy at DBS and as part of the professional requirements for this programme, applicants will be sent a disclaimer and reference form. Applicants are required to complete and return these forms to the Admissions Office in order to process their application.

Suitable candidates should be able to demonstrate significant life experience, self-awareness and maturity, and 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.



**Delphine O'Keeffe**

### Higher Diploma in Counselling and Psychotherapy

*"The HDip in Counselling and Psychotherapy at DBS has given me a solid foundation from which to progress to further training and clinical practice. I particularly appreciated the equal emphasis on theory and practice on the course. The wide variety of modules and the excellent academic and training staff at DBS have made the course a rich experience, exposing me to a variety of theoretical approaches and supporting my ongoing personal and professional development. I would highly recommend this course to anyone considering a career in this area, and look forward to continuing my training at DBS with the MA in Psychotherapy."*



# Higher Diploma in Arts in Psychology

(PSI accredited)

## Awarding Body

Quality and Qualifications Ireland

## Accreditation

Psychological Society of Ireland (PSI)

## Award Level

Level 8 (Postgraduate Diploma)

## Title of Award

Higher Diploma

## Duration

Full-time: 2 years

Part-time: 2 years

## Suited to

Non-Psychology Graduates

## Programme Content

### Year 1

- History and Schools of Psychology
- Data Analysis & Computing
- Social Psychology
- Fundamentals of Cognitive Psychology
- Quantitative and Qualitative Analysis
- Behaviour Analysis
- Research Design in Psychology
- Modelling Cognitive Systems

### Year 2

- Abnormal Psychology
- Personality and Individual Differences
- Biopsychology
- Developmental Psychology
- Health Psychology
- Human Performance
- Organisational Psychology
- Research Project



*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.*

## Introduction

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 Higher Diploma 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 programmes in their chosen specialisation and ultimately gain employment in their area of expertise.

## Programme 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 may opt to study a maximum of 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 Methods

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.

## Careers

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).





# Master of Arts (MA) in Psychotherapy

## Awarding Body

Quality and Qualifications Ireland

## Award Level

Level 9 (Masters Degree)

## Title of Award

Master of Arts

## Duration

Part-time: 2 years

## Suited to

Counselling and Psychotherapy Graduates

## Programme Content

### YEAR 1

- Supervised Clinical Practice
- Clinical Group Supervision
- Process Group
- Theory and Practice 1: Psychodynamic
- Psychotherapy
- Theory & Practice 2: Integrative
- Psychotherapy
- Theory and Practice 3: Object Relations
- Theory and Practice 4: Integrative
- Psychotherapy
- Gestalt Therapy
- Existential Psychotherapy

### YEAR 2

- Ethics and Contemporary Issues
- The Body in Psychotherapy
- Psychotherapy and the Public Sphere
- Workshops
- Self, Subject, Person
- Research Project

## Introduction

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 should fulfil the requirements of a four-year training course that is expected by the professional bodies in the field of Psychotherapy. 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.

## Programme 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

- To be considered for admission, applicants must hold a minimum second-class honours (2.2) counselling and psychotherapy qualification or an equivalent qualification in a cognate area from a recognised third-level institution, or
- Be a graduate of any non-cognate discipline and hold a qualification in a conversion-style programmes such as the DBS Higher Diploma 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





# Master of Arts (MA) in Addiction Studies

## Awarding Body

Quality and Qualifications Ireland

## Award Level

Level 9 (Masters Degree)

## Title of Award

Master of Arts

## Duration

Full-time: 1 year

Part-time: 2 years (will require daytime attendance)

## Suited to

Humanities/Social Science Graduates

## Programme Content

### Semester 1

- Basic Concepts in Psychoanalysis
- Approaches to the Theory and Treatment of Addiction
- Research Methods I
- Transference Issues in Addiction Treatment
- Addiction Psychopharmacology

### Semester 2

- Psychoanalysis and Addiction: Theory and Technique
- Cultural issues in the Study of Addiction
- Social Policies and Social Context of Addiction
- Research Methods II
- Integrative Tutorials
- Supervised Clinical Visits I

### Semester 3

- Supervised Clinical Visits
- Research Project

## Introduction

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 cognate discipline, who wish to acquire a postgraduate qualification in the area of addiction. It is also suitable for health and social care professionals 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.

## Programme Structure

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.

## Full-time

The full-time day programme is one year in duration and contains three 12-week semesters. The taught modules 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.

## Part-time

For part-time students, delivery of the programme is structured over two years and contains five 12-week semesters and will require daytime attendance.

## Assessment Methods

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.

## Careers

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.



## Entry Requirements

To be considered for admission, applicants must:

- Hold 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 Higher Diploma in Psychoanalytic Studies, or
- Have an equivalent professional qualification
- Have an IELTS score of a minimum 6.5 or equivalent, where full-time study has been conducted in a language other than English or applicants whose first language is not English.



**Linda McCann**

### MA in Addiction studies

*“Having also completed a BA (Hons) in Psychology in DBS, I felt confident in returning to do an MA in Addiction Studies and felt this would be a good career move. The lecturers are excellent and make each subject enjoyable, interactive and interesting. I thoroughly enjoyed the course it was intense and challenging and I feel I now am prepared to enter the working world. The best thing about the course is the clinical visits and the presentations which gives each student a practical guide to working in the addiction field, allows professional connections to develop and allows the student to gain confidence in presenting their own work to a crowd. I would like to add that having a supervisor from such an experienced panel of lecturers is a great help during the stressful time of completing a thesis.”*

## MA Addiction Studies Graduate Thesis Published



Photographed (left to right): Michael Finn, Chairperson, Kilbarrack Coast Community Programme; Declan Byrne (DBS, MA Addiction Studies graduate), Community Employment Supervisor, KCCP; Siobain O'Donnell, DBS Lecturer; Rik Loose, DBS Lecturer; Mary O'Shea, Assistant Director, Merchants Quay Ireland Ltd; Barry O'Donnell, Head of Department of Psychotherapy, DBS.



# Master of Arts (MA) in Psychoanalytic Psychotherapy (APPI recognised)

## Awarding Body

Quality and Qualifications Ireland

## Accreditation

Association for Psychoanalysis and Psychotherapy in Ireland (APPI)

## Award Level

Level 9 (Masters Degree)

## Title of Award

Master of Arts

## Duration

Part-time: 3 years

*\* Please be advised that daytime attendance is required on some modules throughout the three-year programme. For further information please contact the Admissions Office.*

## Suited to

Graduates with formal psychoanalytic study in their degree comparable to the study on the Higher Diploma in Psychoanalytic Studies

## Programme Content

- Psychiatric Case Conference & Seminar
- Clinical Supervision
- Supervised Clinical Experience
- Infant Observation
- The Clinic of the Unconscious
- Sexuality
- Psychopathology
- Applications of Psychoanalysis
- Ethics of Clinical Practice
- Research Seminar and Thesis

## Introduction

*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, 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 functioning and its collapse in illness. Psychoanalysis stands at the origin of all the major developments in psychotherapy over the past 100 years. The MA in Psychoanalytic Psychotherapy is designed for graduates with a primary degree, or postgraduate higher diploma, which included psychoanalytic topics as a major component. A combination of the Higher Diploma in Psychoanalytic Studies (or equivalent) and the MA in Psychoanalytic Psychotherapy, at Dublin Business School, should fulfil current requirements of a four-year training that is expected by the professional bodies in the field of psychoanalytic psychotherapy. It is designed to introduce students in a thorough and rigorous way to clinical settings as a basis for their entry into practice in the field of psychoanalytic psychotherapy.

## Programme Structure

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

- Weekly Psychiatric Case Conference at St Vincent’s University Hospital followed by a Clinical Seminar.
- Weekly psychoanalytic supervision tutorial.
- An academic programme of lectures presented by clinicians.

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

## Placements

Supervised clinical placements occupy one day per week in Years 1 and 2 of the programme.

Over the 18 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
- Department of Old Age Psychiatry, St. Ita’s Portrane and Beaumont Hospital
- Hospitaller Order of St. John of God, Lucena Clinic, Orwell Road
- Stewarts Hospital, Palmerstown
- Department of Psychiatry and Mental Health Research, St. Vincents University Hospital
- Navan Mental Health Service
- St Audoen’s National School, Dublin 8
- Mounttown Neighbourhood Youth Project, Dun Laoghaire
- Dolphin Homework Club, Dolphin’s Barn
- Killbarrack Coast Community Project
- Saol project, Dublin 1
- Shine, Dublin 1
- St. Enda’s National School, Dublin 2
- Tower Probation Project, Clondalkin



## Assessment

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

## Careers

For students who wish to pursue training as a psychoanalytic psychotherapist but who have minimal clinical exposure to the phenomena of mental suffering, which include psychiatric illness, addiction, learning disability, etc. this MA provides the ideal initial step of that training. Currently a basic requirement for entry into work in the field of mental health is having experience of mental health settings during training. The MA in Psychoanalytic Psychotherapy is unique in Ireland in providing a very impressive number of hours in challenging clinical settings. A graduate with this amount of experience should satisfy concerns of any potential employer regarding their ability to work in such settings. In addition, the MA provides a basis for developing private practice in the years following graduation. For the duration of the MA, students begin their own personal analysis, the cornerstone of any practice calling itself psychoanalytic.

Graduates are eligible to become members of The Association for Psychoanalysis and Psychoanalytic Psychotherapy in Ireland (APPI), a recognised professional body for psychotherapists in Ireland.

A.P.P.I. is a professional membership organisation comprised of members whose clinical work is based upon the practice of psychoanalysis and/or psychoanalytic psychotherapy.

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

## Entry Requirements

To be considered for admission, applicants must hold:

- A minimum second-class honours (2.2) in an undergraduate degree which has included an identifiable, formal component of psychoanalytic study or the DBS Higher Diploma in Psychoanalytic Studies, or
- A qualification with the equivalent psychoanalytic studies from a recognised third-level institution
- An IELTS score of a minimum 6.5 or equivalent, where full-time study has been conducted in a language other than English or applicants whose first language is not English
- A personal statement of approximately 400 words outlining why they wish to pursue this particular course
- There are also two interviews with psychoanalytic practitioners as part of the entry process in order to assess suitability.



**Nicola Elmer**

### MA in Psychoanalytic Psychotherapy

*“The MA in Psychoanalytic Psychotherapy at DBS has helped me to develop personally and professionally. The course has provided me with valuable exposure to the mental health system on both a practical and theoretical level. The avenues opened through the clinical exposure element have encouraged me to continue with further education. My time at DBS has been enjoyable and I will always be grateful for the knowledge gained through the expertise of the tutors and for the friends made along the way.”*



# MSc in Applied Psychology

## Awarding Body

Quality and Qualifications Ireland

## Award Level

Level 9 (Masters Degree)

## Title of Award

Master of Science

## Duration

Part-time: 2 years

## Suited to

Graduates who hold a first qualification in Psychology of an upper Second Class Honours (2.1) at NFAQ Level 8 or above accredited by the Psychological Society of Ireland or show eligibility for accreditation by the Psychological Society of Ireland.

## Programme Content

### Core Modules

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

### Electives

#### *Semester One (please choose 2)*

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

#### *Semester Two (please choose 2)*

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

#### *Semester Three*

- Dissertation

## Introduction

The MSc in Applied Psychology 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.

## Programme Structure

Learners will analyse and evaluate the support for competing theories, as well as the studies and projects that apply these psychological concepts, theories and processes. From this and their exposure to advanced research methods and professional skills, learners will understand the theoretical, methodological and ethical considerations in designing and assessing interventions, evidencing these skills in an applied research project.

The programme will be structured in two sequential stages. Stage 1 is a wholly taught component, contributing 60 ECTS credits. Stage 2 is a supervised dissertation, contributing 30 ECTS credits.

Depending on the career pathway, graduates will be equipped with an understanding of individual, organisational, social and cultural influences on behaviour in organisational or health settings. Evidence-based skills are developed in specific methodological, statistical, measurement and other empirical techniques required by academia, private and public industry.

## 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.

## Full-time

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

## Part-time

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



## Entry Requirements

- To be considered for admission, applicants must 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. (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).

## Careers

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.



Welcome to the Postgraduate

# School of Business and Law



*DBS School of Business and Law Academic Staff photographed at the 2013 DBS Graduation Ceremony in the RDS, Dublin.*

Built on a reputation of “Excellence through Learning”, the School of Business and Law prides itself on its ability to design and deliver programmes which are academically rigorous and innovative whilst ensuring they meet the demands of an ever changing global business community. The Postgraduate School of Business was launched on the strength of the College’s excellent reputation of delivering undergraduate business degrees. Opened in 1992 the School has expanded its suite of programmes to include Postgraduate Higher Diplomas, MSc and MBA across a variety of business disciplines including administration, marketing, HRM, business strategy, law, information technology and finance. As a student of Dublin Business School you will be a key participant and driver of your learning experience. You can expect to be constantly challenged and invited to participate in group discussion and presentations.

This is facilitated through our focus on individual attention to all our students. A key aspect of your development lies in the dedication of the faculty to your success. All faculty members are experienced tutors who are specialists in their chosen field. As well as being highly qualified academically, they also bring a wealth of industry experience to the classroom. Our tutors are actively engaged in consultancy and research and this feeds directly into your learning experience. With a dedicated postgraduate facility incorporating state-of-the-art classrooms, syndicate meeting rooms and a specialist library you will find yourself quickly becoming part of a community of likeminded people coming from diverse backgrounds which will further enhance both your academic and personal development during your time with us.

# Master of Science

# MSc in Marketing

## Aims of the Programme

The aim of the MSc in Marketing is to enhance the prospects of its graduates in the job market 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

## Who is the Programme aimed at?

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 inspire students to pursue challenging senior career opportunities in the marketing profession. In today's maturing and competitive marketing landscape, the MSc in Marketing will equip students with the knowledge and skills necessary at senior level marketing positions.

## Key Features of the Programme

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 a global perspective
- Module content is strategic in nature and directly relates to the business world
- Delivery balances contemporary marketing theory and practice
- A rigorous scientific research approach is applied throughout the programme
- Authentic assessment strategies are employed

## Programme 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 eight 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 Methods

Subjects will be assessed for the MSc in Marketing 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 MSc in Marketing and associated stream are:

- A minimum second-class honours degree (2.2) in a Level 8 business degree from a recognised third-level institution or
- An equivalent professional qualification such as ACCA or CIMA
- If an individual holds a non-business Level 8 degree but has three years' marketing experience, they may also be considered
- 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

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.



## Awarding Body

Quality and Qualifications Ireland

## Award Level

Level 9 (Masters Degree)

## Title of Award

Master of Science in Marketing

## Duration

Full-time: 1 Year

Part-time: 2 Years (two evenings per week)

## Suited to

Marketing and Business Graduates

## Programme Content

### Stage 1

- Strategic Marketing Management
- The Changing Consumer
- Personal and Professional Development
- Research Methods 1
- Research Methods 2
- Integrated Marketing Communications in a Digital Age

### Electives (Choose 2)

- Strategic Selling/Global marketing
- Marketing Innovations
- Developing Digital Media
- Web Marketing Practice

### Stage 2

MSc Award

- Dissertation



# Master of Science MSc in Marketing (Digital Media)

## Awarding Body

Quality and Qualifications Ireland

## Award Level

Level 9 (Masters Degree)

## Title of Award

Master of Science in Marketing

## Duration

Full-time: 1 Year

Part-time: 2 Years

## Suited to

Marketing and Business Graduates

## Programme Content

### Stage 1

- Strategic Marketing Management
- The Changing Consumer
- Personal and Professional Development
- Research Methods 1
- Research Methods 2
- Integrated Marketing Communications in a Digital Age

### Electives (Choose 2)

- Developing Digital Media
- Web Marketing Practice
- Strategic Selling/Global Marketing
- Marketing Innovations

### Stage 2

MSc Award

- Dissertation

## Aims of the Programme

The MSc in Marketing (Digital Media) is a programme which has been purposely created to meet the needs of recently-qualified business (with marketing) 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 digital marketing profession. In today's competitive marketing landscape, this specialist MSc in Marketing (Digital Media) programme will equip students with the knowledge and skills necessary at senior level marketing positions in an ever changing digital environment.

The general philosophy of the programme is to provide a postgraduate taught educational programme, at an appropriate academic level, that will provide graduates with a blend of knowledge and skills to equip them for employment in positions in any business which requires an applied knowledge of digital marketing principles, strategic digital planning and management, web marketing, emerging digital media and the ability to create applicable solutions to every day marketing challenges.

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.

## Key Features of the Programme

The MSc in Marketing (Digital Media) is designed to produce graduates capable of making a difference in the marketing and digital media arena. It incorporates the latest academic and industry thinking to ensure that it is leading edge in all respects. The course is taught by a combination of experienced academic staff and senior industry practitioners, giving students a unique insight into the realities of this competitive area. Students are encouraged to combine theoretical

knowledge with real commercial experience in a variety of marketing situations.

Key features include:

- Designed to appeal to students who wish to enhance their skills in their understanding of digital media issues within the marketing context
- Digital media incorporated into the programme will allow students the opportunity to experience digital technologies in today's marketing environment
- The programme will fast-track students' understanding the industry and gaining the skills needed to secure exciting marketing roles with leading brands and agencies around the world
- The programme will encourage students to apply a comprehensive range of analytical skills and critical thinking through the analysis of industry best practice
- The programme format will allow for a stimulating learning environment bringing together a faculty of experts and leaders from the digital marketing environment
- Development of research skills necessary for students to successfully undertake dissertation project.

## Programme Structure

### Full-time

For full-time students of the MSc in Marketing (Digital Media), the taught component consists of eight 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 Methods

Subjects will be assessed through a combination of end of semester examination and 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 MSc in Marketing and associated stream are:

- A minimum second-class honours in a Level 8 business degree from a recognised third-level institution or
- An equivalent professional qualification such as ACCA or CIMA

- If an individual holds a non-business Level 8 degree but has three years' marketing experience, they may also be considered
- 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

Graduates of the MSc in Marketing (Digital Media) will acquire specialised skills and competencies that will enable them to pursue positions in challenging senior career opportunities in the marketing and digital media professions including marketing management, market research, brand management, advertising and public relations, and marketing consultancy. Graduates of this programme will be one of the first groups of people to obtain a postgraduate qualification in this area and will be equipped to fill the skills gaps identified by the government and industry.





# Master of Science

## MSc in International Accounting and Finance

### Awarding Body

Quality and Qualifications Ireland

### Award Level

Level 9 (Masters Degree)

### Title of Award

Master of Science in International Accounting and Finance

### Duration

Full-time: 1 year  
Part-time: 2 years

### Suited to

Accounting and Finance Graduates and Business Graduates where Accounting and Finance is a main component

### Programme Content

#### Stage 1

- Corporate Financial Management
- International Financial Reporting
- Quantitative Applications for Finance
- Personal and Professional Development
- Research Methods 1
- Research Methods 2
- Advanced International Financial Reporting
- Strategic Performance Management
- Treasury and Risk Management
- Personal Applications for Finance

#### Electives (Choose 1)

- Corporate Governance and Global Accounting Issues
- Operation and Governance of Financial Markets

#### Stage 2

- MSc Award
- Dissertation

### Aims of the Programme

Globalisation, the growth of multinational enterprises, the convergence of international accounting practices and the expansion of the European Union all contribute to the importance of an international focus in accounting and finance education. The increasing influence of International Financial Reporting Standards and the shortage of international accounting expertise have led to significant demand for relevant education. The speed and significance of recent reforms have led to a demand for Master's level education which reflects these developments and facilitates transition. The MSc in International Accounting and Finance is designed to equip you with a high standard of knowledge in the principles, theoretical concepts and practice of accounting and finance. In today's fast paced business world, competition is more fierce than ever, and well qualified graduates in accounting and finance are recognised as having the knowledge and skills necessary to deal innovatively with the many challenges occurring in industry, financial institutions and public services.

### Key Features of the Programme

The structure of the MSc in International Accounting and Finance focuses on accounting and finance from a global perspective. It is distinctive from other accounting Master's programmes in that:

- International aspects of accounting and finance are at the core of the programme.
- The content reflects current developments in accounting and finance and thus students will gain a knowledge and skill base which is relevant to the needs of employers.
- The Department of Accounting and Finance provides a thriving internationally-focused atmosphere with students from across the globe.

- Students are given training in information gathering and research in accounting and finance. These skills will be useful for a career in business and commerce.

### Programme 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 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 Methods

Continuous assessment is an integral part of all our taught modules. The weightings attaching to coursework and other forms of continuous assessment vary from module to module, from a minimum of 30% to a maximum of 100%. 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

- A minimum second-class honours (2.2) in a level 8 business degree from a recognised third-level institution with accounting and/or finance as a main component, or
- An equivalent professional qualification such as ACCA or CIMA
- 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

Today's career opportunities have moved well beyond the traditional spheres of accounting, taxation and auditing. They include such diverse possibilities as investment analysis, management consultancy, risk management, corporate governance, strategic financial management and public sector finance. The role that graduates of the programme would be expected to play are essentially strategic, analytical and planning with strong financial technical skills essential to the job.



**Antoinette Rooney**

### **MSc in International Accounting and Finance**

*"I found the course and the study environment in DBS very appealing. The choice of modules and mode of delivery have enhanced my presentation, time management, communication and analytical skills relevant for my career development in the banking industry. The class sizes were small which enabled debates, class presentations and more time to analyse specific topics of interest. The coursework was challenging, however, the vast hands-on experience of all the lecturers through their immense volume of knowledge in each of their particular disciplines, coupled with their vast business experience meant the course was extremely beneficial to progressing towards a career in banking. DBS opened up a wide range of career possibilities and I am now working as a banking analyst."*





# Higher Diploma in Business

## Awarding Body

Quality and Qualifications Ireland

## Award Level

Level 8 (Postgraduate Diploma)

## Title of Award

Higher Diploma in Business

## Duration

Full-time: 1 Year

Part-time: 16 months

## Suited to

Non-Business Graduates

## Full-time Programme Content\*

### Stage 1

- Marketing
- Economics
- Business ICT
- Legal Issues for Business
- Management and Organisational Behaviour
- Lifelong Learning

### Stage 2

- Human Capital Management
- Business Capital Management
- Business Finance
- Strategic Marketing
- Professional Skills for Personal Development
- Business Strategy
- Digital Media Strategy

## Part-time Programme Content

### Semester 1

- Management and Strategy
- Marketing Principles
- The Regulatory Environment
- The Economic Environment

### Semester 2

- Marketing Practice
- Business Information Systems
- Accounting and Finance
- Introduction to E-Business

### Semester 3

- Human Resource Management
- Communication Skills
- Employment Law
- E-Business Strategy and Management

## Aims of the Programme

This programme has been designed to address the needs of students and employers in a dynamic and ever changing business environment. This programme is designed for graduates of all disciplines except business who are interested in pursuing a career in business or who wish to develop significant business knowledge.

The primary objective of the programme is to improve the prospects of its graduates in the job market and or to help with the continuation of their academic careers. The programme also helps to prepare and assist students in securing employment in a range of organisations.

## Key Features of the Programme

- Conversion style programme for non-business graduates.
- Students may choose to specialise in one of the following areas: Business, Information Systems or HRM.
- The primary objective of the course is to improve the job prospects of graduates and to help with the continuation of their academic careers. It helps to prepare and assist students in securing employment in a range of national and international organisations.
- The development of appropriate skills and knowledge and the students understanding of the world of business and management in the workplace.
- One of the most attractive aspects of the full-time programme is the opportunity to gain practical work experience over a four-month period. The opportunity of a full-time position may arise, and graduates of this programme are at a distinct advantage in terms of future employment prospects.
- The provision of a combination of academic theory, practical business applications and skills to assist in the transition to the world of business. This will be accomplished through the content of courses offered and the range of learning processes employed.
- Upon completion, graduates will have the business knowledge and skills required to commence employment in a variety of business areas such as marketing, finance, management, and HRM within a variety of industry sectors.

## Programme Structure

### Full-time

For full-time students, delivery of the programme is structured over two semesters with an optional four months work experience from June to September.

## Work placement (Optional)

One of the most attractive aspects of the full-time programme is the opportunity to gain practical work experience over a four-month period. The opportunity of full-time position may arise, and graduates of this programme are at a distinct advantage in terms of future employment prospects.

## Part-time

For part-time students the programme is structured over three semesters, each of approximately four months duration. Each semester covers four subjects on an intensive and challenging basis. During each semester, students are typically required to attend lectures on two evenings per week and occasional weekend workshops.

## 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, time-constrained written examinations, which will feature a range of question styles.

## 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.

## Careers

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.





# Master of Business Administration

## Awarding Body

Quality and Qualifications Ireland

## Award Level

Level 9 (Masters Degree)

## Title of Award

Master of Business Administration (MBA)

## Duration

Full-time: 1 year

Part-time: 2 years, 2 evenings per week

## Suited to

All Level 8 Graduates with Experience

## MBA

### MBA (Marketing)

### MBA (Finance)

### MBA (Cloud Computing)

## MBA (HRM)

### MBA (Project Management)

### MBA (Information Systems)

## Aims of the Programme

The ability to confidently manage a business represents a valuable skill-set particularly in the current turbulent economic environment. In order for an organisation to be flexible in diverse business environments and to change direction at speed, there must be expertise in business management and business strategy in a global context. The aim of the programme is to develop these sets of abilities with a particular focus on a thorough understanding of business management. The MBA at Dublin Business School 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.

## Key Features of the Programme

This unique programme allows you to choose a specialist route for your MBA award. Students can opt to take the MBA and choose from a variety of electives or take a stream in: **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. Industry-led workshops and guest lectures keep information current and applied.

The MBA and the MBA with streams will include:

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

- Knowledge and understanding of global business, most especially on issues such as globalisation, standardisation and customisation of products and services.
- Skills and knowledge to inform you how an organisation is best managed in a changing world.
- With these in mind, the programme is designed so that you are familiar with the latest theoretical and practical developments relating to business management and development.

## General Option

For students wishing to pursue a broader scope of business study without a specialism in any particular stream the Master of Business Administration allows a free choice of any two of the electives from across all streams.

## Marketing

Marketing empowers you to evaluate the central role of marketing strategy for the growth and development of all organisations. Students will be required to critically evaluate a range of theoretical marketing concepts and apply them to practical industry issues or problems as they relate to the current business environment.

## HRM

HRM focuses on the management of people to ensure maximum competitive advantage. Strategies for HR ensure you will know how to strategically plan staffing requirements. Performance and Reward Management will ensure you know how to get the best from your people as a manager.

## Information Systems

Information Systems provides you with knowledge of current trends in computer networks and how best to use them. Information systems development skills provide you with detailed information on choosing and operating information systems to support the extraction and use of organisational information.

## Project Management

Project Management provides cutting-edge knowledge on the most ubiquitous phenomenon of modern work organisation – the management of work and projects. Graduates will possess directly applicable skills in project execution and project control across all of the complex elements of a project so that it can be successfully and professionally managed to its conclusion (e.g. planning, budgeting, HR management, resource allocation, etc).

## Finance

Finance addresses international banking and finance through Corporate Financial Management and Operation and Governance of Financial Markets modules which can allow organisations to anticipate economic outcomes and make changes of direction quickly in response to economic pressures.

## Cloud Computing

Cloud Computing is specifically aimed at facilitating the graduate's understanding in the area and how organisations may exploit the vast business opportunities that result from the transformative power that Cloud Computing offers both now and in the future. There is emphasis on structured approaches for delivering effective solutions in the Cloud that address value, efficiency, risks and costs associated with a move to Cloud Computing.

## Who is the Programme aimed at?

The programme is aimed at graduates of all disciplines who now wish to gain skills and knowledge in business management in an international environment with an additional focus on

any of six main business fields: human resource management, marketing, project management, finance, information systems or cloud computing.

## Programme Structure

The MBA degree programme consists of two stages. Stage 1 is a wholly taught component, contributing 60 credits.

### Full-time

Stage 1 is a wholly taught component, contributing 60 credits. As outlined above, students can choose to take a general route or follow any one of six streams resulting in specialist skills. These modules are delivered over two semesters.

Stage 2 is a supervised dissertation, contributing 30 credits.

### Part-time

For part-time students, delivery of the programme is structured over four taught semesters. During each semester, students will study several modules and are typically required to attend lectures on two evenings per week and occasional weekend workshops. The learner will undertake a course in research methods in order to prepare for the dissertation stage and to further develop important research skills. Successful completion of the taught component stage allows you to move on to the dissertation stage. 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 and within your specialist area.

## Assessment Methods

Continuous assessment is an integral part of many of our taught modules. The weightings 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.





**Laura O'Keeffe**

**MBA in Project Management**

*“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.”*

**Entry Requirements**

- A minimum second-class honours degree (2.2) in any discipline from a recognised third-level institution, or
- An equivalent professional qualification such as ACCA or CIMA or
- Higher Diploma in Business Level 8 conversion programme.
- The GMAT exam is a mandatory requirement for all applicants who do not hold an honours bachelor degree (Level 8) with a minimum achievement of second-class honours.
- Newly graduated applicants will not be accepted onto the programme.
- 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**

The award of MBA is synonymous world-wide with competency in the strategic management of a business. The complexity of a managerial role is captured within the range of modules contained within this programme. Graduates typically progress into positions of management across a diverse range of organisations and multinationals, domestically and internationally. Completing a research dissertation as part of their programme, imbues learners with the ability to use scientific principles in conjunction with business models and expert knowledge, resulting in excellent decision-making skills. Informed decision-making is at the heart of successful strategic management, and this programme produces graduates that can take their place among peers internationally and excel in the disciplines of IT, cloud computing, finance, HRM, marketing and project management. Careers sectors currently range from new systems and product development, marketing, finance, engineering and science supporting the widely applicable nature of the programme.

**Programme Content**

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

**STAGE 1**

**Core Modules**

- International Management
- Financial Analysis
- Personal and Professional Development
- Research Methods 2
- Performance Driven Marketing
- Business Strategy
- Research Methods 1

**Optional Modules (choose any 2 modules or a specific subject stream):**

MARKETING	HRM	INFORMATION SYSTEMS
1. Marketing Innovations 2. Integrated Marketing Communications in a Digital Age	1. Strategies for HR 2. Performance and Reward Management	1. Information Systems Development 2. Innovation and IT Management
PROJECT MANAGEMENT	FINANCE	CLOUD COMPUTING
1. Project Management Tools and Techniques 2. Project Management Planning and Control	1. Corporate Financial Management 2. Operation and Governance of Financial Markets	1. Theory of Cloud Computing 2. Developing Content for the Cloud

**STAGE 2**

**MBA Award**

- Dissertation



# 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.

	International Management	Performance Driven Marketing	Financial Analysis	Business Strategy	Personal and Professional Development	Research Methods 1	Research Methods 2
Core Modules							

	Marketing Innovations	Integrated Marketing Communications in a Digital Age	Strategies for Human Resources	Performance and Reward Management	Information Systems Development	Innovation and IT Management	Project Management Tools and Techniques	Project Management Planning and Control	Corporate Financial Management	Operation and Governance of Financial Markets	Theory of Cloud Computing	Developing Content for the Cloud
Marketing												
HRM												
Information Systems												
Project Management												
Finance												
Cloud Computing												

Dissertation

- 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 Management Practice

### Awarding Body

Quality and Qualifications Ireland

### Award Level

Level 9 (Masters Degree)

### Title of Award

Master of Science in Management Practice

### Duration

Full-time: 1 year

Part-time: 2 years

### Suited to

All Graduates

### Programme Content

#### Stage 1

- Marketing Analysis
- Strategic Management and Leadership
- Financial Analysis
- Innovation and Change Management
- Information Systems and Project Management
- Human Capital Management and Development
- Research Methods 1
- Research Methods 2

#### Electives (Choose 1)

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

#### Stage 2

MSc Award

- Dissertation

### Aims of the Programme

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.

### Key Features of the MSc in Management Practice

- 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.

### Programme Structure

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

#### Full-time

The programme is structured in two sequential stages. Stage 1 contains eight core modules and one elective, the Master's 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 Methods

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.



## 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.

## Entry Requirements

To be considered for admission, applicants must hold:

- A minimum second-class honours degree (2.2) in any discipline from a recognised third-level institution
- An equivalent professional qualification such as ACCA or CIMA
- In some cases where an individual does not have either of the above, they may be considered if they have at least three years' appropriate business management experience
- 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).





# MSc in Information and Library Management

## Awarding Body

Quality and Qualifications Ireland

## Professional Body Accreditation

Library Association of Ireland

## Award Level

Level 9 (Masters Degree)

## Title of Award

Master of Science in Information  
and Library Management

## Duration

Full-time: 1 year  
Part-time: 2 years

## Suited to

All Graduates

## Programme Content

### Stage 1

- Information Organisation
- Information Technologies
- Research Methods
- The Teaching Librarian
- Management for Information and Library Professionals
- Records Management and Information Rights
- Network Resource Management
- Personal and Professional Development
- Information Architecture

### Stage 2

- Dissertation

## Introduction

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

The MSc in Information and Library Management provides learners with the applied professional knowledge and competencies required of a manager within the information and library sector.

A key feature of the programme is the Personal and Professional Development module which allows the learner to enhance their employability through the development of key transferable skills.

- The programme provides 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.
- The learner will acquire strong analytical skills that will allow them to identify and critically evaluate technological, political, social, regulatory and economic changes affecting the information and library environment.
- The programme enables learners to attain the ability to solve practical and complex problems within a variety of information and library environments.
- The programme facilitates the acquisition of transferable skills such as leadership, advocacy, communication and IT skills through the Personal and Professional Development module.
- The programme incorporates a 3 week (or equivalent duration) work placement in a library and or information management setting. For part-time students this can be facilitated around any work commitments that an individual may have. Individuals with prior relevant work experience are exempt from

the placement though they can be facilitated should they still wish to do a placement.

## Programme Structure

The programme will be 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 programme is taught by a combination of experienced academic staff and senior industry practitioners. Work experience placements are coordinated by an Employer Liaison Officer from the DBS Careers Department. Placements secured in the previous articulation of the programme include the libraries of the Irish Film Institute, National College of Ireland, Arthur Cox Solicitors, Dublin Dental Hospital, NUI Maynooth, RTÉ and the Irish Hospice Foundation.

### Full-time

For full-time students, the taught component consists of 10 modules, delivered over one academic year, comprising 2 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.



## Entry Requirements

- To be considered for admission, applicants must hold a minimum Second Class Honours Degree (2.2) in a non-cognate discipline from a recognised third level institution or equivalent qualification
- An IELTS score of a minimum 6.5 or equivalent, where full-time study has been conducted in a language other than English or applicants whose first language is not English.

## Careers

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.

## Nicola O'Shea

**Full-time – Grad 2012  
Assistant Librarian,  
Trinity College Dublin**

*"I would have no hesitation in recommending the Information and Library Management course in Dublin Business School to anyone interested in pursuing a career in librarianship. The small class sizes and approachable lecturers made it very easy to ask questions and have discussions on current topics. This was very beneficial as librarians' roles are constantly changing and the content of the lectures was always up to date. As someone who did not have previous experience working in libraries, I found the practical nature of the modules really prepared me for the workplace. There was an emphasis on information technology as well as the traditional library subjects so I gained skills that could be applied to a wide range of jobs. Throughout the year, guest speakers from different sectors visited and gave us insight into the variety of career paths available after the course. There was also work placement as part of the course and the DBS staff were great in helping to arrange this."*





## Master of Science

# MSc in Information Systems with Computing

### Awarding Body

Quality and Qualifications Ireland

### Award Level

Level 9 (Masters Degree)

### Title of Award

Master of Science in Information Systems with Computing

### Duration

Full-time: 1 year

Part-time: 2 years

### Suited to

IS/IT Graduates or Business Graduates where IS/IT is a main component

### Programme Content

#### Stage 1

##### Core

- Software Engineering
- Advanced Databases
- Web and Mobile Technologies
- Personal and Professional Development
- Research Methods 1
- Research Methods 2
- Data and Data Analytics
- Computer Systems Security
- Enterprise Information Systems

#### Stage 2

MSc Award

- Project

### Aims of the Programme

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 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.
- As part of our learning philosophy, we encourage our students to learn through practice and experience.
- The differentiation of the programme lies in its ability to deliver a multidisciplinary, cross-functional and industry ready graduate.

### Programme 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

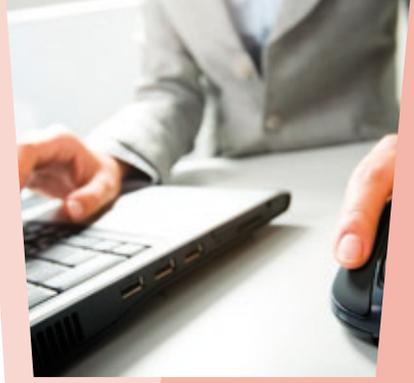
For full-time students, the taught component consists of nine modules. Successful completion of the taught component (Stage 1) allows you to move on to the Award (Stage 2).

#### 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.



## Entry Requirements

To be considered for admission, applicants must hold:

- A minimum second-class honours (2.2) in an IT/IS discipline or a business discipline where IT/IS is a significant component of the degree from a recognised third-level institution, or equivalent qualification in a cognate discipline, or
- Higher Diploma in Science in Computing Level 8 Award.
- Prior knowledge and study of databases, programming and networking is also required.
- 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).

## Careers

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.



# Professional School – Kaplan Financial at DBS

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*Professional Accountancy Prizewinners May and June 2013 examinations.*

## KAPLAN FINANCIAL

Kaplan Financial at DBS has established an unrivalled reputation for the quality of its professional accountancy courses and overall student pass rates over the last 37 years. The Professional School holds ACCA Platinum Approved Learning Partner and CIMA Quality Partner status, which is the highest academic teaching status awarded by both professional bodies and was among the first providers in Ireland to be granted this status. Our carefully selected lecturers' academic

strength and professional experience ensures that ongoing relevant course content is delivered through our lecturers' unique style and delivery in the classroom along with exam-focused notes. The number of individual prizewinner successes that our Professional School students have achieved in the external professional accountancy examinations enhances our reputation. *Over the last number of years, the DBS Professional School has achieved over 900 prizewinners and placings at national and international level.*



## Association of Chartered Certified Accountants (ACCA)

The Association of Chartered Certified Accountants (ACCA) is the largest international accountancy body with 404,000 students and 140,000 members in 170 countries. Dublin Business School was the first college in Ireland to be awarded ACCA 'Platinum Approved Learning Partner' status. The award of the ACCA Platinum status helps verify our 'Excellence Through Learning' reputation. This award provides independent assurance that DBS meets the standards set down by ACCA for the delivery of outcome-focused courses preparing our students for all levels of examinations and is the highest level of recognition by ACCA.

For information on registering with ACCA please contact the ACCA Dublin office on **01 4475678** or email **info@accaglobal.com**. Register online website **www.accaglobal.com**

You can register with DBS for ACCA tuition online via our website **www.dbs.ie** or contact a member of the Admissions Office on **01 4177500** or email **ACCA@dbs.ie**



## Innovative Teaching Methods – Starboard Technology

Used in our ACCA suite of classrooms instead of acetates, all notes/questions/solutions written on screen during class are sent to your email account and uploaded to Moodle (the College's virtual learning environment) allowing students to concentrate on learning instead of note-taking in class.



# Additional Programmes Offered by DBS

## DBS POSTGRADUATE SCHOOL

The DBS Postgraduate School offers a diverse range of full-time and part-time Postgraduate programmes:

### Postgraduate School of Arts

- MA in Psychoanalytic Psychotherapy – APPI recognised
- MA in Addiction Studies
- MA in Psychotherapy
- MSc in Information and Library Management
- MSc in Applied Psychology
- Higher Diploma in Arts in Counselling & Psychotherapy
- Higher Diploma in Arts in Psychology
- Higher Diploma in Arts in Psychoanalytic Studies

### Postgraduate School of Business

#### Business Programmes for Business Graduates

- MSc Marketing
- MSc Marketing (Digital Media)
- MSc International Accounting & Finance

#### Business Programmes for all Graduates

- MBA
- MBA (Marketing)
- MBA (HRM)
- MBA (Finance)
- MBA (Project Management)
- MBA (Information Systems)
- MBA (Cloud Computing)
- MSc Information & Library Management
- MSc in Management Practice
- Higher Diploma in Business

#### Business Programmes for IT Graduates

- MSc Information Systems with Computing

### Postgraduate School of Law

- Higher Diploma in Legal Studies

## DBS SCHOOL OF ARTS

The School of Arts offers the following Undergraduate programmes:

### Honours Bachelor Degrees (Level 8)

- BA (Hons) in Arts
- BA (Hons) in Journalism
- BA (Hons) in Film
- BA (Hons) in Social Science
- BA (Hons) Counselling & Psychotherapy
- BA (Hons) Psychology

### Ordinary Bachelor Degrees (Level 7)

- BA in Social Science
- BA in Film & Media
- BA in Journalism & Media

## DBS SCHOOL OF BUSINESS

The School of Business offers the following full-time and part-time Undergraduate programmes:

### Honours Bachelor Degrees (Level 8)

- BA (Hons) in Accounting and Finance
- BA (Hons) in Business
- BA (Hons) in Business (HRM)
- BA (Hons) in Business (Law)
- BA (Hons) in Business (Management)
- BA (Hons) in Business (Project Management)
- BA (Hons) in Business (Psychology)
- BA (Hons) in Business Information Systems
- BA (Hons) in Business Information Systems (Cloud Computing)
- BA (Hons) in Financial Services
- BA (Hons) in Marketing
- BA (Hons) in Marketing (Digital Media and Cloud Computing)
- BA (Hons) in Marketing (Digital Media)
- BA (Hons) in Marketing (Event Management)

### Ordinary Bachelor Degrees (Level 7)

- Bachelor of Business
- Bachelor of Business in Accounting
- Bachelor of Business in Marketing

### Higher Certificates (Level 6)

- Higher Certificate in Business
- Higher Certificate in Business in Accounting
- Higher Certificate in Business in Marketing

## DBS SCHOOL OF LAW

The School of Law offers the following full-time and part-time Undergraduate programmes:

- Honours Bachelor Degrees (Level 8)
- BA (Hons) Business (Law)
- LL.B (Hons) in Irish Law

### Ordinary Degrees (Level 7)

- BA in Legal Studies
- BA in Legal & Business Studies

### Higher Certificates (Level 6)

- Higher Certificate in Legal Studies
- Higher Certificate in Legal & Business Studies

## DBS PROFESSIONAL SCHOOL

The DBS Professional School offers tuition for the following professional bodies:

- Association of Chartered Certified Accountants (ACCA)

Professional Evening Diploma Programmes are also offered in the following areas:

- Business Studies, Management, Accounting & Finance, Taxation, Advanced Taxation, Human Resource Management, Office Management, Marketing, Advertising, Sales & PR, Project Management, Investment and Capital Markets, Tourism Management & Marketing, Selling & Sales Management, Internet Marketing, Online Marketing & Digital Strategy, Event Management & PR, Family Law, Employment Law, Legal Studies, Health & Safety Law, Alternative Dispute Resolution, Company Law, Media Law, Criminology, Addiction Studies, Psychology, Social Science, Counselling, Psychoanalytic Studies, Crime Scene Investigation, Journalism & Media, Sports Journalism, Video Production, EDI (formally JEB) and Web Design & Development.

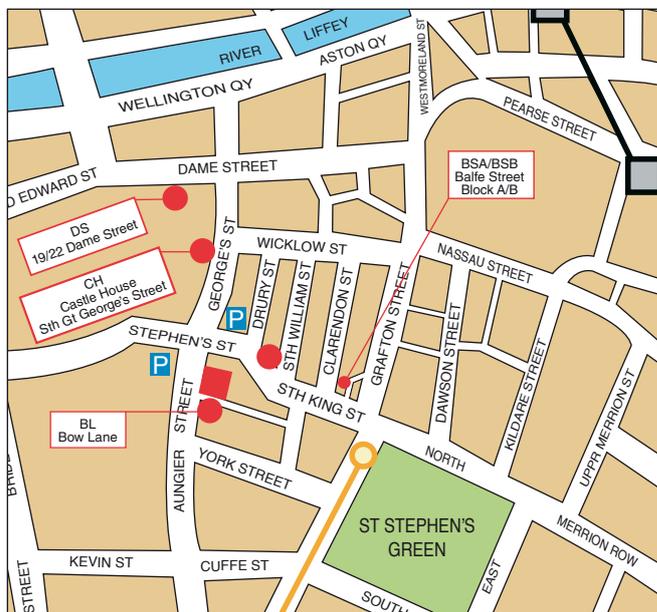
# Come Visit Us

Come along to our next open event where you can also meet with lecturers, student services and view the college facilities.

[www.dbs.ie/Open-Events](http://www.dbs.ie/Open-Events)

## Location

A mere two-minute walk from St. Stephen's 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, Balfie Street, Dame Street and South Great George's Street are all within a few minutes walking distance of each other. Buses servicing Aungier Street directly are 16, 16A, 19, 9, 65, 65B, 83 or 122. All bus, DART, Luas and rail services have terminals close to the College.



If you would like:

- More detailed information on any of the programmes enclosed in this prospectus
- To meet with a member of the Admissions Team
- Details of our Open Events

Please contact:

**The 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)

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Visit our website: [www.dbs.ie](http://www.dbs.ie)

Dublin Business School reserves the right to alter or withdraw any of the modules or programmes 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

**T:** 01 4177500 **F:** 01 4177543 **E:** [admissions@dbs.ie](mailto:admissions@dbs.ie) **W:** [www.dbs.ie](http://www.dbs.ie)