

# Professional Evening Diploma Programmes

## Incorporating

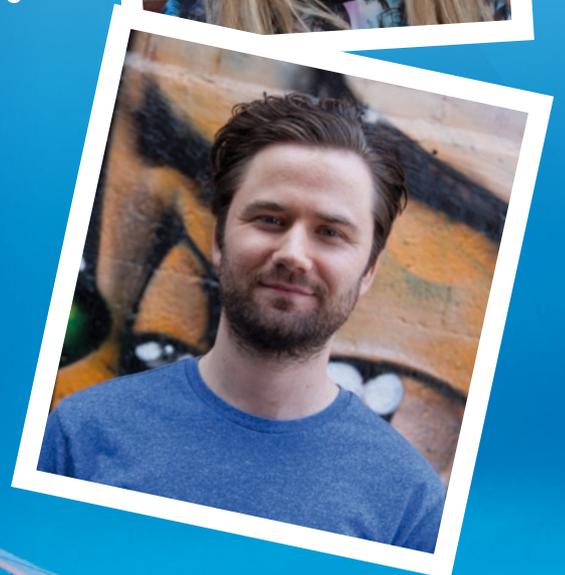
Arts | Business | IT | Law | Marketing | Psychology

# Welcome

**Dublin Business School (DBS) specialises in the provision of career focused business and law education as well as the delivery of contemporary programmes in the areas of arts, marketing, social science, humanities and psychology.**

Visit our website:

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



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# Why Study a Professional Evening Diploma?



- ▶ Gain a competitive advantage in the workplace by enhancing career prospects & employability
- ▶ Receive career focused education that you can put into practice on a daily basis and will really benefit you in your working environment
- ▶ Enhance your CV by upskilling in a specialist subject area
- ▶ The Professional Evening Diploma Programmes are taught by Industry Professionals who deliver practical education and real-life experience in each sector
- ▶ Develop both academically and professionally (enhanced skills such as communication, leadership skills, listening skills)
- ▶ Combine your evening studies with your other full-time commitments
- ▶ Maintain a healthy work/life balance by studying one or two evenings in a relatively short period of time. Programme duration varies from 10 weeks to one academic year
- ▶ Enjoy flexibility of study with programmes delivered in late September/Early October with most programmes offered again in late January/Early February structured to address the constraints of modern work and lifestyle commitments
- ▶ Obtain a grounding for further study in a subject area; some of the Diplomas entitle people to exemptions onto our Evening Degree programmes
- ▶ Some Professional Evening Diplomas lead to awards made by the Institute of Commercial Management (ICM), which are aligned to the English Regulated Qualifications Framework (RQF). Others do not lead to a formal award on the RQF or on the Irish National Framework of Qualifications (NQF). Learners on these programmes will receive a diploma from DBS. Further information on the NQF is available at [www.nfq.ie](http://www.nfq.ie)

# Why Choose DBS?

## Reputation as Ireland's Leading College

Dublin Business School (DBS) is Ireland's largest independent third level college. With over 9,000 students, DBS provides a comprehensive range of full-time and part-time undergraduate, postgraduate, professional and executive education programmes. DBS was awarded Best College of Business along with the top prize for Overall Excellence in Education at the 2018 Irish Education Awards.

## Commitment to World Class Teaching

Over the last 44 years, DBS has built a considerable reputation for the quality of its teaching. As an institution we focus our main research activity on the constant improvement of the learning experience of our students. Evidence of the success we have achieved has come in many different ways. One particular example of this is the success achieved by our students in the examinations of the professional accountancy bodies, where over 1,000 DBS students have achieved worldwide and national individual prizewinner success and some of our students have literally come first in the world.

## Flexibility of Study

At DBS our Professional Evening Diploma programmes have been designed in a flexible manner to facilitate the constraints of the working professional. Typically students attend classes one or two evenings per week (6.15pm-9.30pm) and the duration of the evening diploma programmes vary from 10 weeks to one academic year, with intensive programmes also offered in a number of programmes.

## Recognition and Accreditation

Some Professional Evening Diplomas lead to awards made by the Institute of Commercial Management (ICM), which are aligned to the English Regulated Qualifications Framework (RQF). Others do not lead to a formal award on the RQF or on the Irish National Framework of Qualifications (NQF). Learners on these programmes will receive a diploma from DBS. Some of our programmes are recognised by external bodies such as the Project Management Institute (PMI). In addition, upon successful completion, some Diploma programmes may entitle students to exemptions at entry level onto the evening degrees at DBS.

## Career Focused Education

The broad range of Professional Evening Diploma Programmes provides you with a choice of skills-based programmes that will appeal to your specific professional needs and requirements. The Evening Diploma Programmes offer you the opportunity to add to your personal, technical or commercial knowledge and are offered throughout the disciplines of Arts, Business, Information Technology, Law, Media and Psychology. The Professional Evening Diploma Programmes are designed to give students a competitive advantage in the workplace and are valuable to your self-development and career prospects. Delivered by industry professionals, they offer practical education and real-life experience in each sector.

## Work/Study Balance

The work/study balance is something we regard as being important and as such appreciate the specific challenges met by our part-time student population. Therefore, for many of the Evening Diploma programmes, lecture notes, assessment information, past exam papers and sample exam questions

are made available to our students in electronic format on DBS's virtual learning environment, Moodle. As a student of DBS, you will also have remote access to premium online databases such as Academic Search Complete, Bloomsbury Professional: Company Law, Business Source Complete, Computer and Applied Sciences Complete, Dawsonera, PsycArticles, and many more. All of this material will enhance your learning experience on the programme you have selected.

## Student Centred Approach

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, be it academic direction, career advice, mentoring or personal attention. In this regard, the DBS team offers a comprehensive service to our students.

## City Centre Location

A mere two minute walk from St. Stephens Green, the Luas and all main bus routes, DBS is truly in the heart of Dublin city. Our educational sites in the prime city centre locations of Aungier Street, 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 city

# Recognition and Accreditation



## Dublin Business School

The DBS Diploma programmes have expanded rapidly since their inception in 2002. In order to ensure that they are up-to-date with industry demands, all programmes are reviewed continuously with the aim of assisting students achieve their personal and career goals. The Professional Evening Diploma programmes are designed to give you a competitive advantage in the workplace and are valuable to your self-development and career prospects. Delivered by industry professionals, they offer practical education and real life experience in each sector. As the Evening Diploma programmes are contemporary and skills focused, only a few act as a direct progression route onto an Evening Degree. However they do provide a thorough foundation in a particular field and will aid you if you decide to proceed to Degree or Postgraduate level.

DBS Diplomas are not on the National Framework of Qualifications but some are accredited by the Institute of Commercial Management or recognised by the Project Management Institute.



Institute of Commercial Management

## Institute of Commercial Management (ICM)

The Institute of Commercial Management (ICM) provides a range of internationally recognised professional and vocational qualifications at certificate, diploma and graduate diploma levels. ICM qualifications are recognised by employers, government departments and many academic institutions. Founded in 1979, ICM is now one of the leading professional examination bodies in the field of business and entrepreneurial education in Ireland and the UK, with corporate and student members in more than 130 countries throughout the world. The Institute is committed to providing a range of global education, training and consulting services which raise performance standards for business and enable lifetime learning and professional status for individuals. For the business student, ICM's educational programmes, qualifying examinations and awards provide qualifications which are globally recognised – in excess of five million ICM awards have been issued to successful candidates over the past 30 years. ICM provides qualifications and awards at Certificate, Diploma, Advanced Diploma, Graduate and Postgraduate levels. More than 150 individual subjects are examined by ICM on a quarterly basis with in excess of 100,000 students studying for ICM examinations every year, covering key industry areas such as Law, Travel & Tourism, Finance & Accounting, and Marketing. For more information on the Institute of Commercial Management visit <https://www.icm.education/>



## Project Management Institute (PMI)

The Project Management Institute (PMI) is the world's leading association for project management professionals. Dublin Business School is a Registered Education Provider (R.E.P.) for the Project Management Institute. The R.E.P. status is granted to training providers across the globe that meet the PMI's criteria for providing effective and quality project management training. The Advanced Diploma in Project Management offered by Dublin Business School prepares students to take the Project Management Professional (PMP)<sup>®</sup> examination. This is a globally recognised, rigorous, education and examination based professional accredited programme that maintain an ISO 9001 certification in Quality Management Systems.

Earning a professional credential through the PMI means that you have:

- ▶ Demonstrated the appropriate education and/or professional experience
- ▶ Passed a rigorous examination
- ▶ Agreed to abide by a professional code of conduct
- ▶ Committed to maintaining their active credential through meeting continuing certification requirements.

PMI professional credentials are widely recognised and accepted throughout the world as evidence of a proven level of education, knowledge and experience in project management. The Project Management Professional (PMP)<sup>®</sup> designation following your name tells current and potential employers that you have demonstrated a solid foundation of knowledge from which you can competently practice project management. For more information on the Project Management Institute and certification visit [www.pmi.org](http://www.pmi.org)

# DBS – A Short History



- ▶ Formerly known as Accountancy and Business College, DBS was established in 1975 to provide evening programmes for students preparing for the examinations of the professional accountancy bodies. The School quickly established an excellent reputation for quality and standards and its students achieved a high level of success in the professional examinations. Based on this reputation, the School developed rapidly and by the mid-1980s was providing professional accounting, marketing and banking programmes for both full and part-time students.
- ▶ In 1989 the School introduced its first undergraduate degree programme under a franchise arrangement with Liverpool John Moores University (LJMU). The academic relationship between the two institutions has developed and strengthened over the years. DBS became an Accredited Institution of LJMU in 1995 and now offers a range of programmes leading to honours degree and postgraduate awards. DBS complies fully with LJMU quality assurance procedures and conducts periodic programmatic reviews in line with LJMU policies and requirements. An academic representative from LJMU is a member of the DBS Academic Board.
- ▶ Dublin Business School became a designated institution with HETAC (formerly the National Council for Educational Awards) in 1992. The School initially offered a number of programmes leading to awards at National Certificate level. The relationship with HETAC has expanded over the years and programmes offered now include Honours Degree and Postgraduate Masters and Higher Diploma programmes.
- ▶ In 1999 Dublin Business School acquired LSB College and became the largest independent third level college in Ireland. The primary academic focus and strength of LSB College lay in the field of arts and humanities and the acquisition provided the basis for the development of what is now the DBS School of Arts.
- ▶ In March 2006, DBS acquired the European Business School (EBS). EBS was founded in 1993 and is a member of the EBSI group, a collective group of eight independent business schools located throughout Europe. EBS offers a variety of undergraduate and postgraduate courses for 'study abroad' students and provides DBS with an entry into a broader European market.
- ▶ In July 2007, DBS acquired Portobello College. Since its foundation in 1989, Portobello College has developed and expanded to become one of Ireland's premier third level independent colleges. In the area of business education, the College offers a range of undergraduate and postgraduate programmes. The Law School at Portobello College was founded in 1991 and now provides a suite of qualifying programmes for the professional legal bodies in Ireland. Dublin Business School is now the largest independent third level college in Ireland with over 9,000 students and the potential to deliver over 100 accredited programmes.

## Kaplan

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

# News and Developments at DBS



eager attendees. We also welcomed John Carroll, Project Director at Jameson, to the college who gave a fascinating talk on his transformation of the Jameson Brand Stories which he is presenting all over the world. The Guest Lecture Series is a wonderful opportunity to connect with industry and learn directly from leaders in business.

## Pendulum Summit

A number of Event Management students were given the opportunity to work at one of this year's most prominent events, the Pendulum Summit at the CCD. The students got to organise the event set-up, manage aspects of the Pendulum Summit live social media for the event, as well as run the event registration and VIP features. Speakers at the Pendulum Summit included Richard Branson, Jo Malone MBE and Paul O'Connell, as well as over 7,000 attendees.

## DBS Careers Week

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



## Internationally Streamed Live Course

In February 2019 DBS partnered with leading data science training provider Metis on the college's first internationally delivered live online course, a machine learning module taught live in Dublin by Metis's New York City data science experts.

## Fintech Bridge

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



## DBS Students at the Web Summit

Two DBS students were lucky enough to be chosen as volunteers for the 2019 Web Summit in Lisbon. The annual technology conference is considered the largest tech event in the world where attendees include tech giants from Silicon Valley and beyond. Our students worked with the operations team and airport team.

## Guest Lecture Series – Jameson and Aer Rianta International

DBS were delighted to host two guest lectures on campus recently. Michelle Corbette (Marketing Director at Aer Rianta International) joined staff and students to give a presentation and deliver some real industry insights to our



### DBS Basketball Intersarsity Champions 2019

In case you missed it... DBS were crowned 2019 Intersarsity Champions of the Men's Basketball Division 1. DBS defeated reigning champions NUIG with a 76-68 point victory at the National Indoor Arena in Blanchardstown. It was a thrilling final for all present, with our intersarsity team proudly continuing the DBS legacy of outstanding sporting success.

Well done to the whole team!

### DBS Double Intersarsity Cricket Champions 2019 – Double Champs!

DBS are the Irish Intersarsity Champions for 2019, making history as the first team to hold both titles simultaneously! A huge congratulations to our Men's Cricket Club who remained unbeaten throughout the entire 2019 campaign to win both the Indoor Intersarsity Weekend in Belfast and the Trevor West Intersarsity Trophy in UCC too. These victories crown off an exceptional year of sporting success, having already being crowned Division 1 Men's Intersarsity Basketball Champions, and winning the soccer CFAI Challenge Cup.

Congratulations to everyone involved!

### DBS Soccer Champions - Three in a row!

The DBS Men's soccer team won the 2019 CFAI Challenge Cup Final with a hard fought 1-0 victory over GTI Galway. The Connacht side proved to be challenging opponents, dominating much of the first half, but the Dublin side fought hard to secure the lead and keep GTI at bay.

This marks Dublin Business Schools' third consecutive year acquiring competition silverware, having won the Eustace Cup for the previous two years. A number of the current squad were involved in all three cup final victories, showing the ongoing strength in sports success throughout our college. Go Champs!



### Springboard

DBS offers a number of programmes under a range of disciplines as part of 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 fund accounting, digital marketing, regtech, big data and martech.



### DBS Visit to Microsoft

DBS students paid a visit to the Microsoft offices in Leopardstown, for a lunch and learn session with Microsoft Academic Program Manager, Stephen Howell. Students from programmes such as Digital Marketing, Business, Computer Science and Data Analytics programmes went along for insights into one of the world's leading multinational technology companies.

The students got a full tour of the impressive premises. They then had a fascinating lecture about engagement with Microsoft cognitive services labs and machine learning using facial recognition software. Students learned about the changing landscape of computer software, business models and digital transformation, and looked at an amazing add-on for Microsoft PowerPoint that allows you to translate spoken language and output as written subtitles.

# Student Experience

There has been an increase in the number of companies reporting skills shortages since 2018, up from 81%, to 84%. The sectors with significant skills shortages include IT, customer service, other information services and financial services.

*(Source CIPD HR Practices in Ireland Survey 2019)*

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

Our Careers strategy produces exceptional graduates that have a competitive advantage over students from other 3rd level colleges when entering the employment market.

## The Careers Hub

The DBS Careers Hub is accessible for all Diploma Students. The hub is accessible 24/7 and helps all of our students to realise their career ambitions.

Workshops are scheduled both at convenient times prior to your evening lectures and on-line. These workshops will help you to gain important insights into what employers are looking for.

Our Careers Coaches also schedule one to one sessions where we can help you to use the new skills that you have learned in your Diploma to enhance your Career.

## Top Skills Employers Seek



Based on DBS Employer Survey 2019

Careers Hub
Weekly online and classroom workshops
Job advertising and matching with students
One to one student meetings and advice
Personal career development weeks
Company visits
Guest lecture series
Innovation sprints
Internships and placements where applicable
Interview preparation
Video interview preparation
Specific International student Careers Supports.
Alumni talks and workshops
Further study advice

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

**'Like' DBS on facebook:**  
[www.facebook.com/DublinBusinessSchool](https://www.facebook.com/DublinBusinessSchool)

**Follow us on Twitter:**  
[www.twitter.com/dbscollege](https://www.twitter.com/dbscollege)

**Share on Instagram:**  
[www.instagram.com/dbscollege/](https://www.instagram.com/dbscollege/)

**Find us on Snapchat:**  
 @DBSCollege

Occupation:	Occupation:	Occupation:
ICT	Business and Financial	Sales Marketing and Customer Service
Shortages:	Shortages:	Shortages:
Project Managers	Business/ Financial Analysts	Account Strategists
Software developers	Data Analysts	Insides Sales Representatives
IT Architects	Accountants with industry specific experience	Product/ Account Managers
Test/ Security engineers		Marketing Specialists
Technical Support		Customers Services Representatives



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

# Library and Information Services

## Supporting our Students

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

## Opening Hours

Monday-Thursday: 09:00-22:00

Friday: 09:00-21:00

Saturday: 09:00-17:00

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

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

## Print Resources

DBS Library has over 43,000 books and 22 print journals. In order to ensure ease of access to materials, the Library has a favourable core textbook to student ratio, acquiring one core textbook for every ten students. Materials are loaned for 3 days, one week and two week periods. Library holdings are listed on the Library's online catalogue which is available on the Library website or can be accessed directly at [koha.dbs.ie](http://koha.dbs.ie). Students can view their Library account as well as renew and reserve books online.

## Online Resources

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

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

## Off-Campus Access

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

## Students with Disabilities

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

## Library Facilities

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



## Student Support

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

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

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

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

- ▶ **Email** – Each student has access to a [mydbs.ie](http://mydbs.ie) email address which has 50GB of email storage and 1TB of online cloud storage
- ▶ **Lecture notes** – We are now on the most up-to-date version of Moodle which includes integration with Panopto for viewing recorded lectures online
- ▶ **Timetables** – Up to date timetables can be viewed for all courses on the student Intranet and through your email calendar within [mydbs.ie](http://mydbs.ie) email. Live timetables displays are also located in key communal areas of the college
- ▶ **Exam results** – Can be accessed online
- ▶ **Student Intranet** – Offers a wide range of student services, including information regarding accommodation, exams, and further study options
- ▶ **Support Online** – An online ServiceDesk portal is available to support students through a ticketing system which allows quick and efficient support when students require it
- ▶ **Online Library Access** – Through the library website, students can access the full library catalogue. Other services include, PC and Study Room Booking, Online Book Renewal, Access to a wide range of databases and e-journals
- ▶ **Careers Website** – Contains an up-to-date listing of vacancies and careers information. Students can also book time with a dedicated careers advisor online.

# Application Procedures

## EU Applicants

Applications can be made through the college website at [www.dbs.ie](http://www.dbs.ie). Applicants can also request an application form and then return it to the Admissions Office, Dublin Business School, 13/14 Aungier Street, Dublin 2. In the case of applicants whose first language is not English, it is preferable to have proof of English (i.e. IELTS, TOEFL or equivalent).

## Non-EU Applicants

In addition to the above, in the instance of Non EU applicants who have residency in Ireland please include with your application:

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

## Admission Requirements

Applicants for Professional Evening Diploma Programmes must be 18 years of age or over. There are no previous academic qualifications or experience required for entry onto most of the Evening Diplomas with the exception of the following programme:

- ▶ Advanced Diploma in Project Management

Previous training and/or experience in this field is recommended. Please contact the Admissions Office for further details.

## Disability Policy

DBS welcomes applications from students with disabilities. We make every effort to provide facilities, where possible. It is advisable that prospective students contact the College well in advance of application outlining any particular facility or support, which they may need in the course of their studies.

## Fees

Please note that tuition fees apply to all programmes at DBS. For details on programme fees please refer to the enclosed fee sheet or our website. Alternatively, please contact the Admissions Office.

## Examinations

Please note that examinations may be held during the day or in the evening, depending on the programme. Exam information and course guides will be distributed to students at the beginning of the course.

## For further information 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)



**Our objective is to ensure you have an outstanding student experience and to promote a DBS community and culture that is focused on your wellbeing and success.**



# Business and IT Programmes

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# Diploma in Management Studies

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

1 evening per week, 6:15pm-9:30pm

## Intake

September & January

## Duration

October: 1 academic year part-time

February: 17 weeks intensive

*"I chose this course as my Senior Management at work felt it would benefit me both personally and in my career progression as I deal with a growing team of business professionals across Ireland."*

**Celia O'Lochlainn**

## Overview

This diploma provides students with an in-depth knowledge of five key management areas including communications, accounting, human resource, management and marketing. It is delivered in an efficient and flexible timescale and is a beneficial stand-alone diploma or can act as a gateway to further academic endeavour or to running your own business.

## Aims and Objectives

The Diploma in Management Studies aims to provide students with both academic knowledge and practical management skills. Students will apply appropriate academic theories and concepts to a range of business and management issues. During the programme, students have the opportunity to add value to both their employers and themselves on a daily basis. In addition to providing a comprehensive knowledge of each of the major management disciplines, the programme is designed to ensure that students will have the widest range of career and further education opportunities open to them upon completion of the programme.

## Programme Structure

This programme is divided into five modules.

## Content

### MANAGEMENT PRINCIPLES

In this module, a comprehensive review of management theory and practice will be provided and students will gain an understanding of the complexities of modern management. The module will begin with an environmental analysis. The module will then familiarise the student with the process of management decision making and organisational design, with particular reference to the four Fayol Functions of Management.

### COMMUNICATION SKILLS

This module demonstrates the techniques of evaluating and applying communication methods, such as evaluating the relevance and quality of information. Students will apply communication theory and practice and learn to select appropriate communication strategies for specific contexts.

### HUMAN RESOURCE MANAGEMENT

This module is a natural progression from Management Principles. In this module participants will develop the skills essential to the management of human resources within the organisational context. In addition participants will gain a deeper understanding of the role of the Human Resource Department within an organisation. In addition to broadening the understanding of employee engagement, leadership and delegation skills will be developed.

### MARKETING AND SALES MANAGEMENT

In this module, students will acquire the skills and knowledge necessary for the management of an effective marketing and sales function. The module covers the integration of contemporary issues and perspectives in the marketing process that have emerged in recent years helping the students target the right customer with the right product or service. Emphasis will be placed on areas such as marketing strategy, marketing management, understanding your customer, and the sales perspective.

### INTERPRETING FINANCIAL INFORMATION

Through this module students will learn the basic financial and management principles in use in the modern organisation and understand the construction and use of both financial and management accounting techniques adopted.



### Assessment

To be awarded the Diploma in Management Studies, students will be required to complete a written assignment at the end of each module (100%); apart from Interpreting Financial Information which is assessed on the basis of an in-class examination (100%).

### Career

On completion of the programme students will have the knowledge and skills required to work in a variety of business and management roles. The diversity of the programme can also enhance the career profile of non-business candidates. This programme can also be beneficial for small business owners to gain an understanding of the importance of marketing, financial and human resource strategies for organisations.

### Student Profile

This programme is particularly suited to the aspiring or newly appointed Manager, the Section Leader, the self-employed and those interested in enhancing personal performance.

### Further Study Options

For students interested in further study, the Diploma in Management Studies may entitle them to exemption(s) at Level 1 of some of the Evening Business Degree programmes at DBS.

# Diploma in Marketing, Advertising, Sales & PR

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

2 evenings per week,  
6:15pm-9:30pm

## Intake

September & January

## Duration

September: 1 academic year part-time,

January: 13 weeks intensive + 4 Saturdays

*"I really liked that the lecturer's had very practical lessons on the marketing industry and its application in the Irish and European market. It also exposed me to several marketing literature and frameworks e.g. Seth Godin."*

**Vanessa White**

This programme has been designed for those with an interest in communications who seek a qualification to enhance future employment prospects and career progression. The modules covered in the programme give a solid foundation to the world of marketing and communications in Ireland and beyond. All modules have a practical focus on how each area works and functions, while also providing additional insights into future developments. There are excellent career opportunities, in both the public and private sectors, for those with good creative, analytical and interpersonal skills who can demonstrate their ability to develop, communicate and implement ideas and concepts.

## Programme Aims and Objectives

This programme introduces participants to the areas of marketing, advertising, sales and public relations enabling them to understand the tools and enhance their skills in the marketing and communications area. It aims to provide students with a foundation for the analysis of each of the four modules within organisations' decision making processes, the internal and external influences affecting the communications strategy of an organisation and the role of information in the mix.

## Programme Structure

The Diploma in Marketing, Advertising, Sales and Public Relations is divided into four modules. A wide range of teaching techniques which can include lectures, videos, workshops and guest speakers. Case studies will form an integral part of the programme. The programme encourages discussion and contributions from students on all aspects of marketing, advertising, sales and public relations. The lecturing team consists of staff that combine both academic qualifications with substantial practical business and marketing experience. When possible, guest speakers are invited to deliver presentations giving students insights into their work experiences and techniques within their specialist areas.

## Programme Content

### MARKETING THEORY & PRACTICE

This module introduces the student to the essentials of marketing theory and the many techniques employed by marketers to achieve a competitive advantage in today's marketplace. It covers the integration of contemporary issues and perspectives in the marketing process that have emerged in recent years including the use of viral marketing campaigns, online media tools, experiential marketing, social and sustainable marketing and the application of these to real life marketing scenarios.

### ADVERTISING

The module looks at advertising's role and function within marketing communications. Students learn of the different players within the advertising world and how up to the minute advertising campaigns are developed. Focus is also placed on the advertising agency, the media landscape and the regulation of advertising in Ireland. Finally the effect of globalisation on advertising is examined as well as the social and ethical impact of advertising on culture.

### PUBLIC RELATIONS

This module attends to the principles and practice of public relations. Considerable attention is paid to the issue of media strategy and relationships, including press writing, photo calls, conferences, interviews, etc.; communicating with various audiences; preparation of organisational written and oral communications and other strategies and activities of the PR function such as crisis management, internal communications, event planning.

### SALES & SALES MANAGEMENT

Selling and Sales Management have dramatically developed over the past two decades. Particular emphasis is placed on understanding buyer behaviour and managing the buyer-seller relationship. Students will learn about personal selling such as searching for prospects and negotiating deals to successful completion.

### Assessment

To be awarded the Diploma in Marketing, Advertising, Sales and PR, students will be required to complete a written assignment, worth 50%, and an in class test for the module Public Relations. Advertising is assessed by a way of a written assignment (100%), Sales and Sales Management by a way of a written assignment (40%) and an in-class presentation (60%). Marketing Theory & Practice is assessed by way of two assignments (50% each).

### Career Progression Opportunities

The knowledge and understanding gained from this programme gives students the skills to work as marketing and/or advertising specialists in companies or in agency positions such as account executive. It can also be beneficial for small business owners to gain an understanding of the importance of communications strategies for organisations.

### Student Profile

Students who have completed this programme, come from diverse employment backgrounds, some already working in this area but also those interested in pursuing a career pathway to the communications industry.

### Further Study Options

For students interested in further study, the Diploma in Marketing, Advertising, Sales & PR may entitle them to exemption(s) at Level 1 of some of the Evening Business Degree programmes at DBS.



# Diploma in Business Studies

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

2 evenings per week,  
6:15pm-9:30pm

## Intake

September & January

## Duration

1 academic year part-time

*"After months of mulling over what I should do to further my career I decided to do a Business Studies Course in DBS and found it excellent. My lecturers were highly professional and very hands on with their pupils. The course was also a platform for me to meet and network with new people. I will definitely consider furthering my studies to degree level in the near future in DBS."*

**Eoin Wixted**

This programme is designed to give the student an understanding of the theoretical and practical skills necessary for success in the business environment. The broad philosophy of this programme is to provide students with an appropriate base of relevant business knowledge, to promote personal development and business career advancement. Students have the opportunity to study many key areas in the business world and are encouraged to use the benefits of the programme to further their careers.

## Programme Aims and Objectives

On completion of the programme, students should have acquired the skills to:

- ▶ Understand a range of business functions and the multi-disciplinary nature of business
- ▶ Apply appropriate academic theories and concepts to a range of business issues
- ▶ Develop their learning skills to meet the demands of the modern business environment through the study of economics, financial and management accounting, marketing, management and business research
- ▶ To be more aware of contemporary issues in modern business.

## Programme Structure

This programme is divided into two semesters with each semester consisting of four modules. The eight modules are delivered over one academic year with exams held at the end of each semester. Generally students complete the programme within one academic year.

## Programme Content

### ECONOMICS

This module is designed to give the student an excellent grounding in the fundamentals and functions of economics in today's business environment. This module covers a wide range of topics from supply and demand theory to national and international trade issues. A large part of this module focuses on national banking, inflation, income, unemployment and fiscal issues.

### ACCOUNTING

The fundamental aim of this subject is to introduce the student to the basic principles of financial and management accounting. The programme will enable the student to develop basic skills in respect of recording, summarising and interpreting accounts. The objectives of the programme are for the student to appreciate the role of accounting in planning, decision making and control and to provide a foundation for students to pursue further studies within this key area.

### **BUSINESS FUNCTIONS**

This subject will introduce the student to the complexity of modern business organisational structures and give the student a sound knowledge of the major functions and service activities within a business. Topics covered include Business Communications, Enterprise, Human Resource Management and the overall business environment. It will also help to build students awareness of problems and challenges that the modern business might encounter.

### **MARKETING PRINCIPLES**

This module is designed to provide the students with an understanding of the fundamental principles of marketing and to introduce them to the application of marketing thinking to business decisions. The key role of this module is to provide an introduction to many of the techniques employed by marketers to achieve business success.

### **INTEGRATED MARKETING COMMUNICATIONS**

This module introduces students to the elemental tools of marketing communications – advertising, public relations, sales promotions, direct marketing, product placement, sponsorship, and others. In an integrated marketing communications strategy, these forms of marketing communications are crafted together to achieve synergy and clarity. Students will learn how these communications tools can be used to complement each other for optimum effectiveness and return on investment.

### **QUANTITATIVE METHODS FOR BUSINESS STUDIES**

This module introduces the learner to numerical and statistical concepts and techniques, and shows how mathematical models can be applied to basic research activities. The module will enable learners to cultivate an approach and methodology for solving contemporary business problems using appropriate quantitative models. On completion of this module, the student should clearly understand the role the statistics in business and will have the skills to apply these concepts at a practical level in relevant business situations.

### **BUSINESS LAW**

This module will provide participants with an overview of the Irish Courts System and the Irish Constitution. It includes an introduction, together with a broad approach to EU Law. The Law of Contract, Tort Law, and Employment Law are also introduced together with Consumer Protection Legislation. Company Law outlining the role of Directors, Sole Traders and Liquidators are also included in this Module.

### **MANAGEMENT THEORY AND PRACTICE**

A comprehensive review of management theory and practice will be provided within this module. On completion of this subject, the student will be able to understand the complexities of modern management and will be familiar with the process of management decision-making and organisational design. The module will also empower the student to gain an insight into the interdependencies of a typical management structure and into the components of a successful business organisation.

### **Assessment**

To be awarded the Diploma in Business Studies, students will be required to successfully complete a final examination (100%) for each subject at the end of each semester; apart from Marketing Principles which is assessed on the basis of a group assignment (70%) and a group presentation with individual component (30%).

### **Career Progression Opportunities**

On completion of this programme students will have the knowledge and skills to work in a variety of positions which require knowledge in the areas of business, administration, and accounting/finance or business research.

### **Further Study Options**

For students interested in further study, the Diploma in Business Studies may entitle them to exemption(s) at Level 1 of some of the Evening Business Degree programmes at DBS.

### **Student Profile**

Typically, students participating on this programme have come from a variety of backgrounds from those starting out in the business world to those for whom business skills are an advantage, in areas such as health, education, IT, engineering, hospitality etc. The programme can also be beneficial to no business students who are seeking supervisory/management roles in the future.

# Diploma in International Business Studies

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

2 evenings per week,  
6:15pm-9:30pm

## Intake

September

## Duration

1 academic year part-time

*"My friend who previously completed this course recommended it to me. The atmosphere in the college is great and the lecturers are always very approachable and make the subject matter really interesting. Next year I plan to use the exemptions obtained from this course to continue my studies towards a BA (Hons) in Business Studies."*

**Ilona Rudzinska**

This multidisciplinary Diploma offers a comprehensive programme of business subjects that will give students a thorough understanding of business and marketing principles nationally and internationally. The Diploma in International Business Studies also highlights how business integrates with national and international environments and can be used as a stepping stone to those seeking supervisory/management roles in the future.

## Programme Aims and Objectives

On completion of the programme, students will have acquired the skills to:

- ▶ Understand a range of business functions and the multidisciplinary nature of business
- ▶ Apply appropriate academic theories and concepts to a range of business issues
- ▶ Develop their learning skills to meet the demands of the modern business environment through the study of economics, finance, marketing, management and business research
- ▶ Understand the influence of the international context on business and management
- ▶ Acquire practical business and management knowledge and skills.

## Programme Structure

This programme is divided into two semesters and each semester consists of four modules. The eight modules are delivered over one academic year. Generally students complete the programme within one academic year. However it may also be taken over two years (attending one night of lectures per week) to facilitate varying career commitments.

## Programme Content

### ECONOMICS

This module is designed to give the student an excellent grounding in the fundamentals and functions of economics in today's business environment. This module covers a wide range of topics from supply and demand theory to national and international trade issues. A large part of this module focuses on national banking, inflation, income, unemployment and fiscal issues.

### ACCOUNTING

The fundamental aim of this subject is to introduce the student to the basic principles of financial and management accounting. The programme will enable the student to develop basic skills in respect of recording, summarising and interpreting accounts. The objectives of the programme are for the student to appreciate the role of accounting in planning, decision making and control and to provide a foundation for students to pursue further studies within this key area.

### BUSINESS FUNCTIONS

This subject will introduce the student to the complexity of modern business organisational structures and give the student a sound knowledge of the major functions and service activities within a business. Topics covered include Business Communications, Enterprise, Human Resource Management and the overall business environment. It will also help to build students awareness of problems and challenges that the modern business might encounter.

### MARKETING PRINCIPLES

This module is designed to provide the students with an understanding of the fundamental principles of marketing and to introduce them to the application of marketing thinking to business decisions. The key role of this module is to provide an introduction to many of the techniques employed by marketers to achieve business success.

### INTERNATIONAL MARKETING COMMUNICATIONS

Given the importance of the single global economy, understanding how to effectively communicate across different cultures is fundamental to business success. This module will provide students with the ability to effectively use marketing communications skills in an international environment; explore the diversities that exist across different cultures and understand the key elements of marketing communications.

### INTERNATIONAL MARKETING PRACTICE

This module aims to provide students with an overall understanding of the basic practices of international marketing. The rapid change of global business, how to assess the global market and how to develop strategies for market entry will be core to this module. The use of case studies to further enhance learning will also be integral to this module.

### INTERNATIONAL BUSINESS ENVIRONMENT

This is a wide-ranging module, which aims to give students an overall understanding of international business challenges and opportunities. The module includes a review of the current international trade theories, the structure of the international financial marketplace and the international organisations which support it.

### INTERNATIONAL TRADE AND FINANCE

The module aims to familiarise students with the core issues surrounding international trade and finance, including areas such as settlement of transactions, financing, the foreign exchange markets and the financial instruments used within international trade.

### Assessment

To be awarded the Diploma in International Business Studies, students will be required to successfully complete a final examination (100%) for each subject at the end of each semester; apart from Marketing Principles which is assessed on the basis of a group assignment (70%) and a group presentation with individual component (30%).

### Career Progression Opportunities

On completion of this programme students will have the knowledge and skills to work in a variety of positions which require knowledge in the areas of business and international business including business management, administration, and finance or business research.

### Further Study Options

For students interested in further study, the Diploma in International Business Studies may entitle them to exemption(s) at Level 1 of some of the Evening Business Degree programmes at DBS.

### Student Profile

Typically, students participating on this programme are from a variety of backgrounds from those starting out in the business world to those for whom business skills are an advantage, in areas such as health, education, IT, engineering, hospitality etc. The programme can also suit non-business students who are seeking supervisory/management roles in the future.

# Diploma in Taxation

## Schedule

1 evening per week,  
6:15pm-8:30pm

## Intake

October & February

## Duration

14 weeks part-time

*"I initially considered the course as a 'knowledge add on' to supplement my own understanding of taxation. The course particularly developed my knowledge in the commercial aspects of acting as a Tax Adviser. The approach which the lectures took was detailed and at times was akin to a master class. I also found the study material is easy to understand and instantly accessible."*

**Donald P. McKenna**

Knowledge of taxation can deliver lifelong benefits, saving thousands of euros annually. The Irish tax code, running to several thousand pages, is complex and a minefield to the unwary. Students of the Diploma in Taxation will be expertly guided through Irish Taxation System and the various taxes contained within.

## Programme Aims and Objectives

On completion of the programme students should have acquired the skills to:

- ▶ Explain how the Irish Taxation System operates, the main sources of tax law and the structure of the Revenue Commissioners
- ▶ Prepare accurate tax computations for both individuals and companies including identification and claim of available reliefs and exemptions
- ▶ Carry out the required tax administration for both individuals and companies (payments and filing of required returns)

## Programme Content

This programme will introduce the student to the operation of the Irish Taxation System and the various taxes contained within. Emphasis will be placed on Income Tax, Corporation Tax and Capital Gains Tax.

### TAX BASICS

Introduction to the Irish Taxation System, the main sources of tax law and structure of the Revenue Commissioners.

### TAXATION OF THE INDIVIDUAL (INCOME TAX)

Liability to Irish income tax, The Scheduler system for taxing various sources of income, Reliefs available, tax credits, standard rate cut-off points, PRSI and USC, Sole traders/professionals, Capital allowances, PAYE Modernisation and operation of the PAYE system, Income tax computations including the tax administration associated with same.

### CAPITAL GAINS TAX (CGT)

Persons liable to CGT (Residence, Ordinary Residence, Domicile). Territorial scope of CGT. Identification of disposals subject to CGT. CGT on Development Land and Shares. Exemptions and Reliefs available (annual allowance, Retirement Relief, Principal Private Residence, Transfer of a Business and other reliefs available). Pay and File System for CGT, calculation of CGT and preparation of CGT Return.

### TAXATION OF A COMPANY (CORPORATION TAX)

Decision to transfer a business to a company. Liability to Irish Corporation Tax (company residence). Taxation of business profits (trading/other receipts), deductibility of expenses, relief for capital expenditure. Losses and trade charges. Tax treatment of capital gains. Close company and surcharge. Corporation tax computations and calculation of preliminary tax. Tax administration.

### Assessment

To meet the requirements of the Diploma in Taxation, students must complete two written case study assignments, one during the course (50%) and one on completion of the course (50%).

This programme is not on the National Framework of Qualifications.



### **Career Progression Opportunities**

The programme will be beneficial to those wishing to acquire knowledge of the fundamentals of taxation.

### **Student Profile**

Typically, students who have participated on the programme have included business owners, investors, solicitors, accountants, and other professionals. It is also beneficial to those employed in a financial advisory role.

### **Further Study Options**

For students interested in further study to degree level, they may wish to progress to any of the Evening Business Degree programmes at DBS. DBS also offers a Diploma in Investment & Capital Markets.

# Diploma in Accounting & Finance

## Schedule

2 evenings per week,  
6:15pm-9:30pm

## Intake

September & January

## Duration

1 academic year part-time

*"This course has given me confidence and knowledge to deal with different financial issues in my work as they arise. I am currently working in PostPoint, a subsidiary of An Post where finance is at the core of their business. Since completing the Diploma in Accounting and Finance I have decided to continue with DBS and am currently studying for my BA (Hons) in Accounting and Finance."*

**Fiona Brady**

This one year programme has been designed with an emphasis on the practical application of Accounting and Finance knowledge to the commercial work place. It is intended for participants wishing to gain a solid foundation in the major components of the Accounting and Finance discipline and to allow them develop their financial literacy skills.

## Programme Aims and Objectives

On completion of this programme students will be able to demonstrate foundation knowledge in core subject areas such as Bookkeeping (manual and computerised), Cost Accounting, Business Law and Finance. The lecturing team consists of staff with relevant academic qualifications and substantial practical accounting and finance experience.

## Programme Content

### FINANCE 1

The module is designed to introduce students to the key financial statements measuring the financial performance and financial position of a business, the analysis and interpreting of financial statements, working capital management, sources of business finance, and an introduction to basic tools of capital investment appraisal.

### COST ACCOUNTING 1

Students will gain an introductory knowledge of cost accounting and will acquire the skills to identify and allocate costs to the production process, from a stock valuation, profit measurement and decision making perspective.

### ACCOUNTING ESSENTIALS

This module covers a range of accounting information including, basic principles and concepts of bookkeeping and accounting, preparation of financial statements and the application of control mechanisms in the financial accounting system.

### BUSINESS MANAGEMENT & ADMINISTRATION

Learners will gain an overview of management and administration practices and processes. Students will be introduced to the areas of marketing, research and development, human resource management, organisational structure, production and administration.

### FINANCE 2

Building on material covered in semester one, the module will use financial management techniques to appraise capital investment opportunities within a business environment. Sources of business finance will also be explored in greater detail, and there will be an introduction to strategic management.

### COST ACCOUNTING 2

The focus is on the use of costing for internal reporting, enabling managers to provide information for planning and control. In addition to this the use of budgeting, standard costing and relevant costing will enable the student to have an appreciation of the nature, function, format and value of internal reporting.

### ACCOUNTING SOFTWARE SYSTEMS

This module utilises the Sage Line 50 software package and its application within the accounting function. This software assists business in managing their finances, accounts, customers and suppliers. The module explores the principle aspects of accounting software packages through the integration of topics studied previously in semester one along with exploring daily business tasks such as invoicing, managing suppliers, credit control, budgeting and managing bank accounts.

### LEGAL ENVIRONMENT FOR BUSINESS

This module is designed to equip students with a sound understanding of business and company law enabling professionals in management position to understand the Irish legal system, and to identify the range of legal issues facing businesses.

### Assessment

To meet the requirements of the Diploma in Accounting & Finance, a student must complete end of term examination for each module (100%).

This programme is not on the National Framework of Qualifications.

### Career Progression Opportunities

This programme is an ideal introductory programme and will provide students with the skills necessary to progress and advance within numerous accounting support roles and with future academic qualifications. The content of the programme can also be beneficial for small business owners to gain an understanding of the workings of financial accounting, finance and management accounting.

### Student Profile

Participants on the programme have had no prior education in the subject areas of accounting and/or finance. Some students have completed the programme as a foundation programme with a view to progressing to degree or postgraduate/professional accountancy level. It is also beneficial to those who are not employed directly in an accounting related role but who are responsible for financial transactions in an organisation or business professionals who want to improve their understanding of accounting and finance.

### Further Study Options

For students interested in further study, the Diploma in Accounting & Finance may entitle them to exemption(s) at Level 1 of some of the Evening Business Degree programmes at DBS.



# Diploma in Office Management & Administration

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

September & January

## Duration

September - 1 academic  
year part-time;

January - 17 weeks intensive

*"I chose to study with DBS because they were offering a course that suited my working hours which allowed me to further my studies without any interruption to my working life. I learnt so any aspects about office management and administration from the course which in turn has been of huge benefit to my career to date."*

**Clare Furlong**

Those working in or managing a busy office environment are involved in and are responsible for a wide range of activities. Their responsibilities include determining policy, setting targets and budgets, employing and controlling staff and ensuring that the highest level of service is provided to customers and other departments within the organisation.

## Programme Aims and Objectives

Each module on this programme lays down fundamental principles designed to teach participants the essentials of effective office management and administration. It aims to provide students with:

- ▶ Key skills and knowledge transferable to any management position
- ▶ An understanding of how to improve workplace efficiency and increase job satisfaction
- ▶ Insight into the significance of marketing and sales functions
- ▶ Fundamental appreciation of Irish business and employment law.

With the above competencies and abilities participants will immediately become an important asset in the workplace and driver of productivity in the office.

## Programme Structure

This programme is divided into five modules and is designed to provide a practical grounding in the knowledge and skills of office management and administration.

## Programme Content

### HUMAN RESOURCE MANAGEMENT

This module will provide the student an insight into HRM and the role HRM plays in developing the organisation, improving efficiency and increasing job satisfaction. This is achieved by giving the learner an overview of the HRM function exploring the main aspects of HRM, including, but not limited to Strategic HRM, Recruitment and Selection, Training and Development, HR Planning, Employee Law and Employee Engagement.

### MANAGING THE OFFICE

This module provides an overview of the types of skills required to run and administer a busy office environment. Topics covered in this module include planning skills, understanding budgets and purchasing, project management, managing people and the use of information technology in office administration.

### MARKETING AND SALES MANAGEMENT

This module explores the skills and knowledge necessary for the motivation and management of effective marketing in the workplace. The basic principles are taught and an advanced understanding is fostered through the use of case studies and practical examples.

### BUSINESS AND EMPLOYMENT LAW

This module will provide participants with an overview of the Law of Contract, Tort, EU Law and a detailed element of the module will cover the general principles and best practice of Employment Law.

### MANAGEMENT PRINCIPLES

Three themes of management will be developed in this module namely corporate, business and functional. The decision making process will be applied to each theme, with particular emphasis on case study work.



### Assessment

To meet the requirements of the Diploma in Office Management and Administration, a student must complete a written assignment at the end of each module (apart from Business and Employment Law). The module on Business and Employment Law is assessed by a way of an in class test.

This programme is not on the National Framework of Qualifications.

### Career Progression Opportunities

Upon completion of this programme participants will have acquired advanced skills in administration to assist in managing an office effectively. Furthermore, students will have developed knowledge and skills necessary for potential management positions.

The transferability of the skills taught on this programme is high and can be applied across a variety of workplaces and positions.

### Student Profile

The programme is particularly suited to the new or aspiring Office Manager, the Section Leader and those working in Administration who are interested in enhancing personal performance. Students on this programme range from those wanting to up-skill and seek promotion to small business owners and job seekers wishing to improve their prospects.

### Further Study Options

For students interested in further study, the Diploma in Office Management & Administration may entitle them to exemption(s) at Level 1 of some of the Evening Business Degree programmes at DBS.

# Diploma in Human Resource Management

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

September & January

## Duration

September - 1 academic year part-time;

January - 12 weeks intensive + 4 Saturdays

*"I am lucky to work in a job that I love, as a HR Officer, but I had no formal qualification in Human Resource Management to go along with my in-depth work experience. Aside from the formal qualification, I was so impressed by the quality of the teaching, and the professionalism in everything that they do."*

**Anita Walsh**

This highly interactive and engaging programme is designed to familiarise participants with the very latest thinking on, and best practice in Human Resource Management (HRM). This programme places HRM at the heart of organisational management in a rapidly changing, ever more complex, and increasingly global marketplace. It is aimed at those who have been given, or who are about to be given, operational responsibility for aspects of HRM and those who wish to progress into a career in HRM. It is also aimed at those who are stimulated by the growing recognition of the strategic significance of HRM in the modern organisation and those who wish to use the programme as a launch-pad for further studies in HRM in due course.

## Programme Aims and Objectives

The programme provides a very effective practical overview of the latest thinking and case developments in HRM in order to provide both a conceptual and practical basis for student learning. The programme is highly interactive, the enjoyment of class discussion by students being a major feature of the programme.

On completion of the programme students should have acquired the skills to:

- ▶ Explain the Nature of Human Resource Management
- ▶ Describe the objectives & functions of HRM
- ▶ Explain Strategic Human Resource Management
- ▶ Discuss Current Labour Market Trends
- ▶ Understand the importance of HRM Resourcing
- ▶ Describe some HRM Best Practices

## Programme Structure

To enable students to take full advantage of their study experience and to better prepare them for future managerial employment and further study in the HRM field, programme delivery is structured to be:

- ▶ Student and Assessment-focused, and
- ▶ 'Real-world' oriented, allowing students to relate their learning to their own experiences and to the wider business world around them.

The programme is delivered in the form of lectures, group discussion, individual and group exercises, videos and case study analysis. The nature of the module is essentially participative. Student contact is also warmly welcomed on the programme.

## Programme Content

- ▶ Human Resource Management and Planning
- ▶ Recruitment and Selection
- ▶ Training and Development
- ▶ Employee Motivation and Engagement
- ▶ Performance Management/ Performance Appraisal
- ▶ Reward Management/Compensation
- ▶ HR Leadership
- ▶ HR and Change Management
- ▶ HR and Conflict Management
- ▶ Organisational Communications & HRM.
- ▶ HRM Culture, Equality and Diversity
- ▶ Strategic Human Resource Management
- ▶ Employment Law
- ▶ Managing Stress and Time at Work
- ▶ International Human Resource Management

- ▶ HRM and Ethics
- ▶ Employee Relations/ Industrial Relations
- ▶ Ending the Employment Relationship and Employee Retention
- ▶ Grievance and Discipline
- ▶ HRM and Technology
- ▶ HRM and Career Management

Together, these topic areas constitute a highly contemporary and relevant overview of the most significant elements of modern HRM. Although the programme is based on HRM theoretical and case literature, it is essentially a very practical programme, which relies greatly on student participation for its success.

### Assessment

To be awarded the Diploma in Human Resource Management, students will be required to complete two assignments (50% each) for the year-long Diploma. Students enrolled in the 12-week intensive programme will have to complete a written assignment (50%) and an exam (50%).

### Student Profile

This programme is particularly suited to the aspiring or newly appointed Manager, the Section Leader, the self-employed with operational responsibility for aspects of HRM and those who wish to progress into a career

in HRM. Students on this programme range from those wanting to up-skill and seek promotion to small business owners and job seekers wishing to improve their prospects.

### Career Progression Opportunities

Students of the Diploma in Human Resource Management will have the knowledge required to work in a variety of HR positions in the private, public, and not-for-profit sectors of the economy.



# Diploma in Event Management & Public Relations

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

14 weeks part-time

*"I found the course refreshing, innovative and rewarding. I chose the course because it was tailored for the requirements that I needed to pursue a career in Events Management. The content of the course was easy to understand and very suitable for anyone in full-time employment. The tutors were very professional in their delivery of the course. They were helpful and accommodating and their advice and direction was invaluable."*

**Maria Finn**

The events industry is an industry that has changed and expanded rapidly in the last decade thanks to the emergence of new tools and technologies to develop and promote an event. No matter what the event – corporate, sporting, entertainment or otherwise – this programme provides the knowledge, skills and event management industry's best practice to make it a successful one. Underpinned by project management, marketing and public relations principles, the programme takes students through identifying and planning the right event through to delivering it successfully on the day.

## Programme Aims and Objectives

Event management focuses on the steps and techniques that have to be taken for the successful organisation of an event. The event management discipline offers knowledge on how to build a concept, plan and identify the target audience for the desired event. Professionals in the field have to take into consideration budgeting, developing a theme, making sure all equipment and facilities are according to the desires of the client, and marketing in order to develop and earn attention for your events. This event management and PR Diploma offers a mix of the event business and management knowledge, including education on marketing, social media, creativity and design elements. Anyone who sets about organising an event faces a myriad of logistical, financial, operational and communications challenges. The programme was developed in response to these challenges, and the aim is to provide a structured approach to planning and managing events that reduces pressure on the event organiser and produces a better quality event.

On completion of the programme, students should have acquired the skills to:

- ▶ Identify and develop an event that can succeed in the prevailing socio-economic conditions
- ▶ Develop robust plans for before, during and after the event
- ▶ Build an appropriate team, whether paid or unpaid, and budget for their event
- ▶ Develop a marketing strategy and plan that will attract both event participants and sponsors. Communicate successfully with all stakeholders using public relations knowledge and techniques
- ▶ Understand the safety, risk and emergency planning requirements for events
- ▶ Manage all aspects of an event operation, such as transport, crowd management, logistics, green events/sustainable considerations, or communications.

## Programme Structure

The programme is delivered with a strong practical emphasis on event management and marketing – the lecturers work in the event industry and present theory through practical examples and best practices. When possible, external guest speakers are invited to provide an additional contribution to the course.

## Programme Content

### EVENT PLANNING & MANAGEMENT

This subject area introduces the student to event types and their characteristics. The main focus is to use project management principles as the foundation for effective event planning, covering pre-event, during and post-event actions and operations. Project planning tools are introduced at this stage and examples of event management project templates being used in Industry.

### EVENT OPERATIONS

Focusing on successful execution of an event plan, this part of the programme will take students through a wide range of functional areas that must be prepared and delivered as part of an event, including the phases and challenges of the staffing process. Particular attention will also be given to safety, risk and emergency planning requirements for events.

### EVENT COMMUNICATIONS: MARKETING AND PUBLIC RELATIONS

This element of the programme begins with an introduction to the marketing concept and key marketing principles, emphasising the importance of targeting the right event at the right audience at the right time. Students are provided with practical PR techniques and the skills to ensure they can communicate key messages professionally in both written and verbal format. A comprehensive introduction to sponsorship, its process and role will conclude this element of the programme.

### EMERGING TRENDS IN THE EVENTS SECTOR

Consumer trends, Data trends, Emerging technologies in events as well as social media trends all play a role in both Events and Marketing. Throughout the programme students will be provided with trends emerging and operational in the event sector, ensuring our DBS students are up to date with Industry trends and well-rounded Events and Marketing professionals upon completion of this diploma.

## Assessment

To meet the requirements of the Diploma in Event Management & Public Relations, a student must complete an event project as their individual assignment (80%) and present it (20%).

This programme is not on the National Framework of Qualifications.

## Career Opportunities

On completion of this programme, students will have the knowledge and skills required to work in a variety of business positions such as event coordinator, assistant to event managers and promoters, assistant PR executive or marketing assistant.

## Student Profile

Typically, students participating on this programme are interested in working on events either in part-time or full-time capacity. The mix in each intake is varied, from those with no previous event experience to those who have worked and volunteered on events in the part to those seeking a career change or development of a new competence to complement their existing skills and experiences.

## Further Study Options

For students interested in further study Dublin Business School also offers a range of Level 8 Honours Business Evening Degree programmes.

# Diploma in Tourism Management & Marketing

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

September

## Duration

1 academic year part-time

*"I chose to study at Dublin Business School due to its excellent reputation, central location and flexible programmes. I was looking for a course which would be an addition to my previous studies as well as being helpful for my career and professional development. Studying at DBS involves hard work and commitment but this programme has given me a great insight into the area of tourism management and marketing. The lecturer was up to date in all the various changes and events in the industry and the interactive class enabled students to also learn from one another's professional experiences."*

**Adesuwa Queen Oloton**

This one-year programme, divided into five modules, is offered for those who are beginning a career in the tourism industry, or who may wish to seek employment in that sector.

## Programme Aims and Objectives

Students will gain a professional understanding of each of the five modules covered. The importance of delivering a tourism product to the market from both a customer service and a highly successful business proposition is underlying throughout the programme. Realising the dynamics of the tourism industry and the effects that change in the global economy and environment will have on this industry will ensure the students have the ability to be flexible in business planning.

## Programme Content

### STRUCTURE OF TRAVEL AND TOURISM

This module provides an overview of the various players involved in creating and delivering travel and tourism products. The role of the tourism producers, tour operators, passenger transportation providers, retailers and tourist boards is also examined. The module also focuses on how these companies and organisations work together to maximise business opportunities and to deliver customer focussed tourism and travel offerings. Technological changes affecting the distribution of tourism products and services are also explored.

### MARKETING FOR TOURISM

This module provides an insight into the marketing of tourism destinations, products, services, and brands. The principal theoretical concepts of marketing for products and services form the basis for marketing practices by tourism professionals as they are applied to tourism strategy and marketing communications.

### TOURISM IN THE ECONOMY

This module explores the role of tourism in creating economic contributions to various types of economies – local, national and global. The specific economic benefits of tourism are studied. The various methods used to measure and quantify economic impacts are examined and the circulatory nature of economic benefits are discussed.

### ISSUES IN INTERNATIONAL TOURISM

This module explores four controversial issues that prevail in international tourism today, namely: the Socio-cultural Impacts of Tourism, the Environmental Impacts of Tourism, Vulnerable people and Sustainable tourism. These issues are long standing in international discourse and management approaches, and a good body of knowledge and examples exist.

### HERITAGE MANAGEMENT

Heritage – historical, natural, built, cultural, industrial, global, national, and local – represents a significant component of a destination's tourism product, providing a potential pull factor for destinations and contributing to the quality of visitor experience. This module studies management issues; analyses supply and demand factors, assesses the role of politics, and highlights risks/threats facing heritage managers today.

### Assessment

To be awarded the Diploma in Tourism Management & Marketing students will be required to complete a combination of exams and/or assignments. Structure of Travel & Tourism and Tourism in the Economy are assessed through a written exam (100%). Heritage Management is assessed by assignment (100%) and Marketing for Tourism and Issues in International Tourism are assessed by assignment (70%) and exam (30%).



### **Career Progression Opportunities**

This programme will benefit those who wish to work for Travel Agents, Travel Shops, Tour Operators, Tourism Authorities, Tourist Information Centres, Car Hire Operators, Hotel Groups and other tourism related commercial operations.

### **Student Profile**

Typically participants on the programme have included both those currently employed within the tourism industry at a junior level as well and those from related fields including hospitality management. It is also of interest to those wishing to gain employment in these areas.

### **Further Study Options**

For students interested in further study Dublin Business School also offers a range of Level 8 Honours Business Evening Degree programmes.

# Diploma in Project Management

## Schedule

1 evening per week,  
6:15pm-9:30pm + 1 Saturday

## Intake

October & February

## Duration

14 weeks part-time

*"The main reason I chose this Project Management Diploma course in DBS was to progress in the current company I work for and since completing the course I have now moved into a Junior Project Management role. The structure of this course is brilliant and is laid out very well; I cannot recommend this PM course highly enough. I have thoroughly enjoyed my experience within DBS and I am hoping to return to complete another professional development course soon."*

**Ian Harpur**

Project Management is of growing importance to organisations because it deals effectively with the management of change. Organisations are beginning to realise that the traditional form of management cannot deal with the dynamics and resulting chaos of the modern economic, social and business environment. Project management is a method for organisations to achieve profitability targets, but just as significantly, it is a 'culture' that will assist programme participants to improve their management performance.

## Programme Aims and Objectives

Project management can provide a varied and rewarding career path and has become the favoured management technique for accomplishing specialised missions or work, when the normal organisational structure or methods of assignment are not sufficiently responsive, flexible, or efficient. This Diploma in Project Management programme will explore the social, organisational, behavioural, and systems issues of project management and the programme will ultimately provide a framework for managing projects. Project management is continuing to evolve from a set of skills to a profession and the pace of this evolution is increasing and students who complete this programme will be able to:

- ▶ Explain the characteristics of organisational approaches to project management
- ▶ Understand the core competencies required to make an effective project manager including communication, leadership, motivation, negotiation and team building skills
- ▶ Understand the concepts of stakeholders, success criteria and critical success factors in the context of projects

- ▶ Evaluate the importance of effective management of the project life cycle
- ▶ Be able to apply methods, tools and techniques for planning, monitoring and controlling projects and for managing risk
- ▶ Create a project plan
- ▶ Understand the various roles and the importance of the project office.

## Programme Content

- ▶ Project Management Overview
- ▶ Project Initiation
- ▶ Scope Management
- ▶ Schedule Management
- ▶ Cost Management
- ▶ Risk Management
- ▶ Quality Management
- ▶ Communications
- ▶ Human Resource Management
- ▶ Procurement Management
- ▶ Project Leadership and Success

### INITIATION

includes defining the project in strategic terms, especially in terms of its business value and seeking authorisation to proceed.

### PLANNING

Involves the devising of a project plan capable of achieving the project objectives, continuously refining requirements, creating a Work Breakdown Structure (WBS), establishing project controls and seeking approval for the plan.

### EXECUTION

The execution stage includes progressive elaboration of the project's plan whilst co-ordinating people, materials and processes to accomplish the planned objectives.



### CONTROLLING

This is the process of ensuring that project objectives are met by monitoring and measuring progress regularly, using earned value to identify variances from plan, responding to risk triggers and taking corrective action as necessary.

### CLOSE-OUT

The final stage includes the formalised acceptance of the project or phase, the documenting of lessons learned, record archiving and contract review and audit.

### Assessment

To meet the requirements of the Diploma in Project Management, a student must complete an individual assignment (70%) and group assignment (30%).

This programme is not on the National Framework of Qualifications.

### Career Progression Opportunities

Project management provides a diverse range of interesting and rewarding career options. It encompasses a highly versatile and valued skill set that can be applied across all major economic sectors from the arts, financial services, engineering, ICT, life sciences to construction. Students may also progress to the Advanced Diploma in Project Management.

### Student Profile

The Diploma attracts a diverse range of students from a varied background. The typical student will have a limited amount of project experience and is looking to develop their formal skill set and career prospects as project managers.

# Advanced Diploma in Project Management

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

14 weeks part-time

*"Working in the construction industry I have been exposed to many elements of Project Management over the years. When I decided that I needed to back up my on-the-job skills with real knowledge the Advanced Diploma in Project Management at DBS was the natural choice. The college was really convenient to get to, and the hours suited my job. The subjects covered were interesting and I particularly enjoyed the Scope Management and Time Management elements of the course. I gained knowledge across a huge range of areas and I think the course has helped me both professionally and personally. I am more confident in my role and definitely feel that doing the Diploma was a good choice. I would have no hesitation in recommending the course to anyone."*

**Padraig Foley.**

## INCORPORATING PREPARATION FOR THE PROJECT MANAGEMENT INSTITUTE (PMI) PROJECT MANAGEMENT PROFESSIONAL (PMP)<sup>®</sup> CERTIFICATION EXAMINATION.

All organisations use projects as the way to translate strategies into plans and objectives into realities and the application of advanced project management skills is often what determines a successful project from a painful and unsatisfactory one. Dublin Business School is a Registered Education Provider (R.E.P.) for the Project Management Institute and have designed this Advanced Diploma programme specifically for project managers, team members and senior managers, who in addition to obtaining an Advanced Diploma in Project Management, may also intend to take the Project Management Institute examination.

## Programme Aims and Objectives

The programme will bring participants up to speed in the current principles and practices of project management. Incorporating preparation for the Project Management Professional (PMP)<sup>®</sup> certification examination, the main focus of this programme will centre on the five project management processes of Initiation, Planning, Executing, Monitoring and Controlling, and Closing.

Additionally students will:

- ▶ Comprehend the characteristics of contemporary organisational approaches to project management.
- ▶ Gain an insight into the Project Management Institute (PMI), *A Guide to the Project Management Body of Knowledge, (PMBOK<sup>®</sup> Guide) – Sixth edition*, Project Management Institute, Inc., 2017. Especially its processes and knowledge areas.
- ▶ Understand the PMP<sup>®</sup> certification process.

- ▶ Evaluate the importance of effective management of project phases over the project life cycle.
- ▶ Develop competencies in methods, tools and techniques for initiating, planning, executing, monitoring and controlling, and closing projects.
- ▶ Analyse the skills and competencies required of the project manager and project team.
- ▶ Understand the various roles and the importance of the Project/ Programme Office.

## Programme Structure

This programme is designed to introduce the student to a wide range of tools and techniques necessary to explore the various processes involved in managing the project life cycle from initiation, planning, execution, control and close-out. It will also explore the social, organisational, behavioural, and systems issues of project management. In addition to the Advanced Diploma in Project Management, this programme concentrates on preparing students to take the Project Management Professional (PMP)<sup>®</sup> certification exam. A review of material normally covered in the examination will be presented. Students are instructed on how best to prepare, study for and take the examination. Sample questions of the type given in the examination are used extensively.



PMI R.E.P. Logo, PMBOK, R.E.P. and PMP are registered marks of Project Management Institute, Inc.

### Programme Content

- ▶ The Project Management Framework
- ▶ Project Scope Management
- ▶ The Programme Office
- ▶ Project Time Management
- ▶ Managing Project Risk
- ▶ Project Cost Management
- ▶ Project Quality Management
- ▶ Project Stakeholder Management
- ▶ Project Time Management
- ▶ Project Communications Management
- ▶ Project Procurement
- ▶ Negotiations
- ▶ Project Evaluation and closure

### Assessment

To meet the requirements of the Advanced Diploma in Project Management, a student must complete an end of programme examination (100%).

This programme is not on the National Framework of Qualifications.

### Project Management Institute (PMI)

With over 500,000 members in 208 countries the Project Management Institute, Inc. (PMI) is the leading membership association for the project management profession and the largest association dedicated to project management in the world. Dublin Business School was the first private college in Ireland to be awarded the status of a Registered Education Provider (R.E.P.) of Project Management Training by the PMI. The R.E.P. Program was developed by the PMI to create a global system to recognise training providers that follow PMI-established criteria for project management training and to enhance the on-going professional development of PMI's members, those credentialed through PMI and others in the project management profession.

### Student Profile

Typically, students participating on the programme come from a variety of professional backgrounds including IT, manufacturing, marketing, engineering and construction. Students should have previous knowledge and working experience in project management.

### Career Progression Opportunities

This Advanced Diploma in Project Management course will help participants prepare for the Project Management Institute (PMI) certification as a Project Management Professional (PMP)<sup>®</sup>. The qualification obtained from the Advanced Diploma in Project Management and the Project Management Professional (PMP)<sup>®</sup> certification demonstrate to employers and prospective employers that people have the strategic and professional competency to successfully manage projects on a small or large scale.



# Diploma in Coaching for Performance

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"This programme is ideal for anyone who is currently working with or managing a team, or who is pursuing a career in this area. I found the course very interesting as it allowed students to actually participate in group coaching during lectures. I would not hesitate in recommending this course to anyone looking to progress into a managerial role."*

**Laura-Anne Hyndman**

This practical and experiential programme is aimed at any individual who is, or intends to be involved in managing people or working as part of a team. It will also benefit HR Professionals with an interest in Performance Management, People Development and what drives human behaviour. It covers the key principles of coaching, the importance of developing a coaching mindset and gives students the skills and confidence to coach, influence and motivate others to maximise their potential.

## Programme Aims and Objectives

On completion of the programme each student will have explored the key theories of performance maximisation utilising coaching, influencing and motivation. Each student will then develop the confidence to apply these skills with their colleagues.

On completion of the Diploma in Coaching for Performance students should have acquired the skills to:

- ▶ Deepen their Emotional Intelligence and self-awareness to better manage themselves and others
- ▶ Influence and gain commitment from people to maximise performance
- ▶ Help others to recognise and overcome their limiting beliefs
- ▶ Practically apply the coaching skills, tools and techniques learned

## Programme Content

The student will be supported by a programme coach and have opportunities to practice coaching in a safe environment and to gain feedback on the application of the theories and core techniques. The first class will provide an introduction to coaching and all classes will be divided into a theoretical and practical sessions so that students can practice and perfect the new techniques that they have learned. Topics covered will include:

### INTRODUCTION TO COACHING METHODS

This session will introduce the concept of coaching and its origins. Students will understand and practice key coaching skills and techniques. As well as best practice coaching techniques, the programme will also cover the role in coaching of topics like neuroscience – what it tells us about how the brain works – mindfulness, Emotional Intelligence, and NLP (Neuro Linguistic Programming).

### UNDERSTANDING HUMAN BEHAVIOUR

The programme is designed to help students understand themselves first, why they behave in certain ways, and do what they do, as this is the doorway to understanding others. This session helps students understand what motivates them, and will look at how limiting beliefs can impede progress. It will also look at how 'blind spots' can limit our growth and will evaluate how coaching can be used to achieve performance goals.

### COACH COMPETENCIES

This module enables students to look at what competencies are required in order to become an effective coach and how best to enhance those competencies. This module will involve students being coached on those areas that they would like to improve.

### THE COACHING RELATIONSHIP

The programme enables students to consider how best to create an environment that will enhance the quality of the coaching relationship and how the expectations of both coach and performer are managed and helps students to deal with difficult situations in particular when they are faced with challenging performance and behaviours that are not in line with business expectations.

### USING COACHING MODELS AND TOOLS

Different coaching models help students structure their coaching conversations. During the programme, students have the opportunity to understand and evaluate these models and tools, by putting them into practice.

### COACHING WITHIN ORGANISATIONS

The programme explores the added challenges faced when working within organisations. It will examine the concept of the Coaching Culture, look at team coaching and the issues that can arise when coaching teams. It will also look at working with external coaches and what to look for when recruiting external coaches.

### EVALUATING COACHING INTERVENTIONS

This session enables students to validate and evaluate their coaching effectiveness in qualitative and quantitative terms.

### PSYCHOMETRICS AND EMOTIONAL INTELLIGENCE

These modules will examine the role of psychometrics in coaching and will also explore the role Emotional Intelligence plays in coaching, management, and leadership.

### Assessment

To meet the requirements of the Diploma in Coaching for Performance, students must complete a written assignment (70%) and presentation (30%).

This programme is not on the National Framework of Qualifications.

### Career Progression Opportunities

On successful completion of the programme, students will have the knowledge, skills and confidence to influence, coach and motivate others to improve performance and realise their potential. They will have enhanced emotional intelligence and self-awareness, the foundation for successfully managing themselves and others.

### Student Profile

Students are generally in roles where they are managing people and/or projects where it is important to get results through others. They may also be in Human Resources roles, particularly those involved with Performance Management or Learning and Development roles. Some students are not in management roles, but have aspirations to become coaches and this programme offers a solid foundation for them.

# Diploma in Selling & Sales Management

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

14 weeks part-time

*"After 8 years working in the IT industry I decided I wanted to change career and get into pharmaceutical sales. With no sales experience I searched for an appropriate course and found the Diploma in Selling & Sales Management in DBS. This course was perfect because it was one night per week and no sales experience was necessary. The class was a diverse group of all ages and the lecturer had a broad experience of real life sales scenarios. By the time the course was completed I had a Diploma and got the job I wanted. I'd highly recommend this course to anyone either thinking of getting into sales or sales professionals hoping to improve their skills."*

**Paul Kerins**

This programme is designed to give either existing salespeople or others looking to break into sales a greater insight into the profession of selling and sales management. The programme offers students a balance between the theoretical and practical elements of sales, with the emphasis on selling and sales and customer engagement management skills.

## Programme Aims and Objectives

Selling is one of those activities where success is based largely on experience. Sales professionals often lack a foundation in elements of the management theories behind selling, and crucially sales management. This programme looks to address those gaps and by offering students an appreciation of both the skills based elements of selling and the approaches that successful sales organisations' employ.

On completion of the programme students should have acquired the skills to:

- ▶ Understanding the role sales plays on an organisations strategy
- ▶ Development of strategy and as a result the marketing plan
- ▶ Understanding the customer and why they buy
- ▶ Exploring the skills required to become an effective sales person
- ▶ How to sell and present yourself and your product

## Programme Structure

The learning will be approached from a holistic organisational viewpoint down to the role of selling and how sales can achieve organisational goals. Student participation is considered key to the success of the programme, communication is a key sales skill and students will be encouraged to contribute to and engage in group discussions.

## Programme Content

- ▶ Exploring communication (Internal and External)
- ▶ Understanding the product or service
- ▶ The Product Life Cycle
- ▶ Consumer decision making process
- ▶ Consumer segmentation & targeting
- ▶ Cultural dynamics
- ▶ Psychological drivers
- ▶ Online and offline media strategic development
- ▶ Exploring the role of sales
- ▶ The roles of selling in a marketing context
- ▶ PESTEL analysis
- ▶ SWOT analysis
- ▶ Marketing strategies



### Assessment

To meet the requirements of the Diploma in Selling & Sales Management students must submit a written assignment and an in class presentation.

This programme is not on the National Framework of Qualifications.

### Career Progression Opportunities

On completion of this programme, students will have acquired the selling and sales management skills required to aid them in either starting out or developing their career in sales. The programme will also provide students with an opportunity of connecting the learning points of the programme with their own work environment and the macro economy in which they operate.

### Student Profile

Typically, participants on the programme have included existing sales professionals looking to understand the theories behind selling; existing sales professionals determined to move into a more managerial role; those working in sales related activities (marketing, sales support) looking for a greater understanding of the sales function in order to assist them in their current roles. It also appeals to those not currently working in sales but who have a flair for selling and who believe sales and sales management is a career path they are suited to.

### Further Study Options

For students interested in further study at Degree level, DBS offers a range of Level 8 Honours Business Evening Degree programmes.

# Diploma in Digital Marketing & Strategy

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

12 weeks part-time

*"My reason for choosing DBS was determined after much time spent online researching the college and all the right markers were pointing towards their great facility and practitioner-led lectures. The course has benefitted me personally and professionally as it has raised my profile and prospects far beyond my expectations. It has enabled me to implement online marketing strategies into my day job with results and has also given me the tools to drive my own online business successfully on all digital channels. I totally enjoyed all aspects of the course and it gave me great direction, focus and clear career goals. The lecturers were very engaging and understanding to every student's professional needs."*

**Pierce Ivory**

The online marketing, sales and digital strategy course brings together all the necessary skills to design, build, manage and measure effective online and digital campaigns weaving together the core skills of digital marketing, social media, online PR, paid and organic search and measurement programmes.

## Programme Aims and Objectives

The aim of the programme is to provide participants with a clearly defined set of practical digital skills which can be leveraged immediately at client-side marketing teams, digital and integrated agencies, and drive strategy and tactical solutions for enterprise e-commerce businesses, B2B and B2C businesses, communications and public relations organisations, owner managed businesses, and web marketing organisations.

On completion of the programme students should have acquired the skills to:

- ▶ Review digital trends and evaluate the impact on organisation/team
- ▶ Examine the main principles of new media strategy and their impact on planning
- ▶ Define a vision and set objectives for your digital marketing strategy
- ▶ Review the role of brand, content, social media and search in digital marketing
- ▶ Map the appropriate digital tools to digital marketing/sales funnel
- ▶ Provide a strategic focus on planning and managing digital marketing campaigns
- ▶ Identify KPIs and deploy tools to monitor and improve your web marketing

## Programme Structure

Each module will be taught using practical case studies in order to ground all theoretical learning in real-life industry examples. The tutor will deliver core demonstrations of relevant digital tools.

## Programme Content

- ▶ Introductions and overview of Digital Marketing Landscape
- ▶ Digital Strategy and Planning
- ▶ Content Marketing & Social Media Strategy
- ▶ Social Media Channels/ Platforms & Case Studies
- ▶ Search Engine Marketing
- ▶ Search Engine Optimisation
- ▶ Email Marketing
- ▶ Online Sales Optimisation
- ▶ Digital Media Production – Blogs, Webinars, CMS
- ▶ Understanding Mobile
- ▶ Digital Measurement and Tracking Programmes
- ▶ Executing Digital Plans

## Assessment

To meet the requirements of the Diploma in Digital Marketing & Strategy students must create and develop a full digital plan and campaign that involves conceiving, designing, creating, promoting, executing and measuring a successful launch of an online business, service or product (100%).

This programme is not on the National Framework of Qualifications.



### **Career Progression Opportunities**

Participants who complete the programme will be able to pursue opportunities in managing online marketing and sales campaigns within client-side marketing organisations, manage large volume ecommerce sites, create and manage digital campaigns within an agency environment, and develop careers in online PR. They will have an expert understanding of how to develop and rollout digital and social media strategies within organisations of all sizes that are aligned with corporate objectives.

### **Student Profile**

Some students have previous marketing experience but wish to upskill and stay abreast of developments in their field of expertise. Many come from medium and large enterprises who are looking to implement strategic digital plans aligned with key business objectives, others come from an agency background and are seeking to develop and understand core strategies for implementing digital campaigns, and finally there tends to be a mix of entrepreneurs and individuals who are looking to either develop new business ideas or make a career switch. The programme is also of interest for small and family business owners who want to learn how to drive (attract) traffic to their website.

# Diploma in Investment & Capital Markets

## Schedule

1 evening per week,  
6.15pm-8.30pm

## Intake

October & February

## Duration

12 weeks part-time

*"I was looking for a practical course which could increase my financial knowledge. The learning support was excellent, we were provided with practical and up-to-date reading materials on how markets are performing. Since completing this programme I have applied much of the knowledge to my personal financial planning strategy and continue to adopt an increasingly strategic awareness to my thinking in this context on a personal and professional level."*

**Winston Donk**

This is a contemporary and internationally oriented programme that examines the operations of financial markets, the role of capital markets, and how financial institutions impact the wider economy. The Diploma maintains a strong focus on the core principles of finance, valuation techniques, and investing strategies. The Diploma also examines the role of human behaviour in individual and institutional financial decision making, and examines the technological and demographic evolution of markets, asset classes and investing.

## Programme Aims and Objectives

On completion of the programme students should have acquired the skills to:

- ▶ Analyse the operations of financial markets and institutions.
- ▶ Evaluate the relationship between 'expected' risk and returns in financial decision making
- ▶ Practically apply various asset valuation techniques.
- ▶ Compare and contrast different investment asset classes and investment strategies.
- ▶ Appreciate the influence of cognitive biases in asset pricing and investment behaviour.
- ▶ Evaluate and critique the impact of technology and innovation upon financial markets and investing.

## Programme Structure

The programme is delivered in an interactive way with suggestions and discussions led by students. Various techniques and technologies are used to examine certain situations and real world scenarios.

## Programme Content

- ▶ Introduction to Capital Markets
- ▶ Central Banks & Money Markets
- ▶ Bond Markets & Valuation
- ▶ Equity Market & Valuation
- ▶ Foreign Exchange & Commodity Markets
- ▶ Introduction to Derivative Markets & Risk Management
- ▶ Introduction to Behavioural Finance
- ▶ Investment & Portfolio Theory
- ▶ Investing Styles & Strategies
- ▶ Cryptocurrencies & Digital Assets
- ▶ The Future of Markets & Investing

## Assessment

To meet the requirements of the Diploma in Investment and Capital Markets, a student must complete an individual assignment (100%).

This programme is not on the National Framework of Qualifications.

## Further Study Options

This course provides a foundation to continue studies in Investment & Capital Markets arena, in particular, the Chartered Financial Analyst (CFA) qualification.

## Student Profile

The course is structured to suit all students from all backgrounds – a financial background is not required. Typically, students on this programme are interested in deepening their understanding of the impact of financial markets upon their work environments, have an active interest in developing their own personal investing strategies, or are looking to progress their current career in the financial services industry.

# Diploma in Web Design

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"The pace on this course was fast many questions were asked and all were answered and answered in effective easy to understand detail. Since completing the course have started my own website and have also created websites for other people. It's only a small revenue stream at the moment but you have to start somewhere! The course also give access to very useful online material so you could watch them over and over again, even when the course was finished."*

**John Hinakis**

The internet is continuing to expand in commercial, academic and social circles as a means of communicating, advertising, publishing and distributing information. Companies now also require in house personnel to continually update and improve their websites.

The Diploma in Web Design will give students a far deeper understanding of the web and learning to build their own websites using HTML will give students far better control over the development of corporate and/or their own websites

## Programme Aims and Objectives

This programme is aimed at people with good computer skills who may have little or no knowledge of the web and who wish to develop, design and launch a client-side website. Windows skills are assumed but no previous web skills are required. The programme provides an understanding of the three client-side languages used to develop clientside websites: HTML, CSS and JavaScript as well as image/graphic editing tools.

On completion of this programme, students will have acquired the skills to:

- ▶ Create and edit HTML
- ▶ Use CSS style sheets to maintain a consistent look to web pages
- ▶ Edit and Integrate images into their web pages
- ▶ Plan and design a complete website including content, page layouts, user-friendly navigation and other features
- ▶ Demonstrate good web design techniques
- ▶ Understand basic principles of SEO
- ▶ Use graphics editing tools to create/edit and optimise graphics for the web
- ▶ Create dynamic content using scripting languages and libraries.

## Programme Structure

The programme is delivered in computer labs focusing on developing practical skills and competence in web languages.

## Programme Content

- ▶ Create/edit HTML
- ▶ Create web page layout from a wireframe
- ▶ Structure and organise content
- ▶ Apply effective navigation techniques
- ▶ Edit and optimize images for web pages
- ▶ Apply effective styling techniques to create visually appealing web pages
- ▶ Create forms to capture information
- ▶ Apply JavaScript/jQuery to create dynamic content
- ▶ Apply SEO techniques to optimize web pages for search engine ranking
- ▶ Understanding Mobile

## Assessment

To meet the requirements of the Diploma in Web Design, students must complete a practical website project at the end of the programme (100%).

This programme is not on the National Framework of Qualifications.

## Career Progression Opportunities

This programme will benefit those involved in the maintenance of a corporate website or those interested in creating their own site such a small business owners and entrepreneurs.



### Student Profile

Typically, participants on this programme have included graphic designers wishing to profile their work or build sites for their clients and also people involved in the sales or marketing function of an organisation for which their website is an important function. It is also of interest for small and family business owners who want to learn how to build and maintain their own website.

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# Diploma in Company Law

## Schedule

1 evening per week,  
6.15pm-8.30pm

## Intake

October & February

## Duration

10 weeks part-time

This programme seeks to familiarise students with the basic concepts and structure of modern Irish Company Law. Students will look at the various forms of business organisation, concentrating on the Limited Liability Company and the rules relating to company formation, finance and management as per The Companies Act 2014. The programme will further explore best practice in corporate governance and will adopt a comparative perspective.

## Programme Aims and Objectives

The programme will, at this turbulent time in the corporate world, aim to develop students' knowledge and understanding of the purpose of Company Law in a business context and guide students in the legal principles involved in the formation, ownership and management of a company. It will equip students with the knowledge of the Common Law rules and the legislation regulating companies and expose them to cutting-edge debates in company law and provide opportunities for students to develop critical skills in these areas. Critically, students should have an ability at the end of the programme to apply the principles of Company Law to specific legal areas of central importance to business and law.

## Programme Structure

The programme will be delivered and supervised by a qualified lawyer. In addition, some of the lectures may be delivered by guest speakers who have up to date and practical knowledge of key Company Law issues. Previous guest speakers have included commercial lawyers working in industry, commercial practitioners from major Irish law firms as well as company law practitioners from the Law Library.

## Programme Content

### INTRODUCTION TO COMPANY LAW AND COMPANY FORMATION

Various types of companies, company formation, introduction to the role of the Office of the Director of Corporate Enforcement, classification of corporate offences

### CORPORATE PERSONALITY

Separate legal personality and the veil of incorporation

### CONTRACTUAL CAPACITY

Corporate authority and contractual capacity of company officers.

### INTERNAL CORPORATE MANAGEMENT: COMPANY OFFICERS

Formalities of appointment and termination, duties and obligations of company officers, restriction and disqualification of company officers; liability of company officers

### SHARES AND SHAREHOLDING

Shares and membership, shareholders' rights and minority protection

### CORPORATE FINANCE

Rules and regulations relating to corporate finance; types of capital; maintenance of capital

### COMPANY BORROWING

Debentures and security; registration of charges

### COMPANY MANAGEMENT AND RECORDS

Meetings; requirements in relation to accounts and returns; and statutory registers; the role of the auditor and the auditor's report



### **LIQUIDATION, RECEIVERSHIP, EXAMINERSHIP, AND INVESTIGATIONS**

Liquidation – voluntary liquidation, compulsory liquidation and the role of the Liquidator; Receivership – appointment; duties and powers of a receiver; Examinership – purpose of and need for an examiner, procedure and the effect of court protection; Investigations – conduct of an investigation, powers of inspectors and the inspector’s report and examinership

### **Assessment**

To meet the requirements of the Diploma in Company Law a student must complete a written assignment (100%).

This programme is not on the National Framework of Qualifications.

### **Career Progression Opportunities**

Achieving the Diploma in Company Law will afford those whose work involves contact with Companies on a day to day basis greater insight into how companies work. The Diploma in Company Law will also assist those who have set up a company, or intend to do so, with knowledge of how best to run it. Possession of a Diploma in Company Law is also attractive to employers and prospective employers.

### **Student Profile**

Typically, participants on the programme have included those from firms specialising in Insolvency and Conflict Resolution and also from the Construction Industry together with those who have a general interest in Company Law and those who want to progress into the legal professions.

# Diploma in Employment Law

## Schedule

1 evening per week,  
6.15pm-8.30pm

## Intake

October & February

## Duration

10 weeks part-time

*"I found the Diploma in Employment Law to be a well structured course covering a broad range of issues within this topical area. Relevant legislation was clearly outlined and I particularly found the presentation and discussion of recent and applicable case law to be interesting and highly beneficial. There was also scope for analysis of day-to-day legal issues within the working environment and I found this to benefit the group as a whole as people draw on their daily experiences and analyse the appropriate issues as a class. The course effectively focused on identifying the legal responsibilities and remedies for both employers and employees and how human resources can play a vital part in minimising problems within this area."*

**Patrick Conliffe**

Over recent years the developments in Employment Law have meant that it has become a prominent and important topic in today's business environment. This introductory programme in this highly relevant subject is aimed at providing an overview of the main elements of both Irish and European employment legislation as it relates to both employers and employees.

## Programme Aims and Objectives

The aim of the programme is to provide the student with an overview of the laws and regulations that affect the functioning of the employment relationship. The programme examines the duties of both employees and employers and attempts to provide students with a broad understanding of employment law issues through the analysis of existing legislation and case law. On successful completion of this programme all participants will have studied the main sources of employment law including the concept of "employee", the design of an employment contract, equality issues including harassment in the workplace, holidays and leave entitlements, termination of contracts and redundancy issues, health & safety concerns.

## Programme Content

### CONTRACT OF EMPLOYMENT

Students will examine the difference between employees and independent contractors and be introduced to the concept of vicarious liability. The main terms that a prudent employer should include in a contract of employment and the various types of employment contracts are also explored.

### LEGAL FRAMEWORK IN EMPLOYMENT LAW

The legal framework within which Employment Law operates including an analysis of the Constitution, Statute Law, Common Law and European Law. The various forums that are used for dispute resolution are also examined.

### PROTECTIVE LEGISLATION

This section looks at the obligations imposed upon employers in relation to the provision of protective leave including leave under the Organisation of Working Time legislation, maternity, parental, carer and adoptive leave.

### EMPLOYMENT EQUALITY AND HARASSMENT

Students will discuss the main features of the Employment Equality Acts in relation to equal treatment and equal pay and direct and indirect discrimination and the limited grounds where discrimination is permitted. The related topics of harassment and sexual harassment in the workplace will also be explored.

### EMPLOYER LIABILITY

What is the extent of the common law duties of an employer to provide a safe place of work and safe system of work and what role do employees play in this area of liability? This lecture also includes an analysis of the concepts of contributory negligence and voluntary assumption of risk.

### BULLYING AND STRESS CLAIMS

The duties and obligations imposed upon an employer to provide a bullying and stress free working environment are examined and assessed.



### TERMINATION OF THE CONTRACT OF EMPLOYMENT

Lawful means of terminating the employment contract are discussed alongside the doctrines of unfair and wrongful dismissal. This lecture also covers termination by redundancy and the various factors involved in the redundancy process including calculation of payments and collective redundancies.

### HEALTH AND SAFETY

This section looks at the area of health and safety legislation and current standards as expressed in legislation.

### CONFIDENTIALITY, RESTRAINT OF TRADE, AND DATA PROTECTION

This section of the course examines post-termination restrictive covenants in the context of the employment contract. Common law and statutory duties in relation to the acquisition, preservation and treatment of sensitive information, by both employers and employees, is also covered.

### Assessment

To meet the requirements of the Diploma in Employment Law, a student must complete a written assignment (100%).

This programme is not on the National Framework of Qualifications.

### Career Progression Opportunities

Due to the complexity and increasing relevance of employment law in running a business today this programme has a huge practical significance for individuals who are engaged in any business where employees are engaged. From an academic perspective it provides an insight and analysis of the main components of a highly specialised area of law.

### Student Profile

Due to its increasing relevance this programme has attracted a wide variety of participants including employers, lawyers and human resource executives.

# Diploma in Criminology

## Schedule

1 evening per week,  
6.15pm-8.30pm

## Intake

October & February

## Duration

10 weeks part-time

This programme introduces students to the study of all aspects of crime in our society. It takes the student from basic theories in criminology through to in-depth analysis of the main causes of crime and the profiles of criminals. It also incorporates an examination of the Criminal Justice System both in a domestic and international context.

## Programme Aims and Objectives

The programme has been designed to cater for individuals who wish to increase their understanding of this fascinating and relevant topic. Students will study modern day criminal statistics and identify the particular sections of the community that commit crime and their victims.

## Programme Structure

The programme is delivered through lectures which promote class interaction and participation in what is a controversial topic that can generate varied and diverse views.

## Programme Content

### INTRODUCTION TO CRIMINOLOGY

The programme commences by examining the components of crime and seeks to define criminology by exploring some of its basic theories including Classicism and Positivism.

### MEDIA, THE LAW AND CRIME STATISTICS

Here students will examine and discuss the communication of crime in our multi-media world and the impact different methods of reporting can have on our attitudes towards crime. Statistics are an important element in the communication of what is occurring in the criminal world and students will learn how to analyse and assess this information.

### THE IRISH JUSTICE SYSTEM

Students will examine the various structures within which our society deals with crime and criminals in a practical context including the Court System, Lawyers, Prisons and the Probation Service.

### DRUGS

This topic includes the identification and classification of illicit drugs that are available in Ireland and throughout the world. It also examines the effects they have on individuals, their methods of use, their prevalence, production and marketing.

### VIOLENCE

The concept of violence is defined and students will examine what this means in modern Ireland by exploring the various types of violent crime that exist including murder, manslaughter and assault.

### CRIME AND THE WIDER COMMUNITY

Students will be asked to examine and assess the role of the community in crime prevention. While the Gardaí are the main component of the State in this context, students will investigate whether crime prevention has a wider dimension that incorporates each and every citizen.

### ORGANISED CRIME

This includes an examination of crime across borders and how Irish criminals now work out of many EU and global bases. In the domestic context students will be asked to assess whether the methods used to tackle organised crime, including the Criminal Assets Bureau (CAB), are working.

### CRIME AND YOUNG PEOPLE

Students will examine the various methods used to deal with youth crime including the concept of restorative justice. Various aspects of the youth justice system will also be discussed including The Children's Court and ASBOs.

### FORENSIC PSYCHOLOGY AND CRIMINAL PROFILING

An examination of the concept of Forensic Psychology and how it works; from basic theories and principles, through research, understanding and explaining results, to the actual application of psychological techniques and how they link to criminal theory. Students will also examine what is meant by criminal profiling, and how the use of scientific methods, logical reasoning, sources of information on people, criminology, victimology and experience or skill is employed to interpret the events that surround the commission of a crime.

### TERRORISM

This lecture aims to define terrorism and examines the main methods and strategies employed by modern day terrorists including the relatively recent concept of the suicide bomber. We will also examine who these people are and assess the reasons for the employment of these extreme methods.

### Assessment

To meet the requirements of the Diploma in Criminology a student must complete a written assignment (100%).

This programme is not on the National Framework of Qualifications.

### Career Progression Opportunities

This programme while of general interest is of relevance to those who work within the criminal justice system as it provides a theoretical basis that can complement their practical experience.

### Student Profile

Typically, students participating in the programme have been those working in the legal and social care professions or those who are interfacing with these professions regularly as well as an Garda Síochána.



# Diploma in Legal Studies

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

2 evenings per week,  
6:15pm-9:30pm

## Intake

October & March

## Duration

1 year part-time

*"I really enjoyed the course. There was so much detail and understanding of the basis of the legal system without it being too overwhelming and it was a great starting point for someone like me who had limited experience of law. The classes were interesting and I didn't feel they were too long, it helped that the lecturers were so engaging and we weren't just reading straight from a textbook or notes. Surprisingly, the modules I didn't think I would be interested in turned out to be the ones I enjoyed most. I found the lecturers were great at guiding you through the course material and it was easy to ask them questions whenever you needed to."*

**Kelly Rumgay**

The Diploma in Legal Studies is a one year Diploma programme designed for those wishing to obtain foundation knowledge of the core principles of Irish Law, perhaps with a view to pursuing a career in the legal field. The Diploma is geared towards students from non-legal backgrounds, together with individuals working in the legal field who have no prior formal legal education.

## Programme Aims and Objectives

The course will provide an introduction to the core aspects of Irish law and the legal system, as recognised by the legal profession. It is intended to provide an understanding of Constitutional Law principles, Contract, Tort, Criminal and Company Law issues and the law as it relates to property in Ireland. Students will study the law from a practical perspective and classes will be based on theory combined with problem solving situations. Students may also wish to study a further two modules in order to be awarded the Advanced Diploma in Legal Studies.

## Programme Structure

The Diploma in Legal Studies is held over two evenings per week over one year duration. The lecturing team consists of staff that combines both academic qualifications with substantial practical legal experience, and this practical perspective is reflected in the delivery of the modules. A wide range of teaching techniques include lectures and class interaction, and case studies will form an integral part of the programme.

## Programme Content

### COMPANY LAW

The purpose of Company Law is to familiarise students with the law governing the operation of companies. The students will explore the formal requirements of incorporating a limited liability company and the effect of incorporation. They will examine the various categories of securities held by a company, as well as the role of various officers, including directors and shareholders, in the management and day-to-day running of the company. Finally, the students will consider the various ways a company can come to an end.

### CONTRACT LAW

This module is aimed at providing students with a fundamental knowledge of how to create a legally binding contract, the formal requirements of a contract, the various factors that can vitiate consent in a contract, and how a contract can be lawfully discharged as well as the remedies available for breach of contract.

### CONSTITUTIONAL LAW

Over the course of this module students will cover the following topics: separation of powers, constitutional interpretation, judicial review, constitutional rights, the Attorney General & Auditor General, Ireland as a nation, state and people, the constitutional relevance of foreign international law and the important constitutional role of the Irish president.

### TORT LAW

This module aims to provide an examination of the fundamental elements of Tort Law. Torts are civil wrongs, or actions by one person that cause damage to another, for which a remedy can be obtained, usually in the form of compensation. The module explains the nature and function of torts and then examines the requirements of certain individual torts, including negligence, occupiers' liability, liability for defective products, trespass, defamation, nuisance, passing off and liability for animals and fire. The module also discusses the remedies available to a litigant who has suffered damage and the possible defences that can be relied upon by the wrongdoer.

### CRIMINAL LAW

This module provides students with a comprehensive understanding of Irish Criminal Law. Over the course of nine lectures students examine the nature and definition of a crime, the burden and standard of proof applicable in criminal trials, rules of evidence and the defences available to an accused person. The course also explores the jurisdiction of the criminal courts in Ireland and examines the different types of crimes which exist including; fatal, non-fatal, sexual, property and public order offences.

### PROPERTY LAW

The aim of this module is to provide students with an understanding of the various methods of ownership of property. It examines such areas as tenures, estates and equitable interests. The module also reviews the limitations of the Landlord and Tenant Acts and the Succession Acts and discusses the formal requirements of wills and the effect of intestacy (where no will is made).

### Assessment

To be awarded the Diploma in Legal Studies, a student will be required to complete end of term examination for each module (100%).

### Career Progression Opportunities

This programme will be of benefit to anybody seeking to further or even begin their legal education. Some people from the programme have used it as a starting point to gain further formal legal qualifications. Other people have used the qualification to improve their employment opportunities, either for career advancement in a current role or for a career change to a role involving greater legal elements. The core legal skills and understanding gained from the programme will be beneficial to any person seeking further education in this area.

### Student Profile

Students on the programme are those who want an introduction to law or to formal legal education and come from various different backgrounds. A number of students are employees of legal firms who want to obtain a legal qualification in order to advance their employment opportunities. Others are members of the Gardaí seeking career advancement. Some are employees with legal aid boards or involved in citizens advice organisations. Other students are simply interested in using the programme to add to their CV and show an understanding of the Irish legal system with a qualification to support it.

# Advanced Diploma in Legal Studies

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

2 evenings per week,  
6:15pm-9:30pm

## Intake

October & March

## Duration

1 year part-time

*"I found it so interesting and found it hugely enjoyable listening to my lecturers. Doing a part-time course while you work full-time is hard, but it was so easy to go to college at night when you enjoy the course. I feel like now I have a better understanding of laws, contracts, the importance of contracts and understanding exactly what's happening in your business etc."*

**Rebecca Rehill**

The Advanced Diploma in Legal Studies is a one year Diploma programme designed for those wishing to obtain foundation knowledge of the core principles of Irish Law, perhaps with a view to pursuing a career in the legal field. The Diploma is geared towards students from non-legal backgrounds, together with individuals working in the legal field who have no prior formal legal education.

## Programme Aims and Objectives

The course will provide an introduction to the core aspects of Irish law and the legal system, as recognised by the legal profession. It is intended to provide an understanding of Constitutional Law Principles, Contract, Tort, Criminal and Company Law issues and the law as it relates to property in Ireland, as well as European Law and Equity. Students will study the law from a practical perspective and classes will be based on theory combined with problem solving situations.

## Programme Structure

The Diploma in Legal Studies is held over two evenings per week over one year duration. The lecturing team consists of staff that combines both academic qualifications with substantial practical legal experience, and this practical perspective is reflected in the delivery of the modules. A wide range of teaching techniques include lectures and class interaction, and case studies will form an integral part of the programme.

## Programme Content

These eight modules are the areas in which students study in preparation for taking the Law Society Final Examination Part 1 (FE1) and so provide an excellent grounding for students coming from non-legal backgrounds.

### CONSTITUTIONAL LAW

Over the course of this module students will cover the following topics: separation of powers, constitutional interpretation, judicial review, constitutional rights, the Attorney General & Auditor General, Ireland as a nation, state and people, the constitutional relevance of foreign international law and the important constitutional role of the Irish president.

### CRIMINAL LAW

This module provides students with a comprehensive understanding of Irish Criminal Law. Over the course of nine lectures students examine the nature and definition of a crime, the burden and standard of proof applicable in criminal trials, rules of evidence and the defences available to an accused person. The course also explores the jurisdiction of the criminal courts in Ireland and examines the different types of crimes which exist including; fatal, non-fatal, sexual, property and public order offences.

### COMPANY LAW

The purpose of Company Law is to familiarise students with the law governing the operation of companies. The students will explore the formal requirements of incorporating a limited liability company and the effect of incorporation. They will examine the various categories of securities held by a company, as well as the role of various officers, including directors and shareholders, in the management and day-to-day running of the company. Finally, the students will consider the various ways a company can come to an end.

### PROPERTY LAW

The aim of this module is to provide students with an understanding of the various methods of ownership of property. It examines such areas as tenures, estates and equitable interests. The module also reviews the limitations of the Landlord and Tenant Acts and the Succession Acts and discusses the formal requirements of wills and the effect of intestacy (where no will is made).

### TORT LAW

This module aims to provide an examination of the fundamental elements of Tort Law. Torts are civil wrongs, or actions by one person that cause damage to another, for which a remedy can be obtained, usually in the form of compensation. The module explains the nature and function of torts and then examines the requirements of certain individual torts, including negligence, occupiers' liability, liability for defective products, trespass, defamation, nuisance, passing off and liability for animals and fire. The module also discusses the remedies available to a litigant who has suffered damage and the possible defences that can be relied upon by the wrongdoer.

### CONTRACT LAW

This module is aimed at providing students with a fundamental knowledge of how to create a legally binding contract, the formal requirements of a contract, the various factors that can vitiate consent in a contract, and how a contract can be lawfully discharged as well as the remedies available for breach of contract.

### EUROPEAN LAW

This module will explore the history and evolution of the European project from its original incarnation as an economic community (i.e. European Economic Community (E.E.C.)) to the much broader focus of the European Community and European Union. The relationship between national law and EU law will be examined along with the significant role of the European Court of Justice in developing the "fundamental freedoms" e.g. freedom of movement of goods and workers) and the general principles (e.g. fundamental rights and equality) upon which the legal order of the European Union is now based.

### EQUITY

The law of equity comprises a body of rules and principles originally developed over the centuries by the Court of Chancery in order to mitigate the rigours of the common law. This module examines the general principles of equity, the law relating to private and public or charitable trusts and the administration of trusts, focusing on the powers and duties of trustees. It also covers equitable remedies such as injunctions, specific performance, rescission and rectification and examines the principles relating to tracing and estoppel.

### Assessment

To be awarded the Advanced Diploma in Legal Studies, a student will be required to complete end of term examination for each module (100%).

### Career Progression Opportunities

This programme will be of benefit to anybody seeking to further or even begin their legal education. Some people from the programme have used it as a starting point to gain further formal legal qualifications. Other people have used the qualification to improve their employment opportunities, either for career advancement in a current role or for a career change to a role involving greater legal elements. The core legal skills and understanding gained from the programme will be beneficial to any person seeking further education in this area.

### Student Profile

Students on the programme are those who want an introduction to law or to formal legal education and come from various different backgrounds. A number of students are employees of legal firms who want to obtain a legal qualification in order to advance their employment opportunities. Others are members of the Gardaí seeking career advancement. Some are employees with legal aid boards or involved in citizens advice organisations. Other students are simply interested in using the programme to add to their CV and show an understanding of the Irish legal system with a qualification to support it.



# Arts, Psychology & Media Programmes

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# Diploma in Sports Psychology

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"I would strongly recommend this course to anybody with a natural interest in sport and indeed the depths of psychology. This course outlines the key factors in how to get more out of athletes and how to enhance their performance across the board in all areas of their game. Professionally, I have improved as a coach and player. On a personal note, I have found myself more confident in my abilities to motivate others in everyday life not just in sport. The lecturer was a great inspiration for me to further my studies in the area of Psychology of which I am doing so in DBS."*

**Michelle Byrne**

This programme will be of relevance to anyone who has an interest or involvement in sport. Aimed at coaches and athletes alike, the course explains the theory and techniques used by sport psychologists to help athletes develop their mental skills and ultimately improve their performance.

## Programme Aims and Objectives

The programme was developed to give anyone with an interest in sport an insight to the often misunderstood subject of sports psychology. The programme provides an ideal opportunity for people to understand exactly what sports psychology is, how sport psychologists work and how athletes use sports psychology to enhance their performance. On completion of the programme, students should have acquired the skills to identify the psychological skills (self-talk, visualisation, concentration, arousal regulation) important for success in sport and the theory based interventions that help to develop these mental skills.

## Programme Content

### INTRODUCTION TO SPORT PSYCHOLOGY

The module will examine the relationship between the mind and the body, the role of the sport psychologist and the route to becoming a sport and exercise psychologist.

### MOTIVATION

Students will approach the different ways there are to motivate teams, individuals and coaches. The various theories of motivation and their relation to performance will be examined. Methods of measuring & increasing motivation will be assessed. The module will also examine the value of material reward in the world of sport.

### IMAGERY AND MENTAL REHEARSAL

Various forms of imagery and mental rehearsal, and their role in athletic preparation will be examined. The student will study the role, value and effectiveness of mental rehearsal and visualisation in sport in relation to different tasks facing both the individual and team performers.

### ANXIETY AND EMOTIONAL CONTROL

This module will investigate sources, symptoms and causes of anxiety and stress in athletes, and how such emotions can affect performance. Ways of measuring anxiety will be outlined. Methods of controlling emotions both before and during performance will be discussed.

### CONCENTRATION AND ATTENTION

The differences between these constructs will be outlined, and methods of testing and training these skills will be discussed. In particular, differences in concentration type and level required for various sports will be examined. Expert-novice differences in these skills will be highlighted.

### SELF-CONFIDENCE

This module will examine theories of self-confidence, including sources of confidence for athletes, ways of measuring it, and methods of improving it.

### SPECIFIC ISSUES IN TEAM SPORTS

Although all modules will involve discussion of topics surrounding both team and individual sports, this module will assess team-specific issues such as group cohesion, leadership, relationship management and the home advantage phenomenon. Discussion of issues specifically relating to team sports will constitute two modules.



### Assessment

To meet the requirements of the Diploma in Sports Psychology, a student will be assessed on the basis of an assignment that is completed within the 10 weeks. 90% of the course marks will be awarded for the written assignment, with 10% going towards an oral presentation of work completed.

This programme is not on the National Framework of Qualifications.

### Career Progression Opportunities

This programme is particularly beneficial for coaches who want to broaden their knowledge base and add a unique dimension to their coaching CV. Athletes/sportspeople will also benefit from this programme by gaining an understanding of the mental requirements of their particular sport and learning about their own psychological strengths and areas of improvement.

### Student Profile

Students vary widely in age, sporting interest and involvement in sport. Coaches, managers, sports parents, current or retired athletes are catered for. The programme is relevant to any sport, whether team or individual, amateur or professional.

### Further Study Options

As this Diploma programme provides students with a foundation in the area of Psychology students may wish to proceed to study one of the DBS Psychology diplomas or the BA (Hons) in Psychology degree at DBS (minimum entry requirements will apply).

# Diploma in Addiction Studies

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"The course was very well structured and delivered. It covered a substantial number of different perspectives on the theories, sources, problems and effects of addiction. Participation is actively encouraged in the class. The course is ideal in terms of providing a structured base as an introduction for further study or as a useful tool to supplement professional involvement."*

**Declan Murphy**

The programme provides a comprehensive introduction to the field of addiction studies. It is relevant for anyone involved in addiction service provision or for anyone interested in working in this area. It also informs anyone who encounters the challenges of dealing with addiction in their work or personal lives.

## Programme Aims and Objectives

The Diploma addresses head-on the very serious challenge addiction throws at Irish society today. It responds to the changing landscape of addiction treatment by providing a sound theoretical knowledge as well as discussing practical and social issues. It provides indicators for further study and training in the field. This programme provides students with an understanding of the major theories of addiction and the models of treatment of addiction. These range from the pharmacological maintenance approach to the therapeutic community/abstinence approach. It looks at the theories of the cause of addiction as well as at how theories inform treatment practice and social policies.

## Programme Content

- ▶ The Meaning and Nature of Addiction
- ▶ Predominant Theories of Causation – Biological, psychological, sociological and cultural
- ▶ Theoretical Orientations in the Treatment of Addiction – Medical, pharmacological, spiritual, psychological and psychoanalytic
- ▶ Models of Treatment
- ▶ Dual Diagnosis, Psychiatry and Addiction
- ▶ Familial Effects of Addiction – Family issues, co-dependency and therapeutic interventions
- ▶ Societal Effects – Health, gender issues, drug using subculture, deviance and criminality, social policy and national drugs strategy

- ▶ Contemporary Concerns – The extent to which addiction influences behaviours such as gambling, sexual behaviour, self-harming, eating disorders, internet use and so forth.

## Assessment

To meet the requirements of the Diploma in Addiction Studies, a student must complete a written assignment (100%).

This programme is not on the National Framework of Qualifications.

## Career Progression Opportunities

This programme provides stimulating questions for students which relate directly to their various educational and professional activities whether that be in the area of health and social care, business, arts, law or education.

## Student Profile

Typically, participants on this programme have come from a wide variety of backgrounds with a range of experience. Professionals in the fields of addiction, social work/care, prison and law enforcement services, physical and mental health areas, community organisations and graduates from related fields have completed this programme. The Diploma in Addiction Studies offers a bridge to the MA in Addiction Studies for those whose primary degree is in an unrelated field. Also persons who have a personal interest in addiction or who wish to work in this area access the programme. This variety of student has provided a good base for discussion in previous intakes.

## Further Study Opportunities

On successful completion of this programme, students already holding a primary honours degree award in any humanities or social science discipline from a recognised third level institution may consider applying for the MA in Addiction Studies (Level 9) at DBS.

# Diploma in Child Psychology

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"This course gave me a great insight into the area of Child Psychology. The course gives a really good foundation if you are wishing to further your career or if you just have an interest in the area. The course is very informative and kept my interest throughout. Having completed this course, I will definitely look into furthering my studies in psychology."*

**Lindsey Downey**

This Diploma will be of benefit to anyone with an interest in the psychology and development of the child. From those with experience in the field to anyone with experience of children from the classroom to the home. It is an introduction to the world of the child and the discipline of Psychology. This programme introduces the theoretical aspects of psychology and applies them to practical areas of child psychology and development.

## Programme Aims and Objectives

The aim of this programme is to give participants a grounding in the area of Child Psychology. Necessary to this is accessing the language, methods and ethics of psychology as applied to child development. Specifically the student will gain an insight into the cognitive, social and emotional development of the child. This progression will build into areas of applied child psychology. This programme covers material for students who work in the fields of childcare, individual needs and the teaching fields but may not have access to a dedicated programme in psychology. The programme develops from general to applied issues in psychology and is also suitable for anyone with an interest in child development. In completing the programme the student will be informed on the current methods and practice of Child Psychology as well as gaining access to the language and methods of Psychology as a whole.

## Programme Structure

The programme is delivered through a series of lectures and uses a variety of video and multimedia tools to provide examples of childhood behaviour and development. There are occasions for group work and analysis. Interaction and debate are encouraged and expected. Current debates in child psychology provide a positive platform for student input and discussion. The background and experience of the student in relation to children is welcome in terms of informing discussion and debate. All students will have contributions to make from their experiences with children be it as a parent, relative or from their own childhood.

## Programme Content

### INTRODUCTION TO CHILD PSYCHOLOGY

This lecture addresses historical views on the child. There is an exploration of the ideas surrounding the definition of children by culture, society and the law. Following this discussion, there is an examination of the methods, language and practice of child psychology. The lecture also addresses how psychology studies children and the sensitivities of assessing and studying this age group.

### PHYSICAL DEVELOPMENT & ATTACHMENT

This lecture charts the physical development of the child from conception to birth and the development of the infant to 2 years of age. The lecture also introduces the concept of 'attachment' and describes the different attachment styles that develop between an infant and the primary caregiver.

### THE EMERGENCE OF MIND: LANGUAGE

The second section on the mind examines language. The development of language as one of the most important abilities for human beings, facilitating a wide range of activities including thinking and communication.

### THE EMERGENCE OF MIND: CONSCIOUSNESS & COGNITION

Cognitive psychology refers to the study of how humans access information in the world, how that information is stored and finally how it is used. The linking of cognitive psychology to the study of children is one of the most important steps in child psychology.

### SOCIAL DEVELOPMENT

This lecture addresses the world of the child in relation to the family and the peer group. The child's social development is heavily influenced by parental ideas, attitudes and beliefs. The lecture will examine practical aspects of the social world linking to issues of attachment. Practical matters such as children's experiences of separate are examined.

### AGGRESSIVE BEHAVIOUR AND BULLYING

An important aspect of the social world of the child is aggressive behaviour and the phenomenon of bullying. This lecture examines current psychological theories and research on aggression and bullying as well as anti-bullying interventions.

### INTELLIGENCE & ATTAINMENT

The concept of intelligence is a controversial issue in child psychology in terms child and adult performance. The issue of whether intelligence is the product of nature or nurture is contentious. This section examines these debates and then charts the link between intelligence and attainment.

### EDUCATIONAL PSYCHOLOGY AND CHILDREN WITH INDIVIDUAL NEEDS

One of the practical areas for Child Psychology is education. Educational Psychology is concerned with schooling, the curriculum and the school environment and identifying children with individual needs or talents with reference to best practice for their education.

### CHILD PSYCHOLOGY AND PSYCHOPATHOLOGY

Studying Child Psychology contributes greatly to our understanding of problematic or maladaptive behaviour. Clinical Child Psychology is concerned with diagnosis and intervention in relation to problematic and destructive behaviour.

### ECOLOGY OF DEVELOPMENT: CONTEXT AND IRELAND

This lecture looks at psychological theories emphasising the importance of 'context' on development. It deconstructs the different environments and the influences of these various environments on the developing child.

### Assessment

To meet the requirements of the Diploma in Child Psychology, students must successfully complete a written essay of 2,500 words (100%).

This programme is not on the National Framework of Qualifications.

### Career Progression Opportunities

This programme gives the student an overview of the language and practices of psychology. Specifically it examines the area of Developmental Science with particular reference to Child Psychology. The information, materials and study would provide useful information on progression within the field, detailing work and practice in Child Psychology. Students in the area may find the Diploma benefits them in their profession, career progression and in applications for future study. Students may use this as a first step when exploring a new career path in terms of psychology generally and the area of Child Psychology in particular.

### Student Profile

Typically, participants on this programme have come from a wide variety of backgrounds with a range of experience. Teachers, childcare professionals, individual needs assistants and even Psychology graduates have completed this programme. Students with an interest in the area or parents with children of all ages also access the programme. This variety of student has provided a good base for discussion in previous intakes. The range of topics covered in the programme coupled with the flexibility of the project provides students with access to the area in a way that best suits their needs.

### Further Study Options

As this Diploma programme provides students with a foundation in the area of Psychology students many wish to proceed to study one of the DBS diploma or degrees in Psychology (minimum entry requirements will apply).

# Diploma in Psychology

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

September & January

## Duration

1 year part-time

*"I've always had an interest in Psychology. In college I took a different route with my studies but Psychology was something I knew I wanted to come back to. It took me a couple of years but I got there eventually. I hope to continue my study of the subject in the coming years. I really loved every minute of the course, and doing something you love brings great personal benefits. Professionally I feel I have a better understanding of my clients and their motivations. I can relate to people more."*

**Claire Courtney**

Psychology is one of the most exciting and interesting subjects to study at third level. It is the study of human behaviour in all its forms, normal and abnormal, nature and learned, productive and destructive. It is a modern and progressive area of study and, despite having a 150-year history, is currently experiencing unprecedented growth and development in Ireland and internationally.

## Programme Aims and Objectives

Across the programme, three key areas of Psychology are studied: Psychological Foundations, Foundations in Social Psychology, and Developmental Psychology. These modules explore theoretical and applied aspects of Psychology, where the objective is to inspire an appreciation of empirical methods of research into human behaviour. Psychology is clearly wide-ranging, and this variety is represented in the programme.

## Programme Structure

The Diploma in Psychology favours a student centred learning approach under which lecturers introduce students to subject areas and act as guides and facilitators to students in their study of the subject. Within each module there will be plenty of scope for traditional lectures, seminars, practical and tutorial sessions. The emphasis will be at all times on interaction and participation. These lectures, seminars, practical and tutorial sessions will provide an opportunity for a necessary variety of learner-focused activities and will also provide a further opportunity to support and develop learner engagement with the programme.

## Programme Content

### PSYCHOLOGICAL FOUNDATIONS

This module will introduce learners to the foundations of psychological study and enable them to understand some of the basic principles and themes within psychology and its subfields. This module is delivered through interactive lectures using an array of online and offline multimedia. The aim of the module is to give a critical account of the history of the discipline of Psychology as well as some insight into its status today.

### FOUNDATIONS IN SOCIAL PSYCHOLOGY

This module will present the basic principles and themes within this discipline, including abstract thinking, and allow students to explore the contribution of Social psychology to the understanding of the individual, the interpersonal processes and context.

### DEVELOPMENTAL PSYCHOLOGY

This module will introduce the topic of developmental psychology, which can be defined as the systematic study of the developing person across the lifespan. It aims to provide an introduction to the study of human development. Learners will discover the changes that occur across different domains of development throughout infancy and childhood, developmental theories and concepts, and the methods involved in developmental research. The module will touch upon some of the key critical issues and frameworks that shape our understanding of development, including nature versus nurture, continuity versus discontinuity and biological, social and cognitive factors interact and influence development.



### Assessment

To meet the requirements of the Diploma in Psychology, students must complete continuous assessment for all three subjects and two end of year examinations. Assessments may include essays, multiple-choice questionnaire, short answer in-class exam, oral presentation, group work, and poster presentations.

This programme is not on the National Framework of Qualifications.

### Career Progression Opportunities

Students will also be able to apply the skills they have learned during the programme to a variety of areas including careers in the public sector, especially social services, caring professions, legal areas or those in the policing or nursing vocations. Others in the management and business fields will also find the components of the programme extremely valuable.

### Further Study Options

On successful completion of this programme and all related assessment, students who choose to progress onto the BA (Hons) in Psychology evening degree at DBS and may be entitled to exemption(s) (minimum entry requirements apply).

### Student Profile

Typically, participants on the programme can be divided into two categories. Some students have a general interest in the area of psychology and consequently wish to pursue this interest by entering and completing the Diploma in Psychology. Other students undertake the diploma as an introduction to studying in the field of Psychology and then, having successfully completed the diploma (and having met the minimum entry requirements for modular students), proceed to study on the BA (Hons) in Psychology in DBS.

# Diploma in Counselling Studies

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"I've always had an interest in Psychology. In college I took a different route with my studies but Psychology was something I knew I wanted to come back to. It took me a couple of years but I got there eventually. I hope to continue my study of the subject in the coming years. I really loved every minute of the course, and doing something you love brings great personal benefits. Professionally I feel I have a better understanding of my clients and their motivations. I can relate to people more."*

**Claire Courtney**

The Diploma in Counselling Studies introduces students to the pioneers and theories of some of the major traditions in the field of Counselling and Psychotherapy. Students will study the fundamental concepts of counselling and psychotherapy practice as well as being informed of the relevance of this work in contemporary Ireland. The programme is designed to provide a basis for further study and training in the field or it can serve as a basis to enter into counselling or psychotherapy.

## Programme Aims and Objectives

The programme aims and objectives are to provide an introduction to the work of the pioneers in counselling and psychotherapy as well as allowing insights into a range of approaches in the field. The programme also addresses practical questions around training for the profession. On completion of the 10-week programme, students will have developed an understanding of the relevance and application of counselling and psychotherapy.

## Programme Structure

The programme is delivered over a series of lectures by professionally qualified practicing Psychotherapists with vast teaching experience.

## Programme Content

- ▶ History of Counselling and Psychotherapy
- ▶ Humanistic/Person-Centred Psychotherapy: Rogers
- ▶ Gestalt Psychotherapy: Perls
- ▶ Psychodynamic Psychotherapy
- ▶ Psychoanalysis
- ▶ Body work and Psychotherapy
- ▶ The Family Systems
- ▶ Cognitive Behavioural Therapy
- ▶ Integrative Psychotherapy

- ▶ Counselling versus Psychotherapy: skills practice training

## Assessment

To meet the requirements of the Diploma in Counselling Studies, students must successfully complete a written essay of 2,500 words (100%).

This programme is not on the National Framework of Qualifications.

## Career Progression Opportunities

The Diploma in Counselling Studies will aid those working in the health, social care and education professions as well as in management and human resources.

## Further Studies Options

On successful completion of this programme students may choose to apply for the four-year part-time BA (Hons) Arts in Counselling and Psychotherapy (minimum entry requirements apply). Students holding a primary honours degree award of at least pass level in a non-cognate discipline from a recognised third level institution may apply for the Higher Diploma in Counselling and Psychotherapy (Level 8) which in conjunction with the Masters in Psychotherapy (Level 9) comprises a full postgraduate core psychotherapy training. Alternatively they may be interested in the Higher Diploma in Psychoanalytic Studies (Level 8).

## Student Profile

Typically, participants on the programme are either currently involved in the caring professions or have aspirations for such involvement.

# Diploma in Sports Journalism

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"I now have a better understanding of the job and realise there's more to the job than meets the eye. I'm more educated on how you write an article. I try to incorporate stats and facts into my writing. It has benefited me greatly, I have had six articles published with the county paper (Meath Chronicle) and feel I'm on the road to a potential new career if I stay motivated."*

**Ciaran Kelly**

The Diploma in Sports Journalism employs an intensive and unique approach to sports writing and reporting in the modern era. It incorporates breaking news, features, interviews, pitching ideas, writing columns, handling press conferences and match reports. The programme embraces the electronic media, providing the student with an ideal and direct path into the industry after just 10 weeks.

## Programme Aims and Objectives

The programme caters for participants of all ages who are interested in breaking into sports journalism, writing in some capacity or a career in the broader communications industry. It teaches students the key elements and disciplines of the industry and hands them a distinct advantage when trying to break into the area or when trying to secure employment. The student will develop an understanding of the core requirements of the profession – how to pitch pieces, the factors that determine newsworthiness, how to come up with article ideas, how to conduct interviews and how to get a start in the field. The student will gain an insight into the culture of the industry, recent trends and changes, and how to get an idea of what media outlets require. There is a blend of both theory and practice, and both competencies are key to forging a career in the industry.

## Programme Structure

The programme is divided into a series of modules, whereby students will learn to identify angles, develop ideas and see how the various writing disciplines unfold. Students will have the opportunity to build up a portfolio of work by producing weekly articles.

## Programme Content

- ▶ Sports writing
- ▶ How to write a sports article
- ▶ Interviews
- ▶ Match Reporting
- ▶ Feature Writing
- ▶ Columnists and opinion writing
- ▶ Building a career in sports journalism

## Assessment

To meet the requirements of the Diploma in Sports Journalism, students must submit two written assignments (50% each) at the end of the programme.

This programme is not on the National Framework of Qualifications.

## Career Progression Opportunities

Previous participants on the programme are working as producers and researchers. Others have gained full time employment as sub-editors or with Regional publications. Others have set up their own websites, while some are covering games at the weekend, mixing their passion with full-time jobs. Some students have moved back to their native area to gain employment with local papers while others work as PR and Communications Managers with companies who hold interest in the sports market.

## Student Profile

Typically, participants on the programme have had an interest in writing, broadcasting or who have a love of sport.

# Diploma in Journalism & Media Studies

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

2 evenings per week,  
6:15pm-9:30pm + 6 Saturdays

## Intake

September

## Duration

1 year part-time

*"This course was a fantastic experience for me both personally and professionally. Not only did I engage with like-minded individuals who all had a passion for the world of journalism and media but it allowed me the opportunity to gain work experience in one of the country's fastest growing regional radio stations. The course with DBS has given me the sufficient tools and a solid basis for pursuing a career in freelance journalism. The lecturers were incredibly helpful and interesting professionals who made the course all the more enjoyable every week."*

**Aideen Byrne**

The creative world of journalism continues to attract many people. However, like many types of creative work, journalism is not based simply on initiative and enthusiasm but on fundamental skills and knowledge. Newcomers to the profession must be able to produce work worthy of being published or broadcast. Students will attain skills such as writing and presenting the news, knowledge of the media and media law.

## Programme Aims and Objectives

This Diploma course is directed at those wishing to pursue a career as a news journalist, whether at a local, regional, or national level. The aim of the Diploma in Journalism & Media Studies is to provide these skills so that students can demonstrate their creative abilities. As part of this process students will be provided with a thorough grounding in the role of the journalist; the skills to research, write and present effective copy; skills in presenting publications for the market place; and an awareness of the legal environment in which the media operate. The Diploma aims to reflect this diversity by providing students with a set of key journalistic skills enhanced by a wide ranging knowledge base.

## Programme Structure

The Diploma in Journalism and Media studies is divided into five modules, whereby students will learn to identify angles, develop ideas and see how the various writing and presenting disciplines unfold. A wide range of teaching techniques which can include lectures, videos, workshops and guest speakers.

## Programme Content

The course content features a novel suite of modules in a single year where students will learn all the basic skills of journalism. These modules will start to develop the students' news writing, interviewing, production and legal skills. Students will learn how to structure news stories, and source and use quotes. They will also get training in how to shoot short videos and use social media like a professional. In addition, the course also introduces students to some important debates in the wider world of news media – journalism and politics; freedom of information and fake news.

### BROADCAST JOURNALISM

This module offers study in reflective professional practice in broadcast journalism.

Through a variety of assigned tasks and self-directed learning, students will develop and use research, interviewing and writing skills to prepare journalism for a variety of media. Students will also demonstrate a solid understanding of the legal and ethical obligations of journalists and further develop advanced problem-solving skills.

### NEWSPAPER REPORTING

This module will introduce you to the art of finding news stories, developing good angles, and being aware of your audience for print and online outlets. Core values of accuracy, attribution, impartiality and balance will be covered alongside ethical and legal awareness. Besides sourcing up to date stories and conducting interviews, you will refine your writing skills and submit tight copy to deadlines with crisp leads and engaging headlines. You will develop an awareness and understanding of all aspects of news reporting.

### **SUB-EDITING**

Students are provided with a firm grounding in subediting, primarily dealing with the physical handling, editing, cutting and re-writing of copy, along with proof-reading copy, writing headlines, stand firsts and captions. The module also equips students with the skills to handle a running story, using style guides, and avoiding clichés. Writing techniques, industrial, legal and ethical issues are also covered in this module.

### **FREELANCE & FEATURE WRITING**

This module is designed to equip students with the fundamental skills of feature writing, exploring the disciplines many guises, including reviews, opinion pieces, colour pieces, columns and analysis across a range of topics. The module equips students with research techniques and interview skills for writing feature articles. During this programme, students are also introduced to freelance journalism, the advantages/potential pitfalls of being a non-staff reporter, how to make a 'pitch' to commissioning editors, building your contacts list, finding an original angle etc. This module will also examine the media landscape in Ireland and writing for specialist publications.

### **MEDIA LAW & ETHICS**

Working within the media industry in Ireland today requires knowledge of the legal issues associated with defamation and all its many forms. This module addresses areas such as copyright, regulations in respect of permitted advertising and racial hatred.

### **Assessment**

Assessment for the Diploma in Journalism and Media reflects the range of students' learning and uses a variety of information-gathering activities and strategies which allow students a range of opportunities to demonstrate their learning. Assessment includes short essays, in-class news writing activities; practical assignments and examinations.

### **Career Progression Opportunities**

This diploma helps prepares you for a wide range of careers in newspapers, magazines, radio, and TV, as well as other professional and positions in communications, marketing and public relations industries. Our studentsw have gone on to a wide range of media related careers, from newspapers and magazines to local radio and television as well as PR.

### **Student Profile**

The programme is likely to appeal to those considering a career in journalism as well as those already successfully employed in the media, not just as journalists, who wish to further investigate and further develop their knowledge and practice in the industry.

# DBS Online Courses – Digital Learning



DBS Online has helped to extend the reach of Dublin Business School to all corners of the globe, with students attending our online courses from all over the world. This means that more people than ever before have access to our leading subject matter experts and allows us to enable learners in a new medium. This exciting change reflects the integrated suite of easy-to-access Professional Diploma courses delivered here at DBS.

Live Online courses are taught in recorded weekly scheduled classes, using a cloud-based app called Zoom that works on any device. In addition, DBS Online courses use the Moodle learning management system to bring the class and teacher together for activities and to access resources. These easy-to-use technologies combine to ensure a fully interactive, flexible learning environment for you, your peers and your lecturer.

We have a wide range of online courses to choose from including categories such as: Accountancy, Business & Management, Marketing, and Information Technology courses.



## Available Programmes:

- ▶ Online Diploma in Project Management
- ▶ Online Diploma in Human Resource Management
- ▶ Online Diploma in Digital Marketing & Strategy
- ▶ Online Diploma in Management Studies
- ▶ Online Diploma in Selling and Sales Management
- ▶ Online Diploma in Leadership
- ▶ Online Diploma in Entrepreneurship
- ▶ Online Diploma in Fundamentals of Accounting and Finance
- ▶ Online Diploma in Psychology



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- ▶ **Live classes can involve group discussions in breakout rooms, students presentations and live quizzes**
- ▶ **Use our Moodle site on any device for study resources and interactive calendar**
- ▶ **Access the DBS Online Library for further study and research assignments**
- ▶ **Dedicated support from your lecturer available in class and via email**



# Come Visit Us

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

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

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