Springboard+ funding now open to all regardless of employment status

Government Funded Courses
Commencing September & October 2020

Springboard+ at DBS

DBS is offering a range of Government funded accredited programmes at levels 7, 8 & 9 on the National Framework of Qualifications (NFQ). All Springboard+ courses are awarded by Quality and Qualifications Ireland (QQI). Courses listed below are either FREE* or 90% funded.

Springboard+ Programmes
(Part-Time & Full-Time)

- Diploma in Big Data for Business (Part-Time)
- Certificate in Fund Accounting (Part-Time)
- Certificate in RegTech (Part-Time)
- Certificate in Digital Marketing (Full-Time)

ICT Skills Programmes
(Part-Time)

- Higher Diploma in Science in Computing (DevOps)
- Higher Diploma in Science in Computing (Web & Cloud Technologies)
- Higher Diploma in Science in Computing (Software Development)
- Higher Diploma in Science in FinTech
- Higher Diploma in Science in Digital Marketing

HCI Pillar 1 Programmes
(Full-Time)

- Higher Diploma in Science in Aviation Finance
- Higher Diploma in Science in Digital Marketing
- Higher Diploma in Science in Computing in Mobile Applications
- Postgraduate Diploma in Financial Analytics

SPRINGBOARD+
www.springboardcourses.ie

Apply through www.springboardcourses.ie

To find out more contact the DBS Admissions Office directly on (01) 4177 500 or email springboard@dbs.ie

www.dbs.ie/springboard

**Eligibility and entry requirements apply*

Springboard+ is co-founded by the Government of Ireland and the European Social Fund as part of the ESF programme for Employability, Inclusion and Learning 2014-2020

Ireland's European Structural and Investment Funds Programmes 2014-2020
Co-funded by the Irish Government and the European Union

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Investing in your future
European Social Fund

Rialtas na hÉireann
Government of Ireland

HEA HIGHER EDUCATION AUTHORITY
AN tÚDARÁS um ARD-OIDEACHAS

FUTURE JOBS IRELAND
Preparing Now for Tomorrow's Economy

Government Funded Springboard+ & ICT Conversion Courses at DBS

Courses commencing September and October 2020

What is Springboard+?

Dublin Business School (DBS), in conjunction with the Higher Education Authority (HEA) under the Government Springboard+ initiative, is delighted to announce we are offering a wide range of courses, which are Government funded regardless of your employment status. Some of these courses are free to the unemployed and homemakers, and are 90% funded by the HEA for people in employment.

Springboard+ 2020/21 has been launched with the largest offering of over 8,000 Government Funded part-time and full-time higher education course places. These courses have been identified as providing training that will improve the future skills of the labour force, in a range of sectors where sustainable employment is predicted to rise. These courses are available to people receiving the various accepted Social Welfare payments, homemakers and those currently working, subject to meeting the eligibility and academic entry requirements as listed on www.dbs.ie/springboard.

DBS Springboard+ programmes are across the areas of Big Data for Business, Fund Accounting and Regulatory Technology.

DBS is also offering part-time accredited Level 8 conversion awards for Higher Diploma in Science in Computing, in the specialist streams of Software Development, Web & Cloud Technologies, Development Operations (DevOps) and Higher Diploma in Science in FinTech as part of the Springboard+ 2020/21 initiative. These two-year Part-Time ICT Skills Conversion programmes are mainly designed for people in employment.

For more information & to apply visit www.springboardcourses.ie. Alternatively, contact the DBS Admissions Office directly on (01) 4177500 or by emailing springboard@dbs.ie/admissions@dbs.ie or drop into our Admissions Office anytime Monday-Friday, between 8.45am-5.15pm at:

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

You can also drop into any of our upcoming Open Events – keep an eye on our website www.dbs.ie for our events schedule.

Springboard+ September 2020 eligibility criteria for participants

Are You Eligible for Springboard+?

The following are eligible to apply for courses in 2020/21 academic year, subject to the applicant meeting all residency and nationality/visa requirements and any academic requirements (the residency and nationality/visa requirements are that applicants are EU/EEA/Swiss nationals and have resided in the EU/EEA/Swiss state for at least three of the five years preceding their entry to the programme):

People in receipt of the Covid-19 Pandemic Unemployment Payment (PUP)

May apply for a Springboard+ part-time. Fees are 100% fully funded for this category of applicants. It is, however, the responsibility of the applicant in receipt of a PUP payment to discuss retaining a DEASP payment with their case officer in their local INTREO office when their offer is accepted and before they complete first registration for the course through www.springboardcourses.ie.

- 2019 graduates who have been in receipt of a social welfare payment and who are eligible to move onto the BTEA and retain their benefit, do not to have pay 10% of the course fee.

- 2020 graduates will not be eligible to retain their benefit to do a full-time course if they have not been on the payment for 9 out of the previous 12 months. These applicants have to pay 10% of the course fee and would not be able to retain any benefit for the duration of the course.

Please note the Temporary COVID-19 Wage Subsidy Scheme is not an eligible DEASP payment. Those who are in receipt of the wage subsidy are classed as employed and those eligibility criteria apply. Therefore, those in receipt of this payment will be required to pay 10% of the course fee when undertaking courses at Level 7 or above.

Please note if you are applying for the two-year Part-time ICT conversion course and you are in receipt of the Pandemic Unemployment Payment (PUP) at the point of application you will be required to pay 10% of the course fee to the course provider. If your employment status changes at the point of registering for the course from unemployed to employed, you are still liable for this 10% fee. If you are unemployed at the point of registration the 10% course fee will be refunded by the provider. You will not be permitted to retain the DEASP payment and continue with the course.

1. People in Employment/Self Employment

May apply to all courses if they meet the nationality/visa requirement and residency criteria. Please note that under the Springboard+ 2020/2021 initiative, 90% of the fees are funded by HEA and 10% of the fees are payable directly to the college. Either the applicant or their organisation can pay the 10% fees.

This category of applicant will also be required to provide a copy of their most recent Tax Credit and Universal Social Charge Certificate or a letter from their current employer/accountant to confirm employment/self-employment.

2. The Unemployed

Must be in receipt of one of the following payments from the Department of Social Protection:

- Jobseekers Benefit
- Jobseekers Allowance
- One Parent Family
- Disability Allowance
- Qualified Adults of Working Age
- Carers Allowance
- Farm Assist/Fish Assist
- Widow's, Widower's or Surviving Civil Partner's Contributory or Non-contributory Pension
- Blind Pension
- Deserted Wives Allowance

Fees are 100% fully funded for this category of applicants.

There is no requirement to be in receipt of a payment for a particular period of time prior to the commencement of the programme. Participants in receipt of an eligible payment at the time the Springboard+ course commences are eligible to apply for a place on that course. However, providers will be required to give priority to applications from people who are long-term unemployed. A recent payment slip, a copy of an application for PTEO/BTEA or a letter from DSP confirming your social protection status would be suitable.

The two-year part-time ICT conversion courses are not open to those in receipt of Jobseekers-related payments.

3. Be Signing for Social Insurance Contribution Credits

Fees are 100% fully funded for this category of applicants.

A letter from DSP confirming your social protection status (signing for credits) would be suitable.

4. Previously Self-Employed

To be eligible those who are formerly self-employed must provide a letter/statement from Revenue stating that the applicant is no longer trading or a similar letter from the applicant's former accountant should be sufficient. Alternatively, you can swear a declaration stating that you are no longer self-employed.

5. Be Actively Seeking Employment

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

It should be noted, that acceptance onto a Springboard+ course does not confer any entitlement to DEASP payments or childcare supports. All courses are open to these categories of applicants, with the exception of the two-year part-time ICT conversion courses, which are not open to those in receipt of a Jobseekers-related payment.

For the purposes of determining eligibility for Springboard+, the term unemployed also includes people who are working on a short-term basis and in receipt of a Jobseekers payment from the Department of Social Protection. This category of applicant will also be required to provide proof that they fall into this category with their supporting application documentation.

6. Returners (Formerly Homemakers)

May apply to all courses if they meet the nationality/visa requirement and residency criteria. Course specific criteria may also apply. Homemakers are those who are not in receipt of a payment from the Department of Social Protection but have been out of the work environment for a number of years due to childcare or other caring obligations and have a previous history of employment but may require upskilling, reskilling or cross-skilling to transition back to the workforce.

To be eligible the applicant must have been:

- Returner for a minimum period of 12 months prior to their application;
- Meet the residency and nationality/visa requirement;
- The applicant must swear a declaration before a Commissioner for Oaths attesting to their status. This form is available on the Springboard+ website.

Further information on Springboard+ Part-Time courses and the Department of Social Protection Income Support

Participation on a Springboard+ course will not confer any entitlement to receive an income support payment from the Department of Social Protection. Participants who are in receipt of a Department of Social Protection income support payment may be able to retain such payments.

Am I eligible for an ICT Skills Conversion Course?

To be eligible for an ICT skills conversion course, a person must meet the residency and nationality criteria, be suitably qualified and hold a Level 8 Degree in a cognate/non-cognate discipline or in line with the policy for Recognition of Prior Learning (RPL) of the higher education provider, or be someone with sufficient relevant experiential learning.

For the two-year Part-time ICT Conversion courses, you may be eligible if you are in employment. If you are unemployed and in receipt of a jobseekers payment (including Farm Assist and Qualified Adults of Working Age), you are not eligible for the two-year ICT Conversion courses. However, if you are in receipt of other social protection payments, e.g. One Parent Family or Disability Allowance, you may be eligible for the two-year part-time Conversion programmes. Please consult with your DEASP Case Officer to establish this.

Please note if you are applying for the two-year Part-time ICT conversion course and you are in receipt of the Pandemic Unemployment Payment (PUP) at the point of application you will be required to pay 10% of the course fee to the course provider. If your employment status changes at the point of registering for the course from unemployed to employed, you are still liable for this 10% fee. If you are unemployed at the point of registration the 10% course fee will be refunded by the provider. You will not be permitted to retain the DEASP payment and continue with the course.

Back to Education Allowance (BTEA)

Eligible DEASP applicants who are accepted onto a course should immediately contact their local social welfare office. Participation on periods of work experience, which are identified as an integral part of the course, may also be pursued and supported under BTEA.

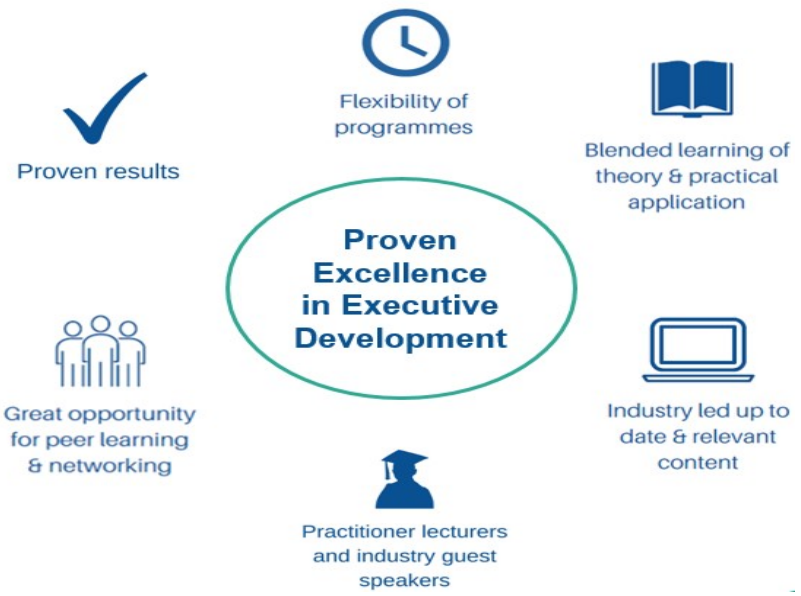
If you are in receipt of other forms of income support from DSP such as the One Parent Family payment, you should contact your local DSP office to confirm if you are eligible to participate on an ICT conversion course and retain your income support.

Applicants who are previously self-employed and/or signing for social welfare credits are eligible to apply for an ICT skills conversion course but are not eligible for a payment under the BTEA scheme.

Why Choose DBS for your Springboard+ Programme?

- Reputation as Ireland's leading Independent College with a student population of 9,000 students, and has over 40 years' experience.
- DBS is also part of Kaplan Inc., which is the education division of the Washington Post Company.
- Kaplan has over 70 years' experience in education, serves over 1 million students each year and last year alone provided over 600,000 courses to individuals and organisations around the globe.
- All of our Springboard+ programmes are awarded by Quality & Qualifications Ireland (QQI) and are recognised nationally and internationally.
- We have four City Centre locations, Aungier Street, George's Street, Balfe Street and Bow Lane. We also recently invested €1million into one of our main locations on George's Street.
- We recently won two of the highest, most prestigious awards at the 2018 Education awards – Best College of Business and Overall Excellence in Education.

How will you reach your full potential with DBS Springboard+?



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

- A dedicated Springboard+ Programme Leader who is responsible for the overall management and development of the relevant programme and the management and support of participants on the programme.
- A range of learning support services to accommodate the participant including the Careers Office, Employer Liaison Officer, Student Services and State-of-the-Art Library and IT Facilities.
- A pool of qualified academics with extensive industry experience in all sectors that can provide participants with guidance and support in re-entering employment or changing career paths to their chosen sector.
- Established links with awarding bodies such as the Quality & Qualifications Ireland (QQI).
- The ability to provide the Springboard+ programme participants with e-learning support facilities, such as Moodle. By moving some parts of the programme online, lecturers can create a learning environment, which enables better use of scheduled face-to-face time with adult learners enabling the development of more complex learning skills such as critical thinking.
- Strong Connections with both indigenous and international organisations with whom we have worked with over the past 40 years. Some companies include.


EY
Hertz
pwc
evros
An Roinn Airgeadais
Department of Finance
ESB
Energy for generations
eircom
Microsoft
RTÉ
cartrawler
with you all the way
Skillnets
Enterprise-led learning networks
LIDL
citi
AIB
SPRINGBOARD
Harvey Norman
TESCO
IRELAND
FBD
An Roinn Caiteachais Phoiblí agus Athchóirithe
Department of Public Expenditure and Reform
STATE STREET.

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

The knowledge learned has enabled me to be ready and prepared to advise clients on technology challenges resulting from regulation. Application of innovation and the changing landscape for data privacy has resulted in many FinTech solutions becoming available. The course has taught practices of due diligence towards application of technical solutions and has provisioned experience in areas where I had little prior knowledge.

I've enjoyed the time very much from the enrollment which was very well organised, to the publication of timetables and u se of applicable technology platforms for connecting to my colleagues and collaboration on activities. The lecturers are the cornerstone of the course itself. It's been a complete pleasure to attend weekly classes to learn when lecturers are communicative, engaging and have prepared relevant material. Each has thus far been excellent in their own right. I've also connected and networked with my colleagues and enjoy their company throughout our combined experiences.

Howard Shortt | Higher Diploma in Science in FinTech

EY - Cyber Threat Management

Did you enjoy the course? Tell us why... "Yes - up to date content and excellent delivery and support. The lecturers were responsive and approachable. There was a good balance between theory and practice. The Careers and Student Services staff were very efficient and attentive to my needs."

What are your future study/work plans? "To gain a degree in Data Analytics and continue my progress as a Marketeer and Photographer."

What is your takeaway from studying at DBS? "Belief in myself and confidence in my abilities."

Greg Morris | Diploma in Big Data for Business

Certificate in Regulatory Technology

Awarding Body:	**Quality & Qualifications Ireland (QQI)**
Award Title:	**Certificate in Regulatory Technology**
Duration:	**1 Academic Year**
Study Mode:	**Part-Time, 2 Evenings Per Week**
Course Commencing	**September 2020**
Award Level	**Level 8 Special Purpose**
ECTS Credits	**40**
10% Contribution Fee (if applicable)	**€320**

Programme Aims and Objectives

Regtech is an industry that has been changed rapidly by software. It is the use of new technology to facilitate the delivery of regulatory requirements. Regtech as quoted by Deloitte is "technology that seeks to provide nimble, configurable, easy to integrate, reliable, secure and cost effective regulatory solutions". The automation of due diligence using data that can be tailored to a company's risk based approach is at the forefront of this regtech revolution. Regtech is a subsection of fintech which will be key to facilitating the delivery of regulatory requirements such as the forthcoming markets in financial instruments directive which comes into place this year. Regulatory Technology (Regtech) is a significant subset of the Financial Technology (FinTech) sector. Regtech is the application of technology in finance that addresses the regulatory and compliance challenges facing the Financial Services Industry.

Unsurprisingly, financial institutions are looking for solutions that can improve their regulatory productivity and meet their compliance requirements at a lower cost. Traditional cost-reduction operations bring some relief, but the industry is increasingly looking at emerging technologies – Regtech solutions – to drive this transformation. Evolving Regtech technologies such as distributed ledgers (blockchain), automation and cognitive computing offer significant transformative potential, and policy makers themselves are creating regulatory environments that encourage the adoption of these technologies. This is an innovative programme with an integrated delivery focused on the regulation of the financial services industry, and how technology is driving innovation in how financial institutions meet their existing and changing regulatory requirements. The programme focuses on practical skills in core areas such as data analytics, blockchain applications, disruptive technologies, data governance and security in the context of an evolving financial regulatory environment.

The specific aims of the programme are to:

- Enable learners to develop in-depth knowledge and analytical skills in current and developing RegTech environment;
- Facilitate the development by the learner of applied skills that are directly complementary and relevant to the workplace;
- Identify and develop autonomous learning skills for the learner;
- Develop in the learner a deep and systematic understanding of current and evolving application of RegTech solutions;
- Enable the learner to identify, develop and apply detailed analytical, creative, problem solving skills;
- Provide the learner with a comprehensive platform for career development, innovation and further study.

Programme Content

- RegTech Solutions
- Data Analytics for RegTech Applications
- Innovation in the RegTech Ecosystem
- RegTech Sectors and Technologies

Entry Requirements

To be considered for admission to this programme, applicants must hold a full Level 7 degree in a cognate discipline such as finance or related area OR a non-cognate full Level 7 award with at least 1 to 2 years' professional experience in the financial services industry. Candidates with a non-cognate background will be interviewed. Due to the nature of the content on the programme, candidates will be required to show sufficient competency in statistics.

Recognition of Prior Learning (RPL)

Applicants who do not have a Level 7 qualification may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

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

Career Opportunities

Evolving RegTech technologies such as distributed ledgers (blockchain), automation and cognitive computing offer significant transformative potential, and policy makers themselves are creating regulatory environments that encourage the adoption of these technologies.

This programme will complement the existing range of undergraduate and postgraduate degrees offered in DBS and bring together finance, technology and regulation to enable graduates to work within this evolving industry. Graduates from this programme will be able to:

- Build a value proposition and/or business model for a variety of RegTech applications.
- Understand innovative solutions to the evolving regulatory/compliance environment.
- Effectively manage information assets for acquisition and retention.
- Capture, apply and analyse of large data sources in a regulatory/compliance environment.
- Contribute to the application of blockchain innovation in a regulatory/compliance environment.

Graduates will possess the following attributes for such roles:

- The ability to analyse and assess the current and upcoming regulatory requirements relevant to the RegTech sector, as well the challenges/opportunities that new technologies and innovation create.
- The skills to work individually and in teams and build relationships.
- Strong analytical qualities and the ability to derive meaning from data, being able to identify and report on key performance indicators and opportunities
- Creative thinking, with an ability to use both data to inform decisions and solve problems

Certificate in Fund Accounting

Awarding Body:	**Quality & Qualifications Ireland (QQI)**
Award Title:	**Certificate in Fund Accounting**
Duration:	**1 Academic Year**
Study Mode:	**Part-Time, 2 Evenings Per Week**
Course Commencing	**September 2020**
Award Level	**Level 7 Special Purpose**
ECTS Credits	**30**
10% Contribution Fee (if applicable)	**€240**

Programme Aims & Objectives

The Financial Services Sector is the fourth largest provider of wholesale financial services in the EU and with more than 400 international financial institutions, Ireland has become a world leading centre. Throughout 2020, efforts will continue to attain the Strategy's target of 10,000 net new jobs by end of 2020 in the International and Financial Service Sectors. As Ireland continues to be viewed as an attractive investment proposition, there is a significant need to ensure a supply of Financial Services based talent to meet the skills needs across all sectors. The Irish Funds Industry Association estimates current employment in fund administration and servicing at 12,500 with the skills demand for accounting with funds experience continuing to grow. Ireland has a thriving and growing IFS sector and it is imperative that the workforce has the necessary skills.

This is an innovative programme with an integrated delivery from end-to-end covering a range of skills applicable to the field of Fund Accounting. The programme aims to develop learners' knowledge of the theory and practice of Fund Accounting necessary for them to secure employment and perform in the various areas in a broad range of financial services type companies.

The Certificate in Fund Accounting aims to meet the identified skills demand for individuals with funds experience. It is an introductory programme into the field. Modules are 1. Fund Accounting (10 ECTS) 2. Markets and Instruments for Fund Accounting (10 ECTS) 3. Funds Industry Regulations and Governance (10 ECTS) The module Fund Accounting explores the role of various investment fund services providers, analyses the full life cycle of the fund, and focuses on the critical importance of establishing the fair value of the fund’s holdings. The markets and instruments of fund accounting module introduces learners to the operations and structure of financial markets.

Programme Content

- Fund Accounting
- Markets and Instruments for Fund Accounting
- Funds Industry Regulations and Governance

Entry Requirements

To be eligible to apply for a place on this programme, applicants must hold a full Level 6 NFQ award or equivalent in any discipline.

Recognition of Prior Learning (RPL)

Applicants who do not have a Level 6 qualification may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

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

Career Opportunities

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

- Fund Administrators
- Custody/Trustee administrator
- Hedgefund Administrators
- Compliance administrators
- Fund Accounting Supervisor/Manager
- Fund Operations Officers/ Administrator

Certificate in Digital Marketing Full-Time

Awarding Body:	**Quality & Qualifications Ireland (QQI)**
Award Title:	**Certificate in Digital Marketing**
Duration:	**1 Academic Year**
Study Mode:	**Full-Time**
Course Commencing	**October 2020**
Award Level	**Level 7**
ECTS Credits	**40**
10% Contribution Fee (if applicable)	**€320**

Overview

Dublin Business School, in conjunction with Springboard+, have developed a full-time Level 7 Special Purpose Award programme leading to a Certificate in Digital Marketing. This programme will run two mornings per week.

This programme focuses on core areas such as digital planning, management, understanding media technologies and online consumer behaviours as well as the sub-fields of project management, teamwork and communication. Participants will be taught a strong mix of transversal skills as well as the specialist subject knowledge area of digital marketing.

150,000 jobs have been predicted to be potentially created in the digital economy by 2020. It is expected to be worth 21.1 billion by 2020; accounting for 10% of GDP. There has been tremendous change taking place in businesses in particular in their e-commerce environment and in their interaction with social media.

In order to address and respond to this level of change the Future Skills Requirements Reports across a range of sectors have identified that one of the key future skills needs by function within companies was to have a marketing department with e-commerce and social media skills. This programme is designed to address such a skills gap by providing participants with an applied knowledge of digital marketing.

This programme is targeted towards the learner who wishes to specialise in the field of digital marketing with a view to entering industry, or those who are working in an industry that requires the input of digital marketing techniques to enhance or in some cases drive the overall marketing function and strategy.

Programme Aims & Objectives

The specific programme objectives are to:

- Develop knowledge of digital marketing tools and technologies in the context of the business, its products, services, customers and the wider market.
- Integrate traditional marketing principles into marketing activity in online and mobile environments.
- Apply practical skills to web design to ensure web/mobile platforms content management processes are optimised.
- The Certificate in Digital Marketing will enable graduates with the following outcomes:

- Identify the necessary technical and practical knowledge for the effective implementation of digital marketing.
- Acquire the ability to successfully create and manage digital marketing campaigns and e-commerce processes.
- Obtain insights into the way in which organisations create and execute strategic digital marketing decisions.
- Evaluate consumer behaviour in a digital context.
- Identify novel and innovative approaches to digital marketing.
- Function independently and think creatively to solve problems in a business environment.
- Demonstrate knowledge of key digital marketing concepts and the impact of the technology on a business or consumer sector.

The curriculum was designed to place a great focus and emphasis on practical digital marketing skills that could greatly benefit the needs of the participants. This is evident in the module Media Technologies for Marketing, which has topics on Leveraging Social Media Marketing - the micro-perspective. The importance of customer-as-partner social integration, brand building and relationship building, the art of "listening" with the social web, understanding optimal mixes of social media tools together with blogging and writing blog content.

The module Digital Marketing Environment offers a mix of both theory and practical skills to enable the participant to participate more effectively in the Digital Marketing environment. This module encourages an entrepreneurial and innovative mind-set and channels this practically in the form of a business/marketing plan. The objective of the module is to introduce students to the technology advances that are shaping the current trends in marketing and advertising, and to highlight possible future trends that will further impact on the marketing landscape in the near future.

Digital Marketing Fundamentals enables students to understand and exploit the potential opportunities provided by the rapidly changing variety of technologies involved in digital marketing in order to engage the ever-changing customer within a business context. The intention of this module is to provide them with sufficient skills in this field which will enhance their knowledge and understanding of digital marketing. This will enable practical application of fundamental digital marketing concepts.

The Digital Marketing Planning & Management module will offer the participant the practice of planning managing and measuring a digital marketing campaign. This module will also provide learners with a deeper knowledge and understanding of digital planning and campaign management as a core activity in digital marketing. In keeping with the theme of the overall programme, each module will integrate with the others to provide the learner with both employable and tangible skills in the area of digital marketing. Participants will develop practical and transferable skills in digital advertising campaign management and optimisation

Programme Aims & Objectives

The modules within this programme include:

- Digital Marketing Environment
- Digital Marketing Fundamentals
- Digital Marketing Planning & Management
- Media Technologies for Marketing

All four priority skills areas identified (Digital Skills, Transversal, Management and Leadership Skills, and Workplace of the Future) are embedded in the Certificate in Digital Marketing.

Entry Requirements

To be eligible to apply for a place on this programme, applicants must hold a full Level 6 NFQ award or equivalent in any discipline.

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

Applicants who do not have a Level 6 qualification at a pass award level and who have at least 3 years' relevant work experience may also be considered through the College's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

Career Opportunities

As the digital economy continues to experience huge global growth so too is the demand for digital marketing skills. According to Accenture the use of digital technologies could add 1.36 trillion dollars to total global economic output by 2020. There is a massive need to invest in digital marketing skills. It is predicted there will be 150,000 jobs which could be created in the digital economy by 2020 at a value of €21.1bn.

A new report from the European Commission (EC) claims that digital skills gap amongst the Irish population is halting employment progress. It claims 42% of the Irish workforce have little or no digital skills. Improved digital skills vital for Irelands' future both as a specific ICT role but more widely as a basic core competence as highlighted in the National Skills Strategy 2025. The European Commission has predicted that a shortfall of trained digital professionals could leave up to 90,000 jobs unfilled in the next few years. Furthermore, PWC have predicted a 13% increase in digital marketing spend.

Graduate attributes of this programme consist of problem solving, customer building, critical thinking, leadership and management, self-awareness, digital literacy, and creativity. Upon completion of the programme, graduates would typically take up roles as:

- Social Media Managers
- SEO specialist/Manager
- Digital Project Manager
- Digital Creative Manager
- Digital Advertising Manager
- Social & Display Manager
- Online Marketing Manager
- Product Managers
- Social Media Strategists
- Digital Commerce Managers

Diploma in Big Data for Business

Awarding Body:	**Quality & Qualifications Ireland (QQI)**
Award Title:	**Diploma in Big Data for Business**
Duration:	**1 Academic Year**
Study Mode:	**Part-Time, 2 Evenings Per Week**
Course Commencing	**September 2020**
Award Level	**Level 7 Special Purpose**
ECTS Credits	**60**
10% Contribution Fee (if applicable)	**€450**

Programme Aims and Objectives

Skills Ireland estimates that there will be a demand for Big Data/Analytics roles to the tune of 49,000-62,000 in Ireland by 2020. Vacancies hardest to fill will be, deep analytical talent, supporting technology and big data savvy roles.

In the EGFSN December 2018 report, "Digital Transformation: Assessing the Impact of Digitalisation on Ireland's workforce", big data and analytics are identified as the role of innovation accelerations. "The demand for data capturing, management and analysis technologies continues to increase with the growing digitalisation efforts in enterprises and the increasing number of data producers".

Big Data is one of the fastest growing areas of computing and Ireland has become the European data centre location of choice for world leaders including IBM, Microsoft, Google, Amazon, MSN and Adobe, and is now poised to become a global cloud centre of excellence.

The management of data is big business now, and it will continue to grow as long as more and more devices, technologies and services harvest more and more information from society.The proposed programme prepares participants by providing them with the skills and competencies required to work in a range of big data and analytics savvy roles. Specific skills that the participants will garner are - conceptual knowledge, quantitative and analytical skills -Business strategy and management skills - Project management -Social media technologies/Digital Media tools and of course Data management and analytics skills.

This is an innovative programme with an integrated delivery from end-to-end covering a range of Big Data topics. The programme aims to develop learners' knowledge of the theory and practice of Big Data for Business necessary for them to secure employment and perform in the areas of Data analytics in a broad range of commercial, industrial and public sector environments. To encourage the learner's development guest speakers from industry, specifically from the ICT sector, will be invited to participate in the delivery of each module.

Programme Content

- Databases
- Management
- Maths and Statistics for Business
- Communications for Personal Success

- Information Systems and Databases
- Digital Marketing and Management
- Data Visualisation & Big Data

Specific skills that the participants will garner are:

- Conceptual knowledge, Quantitative and Analytical Skills
- Business Strategy
- Project Management
- Social Media Technologies/Digital Media Tools

On completion of the programme graduates will be able to:

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

Entry Requirements

To be eligible to apply for a place on this programme, applicants must hold a full Level 6 NFQ award or equivalent in any discipline.

Recognition of Prior Learning (RPL)

Applicants who do not have a Level 6 qualification may also be considered through the college's normal RPL procedures. Relevant professional experience may be taken into account and individuals will be assessed on a case-by-case basis through DBS RPL procedures.

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

Career Opportunities

Big Data is one of the fastest growing areas of computing and Ireland has become the European data centre location of choice for world leaders including IBM, Microsoft, Google, Yahoo, MSN and Adobe, and is now poised to become a global cloud centre of excellence. The management of data is big business now, and it will continue to grow as long as more and more devices, technologies and services harvest more and more information from society. Roles comprising "data savvy" managers, CIOs, market research analysts, business and functional managers that require a significant understanding of the value and use of analytics to enable them to interpret and utilise the insights from the data and take appropriate decisions to advance their company strategy and performance.

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

- Business Analysts
- Data Governance Manager
- Data Warehouse Architects
- Data Analysts
- Functional Managers
- CIOs
- Market Research Analysts

Teaching and Assessment for Springboard+ Courses

Teaching, Learning & Assessment

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

Specific methods adopted will include:

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

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

Assessment Methods

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

Methods will include:

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

Student Support for Springboard Courses

Dedicated Programme Leader

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

Career/Internship Opportunities

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

Additional sessions will be scheduled to include:

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

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

DBS have also secured commitment from a number of suitable industry partners within the relevant sectors to deliver guest presentations to participants. This provides an exciting opportunity for participants to learn more about the sectors and to network with potential employers. DBS also has extensive engagement with these relevant industries and in addition to companies who have pledged

interest of placements, it has over 1,150 employers on its database and active engagement with 2,727 DBS Alumni, all of whom are being contacted to offer work experience opportunities to Springboard+ students.

ICT Skills Conversion Courses Overview

To be considered for admission to these programmes, applicants must hold a **Primary Honours Degree (Level 8)** in any discipline from a recognised third level institution or equivalent qualification. Candidates will ideally be able to demonstrate technical or mathematical problem solving skills as part of previous programme learning. Typically, holders of more technical, numerate degrees are likely to gain a higher ranking in selection for the programme.

Typical disciplines which would fall into this category would be:

- Engineering
- Architecture
- Mathematics
- Physics

Recognition of Prior Learning (RPL)

Learners may also access this course on the basis of recognition of prior learning or by assessment of prior experiential learning/informal learning. For this particular programme applicants will be considered on a case-by-case basis in relation to their educational record, work experience, their ability to demonstrate technical or mathematical problem solving skills and a capacity to successfully participate in the programme.

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

Teaching & Assessment

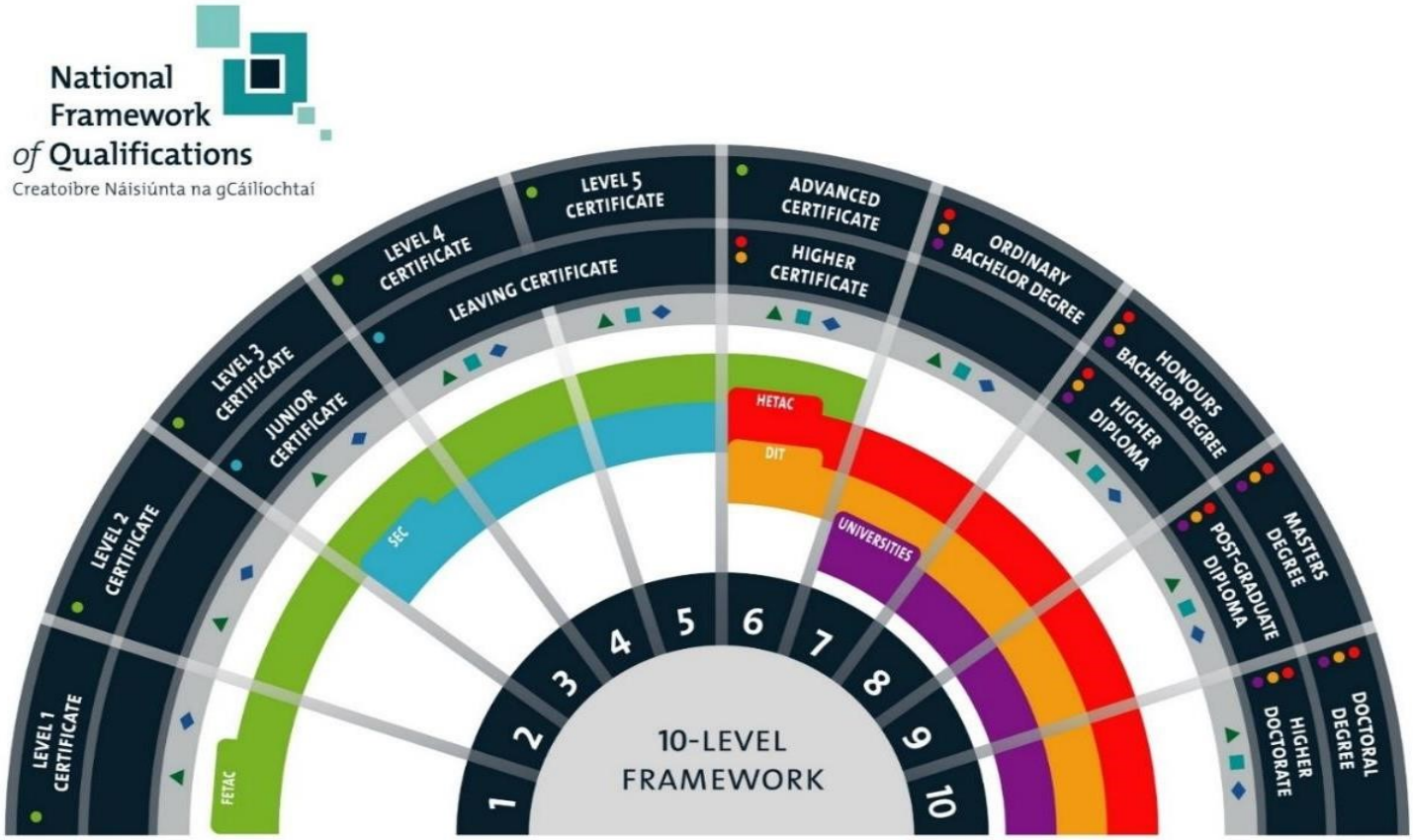
DBS teaching and learning strategies are intended to facilitate students to take ownership of, and responsibility for, their own learning in partnership with the academic faculty. A wide range of teaching and learning methods are used in the programme to ensure all learning styles are accommodated. Methods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

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

The National Framework of Qualifications (NFQ)

All of these ICT Skills Conversion Programmes are fully accredited by Quality & Qualifications Ireland (QQI) and are Level 8 Higher Diploma programmes as shown below on the NFQ.

For further information on The NFQ and QQI please visit www.nfq-qqi.com



Higher Diploma in Science in Digital Marketing Part-Time

Awarding Body:	**Quality & Qualifications Ireland (QQI)**
Award Title:	**Higher Diploma in Science in Digital Marketing**
Duration:	**18 months**
Study Mode:	**Part-Time**
Course Commencing	**October 2020**
Award Level	**Level 8**
ECTS Credits	**60**
10% Contribution Fee (if applicable)	**€725**

Overview

The Higher Diploma in Science in Digital Marketing is an industry led conversion course for non-marketing graduates who wish to acquire sought after skills that have become paramount for businesses to survive and thrive in a digital landscape. As more organisations rely on rich content to drive marketing success and serve customers, the ability to effectively manage digital assets and connect creative content across platforms and touchpoints becomes imperative. Graduates of this programme will acquire the necessary skills and acumen to appraise and operationalise digital marketing opportunities and challenges and effectively integrate these into decision-making roles with an organisation. The programme will enable graduates to work in diverse range of digital marketing roles and/or be in a position to take up further Level 9 postgraduate studies, such as the Master of Science in Digital Marketing

Programme Aims Overview

The specific programme objectives are to:

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

Course Content

Modules on the Higher Diploma in Science in Digital Marketing include:

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

Entry Requirements

To be considered for admission to this programme, applicants must hold a Level 8 degree in any discipline.

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

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

Career Opportunities

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

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

Teaching & Assessment

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

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

Higher Diploma in Science in Computing (Software Development) Part-Time

Awarding Body	**Quality & Qualifications Ireland (QQI)**
Award Title	**Higher Diploma in Science in Computing - Software Development Stream**
Duration	**Part-Time, 2 Evenings Per Week & Some Saturdays for 2 Academic Years**
Course Commencing	**September 2020**
Award Level	**Level 8 NFQ**
ECTS Credits	**60**
10% Contribution Fee (if applicable)	**€725**

Programme Aims and Objectives

The primary objective of the programme is to address ICT Skills gaps through the successful conversion of talented learners from non-computing/IT disciplines to meet identified skills needs in the economy. According to Mary Mitchell O'Connor, Minister for Jobs, Enterprise and Innovation and as outlined in the recently published 'Action Plan for Jobs' 2017 report, the ICT sector is of strategic importance to Ireland, both in terms of the numbers of high skilled professionals employed and its significant contribution to Ireland's export performance, accounting for €70 billion in exports per annum.

As outlined in the Forfas/EGFSN (2013) report 'Addressing Future Demand for High-Level ICT Skills', results from this study indicate that Ireland is likely to face an average increase in demand for high-level ICT skills of around 5% a year out to 2018 with the employment of ICT professionals anticipated to rise to just over 91,000. Employment growth is strong for programmers and software developers and in strong demand across all economic sectors as also referenced in the National Skills Bulletin 2017.

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

As part of the objectives of the ICT Action Plan 2014-2018, National Skills Strategy 2025 and Action Plan for Education 2016-2019, the aim is to increase the domestic supply of ICT graduates to meet demand from 57% to 74% by 2018. This programme has been running since 2012 and aims to meet that objective in providing skilled graduates in the relevant ICT area. In Ireland in general software developers are among the most in-demand roles in the tech sector. Key skills common to all streams of the programme and acquired throughout semester one of the taught programme will include the ability to demonstrate an understanding of the core IT skills of software development, database design & development, web application, networking and operating systems. Design, develop, test and document software.

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

- Competent knowledge with Object-Oriented Programming concepts & ability to implement these concepts to produce well designed Object-Oriented Programmes
- Ability to design, implement, test and document Advanced Object-Oriented Programs

- In-depth knowledge of unit testing and system testing
- Ability to construct event-driven Graphical User Interfaces
- Proficiency in programming languages such as C#.NET and Java
- Competency to create & maintain a Database using SQL
- Expertise to develop relational and XML databases including native and Hybrid XML databases
- Proficiency in current database & web application development languages and frameworks
- Competency in document mark-up languages particularly HTML5, XHTML and XML
- Ability to develop Web-based applications using .Net framework & specifically ASP.NET
- Expertise to manipulate a database from a web application using ADO.NET
- Proficiency in using advanced Web development tools and techniques such as DHTML and AJAX
- Designing and Developing a server side web application with database integration
- Integrate social media features using APIs
- Application of current & emerging technologies to enhance the functionality of web application components.

Core modules are:

- Information Systems Development & Management
- Database Design and Development
- Principles of Programming
- Operating Systems & Networks
- Web Design and Development
- Object-Oriented Programming
- Web and Cloud Application Development
- Advanced Programming

Upon successful completion of the taught element of the course, students will engage in a credit-bearing industry project.

Following completion of the Higher Diploma in Science in Computing (Software Development), participants will be able to:

- Design and build mobile applications using Google's Android open-source platform
- Design, implement, test & document advanced Object-Oriented Programmes
- Apply advanced data structures
- Construct event-driven Graphical User Interfaces
- Evaluate platforms in order to create, design and develop a server side web application with database integration
- Demonstrate proficiency in document mark-up languages particularly XML
- Develop Web-based applications using .NET framework and specifically ASP.NET

Career Opportunities

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

- Software Engineer/Developers/Programmers/testers

- Net Developer
- Web Developer
- Trainee Programme Analyst
- Project Support Engineer
- Technical Support Engineer
- Database designer and developer
- CRM Developer
- IT Consultant

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

Entry Requirements

To be considered for admission to this programme, applicants must hold a Primary Honours Degree (Level 8) with a minimum of a pass classification, in any discipline from a recognised third level institution or equivalent qualification. Candidates will ideally be able to demonstrate technical or mathematical problem solving skills as part of previous programme learning.

Typically, holders of more technical, numerate degrees are likely to gain a higher ranking in any order of merit in selection for the programme.

Typical disciplines that would fall into this category would be:

- Engineering
- Architecture
- Mathematics
- Physics

Some candidates will also have gained a Level 8 qualification in a programme with a significant IT component and/or significant numerate element. Such programmes vary greatly in mathematical and information technology content and assessment would be by detailed examination of subject content, assessments and syllabi.

Typical programmes which would fall into this category could include:

- Management Information Systems
- Accounting
- Business
- Management

Recognition of Prior Learning (RPL)

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

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

Higher Diploma in Science in Computing (Web & Cloud Technologies) Part-Time

Awarding Body	**Quality & Qualifications Ireland (QQI)**
Aware Title	**Higher Diploma in Science in Computing - Web & Cloud Technologies Stream**
Duration	**Part-Time, 2 Evenings Per Week & Some Saturdays for 2 Academic Years**
Course Commencing	**September 2020**
Award Level	**Level 8 NFQ**
ECTS Credits	**60**
10% Contribution Fee (if applicable)	**€725**

Programme Aims and Objectives

The primary objective of the Higher Diploma in Science in Computing (Web & Cloud Technologies) programme is to address ICT Skills gaps through the successful conversion of talented learners from non-computing/IT disciplines to meet identified skills needs in the economy.

As part of the objectives of the ICT Action Plan 2014-2018, National Skills Strategy 2025 and Action Plan for Education 2016-2019, the aim is to increase the domestic supply of ICT graduates to meet demand from 57% to 74% by 2018. This programme has been running since 2012 and aims to meet that objective in providing skilled graduates in the relevant ICT area. In Ireland in general, software developers are among the most in-demand roles in the tech sector.

Key skills common to all streams of the programme and acquired throughout semester one of the taught programme will include the ability to demonstrate an understanding of the core IT skills of software development, database design & development, web application, networking and operating systems. Design, develop, test and document software.

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

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

- Proficiency in current database and web application development languages and frameworks
- In-depth knowledge of fundamentals of Object-oriented programming using C#.NET
- Competency in document mark-up languages particularly HTML5, XHTML and XML
- Proficiency in using advanced Web development tools and techniques such as DHTML and AJAX
- Competency to create, design and develop a server side web application with database integration
- Ability to design and develop relational and XML database models and implement them
- Expertise to develop native and Hybrid XML databases
- Access a database from a web application using ADO.NET
- Integrate social media features using APIs
- In-depth understanding of Web services standards

- Apply current & emerging technologies to enhance the functionality of web application components
- Competent understanding of cloud computing, deployment & delivery models and cloud infrastructure skills
- High level of knowledge of the underlying enablers of cloud computing, namely virtualization, implementation mediums and storage frameworks
- Design, configure & manage a switched network. Implement a hierarchical structure, loop avoidance, switch convergence & VLANS
- Design and implement a classless IP addressing scheme for a network
- In-depth understanding of WAN technologies, from Frame Relay to MPLS to MetroEthernet
- Build, configure, maintain & trouble shoot a network
- Developing content on cloud such as using Content Management Systems such as Joomla, etc. on Windows Azure platform.

Core modules are:

- Information Systems Development & Management
- Database Design & Development
- Principles of Programming
- Operating Systems and Networks
- Web Design & Development
- Object-Oriented Programming
- Web and Cloud Application Development
- Cloud Infrastructure and Virtualisation
- Advanced Web Technologies

Upon successful completion of the taught element of the course, students will engage in a credit-bearing industry project.

Following completion of the Higher Diploma in Science in Computing (Web & Cloud Technologies), participants will be able to:

- Demonstrate an understanding of how underlying virtualization technologies function
- Critically evaluate multi-tenancy and deployment models
- Evaluate data storage models & have up-to-date knowledge on established and emerging cloud technologies
- Evaluate platforms in order to create, design and develop a server side web application with database integration
- Demonstrate proficiency in document mark-up languages particularly XML
- Develop Web-based applications using .NET framework and specifically ASP.NET
- Design, configure & manage a switched network. Implementing a hierarchical structure, loop avoidance, switch convergence and VLANS
- Design & Implement an IP addressing scheme for a network
- Understand and describe the operations & functions of a router & its critical role within networking
- Demonstrate in-depth understanding of WAN technologies, from Frame Relays to MPLS to Metro Ethernet

Career Opportunities

This programme is specifically designed to assist participants in obtaining employment in the specialised field of Web & Cloud Technologies. Career opportunities in the field include Web Analysts, Cloud Administrators, Data Operations Engineer and Windows Administrators.

Entry Requirements

To be considered for admission to this programme, applicants must hold a Primary Honours Degree (Level 8) with a minimum of a pass classification, in any discipline from a recognised third level institution or equivalent qualification. Candidates will ideally be able to demonstrate technical or mathematical problem solving skills as part of previous programme learning.

Typically holders of more technical, numerate degrees are likely to gain a higher ranking in any order of merit in selection for the programme.

Typical disciplines which would fall into this category would be:

- Engineering
- Architecture
- Mathematics
- Physics

Some candidates will also have gained a Level 8 qualification in a programme with a significant IT component and/or significant numerate element. Such programmes vary greatly in mathematical and information technology content and assessment would be by detailed examination of subject content, assessments and syllabi.

Typical programmes which would fall into this category could include:

- Management Information Systems
- Accounting
- Business
- Management

Recognition of Prior Learning (RPL)

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

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

Higher Diploma in Science in Computing in Development Operations (DevOps) Part-Time

Awarding Body	**Quality & Qualifications Ireland (QQI)**
Award Title	**Higher Diploma in Science in Computing - Development Operations Stream**
Duration	**Part-Time, 2 Evenings Per Week & Some Saturdays for 2 Academic Years**
Course Commencing	**September 2020**
Award Level	**Level 8 NFQ**
ECTS Credits	**60**
10% Contribution Fee (if applicable)	**€725**

Programme Aims and Objectives

Dublin Business School, in conjunction with Springboard+, have developed a part-time Level 8 Special Purpose Award programme leading to a Higher Diploma in Science in Computing (DevOps).

Dublin Business School's Higher Diploma in Science in Computing in Development Operations (DevOps) programme, provides a strategic learning pathway for students to learn and implement modern software development and deployment practices that spans multiple departments, from development to test, to release management to operations with a focus on collaboration, quality and performance.

These skills are essential to deliver applications at the volume, velocity, and quality levels that are now required for modern enterprises to remain competitive. This industry led and innovative programme will provide graduates with the theoretical and practical skills required to meet the demands of industry.

The Irish Government has set an ambitious plan for Ireland to become a leading country in Europe in ICT. It is envisaged that this will assist in the creationn of additional employment in the economy. It is against this backdrop that Springboard+ provides for a 2 year part time NFQ Level 8 Higher Diploma course delivered by higher education providers in partnership with industry.

Programme Aims

- Provide a programme of study which allows learners to enhance their employment opportunities in the ICT sector.
- Enable learners to progress from a fundamental understanding of core computing concepts to the demonstration of advanced skills in specific areas.
- Develop abilities of an advanced nature in DevOps.
- Contextualise newly gained practical skills in a real-world environment through placement and project work.

Programme Objectives

- Enable the learner to successfully transfer existing skills and knowledge to an ICT context.
- Provide the learner with communication, teamwork and presentation skills required of an ICT practitioner.
- Develop a competence for analytical thinking, problem solving ability and enable independent learning.
- Position learners to develop research skills and progress to further postgraduate study.

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

- Apply analytical thinking to the problem-solving process, reflect on and analyse proposed DevOps solutions.
- Display appropriate personal and professional attitude and approach to independent learning required to fill knowledge gaps in the discipline of DevOps.
- Demonstrate an understanding of core computing concepts and methods applied in programming, web development, information systems and database development, computer systems and administration, software and systems security and in software engineering or data storage and networking.
- Apply appropriate theories, processes, tools and techniques available to practitioners within the discipline of computing.
- Utilise specialised skills that are applicable in the context of established and emerging computing practices.
- Use appropriate skills to interpret technical requirements and use this to design, develop and deliver suitable computing artifacts.
- Establish competence required for professional, ethical and legal delivery of individual or group projects in a supervised work or industry environment

Core modules are:

- Principles of programming
- Database Design and Development
- Information Systems Development & Management
- DevOps Project Management
- Operating Systems & Networks
- Web Design & Development
- Object Oriented Programming
- DevOps Practices & Principles
- Tools & Technologies for DevOps

Upon successful completion of the taught element of the course, students will engage in a credit bearing industry project.

Career Opportunities

- Cloud Services Engineers
- DevOps Support Engineers
- Senior Software Engineers in DevOps

Entry Requirements

To be considered for admission to this programme, applicants must hold a Primary Honours Degree Level 8 with a minimum Pass classification from a recognised third level institution in any discipline. Candidates will ideally be able to demonstrate technical or mathematical problem-solving skills as part of previous programme learning. Typically, holders of more technical, numerate degrees are likely to gain a higher ranking in any order of merit in selection for the programme.

Recognition of Prior Learning (RPL)

Learners may also access this course on the basis of recognition of prior learning or by assessment of prior experiential learning/informal learning. For this particular programme applicants will be considered on a case by case basis based upon their educational record, work experience, their ability to demonstrate technical or mathematical problem solving skills and a capacity to successfully participate in the programme.

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

Higher Diploma in Science in FinTech Part-Time

Awarding Body	**Quality & Qualifications Ireland (QQI)**
Award Title	**Higher Diploma in Science in FinTech**
Duration	**Part-Time, 2 Evenings Per Week & Some Saturdays for 18 months**
Course Commencing	**September 2020**
Award Level	**Level 8 NFQ**
ECTS Credits	**60**
10% Contribution Fee (if applicable)	**€725**

Porgramme Aims and Objectives

Dublin Business School in conjunction with Springboard+, their Partner Network and other relevant industry partners have developed an intensive part-time Level 8 Graduate Conversion programme leading to a Higher Diploma in Science in FinTech award.

Technological innovation applied to financial services has created a wave of disruptive activity that will change the shape of the global financial system over the next decade. This has created demand from graduates and employees for programmes specifically tailored to the skills required for a changing financial services industry.

This is an interdisciplinary programme that focuses on finance, data analytics and computing. It is designed to appeal to graduates seeking to gain exposure to FinTech - the technology enabled business model innovation in the financial sector. Graduates from the programme upon completion will be able to pursue employment opportunities in areas such as business analyst in a FinTech organisation, data analyst, financial analyst, quantitative first and second tier support, back, and mid office analytics, portfolio analyst, funds analyst, Implementation consultant, index consultant and manager in the area of financial technology.

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

The specific programme aims are as follows:

- Develop learner's criticality in order to analyse industry trends in FinTech
- Provide learners with a platform to develop the requisite knowledge and technical skills in current and developing financial technologies
- Prepare learners to work effectively and collaboratively in the execution of common goals
- Provide learners with systematic knowledge of the management of Financial Technology in organisational and regulatory contexts

- Facilitate the development by the learner of applied skills that are directly complementary and relevant to the workplace
- Identify and develop autonomous learning skills for the learner
- Enable the learner to identify, develop and apply analytical, creative, problem solving and research skills
- Provide the learner with a comprehensive platform for career development, innovation and further study.

Programme Content

- Financial Services Innovation
- FinTech Regulatory Environment
- Data Analysis
- FinTech Operations
- Blockchain & E-payments
- Capstone Project

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Career Opportunities

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

Entry Requirements

To be considered for admission to the Higher Diploma in Science in FinTech, applicants must hold a Level 8 degree in a cognate discipline OR a Level 8 degree in a non-cognate discipline with 1-2 years professional experience in a related industry. Due to the mathematical nature of the content candidates will be required to show sufficient competency in mathematics.

Recognition of Prior Learning (RPL)

Learners may also access this course on the basis of recognition of prior learning or by assessment of prior experiential learning/informal learning. For this particular programme applicants will be considered on a case by case basis based upon their educational record, work experience, their ability

to demonstrate technical or mathematical problem solving skills and a capacity to successfully participate in the programme.

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

How to apply for your DBS Springboard+ programme

1. Visit www.springboardcourses.ie
2. Choose **Dublin Business School** as the provider
3. Choose the course(s) of your interest (NOTE: You can apply for more than one course)
4. Create an account with password and fill out your profile details
5. Apply for chosen course(s)
6. We will follow up with an email requesting that you respond to the email with the following documentation. Alternatively, you can post the documents to Dublin Business School, Admissions Office, 13/14 Aungier St, Dublin 2.

All applicants are required to provide the following documentation;

- Academic Transcripts (this is the yearly breakdown of the modules studied and results received) and we require the transcripts for each year of study completed from any previous studies/courses attended. If these transcripts are in a language other than English, than please be aware we require official translated copies as well as the originals.

- If applying through APEL, we also require a CV (recently updated and including your education and experience to date) and a personal statement outlining your reasons for applying for the course and why would you be a suitable candidate. Please be aware that your personal statement should be sent as a word document and the average length should be between 500 - 700 words.

- Copy of your passport or driver's licence.

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

- For Non-EU applicants currently residing in Ireland - a Copy of your Garda National Immigration Bureau (GNIB) Card or proof of residency is required, to demonstrate that you have been residing in the EU for 3 of the last 5 years.

- Note: The period of residency for holders of Stamp 4 or Stamp 4 EU FAM is calculated from the date of receipt of the Stamp 4. Any period of residency in the state before this date will not be taken into consideration.

➢ For applicants who are in employment (including Self-Employment), we require the following documentation;

- Copy of their Tax Credit and Universal Social Charge Certificate 2020, or a letter from their current employer/accountant to confirm employment/self-employment.

Please note that under the Springboard+ 2020/21 initiative, 90% of the fees are funded by HEA and 10% of the fees are payable to the college for this category of applicants. These fees can be paid by either the applicant or their employer, should the employer sponsor the applicant. Should you require a company sponsorship form for invoicing please let us know.

➢ **For applicants who are in receipt of the Pandemic Unemployment Payment (PUP), we require the following documentation.**

- A recent payment slip, a copy of an application for PUP or a letter from DSP confirming your social protection status.

➢ **For applicants who are unemployed and in receipt of Social Welfare payment, we require th following documentation;**

- A recent payment slip, a copy of an application for PTEO/BTEA or a letter from DSP confirming your social protection status (signing for credits, any other form of social welfare etc.) would be suitable.

➢ **For applicants who are homemakers, we require the following documentation;**

- Letter/statement signed by a Commissioner for Oaths confirming their status. Please see Springboard+ form on the Springboard+ website.

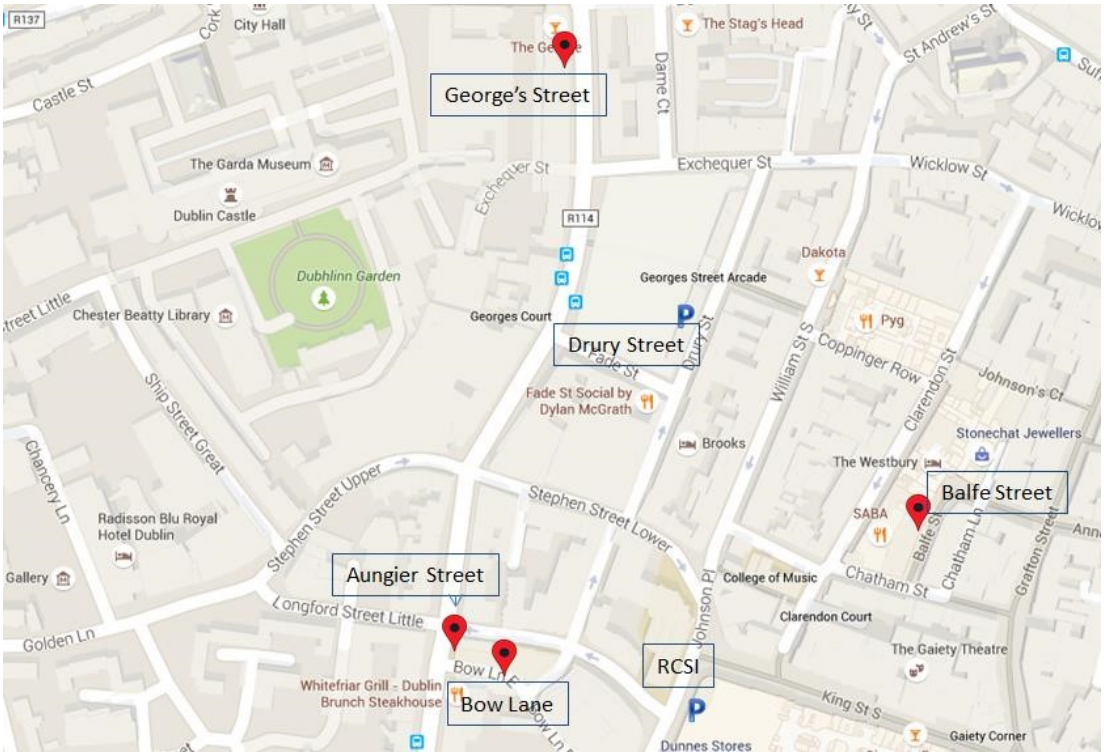
Please note that there are limited places available on all programmes. Those applicants who provide all the relevant supporting documents will be allocated places on their chosen programme on a first come-first served basis, subject to fulfilling the eligibility criteria.

Should we not receive all of the above information, your application will not be progressed and you could potentially miss out on an offer of a place.

In the meantime, should you require any further information please do not hesitate to contact the DBS Admissions Office on 01 4177500 or by email on Springboard@dbs.ie

Where is Dublin Business School located?

A mere two minute walk from St. Stephens Green, the Luas and all main bus routes, DBS is truly in the heart of Dublin city. Our educational sites in the prime city centre locations of Aungier Street, George's Street, Balfe Street, Dame Street are all within a few minutes walking distance of each other and provide students with access to all of the infrastructure capabilities of a vibrant modern capital city.



Why not drop in to our next DBS Open Event where you can meet the various lecturers, discuss course content and learning outcomes in more detail and get a feel for our campus.
Visit www.dbs.ie for more information.

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