



## Government Funded Courses Commencing March 2021

# 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+ and HCI programmes 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 (Two Year 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
- Postgraduate Diploma in Financial Analytics

Apply via [www.springboardcourses.ie](http://www.springboardcourses.ie)

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

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



\*Eligibility and entry requirements apply

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

## **Government Funded Springboard+ ICT & HCI Pillar 1 Conversion Courses at DBS**

### ***Courses Commencing March 2021***

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

DBS Springboard+ programmes are across the areas of Big Data for Business, Fund Accounting, Digital Marketing 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.

Under the Government Springboard+ HCI Pillar 1 initiative, we are also offering two full time Level 8 conversion courses, and one full-time Level 9, which are Government funded regardless of your employment status. 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. The HCI is embedded in national policy to make Ireland a better country for all its people. The Government Strategy Project Ireland 2040 provides the framework for making Ireland a great place to live and do business, through integrated spatial and investment strategies. It will drive Ireland's long term economic, environmental and social progress across all parts of the country over the next decade.

In 2019, the Government launched several interconnected initiatives to build on the progress made in terms of employment and emigration levels. This includes the Disruptive Technologies Innovation Fund which links industry and academia, creating new collaborative teams to develop new disruptive technologies and innovations for tomorrow's world. Future Jobs Ireland 2019 states that, "...by 2025, our workers and enterprises will be operating in a changed economy. Technology continues to herald new ways of doing business and new economic opportunities". Central to this are objectives to enhance skills, develop and attract talent to Ireland. Transversal skills along with core competencies in numeracy, literacy and digital technologies are critical for work in all sectors.

The HCI also addresses the aims of the National Skills Strategy 2025, to improve the relevance of skills provision to society and the economy; provide more effective engagement with employers in skills development; increase lifelong learning; enhance the quality of teaching and learning; develop participation in education and training and the labour market; and increase skills supply.

The Human Capital Initiative (HCI) will increase capacity in higher education in focused programmes designed to meet priority skills needs for enterprise. These needs are identified through the detailed and comprehensive framework now in place under the National Skills Council, including publications from the Skills and Labour Market Research Unit (SLMRU), the work of the Regional Skills Fora, the National Training Fund (NTF) Advisory Group, and the Expert Group on Future Skills Needs, and the direct involvement of employers. The HCI will also incentivise continued reform and innovation in third level provision building on best practice nationally and internationally, strongly supporting innovation in programme design and delivery. It will respond to the targets outlined in the National Skills Strategy, Technology Skills 2022, and other Government strategies. It will seek to promote innovative and responsive models of programme delivery, and to enable the higher education system to respond rapidly to changes in both skills requirements and technology.

The HCI Pillar 1 funding will provide funding for full-time graduate conversion courses. HCI Pillar 1 will extend the approach currently in place for ICT under Springboard+. It is offering incentivised places for graduates to reskill in areas of skills shortage and emerging technologies such as Digital Marketing, Aviation Finance, and Financial Analytics via graduate conversion courses.

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](http://www.dbs.ie/springboard).

The HCI Pillar 1 programmes are fully funded for people receiving the various accepted Social Welfare payments and homemakers so 100% FREE, and 90% funded to those in employment and recent graduates.

For more information & to apply visit [www.springboardcourses.ie](http://www.springboardcourses.ie). Alternatively, contact the DBS Admissions Office directly on (01) 4177500 or by emailing [springboard@dbs.ie](mailto:springboard@dbs.ie)/[hci@dbs.ie](mailto:hci@dbs.ie)/[admissions@dbs.ie](mailto: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 register for our Online Open Events through the [DBS website here](#).

## Springboard+ March 2021 eligibility criteria for participants

### Are You Eligible for Springboard+?

People in the following categories are eligible to apply for the following courses in the 2020/21 academic year (subject to the applicant meeting all residency and nationality/visa requirements and any academic requirements). Note: For Stamp 4 holders or Stamp 4 EU FAM, residency will be 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. The programmes are as follows:

- Certificate in Digital Marketing, Full-time
- Certificate in Fund Accounting, Part-time
- Certificate in Regulatory Technology, Part-time
- Diploma in Big Data, Part-time

The following are eligible to apply:

#### 1. People in Employment

Please note that those in employment, under the Springboard+ 2020/21 initiative, 90% of the fees are covered by HEA and 10% of the fees are payable to the college for this category of applicants. The applicant must also meet the nationality/visa requirements and residency criteria, i.e. they must be able to demonstrate that they have been ordinarily resident in an EU/EEA/UK/Swiss state for at least three of the five years preceding their entry to the programme. Either the applicant or their employer can pay these fees. Should your employer be paying your fees, please contact us and we can forward you a company sponsorship form in order to invoice to your employer.

#### **PROOF OF EMPLOYMENT DOCUMENTATION:**

- A copy of a most recent payslip

**Fees:** This category of applicants will pay the 10% fee.

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#### 2. Returners

Returners are those who are not in receipt of a payment from the Department of Social Protection, have previous history of employment but may require upskilling or reskilling to transition back to the workforce. Applicants must have been a homemaker or on other caring duties or economically dependent on a partner or spouse for a minimum period of 9 of the previous 12 months.

#### PROOF OF RETURNER DOCUMENTATION:

- Applicants must swear a declaration before a Commissioner for Oaths attesting to their status.

[A form to complete this process is available here.](#)

**It should be noted that acceptance onto a Springboard+ course does not confer any entitlement to DEASP payments or childcare supports.**

**Fees:** The fees for these programmes under this category are fully funded at 100%.

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### 3. The Unemployed

Applicants must be in receipt of any of the following social welfare payments:

- 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

**Please Note: Those signing for social insurance contribution credits are also eligible to apply.**

*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.*

#### **PROOF OF UNEMPLOYED DOCUMENTATION:**

- Most recent copy receipt of payment of any of the above categories.

**OR**

- A copy of a bank statement showing receipt of payments will suffice. If this is provided, please ensure you redact your account number, BIC and IBAN but your name should remain visible.

#### **Please Note:**

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 one of the above payments 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.

**Fees:** The fees for these programmes under this category are fully funded at 100%.

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### 4. Self-Employed

Self-employed applicants are eligible to apply.

#### **PROOF OF SELF-EMPLOYED DOCUMENTATION:**

- A letter from their accountant or relevant documentation from Revenue showing that they are self-employed in Ireland would suffice

**Fees:** This category of applicants will pay the 10% fee.

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## 5. Previously Self-Employed and 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.

### **PROOF OF PREVIOUSLY SELF-EMPLOYED DOCUMENTATION:**

- A letter/statement from Revenue confirming that the applicant is no longer trading or a similar letter from the applicants (former) accountant.

**Fees:** The fees for these programmes under this category are fully funded at 100%.

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## 6. Covid-19 Pandemic Unemployment Payment (PUP)

Applicants in receipt of this payment are eligible to apply for these programmes. 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](http://www.springboardcourses.ie).

### **PROOF OF PANDEMIC UNEMPLOYMENT PAYMENT:**

- Proof of most recent payment

**OR**

- A copy of a bank statement showing receipt of payments will suffice. If this is provided, please ensure you redact your account number, BIC and IBAN but your name should remain visible.

**Fees:** The fees for these programmes under this category are fully funded at 100%.

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**PLEASE NOTE: 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?**

People in the following categories are eligible to apply for the courses below, in the 2020/21 academic year (subject to the applicant meeting all residency and nationality/visa requirements and any academic requirements). Note: For Stamp 4 holders or Stamp 4 EU FAM, residency will be 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.

The 2-Year ICT Conversion Programmes are:

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

**Please note these two-year part-time ICT conversion courses are not open to those in receipt of Jobseekers-related payments or Covid-19 Pandemic Unemployment Payment (PUP)**

The following categories are eligible to apply for the two-year part-time ICT Conversion Courses:

### **1. People in Employment**

Please note that those in employment, under the Springboard+ 2020/21 initiative, 90% of the fees are covered by HEA and 10% of the fees are payable to the college for this category of applicants. The applicant must also meet the nationality/visa requirements and residency criteria, i.e. they must be able to demonstrate that they have been ordinarily resident in an EU/EEA/UK/Swiss state for at least three of the five years preceding their entry to the programme. Either the applicant or their employer can pay these fees. Should your employer be paying your fees, please contact us and we can forward you a company sponsorship form in order to invoice to your employer.

#### **PROOF OF EMPLOYMENT DOCUMENTATION:**

- A copy of a most recent payslip

**Fees:** This category of applicants will pay the 10% fee.

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### **2. Returners**

Returners are those who are not in receipt of a payment from the Department of Social Protection, have previous history of employment but may require upskilling or reskilling to transition back to the workforce. Applicants must have been a homemaker or on other caring duties or economically dependent on a partner or spouse for a minimum period of 9 of the previous 12 months.

#### **PROOF OF RETURNER DOCUMENTATION:**

- Applicants must swear a declaration before a Commissioner for Oaths attesting to their status.

[A form to complete this process is available here.](#)

**Fees:** The fees for these programmes under this category are fully funded at 100%.

### 3. Self-Employed

Self-employed applicants are eligible to apply.

#### **PROOF OF SELF-EMPLOYED DOCUMENTATION:**

- A letter from their accountant or relevant documentation from Revenue showing that they are self-employed in Ireland would suffice

**Fees:** This category of applicants will pay the 10% fee.

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### 4. People signing for Contribution Credits

Applicants in this category are eligible to apply for this course, provided they meet the nationality/visa requirement, the residency criteria and the course specific criteria as set out previously.

#### **PROOF OF SIGNING FOR CONTRIBUTION CREDITS:**

- A letter from DSP confirming your social protection status (signing for credits)

**Fees:** The fees for these programmes under this category are fully funded at 100%.

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Please visit the Springboard+ website for further information on participant eligibility and funding eligibility requirements.

## **Am I eligible for a HCI Pillar 1 Course?**

People in the following categories are eligible to apply for the courses below, in the 2020/21 academic year (subject to the applicant meeting all residency and nationality/visa requirements and any academic requirements). Note: For Stamp 4 holders or Stamp 4 EU FAM, residency will be 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.

The HCI Pillar 1 Programmes are:

- **Higher Diploma in Aviation Finance, Full-time**
- **Higher Diploma in Science in Digital Marketing, Full-time**
- **Postgraduate Diploma in Financial Analytics, Full-time**

### **1. People in Employment**

Please note that those in employment, under the HCI Pillar 2020/21 initiative, 90% of the fees are covered by HEA and 10% of the fees are payable to the college for this category of applicants. The applicant must also meet the nationality/visa requirements and residency criteria, i.e. they must be able to demonstrate that they have been ordinarily resident in an EU/EEA/UK/Swiss state for at least three of the five years preceding their entry to the programme. Either the applicant or their employer can pay these fees. Should your employer be paying your fees, please contact us and we can forward you a company sponsorship form in order to invoice to your employer.

#### **PROOF OF EMPLOYMENT DOCUMENTATION:**

- A copy of a most recent payslip.

OR

- This category of applicant will also be required to provide a copy of their most recent 'Employment Detail Summary' or other relevant revenue documentation.

**Fees:** This category of applicants will pay the 10%

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### **2. Self-Employed**

Self-employed applicants are eligible to apply.

#### **PROOF OF SELF-EMPLOYED DOCUMENTATION:**

- A letter from their accountant or relevant documentation from Revenue showing that they are self-employed in Ireland would suffice

**Fees:** This category of applicants will pay the 10%

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### 3. Returners

Returners are those who are not in receipt of a payment from the Department of Social Protection, have previous history of employment but may require upskilling or reskilling to transition back to the workforce. Applicants must have been a homemaker or on other caring duties or economically dependent on a partner or spouse for a minimum period of 9 of the previous 12 months.

#### **PROOF OF RETURNER DOCUMENTATION:**

- Applicants must swear a declaration before a Commissioner for Oaths attesting to their status. A form to complete this process is available here.

**Fees:** The fees for this programme under this category are fully funded at 100%.

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### 4. Recent Graduates

Under the HCI 2020/2021 Initiative, recent graduates are eligible to apply for this programme, i.e. Level 8 2020 Graduates.

#### **PROOF OF RECENT GRADUATES:**

- A copy of your transcript of results of the level 8 degree or a copy of the parchment confirming the award.

**Fees:** This category of applicants will pay the 10%

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### 5. The Unemployed

To be eligible for a HCI Pillar 1 course, a person must be in receipt of an eligible DEASP payment or be signing for social insurance contribution credits, have a previous history of employment or self-employment and be actively seeking work.

**Note: Applicants must be in receipt of any of the following social welfare payment for 9 of the previous 12 months and hold at least a Level 8 qualification.**

- 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

**PROOF OF UNEMPLOYED DOCUMENTATION:**

- Most recent copy receipt of payment of any of the above categories

**OR**

- A copy of a bank statement showing receipt of payments will suffice. If this is provided, please ensure you redact your account number, BIC and IBAN but your name should remain visible

**AND**

- A Letter from the DEASP confirming you are in receipt of any of the above social welfare payment for 9 of the previous 12 months

**Fees:** The fees for this programme under this category are fully funded at 100%.

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**6. Covid-19 Pandemic Unemployment Payment (PUP)**

Applicants in receipt of the Pandemic Unemployment Payment (PUP) at the point of application you will be required to transfer to a Jobseekers payment. The time on the PUP will satisfy the full 9-month requirement to qualify for Back To Education Allowance (BTEA). Applicants in this category should contact their INTREO office to discuss this change. Full-time ICT Conversion and HCI Pillar 1 courses are supported under the (BTEA). Once the BTEA has been approved, a copy should be emailed to the admissions office.

**PROOF OF COVID-19 PUP DOCUMENTATION:**

- Proof of most recent payment;

**OR**

- A copy of a bank statement showing receipt of payments will suffice. If this is provided, please ensure you redact your account number, BIC and IBAN but your name should remain visible; AND A copy of the BTEA approval letter

**Fees:** The fees for this programme under this category are fully funded at 100%.

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## **Application Procedures for all Springboard+ ICT Conversion and HCI Pillar 1 Programmes:**

All applications must be submitted online via the Springboard+ website. Please note that documentation supporting the applicants status will be required as part of the application process. Please visit the Springboard+ website for further information on participant eligibility and funding eligibility requirements.

The following documents are required by DBS as part of the application process. When you apply through the Springboard website, a member of the DBS admissions team will be in touch in relation to requesting the following documents:

1. Academic Transcripts of Results (this is a breakdown of each year, all the modules studied and all results achieved). If these transcripts are in a language other than English, we will require the originals together with official translated copies;
2. Proof of relevant payment / status as outlined previously under each category (e.g. Proof of Employment, Proof of PUP payment, Returner's For etc.)
3. Proof of ID (Driver's License or Passport);
4. Proof of Residency for all applicants for 3 of the last 5 years. This can be revenue documents, letter from DEASP office or letter from previous or current employer;
5. 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;
6. For applicants who do not hold the required qualification and are applying through APEL (Approved Prior Experiential Learning), a recently updated and detailed CV is required with education and work experience to date. In addition, a personal statement is required outlining your reasons for applying for the course and why you would be a suitable candidate. This should be in the format of a word document and have between 500 and 700 words;
7. 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 IETLS, Cambridge, PTE, Duolingo, or DBS English Placement Test. Test certificates must be dated within the last 2 years.

## 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.

## 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 use 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

<b>Awarding Body:</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title:</b>	<b>Certificate in Regulatory Technology</b>
<b>Duration:</b>	<b>1 Academic Year</b>
<b>Study Mode:</b>	<b>Part-Time, 2 Evenings Per Week</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 8 Special Purpose</b>
<b>ECTS Credits</b>	<b>40</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€320</b>

### 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 Digital Marketing

<b>Awarding Body:</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title:</b>	<b>Certificate in Digital Marketing</b>
<b>Duration:</b>	<b>1 Academic Year</b>
<b>Study Mode:</b>	<b>Full-Time, 2 Mornings Per Week</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 7 Special Purpose</b>
<b>ECTS Credits</b>	<b>40</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€320</b>

### Programme Aims and 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 concepts 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 digital marketing concepts.

This Digital 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 Content**

- Digital Marketing Environment
- Digital Marketing Fundamentals
- Digital Marketing Planning and 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, applicant 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**

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 Ireland's 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

## Certificate in Fund Accounting

<b>Awarding Body:</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title:</b>	<b>Certificate in Fund Accounting</b>
<b>Duration:</b>	<b>1 Academic Year</b>
<b>Study Mode:</b>	<b>Part-Time, 2 Evenings Per Week</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 7 Special Purpose</b>
<b>ECTS Credits</b>	<b>30</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€240</b>

### 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

## Diploma in Big Data for Business

<b>Awarding Body:</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title:</b>	<b>Diploma in Big Data for Business</b>
<b>Duration:</b>	<b>1 Academic Year</b>
<b>Study Mode:</b>	<b>Part-Time, 2 Evenings Per Week</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 7 Special Purpose</b>
<b>ECTS Credits</b>	<b>60</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€450</b>

### 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 (CEFR). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

### **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

<b>Awarding Body</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title</b>	<b>Higher Diploma in Science in Computing - Software Development Stream</b>
<b>Duration</b>	<b>Part-Time, 2 Evenings Per Week &amp; Some Saturdays for 2 Academic Years</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 8 NFQ</b>
<b>ECTS Credits</b>	<b>60</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€725</b>

### 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 (CEFR). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

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

<b>Awarding Body</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title</b>	<b>Higher Diploma in Science in Computing - Web &amp; Cloud Technologies Stream</b>
<b>Duration</b>	<b>Part-Time, 2 Evenings Per Week &amp; Some Saturdays for 2 Academic Years</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 8 NFQ</b>
<b>ECTS Credits</b>	<b>60</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€725</b>

### 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 (CEFR). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

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

<b>Awarding Body</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title</b>	<b>Higher Diploma in Science in Computing - Development Operations Stream</b>
<b>Duration</b>	<b>Part-Time, 2 Evenings Per Week &amp; Some Saturdays for 2 Academic Years</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 8 NFQ</b>
<b>ECTS Credits</b>	<b>60</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€725</b>

### 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 creation 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 (CEFR). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

## Higher Diploma in Science in FinTech Part-Time

<b>Awarding Body</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title</b>	<b>Higher Diploma in Science in FinTech</b>
<b>Duration</b>	<b>Part-Time, 2 Evenings Per Week &amp; Some Saturdays for 18 months</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 8 NFQ</b>
<b>ECTS Credits</b>	<b>60</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€725</b>

### Programme 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

### **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.

### **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 (CEFR). This must be evidenced through a recognised English Language test such as IELTS, Cambridge Certificate, PTE or DBS English Assessment. Test certificates should be dated within the last two years to be considered valid.

## Higher Diploma in Science in Digital Marketing Part-Time

<b>Awarding Body</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title</b>	<b>Higher Diploma in Science in Digital Marketing</b>
<b>Duration</b>	<b>Part-Time, 2 Evenings Per Week for 18 months</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 8 NFQ</b>
<b>ECTS Credits</b>	<b>60</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€725</b>

### Programme Aims and Objectives

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.

### Programme Content

The Higher Diploma in Science in Digital Marketing has the following content:

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

### Career Opportunities

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

Graduates of this programme will acquire the necessary skills and acumen to appraise and operationalise digital marketing opportunities and challenges and effectively integrate these into decision-making roles with an organisation. The programme will enable graduates to work in diverse

range of digital marketing roles and/or be in a position to take up further Level 9 postgraduate studies, such as the Master of Science in Digital Marketing.

### **Entry Requirements**

The minimum entry requirements for the Higher Diploma in Science in Digital Marketing are:

A Level 8 primary undergraduate honours degree with a minimum Pass classification from a recognised third level institution in a non-cognate area.

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

### **Recognition of Prior Learning (RPL)**

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

## Government Funded Springboard+ HCI Pillar 1 Conversion Courses at DBS

### Teaching, Learning & Assessment for Springboard+ HCI Pillar 1 Courses

The proposed teaching, learning and assessment methodologies are intended to facilitate Springboard+ HCI 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 these programmes 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 programmes 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)

## Higher Diploma in Science in Aviation Finance Full Time

<b>Awarding Body:</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title:</b>	<b>Higher Diploma in Science in Aviation Finance</b>
<b>Duration:</b>	<b>1 Academic Year</b>
<b>Study Mode:</b>	<b>Full Time</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 8</b>
<b>ECTS Credits</b>	<b>60</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€725</b>

### Programme Aims & Objectives

Dublin Business School (DBS) in conjunction with Springboard+ have developed an intensive one-year Full-Time NFQ Level 8 award for a Higher Diploma in Science in Aviation Finance. Please note that this programme requires day time attendance.

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

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

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

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

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

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

Aviation Finance can incorporate many different areas and is an evolving area. Through the work of the Programme Team and in conjunction with the industry experts, Aviation Finance has been defined as a combination of financial systems, data management and technology including areas such as Project Management, Risk Management, Cyber Security, Law and Regulation, Information Technology, Aircraft Economics and Life Cycle Management and Aviation finance. The programme aims and learning outcomes have been designed to reflect these specific areas.

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

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

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

**The Specific Programme Aims are to:**

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

- Enable the learners to identify, develop and apply detailed analytical, creative, problem solving and research skills.
- Provide the learner with a comprehensive platform for career development, innovation and further study.

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

- Demonstrate a practical understanding of the legal frameworks governing aviation leasing.
- Appraise the key features of the taxation systems governing the operation of aviation leasing and aviation finance.
- Analyse financial and non-financial information to assess the performance of commercial airlines.
- Utilise various valuation techniques appraise value creating aircraft leasing investment decisions.
- Evaluate the macroeconomic and other factors driving supply/demand in the aviation industry.
- Apply aircraft lifecycle management strategies throughout the various phases of an aviation lease.
- Assess the sources of capital, standard approaches to aviation leasing, and the term structure of aviation financing.
- Analyse credit risk, and the management of and other systematic risk factors in the aviation industry.
- Evaluate the evolving digitisation of aircraft record management the impact of predictive analytics and blockchain technologies on the contemporary and future aviation industry.
- Display a range of personal and interpersonal skills, including the capacity for continuous learning, initiative taking, performing to deadlines, working in a team, communicating effectively.

**Programme Content**

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

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

**Entry Requirements**

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

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

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

### **Recognition of Prior Learning (RPL)**

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

### **Career Opportunities**

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

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

## Higher Diploma in Science in Digital Marketing Full Time

<b>Awarding Body:</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title:</b>	<b>Higher Diploma in Science in Digital Marketing</b>
<b>Duration:</b>	<b>1 Academic Year</b>
<b>Study Mode:</b>	<b>Full Time</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 8</b>
<b>ECTS Credits</b>	<b>60</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€725</b>

### Programme Aims and Objectives

Dublin Business School (DBS) in conjunction with Springboard+ has developed an intensive one-year Full-Time Level 8 conversion award for a Higher Diploma in Science in Digital Marketing. Please note that this programme requires day time attendance.

The Higher Diploma in Science in Digital Marketing is an industry focused conversion course for graduates from a non-cognate discipline who wish to upskill in this area. 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. This 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.

### Aims of the Programme

The specific programme aims 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.

## **Programme 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-Commerce & Marketing Financials
- Digital Marketing Analytics & Metrics
- Digital Portfolio

## **Entry Requirements**

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

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

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

## **Recognition of Prior Learning (RPL)**

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

## **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.

For applicants who do not hold a Primary Level 8 Honours Degree, the college also assesses applicants based on Recognition of Prior Learning (RPL). This application process may take longer as applications are assessed and reviewed by the DBS Academic Review Board.

## Postgraduate Diploma in Financial Analytics

<b>Awarding Body:</b>	<b>Quality &amp; Qualifications Ireland (QQI)</b>
<b>Award Title:</b>	<b>Postgraduate Diploma in Financial Analytics</b>
<b>Duration:</b>	<b>1 Academic Year</b>
<b>Study Mode:</b>	<b>Full Time</b>
<b>Course Commencing</b>	<b>March 2021</b>
<b>Award Level</b>	<b>Level 9</b>
<b>ECTS Credits</b>	<b>60</b>
<b>10% Contribution Fee (if applicable)</b>	<b>€750</b>

### Programme Aims and Objectives

The overall aim of the programme is to produce graduates with strong proficiencies in the application of financial analytics in a contemporary and evolving data driven environment, while also enhancing practical and technical skills.

The Postgraduate Diploma in Financial Analytics programme specific aims are to:

- Enable learners to develop in-depth knowledge and analytical skills in current and developing financial technologies.
- Provide learners with the ability to think critically and make informed, value creating, decisions based on complex and voluminous data.
- Develop learners' core competencies and technical skills in the fields of applied finance, quantitative modelling risk management techniques and financial statement analysis.
- Enhance the learner's ability to operate effectively in cross-cultural settings, understand the nature and complexities of globalisation with an ongoing commitment to the importance of business ethics in a global financial business environment.
- Foster learners' leadership characteristics which will enable graduates to lead teams and to achieve organisational goals.
- Create an innovative and entrepreneurial mind-set that will enable learners to solve real problems in an evolving, technologically driven work environment.
- Enable learners to identify, develop and apply detailed analytical, creative, problem solving and research skills.
- Provide learners with a comprehensive platform for career development, innovation and further study.

### Programme Content

The Postgraduate Diploma in Financial Analytics has the following content:

- Principles of Financial Decision Making
- Data Analytics & Machine Learning for Finance
- Predictive Financial Modelling
- Applied Financial Analytics

- Financial Intelligence & Data Visualisation
- Information & Cybersecurity Management
- Financial Risk Management
- Behavioural Economics & Finance

### **Entry Requirements**

The minimum entry requirements for the Postgraduate Diploma in Financial Analytics are:

A Level 8 primary cognate degree with a minimum second-class second-division (2.2) classification from a recognised third level institution. Cognate subjects include business, accountancy, computing, information systems, engineering, general science, mathematics, statistics, data analytics or related discipline.

Graduates of any non-cognate discipline and hold a qualification in a conversion-style programme such as the DBS Higher Diploma in Science in FinTech.

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

### **Recognition of Prior Learning (RPL)**

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

### **Career Opportunities**

The Chartered Global Management Accountant's (2019) "Re-inventing finance for a digital world"; found that financial analytics can enable better decision making across a business by providing accurate, timely and high quality data analysis which supports improved planning and forecasting capabilities.

Graduates from the Postgraduate Diploma in Financial Analytics programme will have the potential to work in a wide range of industries, such as:

- Accountants - Financial or Managerial
- Financial Analyst
- Corporate Finance
- Treasury Operations/Analyst
- Portfolio Manager
- Business Analyst
- Business Intelligence
- Consultant
- Private Equity Analyst (VC)
- Entrepreneur and/or Innovator

### **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.

### How to apply for your DBS Springboard+ ICT / HCI Pillar 1 programme

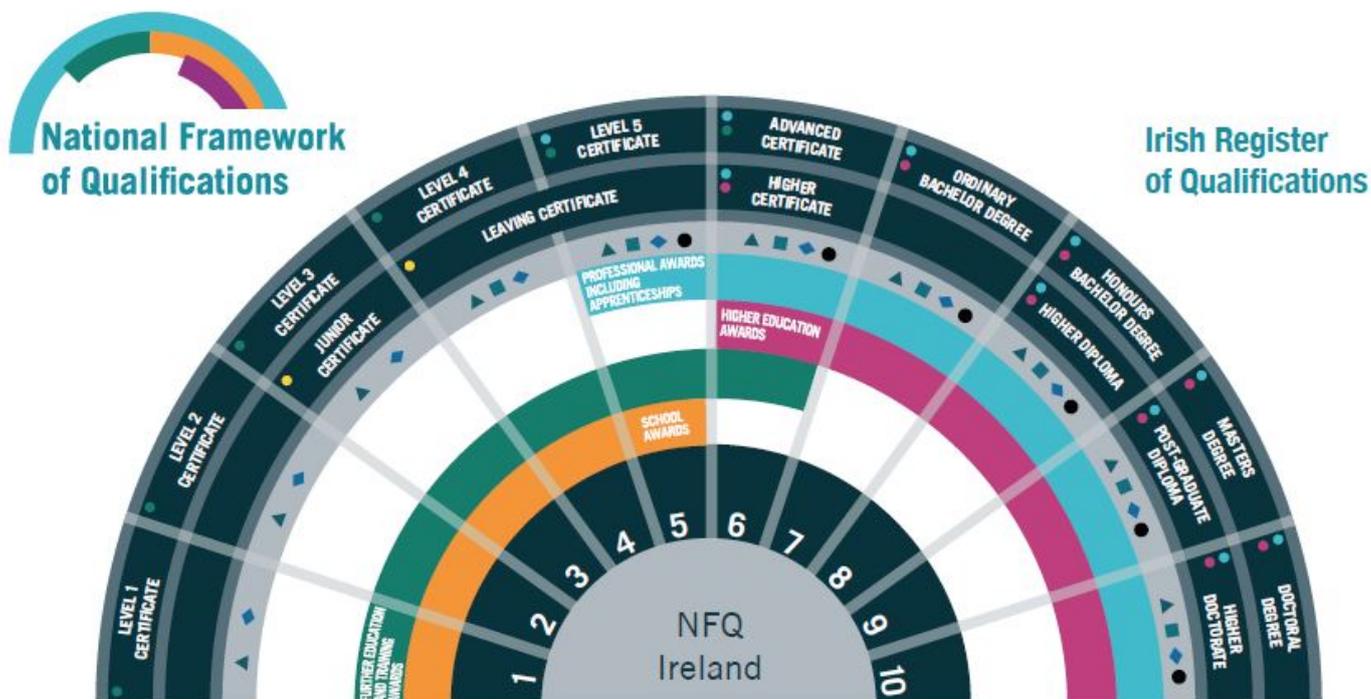
1. Visit [www.springboardcourses.ie](http://www.springboardcourses.ie)
2. Choose **Dublin Business School** as the provider
3. Choose the course(s) of your interest (NOTE: You can apply for more than one course)
4. Create an account with password and fill out your profile details
5. Apply for chosen 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.

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](mailto:Springboard@dbs.ie)

## 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](http://www.nfq-qqi.com)



### CLASSES OF AWARD

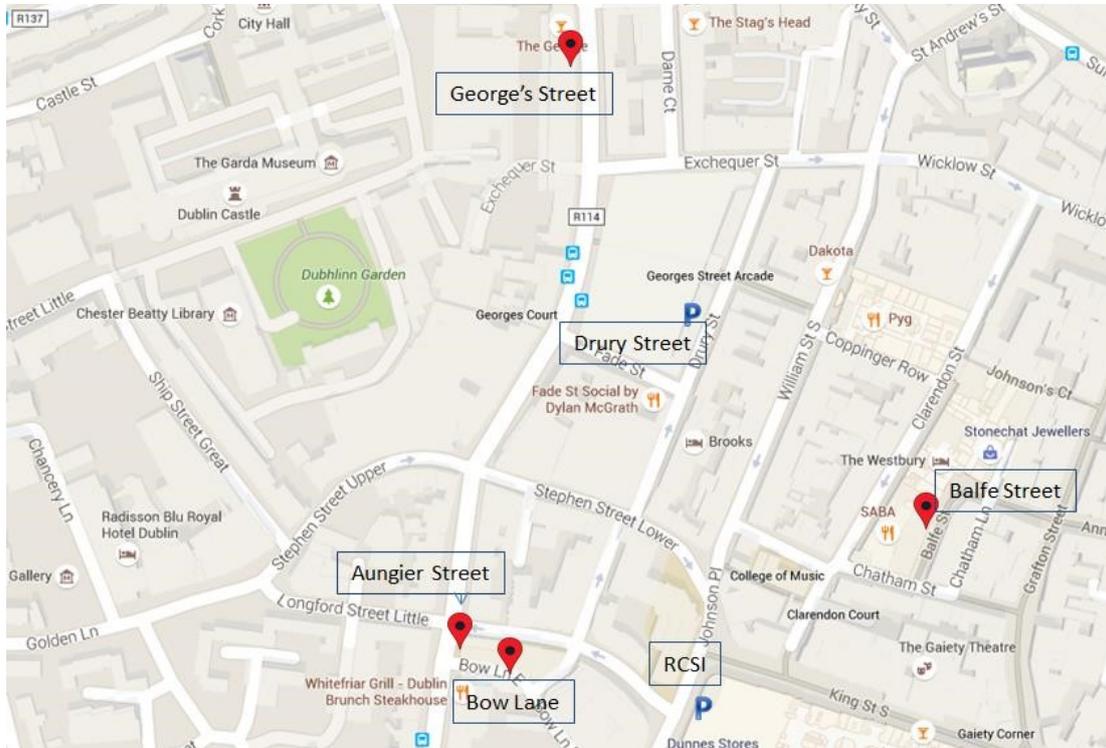
- Major Awards:** named in the outer rings, are the principal class of awards made at a level
- Minor Awards:** are for partial completion of the outcomes for a Major Award
- Supplemental Awards:** are for learning that is additional to a Major Award
- Special Purpose Awards:** are for relatively narrow or purpose-specific achievement
- Professional Awards:** these are for occupation-orientated qualifications. Apprenticeship qualifications are also included in this category

### IRISH REGISTER OF QUALIFICATIONS

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



If you would like to meet the various lecturers, our dedicated admissions staff, discuss course content and learning outcomes in more detail please register for our online open evening. Visit [www.dbs.ie](http://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.*