

BROCHURE

UCD Professional Academy

Corporate Programmes for
Professional Development **2021**



ucd.ie/professionalacademy



Give your business an advantage,
train with the best.



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Corporate Training with UCD Professional Academy

Partnering with UCD Professional Academy allows you to meet defined business needs quickly and flexibly. Our offer is suitable for all business groups and levels, and you will see the benefits immediately as employees apply their new knowledge and skills to their daily responsibilities.

To survive and thrive, companies need to stay competitive, relevant, and resistant to internal or external shocks. By taking care of its most precious resource – its people – an organisation can improve performance and drive efficiencies. We build long-term relationships with our clients to deliver meaningful and impactful training across workforces of all sizes.

We will help you to develop and communicate the business case for training, and the benefits it brings in terms of better retention rates, improved work practices, and flourishing work cultures. Whether you need to upskill or reskill your teams to respond to market shifts or are supporting employees as part of rightsizing measures, UCD Professional Academy can help.

Options For Training Delivery

There are three main options available for corporate learning and development.

Enrol employees in our existing courses

For individual requirements, simply access courses as and when you need them. Alternatively, purchase credits on a subscription basis for use across your workforce. Tutor-led learning provides a supportive environment, allowing students to get the most from their experience.

Delivered direct to you – onsite or online

Allow employees to benefit from the flexibility of online learning via our Student Portal. We also offer blended learning or onsite teaching and workshops – delivered as full day, half day, or evening, breakfast or lunchtime sessions to suit your operating environment.

Customised learning to meet your needs

Where you have precise skills gaps or business requirements that require a fully customised programme, you can draw on the exceptional knowledge of UCD Professional Academy's subject matter experts to deliver targeted solutions that translate into concrete business results.

We've trained the employees of...



Your Trusted Training Partner

UCD is one of the largest, most established centres of learning in Ireland. UCD Professional Academy extends our heritage of educational excellence to professionals looking to give their career an advantage.

A globally recognised brand, we provide an innovative and engaging student experience with high-quality training materials and experienced lecturers.

We also work hand in hand with trusted collaborators such as the Digital Marketing Institute, the Code Institute, and the UX Design Institute for access to the very latest expertise and best practice.

We have the capacity to deliver flexible blended learning solutions online, in-company, or at our world-class urban campus in Dublin. We have vast experience developing study programmes, which can be accredited or non-accredited depending on your requirements.

UCD Professional Academy strives to meet the very highest customer service standards. We accompany you every step of the way, creating and implementing targeted training strategies that help you achieve your ambitious business goals.

Our corporate training offer fits within our dynamic spectrum of academic activity and dovetails with our commitment to educational excellence.

Why work with UCD Professional Academy?

- 96% of alumni said they would recommend us to friends & family
- 98% of alumni said they would consider taking another program with us
- 5500+ students enrolled successfully with us in the last year

What Our Students Have to Say



I would definitely 100% recommend the UCD Professional Academy to anyone that I come across. Even from the day I registered my interest the Professional Academy girls called me back that day, they left it with me for the weekend and there was no pressure but I had all the information I needed. Everything was so organised and it was such an enjoyable experience. The only regret I have is not learning about the UCD Professional Academy sooner and completing the course sooner.

- Fiona Nolan
Support Worker

I would have no hesitation in recommending the UCD Professional Academy to anyone who is interested in boosting their own management and leadership skills. It provided new insights and practical skills which I could apply immediately. The course has given me a big confidence boost not only assuring me what I have been doing is right but also giving clear guidance as to how and where I can improve in the future. I would strongly recommend the UCD Professional Academy to anyone who is interested in personal development no matter what your own background may be.

- Philippa Morris-Peeters
Gonzaga College





My experience studying for a Professional Diploma in Leadership and Management was just fantastic! One of the key attractions was how we used practical approaches to explain the theories we were discussing. As a researcher from an academic background, I recommend this course not only to academic people but also to everyone who is involved with an organization and who wants to bring a better version of themselves into their work, interaction and life.

- Ambarnil Ghosh, Ph.D
Computational Biologist

Atending this course has helped to reinvigorate me as I seek a new leadership role. It afforded me the opportunity to consider insights shared by the lecturer and classmates and to review some of the academic literature which tends to get ignored in the BUSY day to day. I believe that these insights will inevitably assist me in my future career.

- David Hickson
Managing Director



Iwould highly recommend a Professional Diploma in Leadership & Management to anyone looking to improve their current skills in a management role, or indeed gain skills to allow them to progress to a management/leader role. I would recommend and certainly study through UCD Professional Academy again as the communication and guidance that was provided to me was outstanding.

- Catherine Hession
Front Office Manager



The UCD Professional Academy **Student Experience**

Training programmes are designed to fit with the day-to-day structure of the organisation, delivered where and when needed. With corporate training, the workplace is a vital part of the study experience as knowledge is transferred directly into the business.

Building stronger teams

Interactive content and comprehensive feedback keep students engaged with their learning experience and allow them to progress through the programme with confidence.

Whether you need to address mission critical issues, develop strategies, or manage change, you will see employees rising to the challenge as a result of their enhanced skills and knowledge.

Teams that learn together as well as work together are stronger and more supportive, innovate more readily, and ultimately perform better.



Career-transforming qualifications

Collaborate with UCD Professional Academy to give your employees the skills and knowledge to succeed in the modern workplace.

We design bespoke training programmes in a wide variety of fields, with and without credits or professional accreditations.

Employees can also be enrolled in one of our existing courses and will gain a UCD Professional Academy Diploma plus, for some courses, a certification from a professional body (for instance, the Digital Marketing Institute).

Leadership & Management Courses

It's important when looking to progress into management roles that you have all the necessary skills needed to manage a team. No matter if you are already a manager or becoming one in the near future, we have a number of courses designed to help you get the skills you need. Choose from topics including Leadership & Management, Project Management, HR Management and Change Management.





Professional Diploma in Project Management

Course Length:
36 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks

Full Time: 1 Week Bootcamp

5 days full time live online study, Monday – Friday (9am- 4pm)

Learn to manage projects effectively and efficiently with this comprehensive course for project management professionals. Learn to initiate, run, and close projects of all kinds. This programme will equip you to work in virtually any industry, with any methodology, and in any location.

Programme Structure

- Project Environment and the Project Manager
- Project Processes
- Project Integration Management
- Project Scope Management
- Project Schedule Management
- Project Cost Management
- Project Quality Management
- Project Human Resource Management
- Project Communications Management
- Project Risk Management
- Project Procurement Management
- Project Stakeholder Management & Introduction to Agile Project techniques

Summary

In today's fast-paced global economy, project management is a valuable business skill. With new projects often representing significant expense and high risk, project owners seek the assurance that practitioners have the project management knowledge, experience, and skills to bring projects to successful completion.

This is a comprehensive programme covering every aspect of project management – initiation, planning, executing, monitoring and controlling, and finally closing the project. You will study different types of project management methodology, allowing you to intervene on any project in any context.

This programme is delivered through lectures, group discussions, and individual and group exercises.

Student Profile

The Project Management programme is ideal for career-minded professionals from a wide range of backgrounds who wish to apply project management skills and methodology to their roles.

Ideally, you already have responsibility for projects and lead and direct cross-functional teams to deliver projects within the constraints of schedule, budget, and resources. You will be able to demonstrate sufficient knowledge and experience of methodologies, requirements, and deliverables.

Career Opportunities

You will study Project Management with a recognised and experienced educator, allowing you to demonstrate the skills and knowledge required to steer projects successfully. Because it's an industry focused course with UCD Professional Academy, this course will deliver value far into your career.

Assessment and Certification

The Professional Diploma in Project Management is assessed through a written project/paper and reflection log.

Upon successful completion of the Professional Diploma in Project Management programme you will receive a UCD Professional Academy Diploma.

This programme is not on the National Framework of Qualifications.



Obtaining a Professional Diploma in Project Management with UCD Professional Academy was a very positive experience. The course provides the knowledge and tools needed to help run projects efficiently and effectively, following proven methodology. I could not fault the course or the way it was run by the Academy from beginning to end.

- Tony Handy, Senior Product Specialist



Professional Diploma in Leadership & Management

Course Length:
36 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks

Full Time: 1 Week Bootcamp

5 days full time live online study, Monday – Friday (9am- 4pm)

This programme enables leaders and managers to explore the skills and tools involved in successful people management. It builds an in-depth understanding of the complex practice of managing and motivating individuals, teams, and organisations.

Programme Structure

- Organisations
- Getting the Right People
- Change
- Management & Leadership
- Coaching & Mentoring as Managers
- Teamworking and the Management of Teams
- Getting the Best from your People
- Networking
- Developing People
- Difficult Conversations
- Succession Planning

Summary

Leadership is a complex role that involves a wide range of skills. Being able to motivate, engage, and support others so that they fulfil their potential and achieve their personal goals while also benefitting the organisation is a careful balancing act.

This programme will help you build on your existing leadership skills with advanced abilities and managerial approaches.

You will be able to develop your management style and understand its impact on peers, employees, clients, and others. Through lectures, group discussion, individual and group exercises, and an individual reflection log, you will explore what it takes to become a skilled and effective leader.

Student Profile

This programme is ideal for managers and leaders in any type of organisation, in any sector. You may already be in a leadership role and want to improve your skills, or seeking promotion to a role that includes managing people.

Business owners and entrepreneurs can also benefit from the knowledge and expertise learnt on this programme.

Career Opportunities

This Leadership & Management course is ideal for people who want to prove their commitment to improving business outcomes through effective people management.

Whether you are an experienced, new, or aspiring manager, this diploma is an excellent addition to the CV of any career-minded professional.

Assessment and Certification

The Professional Diploma in Leadership & Management is assessed through a written project/paper and reflection log.

Upon successful completion of the Professional Diploma in Leadership & Management programme you will receive a UCD Professional Academy Diploma.

This programme is not on the National Framework of Qualifications.



The course was really beneficial and I got a great understanding of how leadership and management works, how different organisations work and how they begin. I also was able to learn what my own leadership style was and I got a good understanding of what the qualities of a good leader are. You act like a leader before you think like a leader because when you act like a leader you do not limit yourself. You know how much potential you have. That was a really great insight for me and every part of the course has really helped to build me up for my leadership career.

- Mary Ojo, Addiction Nurse



Professional Diploma in Performance Management

Course Length:
15 Hours

Study Options

Part Time: Evening
1 x 3 hour live online evening class per week over 5 weeks

Learn the secret to motivating employees while driving business success. Hone your management style and skills and become the type of leader who can strengthen and develop teams through better engagement and empowerment.

Programme Structure

- Understanding Motivation, Setting Goals, and Defining Roles
- Communication and Feedback Across Teams
- Monitoring And Tracking Progress; Intervention Strategies
- Acknowledging Success and Managing Underperformance
- Approaches to Appraisals, Job Reviews, and Forward Planning for Recruitment

Summary

Good performance management allows you to bring out the best in people so that they, and the organisation, can benefit. As you look to transition into management roles, you will be expected to oversee teams. A Professional Diploma in Performance Management is the perfect way to demonstrate your understanding of the nature and purpose of performance management.

This short and practical course will take you through the different ways to manage performance and show you the common pitfalls to avoid. It will teach you how to inspire better performance, motivate staff, and build better relationships. If you feel daunted by this area of management, there's no need. Interpersonal skills such as active listening and effective questioning, goal setting, and giving and receiving feedback can all be learned, and this course will show you how.

The skills and concepts you learn on this course will better equip you to manage teams and individuals more effectively. They will also help you to answer interview questions about your management of others in an effective and credible way.

Student Profile

This course is suitable for anyone who is in, or applying for, a management role. This could be early to mid-career managers, or more senior managers looking to refresh their skills or bring in newer approaches to performance management. You may be a business owner or entrepreneur, a manager or section head, an HR professional, or someone looking for promotion to a management role.

Career Opportunities

Anyone in a managerial role, or aspiring to one, should be able to demonstrate their understanding of performance management processes and skills. By keeping up to date in this discipline, you will be able to improve the performance of your teams and drive business results. These are the kind of outcomes that will ensure you continue to progress in your career.

Assessment and Certification

This course is assessed through a written assignment – a case-study project to be submitted after the end of the course. You will have two weeks following the end of the course to complete and submit the final assignment. The written project should be approximately 3,000 words (that's about 5 pages of a standard Word document) in length.

Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Professional Diploma in Change Management

Course Length:
15 Hours

Study Options

Part Time: Evening
1 x 3 hour live online evening class per week over 5 weeks

With the world around us constantly evolving, few things can threaten an organisation as much as the inability to adapt. Change is best led by people who understand it, so this course will teach you the proven approaches to transformation and help you lead and inspire change in others.

Programme Structure

- Lewin's Change Model
- McKinsey's 7S Framework
- Kotter's 8-step Theory
- The Change Curve
- Guiding Principles for Leading Change
- Stakeholder Engagement
- Barriers to Change and How to Overcome Them
- Strategies to Successfully Embed Change

Summary

Learn how to implement change while maintaining the trust and engagement of employees. As organisations adapt every aspect of how they work, leaders with change management skills can help maintain employee wellbeing while also driving business success – translating organisational culture to new environments for communication and collaboration.

There are well-established theories and frameworks for strategic management that can take all the guesswork out of this potentially sensitive area. This course will equip you with the skills, knowledge, and tactics to bring others with you through change. You'll deepen your understanding of the emotions and behaviours that are triggered by change and learn how to create a culture that embraces change instead of rejecting it.

With the skills to develop an organisational model for your own business to understand, support, and sustain change processes, you will offer immediate impact as well as long-term value to your organisation.

Student Profile

This course is suitable for change agents, supervisors, managers, leaders, business owners, and other professionals who may be involved in change management within their organisation. You may be learning specifically about change management because your role will see you working in this area, or you may be a manager or leader looking to strengthen your CV with a range of demonstrable and certified skills.

Career Opportunities

Adding a specialist certified skill such as change management to your CV is a great way to show employers that you are committed to career development and are proactive in strengthening your portfolio of leadership and management skills.

Assessment and Certification

This course is assessed through a written assignment – a case-study project to be submitted after the end of the course. You will have two weeks following the end of the course to complete and submit the final assignment. The written project should be approximately 3,000 words (that's about 5 pages of a standard Word document) in length.

Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



The experience of studying for the Professional Diploma in Change Management was excellent. Super content, a brilliant facilitator and highly engaging group work. I have worked as a Leadership Coach and Behavioural Analyst for many years and I still learned so much about leadership communications and transformational leadership.

- Maura Byrne, Leadership Coach and Behavioural Analyst



Professional Diploma in HR Management

Course Length:
36 Hours

Study Options

Part Time: Evening
1 x 3 hour live online
evening class per week
over 12 weeks

Full Time: 1 Week Bootcamp
5 days full time live online
study, Monday – Friday
(9am– 4pm)

Gain insight into the main functions of the HR Manager's role and learn how to support all the members of an organisation at every stage in the employment cycle. This certification will help you build a firm foundation for a successful career in human resources.

Programme Structure

- Introduction to Human Resources Management
- Workflow Planning and Recruitment Management
- Selection
- Onboarding and Probation Management
- Reward and Recognition
- Performance Management
- Disciplinary and Grievance Management
- Organisational Design and Change Management
- Learning and Development
- Attendance and Leave Management
- Dignity at Work & Future of HR
- Course Summary and Assignment Overview

Summary

This course will teach HR professionals, and those looking to start a career in HR, the soft and hard skills to deliver business results through a strong and engaged workforce. If you are as confident looking at the big picture as dealing with details, you'll enjoy this busy, multi-tasking job, with a clear career path that will see you making strategic decisions that have a lasting impact on an organisation's culture.

You'll learn the skills of effective recruitment and selection, training and development, and establishing robust systems. You will also gain the knowledge, strategies, and techniques needed to keep every member of a team engaged, productive, and feeling valued. You'll also come away with a very thorough and reliable working knowledge of employment rights, the importance of proper procedures and effective methods for dealing with performance issues and workplace disputes.

Human resources is a rewarding career that balances strategic and functional responsibilities. HR professionals play a pivotal role in any organisation, as they are advocates for both the business and its employees.

Student Profile

This course is suitable for professionals looking to work in HR or an area of HR. You may be an early or mid-career professional, or someone interested in an HR role. You may already have HR-related duties as part of your existing role and be looking to upskill in this area, or to formalise the experience you already have with a recognised course of study.

Career Opportunities

Human resources is a dynamic area that offers a wide range of opportunities and excellent career progression. You may choose to work in a general HR role or specialise in a particular area (recruitment or training, for example). You can even focus within areas of specialisation (becoming a technical recruiter, for example) so it's possible to tailor a career to suit both your passions and skills.

Assessment and Certification

The Professional Diploma in Human Resources is assessed through written assessments – a learning log which you will keep during the course, and a case-study project to be submitted after the end of the course.

Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



My overall experience was excellent. I thoroughly enjoyed the virtual learning experience which was so convenient and easy to participate in. I have learned so much in a relatively short period of time. I loved that everybody came from all different types of backgrounds and had many experiences to share. I would definitely recommend this course to others as it was the most enjoyable thing I have done for myself in a long time.

- Eadaoin Darcy, Occupational Therapy Assistant



Marketing Courses

Whether you are new to marketing or want to expand on the skills you've already required, we have a variety of marketing courses to choose from. Whether you want to specialise in an area, such as Social Media Marketing or Event Management, or you want to move into a Digital Marketing focused role, our courses will provide you with the knowledge and practical skills that will help you in your career development.





Professional Diploma in Digital Marketing

Accreditation:

Digital Marketing Institute



Course Length: 30 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 10 weeks

Full Time: 1 Week Bootcamp

5 days full time live online study, Monday – Friday (9am– 4pm)

Learn the skills that will help you stay ahead of the game in the rapidly changing world of digital marketing. Covering topics such as Google Ads, social media marketing, and content creation, this professional diploma will help you build your knowledge and career.

Programme Structure

- Introduction to Marketing
- Content Marketing
- Social Media Marketing
- Search Engine Optimisation (SEO)
- Paid Search (PPC) using Google Ads
- Display and Video Advertising
- Email Marketing
- Website Optimisation
- Analytics with Google Analytics
- Digital Marketing Strategy

Summary

Staying relevant in the field of digital marketing is a professional challenge. This diploma, accredited by the Digital Marketing Institute, will equip you with the knowledge, skills, and techniques to become a smart and capable player on the digital stage.

On this programme, you will learn to design, build, manage, and measure effective digital marketing campaigns that meet business objectives. You will learn the use of channels such as social media, paid search, organic reach, and PR, while developing skills in content creation, content distribution, engagement, optimisation, using video, and email marketing.

This engaging and practical programme includes the use of case studies and video in the course content. You'll also be encouraged to take part in group discussions and exercises as part of a lively, hands-on learning experience.

Student Profile

This course is open to anyone with an interest in digital marketing, and doesn't require any prior experience or qualifications. The purpose of this diploma is to provide you with the tools and insights you need to kickstart your digital career. You may be a business owner or entrepreneur, marketing professional, recent graduate, going for a promotion, or looking for a career change.

Career Opportunities

There are a wide variety of marketing jobs in B2B, B2C, and G2C sectors of all kinds. From freelancing to working in-house to agency positions, these roles will see successful candidates working on sales and marketing campaigns using a range of tactics and channels.

This diploma, certified by the Digital Marketing Institute, is a globally recognised qualification that will allow you to demonstrate your capabilities to prospective employers. The DMI reports that 81% of members were promoted after completing one of their courses and 88% of members work at senior/management level.

You will also gain access to DMI Membership for the latest insights and opportunities.

Assessment and Certification

The Professional Diploma in Digital Marketing is assessed by one three-hour exam. Candidates need to achieve a minimum of 60% to pass the exam.

Upon successful completion of the Professional Diploma, you will become a Certified Digital Marketing Professional of the Digital Marketing Institute (DMI), the global body for digital marketing education and certification. You will also receive a UCD Professional Academy Diploma.

This programme is not on the National Framework of Qualifications.



My experience studying for the Professional Diploma in Digital Marketing was great. The course was really interactive and engaging, even though it was taught online. The instructors gave a lot of real life examples and case studies that brought the content to life. I found the practical applications and demonstrations of digital marketing tools very beneficial. I would recommend this program as a comprehensive introduction to the world of Digital Marketing. I would also like to say that the UCD Professional Academy as a whole was really helpful and informative throughout the entire process.

- Toluse Akinlabi, Retail Account Manager



Professional Diploma in Social Media Marketing

Accreditation:
Digital Marketing Institute



Course Length: 30 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 10 weeks

Gain the skills and tools to deliver winning strategies across social media channels. Exclusively designed by practising digital marketing professionals, this widely recognised certificate carries the coveted Digital Marketing Institute accreditation.

Programme Structure

- Social Research
- Content Creation
- Content Outreach
- Facebook
- Twitter
- LinkedIn
- Snapchat & Instagram
- YouTube and Social Video
- Social Customer Service
- Strategy and Planning

Summary

The impact of social media is undeniable, with around one-third of the world's population accessing social networks on a regular basis. This programme is designed to prepare you to engage specifically with social media marketing within an overreaching digital marketing context. It will teach you the key methods and best practices associated with running a successful social media marketing campaign.

You will learn to design, create, and execute impactful campaigns, and then monitor and report on results.

This engaging and practical programme includes the use of case studies and video in the course content.

You'll also be encouraged to take part in group discussions and exercises as part of a lively, hands-on learning experience.

Student Profile

This programme is ideal for anyone who is responsible for the planning, execution, and management of social media campaigns. There is no minimum skill level required, as long as the applicant has an interest in a social media marketing career.

You may be a social media specialist, digital marketer, business executive, or someone looking to make a career change. Alternatively, you may be an entrepreneur or business owner wanting to take control of your marketing strategy.

Career Opportunities

Social media marketing has applications in all types of business and organisations in any sector.

Our diploma, certified by the Digital Marketing Institute (DMI), is a globally recognised qualification that will allow you to demonstrate your capabilities to prospective employers.

The DMI reports that 81% of members were promoted after completing one of their courses and 88% of members work at senior/management level. You will become a DMI Certified Digital Marketing Specialist and gain access to DMI Membership for the latest insights and opportunities.

Assessment and Certification

The Specialist Certificate in Social Media Marketing is assessed by one three-hour exam. Candidates need to achieve a minimum of 60% to pass the exam.

You will then become a Certified Digital Marketing Specialist of the Digital Marketing Institute (DMI), the global body for digital marketing education and certification. You will also receive a UCD Professional Academy Diploma.

This programme is not on the National Framework of Qualifications.



Professional Diploma in PR & Marketing Communications

Course Length: 30 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 10 weeks

Jump-start your career in PR by learning the skills and knowledge needed to build and execute public relations strategies. This course will teach you how to shape your message and how to deliver it, giving you a thorough grounding in every aspect of PR, from press releases to social media to events.

Programme Structure

- Introduction to Public Relations and Marketing
- PR and Marketing Tools
- Media Relations
- Sponsorship
- Strategy and Planning
- Event Management
- CSR and Corporate Communications
- PR, Digital and Social Communications
- Monitoring and Research
- Overview and Course Summary

Summary

When you work in PR, no two days are ever the same. With a wide range of tactics in your toolkit, you could find yourself organising a launch party, managing social media accounts, talking to journalists, carrying out research, or negotiating a celebrity endorsement. Knowing what message to promote and through which channel is just one of the valuable skills you'll learn on this exciting course.

If you're a natural communicator and networker, this is the ideal career move. PR professionals are forward-thinking and fast-acting, with a unique skill set. In this rewarding role, you'll use your creativity and problem-solving skills to enhance and protect your organisation's image and reputation. This course will look at areas as diverse as media relations, CSR, branding, sponsorships, budgeting, and events. You'll learn how to plan a strategy, set goals, and measure results so that you can develop your own PR strategy as an end-of-course project.

Student Profile

You are not required to have prior experience or qualifications in PR or marketing to apply for this course, as long as you have an interest in the subject. This course is ideal for professionals looking to gain an edge by upskilling in this specialist area of marketing and communications. You may be a PR or marketing professional, recent graduate, business owner or entrepreneur, going for a promotion, or looking for a career change.

Career Opportunities

There are a wide variety of jobs that require PR expertise, with opportunities in every sector and industry. You may choose to become an all-round PR professional, or specialise in a specific area (for example, as a publicist, copywriter, crisis manager, or spokesperson). Professionals work freelance, in-house, and in agencies. Experienced and passionate PR professionals are in demand, and there are excellent career progression prospects.

Assessment and Certification

The Professional Diploma in PR & Marketing Communications requires the completion of an actionable PR strategy for an organisation.

Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Professional Diploma in B2B Marketing

Course Length: 36 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks

Business-to-business buying cycles are often longer and more complex than in the consumer market. B2B Marketing calls for a specialised skill set that balances short-term and long-term tactics, using a tailored and integrated approach to meet the audience's needs.

Programme Structure

- Introduction: B2B Marketing in 2020
- B2B Marketing Essentials
- Creating, Delivering, and Communicating Value
- Consumer Behaviour
- Customer-Centric Marketing
- Traditional Marketing Techniques
- Digital Marketing Techniques
- Creating a B2B Marketing Strategy
- Integrated Marketing Communications for B2B in a Digital World
- Account-Based Marketing

Summary

Marketing to an organisation rather than a consumer holds its own set of challenges. Technology is changing many buyer cycles but also opening up many new opportunities for marketers who are ready to evolve their strategies accordingly. B2B marketing roles tend to be quite diverse and require both creative and analytical skills, as well as a firm grasp of business concepts.

This practical and engaging course is ideal for those looking to deepen their marketing knowledge with an understanding of B2B approaches and tactics. You will learn the key distinctions between B2B and B2C, how to apply core marketing tactics in a B2B setting, and evaluate current techniques such as Account Based Marketing (ABM) so that you can use those that are most relevant. The skills you learn will allow you to develop an actionable B2B marketing plan – which will be the basis of your assessment.

Student Profile

You are not required to have prior experience or qualifications in digital marketing to apply for this course, as long as you have an interest in the subject. This course is ideal for professionals looking to gain an edge by specialising in the online and offline tactics that are most relevant for business-to-business marketing. You may be a business owner or entrepreneur, marketing professional, recent graduate, going for a promotion, or looking for a career change.

Career Opportunities

There are a wide variety of marketing jobs in the area of business-to-business, with B2B marketing expertise being sought after in most sectors and industries. From freelancing to working in-house to agency positions, these roles will see successful candidates working on dynamic marketing campaigns using a range of tactics and channels to deliver on the company's long-term goals.

Assessment and Certification

The Professional Diploma in B2B Marketing requires the completion of an actionable marketing plan for an organisation.

Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Studying for a Professional Diploma in B2B Marketing was a new experience for me, I've never studied an online course before and it was incredible. The course was relevant to my day-to-day work, The topics were up to date and relevant to what was happening in the world at the time. I would highly recommend this course.

- Leandro Costa, Business Development Executive



Professional Diploma in Event Management

Course Length: 36 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks

Event management is an exciting and challenging role which can see professionals involved in organising anything from an intimate networking lunch to a huge outdoor festival. This course prepares you for a career in the rapidly evolving events industry.

Programme Structure

- Introduction to Event Management
- Event Planning
- Coordinating Your Event
- Venue Design and Layout/Corporate Events
- Event Production and Safety
- Production of Green Events
- Sponsorship
- Introduction to Public Relations and Press Events
- Online Public Relations and Social Media
- Festivals and Outdoor Events
- Charity Events
- Consumer-Facing and Experiential Events
- Event Management Evaluation and Reporting

Summary

Event management is a complex role that requires great attention to detail and an understanding of the wide variety of technical, logistical, and creative factors that make up a successful and engaging event. This twelve-week course will give you a grounding in event industry best practice and teach you the practical skills required to put on events of all types. Starting with planning and coordination, your lecturer will take you step-by-step through the elements of a well-organised event. You'll learn about venue layouts, catering and equipment, scheduling, safety and risk management, hiring and contracts, as well as how to troubleshoot issues. You'll also look at booking speakers, getting sponsors, and handling PR and the press. Marketing your event and raising awareness through online channels is another key skill.

This course also covers specialist knowledge such as running green events or charity events, and the particularities of festivals and outdoor events. Finally, you'll learn how to close off and evaluate an event project, including getting feedback from attendees, producing reports, and debriefing teams.

Student Profile

You do not need to have any prior experience or qualifications in event management to apply for this course. You may be looking to kickstart a career in event management or you may be a marketer looking to upskill in this area as part of your professional development. You may be a business owner or entrepreneur, work in an agency and looking to expand your skillset, a recent graduate, or someone looking for a career change.

Career Opportunities

Certified event management skills can open up career opportunities in a wide range of industries and sectors. While the tourism and entertainment sectors represent a significant portion of event management jobs, there are many opportunities outside of this – in the corporate area alone there are dozens of event types and skilled managers are needed to coordinate them. Many businesses see event marketing as an important component of their lead generation strategies and are keen to provide innovative and memorable experiences to their audiences.

Assessment and Certification

The Professional Diploma in Event Management requires the completion of an actionable event management plan. Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



I really enjoyed my experience studying for a Professional Diploma in Event Management. The classes were easy to access and full of useful information that can be applied to all areas of event management, I found the course lecturer very friendly and knowledgeable which added to the overall experience of studying with UCD Professional Academy.

- Rhona Gleeson, Team Manager



Data Analytics Courses

Looking to develop your knowledge in the topic of data analytics? Then check out our full range of data analytics courses including those specialising in data analytics for marketing, business and finance. Depending on your knowledge level you can choose between four different introductory certificates, or a specialist certificate in which you'll learn more advanced skills. Develop your data analysis skills across a number of areas including python, matplotlib and seaborn. It's never been more important to be able to understand and clearly communicate data concepts.



Learn the data analysis skills that will unlock your future

Did you know that data analysis skills could help you take that next step in your career? Employers know that unlocking the insights their data holds will help them to stay relevant and competitive, but data science skills are in serious shortage across Europe. That's why professionals with proven data analysis skills will have an edge when it comes to job applications and promotions.

Pick the course that best fits your career goals

We've put our courses together in a way that will bring you the best results in your job or industry. Our experts have identified the real-world skills that employers will expect so you can hit the ground running. On the next page, you'll be able to see an overview of these different job-related outcomes so that you can choose the course that best fits your profile.

You'll use DataCamp's interactive learning platform for all our data courses, allowing you to run code directly in your browser. Modules use real-world data sets from sources such as Twitter, Yahoo Finance, the World Bank and Walmart to make your project work more meaningful.

Certificate versus Specialist Certificate courses

Certificate data analytics courses are short, practical courses. Learn job-ready skills quickly and build your confidence tackling data analysis tasks on a day-to-day basis. Specialist Certificates are extended courses designed to provide you with the in-depth skills and knowledge you'll need to advance within your chosen professional area.

As there are some overlapping modules in Certificate versus Specialist Certificate courses, we recommend that you opt for a Specialist Certificate course if data analytics skills are likely to be crucial to your career progression, but only if you have some existing coding knowledge.

Python – the foremost language in data science

All our data courses are based on the open-source programming language, Python. It's an ideal tool for beginners but powerful enough to handle complex data at scale. Python has a vast selection of libraries that are extensively used and well-supported by an active community – Pandas, SciPy, StatsModels, and Matplotlib to name just a few. Python's relatively simple syntax means a fast learning curve without compromising on data science potential!

Entry Requirements

Data Analytics Certificate courses entry requirements

- Basic computer skills (mandatory)
- Skills to install software from online websites (mandatory)
- Understanding of data and charts in Excel (or any related software to create charts/graphics)

Data Analytics Specialist courses entry requirements

- Exposure to any programming language (mandatory)
- Python Fundamentals

Course comparison

Certificate courses

No prior coding experience needed

Data Analytics Essentials	• Import, clean, format, and manipulate data • Discover data structures such as the dictionary and the pandas DataFrame • Create data visualisations with using Matplotlib and Seaborn
Data Analytics for Marketing	• Overlay data and maps to unlock the power of geographical insights • Create rich, interactive data visualisations • Merge data from different campaigns for better insights
Data Analytics for Business	• Create A/B tests to make proactive, data-driven business decisions • Import data from typical business sources – files, web, and databases • Calculate statistics and create visualisations
Data Analytics for Finance	• Calculate risk in scenarios such as the stock market • Use data structures such as lists and arrays • Work with times series financial data



Specialist Certificate course

A more advanced course to help you take your career in data science to the next level.

Understanding of coding concepts needed.

Specialist Certificate in Data Analytics Essentials	• All of the content of the certificate course • Use machine learning to train decision trees and tree-based models • Generate predictions in automation, manufacturing, sales, and development • Discover robotics, natural language processing, image recognition, and artificial intelligence
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Certificate in Introductory Data Analytics

Accreditation:
Datacamp



Course Length: 40 Hours

Self-study online
36 hours

Live instructor training
5 hours

Organisations worldwide are working with ever-increasing volumes of data, generating a growing market demand for data analysts who can understand, extract and present meaningful information using up-to-date algorithms, tools and methods. Gaining a practical foundation in the skills of data analytics has never been more valuable to individuals looking to advance their careers in the modern workplace.

Programme Structure

- Introduction to Python
- Intermediate Python
- Introduction to Importing Data in Python
- Intermediate Importing Data in Python
- Data Manipulation with Pandas
- Joining Data with Pandas
- Introduction to Data Visualisation with Matplotlib
- Introduction to Data Visualisation with Seaborn
- Intermediate Data Visualisation with Seaborn

Summary

According to research group International Data Corporation (IDC), the global datasphere will have grown from around 33 zettabytes (trillion gigabytes) in 2018 to a staggering 175 zettabytes by 2025. But data is useless without skilled professionals to analyse it, which is why data jobs have been increasing around the world.

Using the popular programming language, Python, you will learn how to bring real value to organisations and their decision-making processes by organising and analysing information. You will learn to import, clean, process, and manipulate data from a wide variety of sources. You'll also learn to communicate insights by creating data visualisations using Matplotlib and Seaborn. You will be able to source data from files and software, or query data from relational databases.

The financial benefits of effective data analysis are twofold; not only does poor data cost organisations money but using data-derived insights allows them to make huge savings. This practical course will give you a thorough grounding in the algorithms, methods, and tools that can be used to analyse and understand large volumes of data. You will use real-world data sets and learn through videos and interactive exercises, with weekly input from the course mentor.

Student Profile

You do not need a prior qualification in data analysis, but good maths and computer skills are an advantage. This course will suit someone looking to launch a career in data analytics, a professional looking to strengthen their profile with sought-after skills, or a business owner looking to gain a competitive advantage.

Career Opportunities

LinkedIn's Emerging Jobs report places data science in its top 10 emerging jobs for 2020. Big data is still a growing area, so recruitment and salaries in data science will continue to grow. A Certificate in Introductory Data Analytics is the perfect way to demonstrate your skills and knowledge in this booming area.

Assessment and Certification

The Certificate in Introductory Data Analytics is assessed through an assignment. You will produce a report based project based on an open source data set – you will retrieve, manipulate, and process the data, working with it through the various stages of the course. By the end of the course, you will have produced a finished and fully visualised project that would meet the expectations of industry and management.

Your UCD Professional Academy Certificate will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Specialist Certificate in Data Analytics Essentials

Accreditation:
Datacamp



Course Length: 80 Hours

Self-study online
64 hours

Live instructor training
16 hours

Take your data skills to the next level by building on the fundamentals to develop your understanding of advanced concepts such as machine learning and statistical analysis. With the need for skilled data analysts far outstripping supply, there has never been a better time to enter this rewarding and lucrative sector. If you want to drive innovation at data-driven organisations, this Specialist Certificate is for you.

Programme Structure

- Python Data Science Toolbox (Part 1)
- Python Data Science Toolbox (Part 2)
- Cleaning Data in Python
- Regular Expressions in Python
- Working with Dates and Times
- Writing Functions in Python
- Exploratory Data Analysis in Python
- Statistical Thinking in Python (Part 1)
- Statistical Thinking in Python (Part 2)
- Supervised Learning with Scikit-Learn
- Unsupervised Learning in Python
- Introduction to Deep Learning in Python
- Machine Learning with Tree-Based Models in Python
- Cluster Analysis in Python

Summary

Organisations need skilled professionals who can help them derive meaning and value from the large volumes of data they hold. Data Scientist has been in the top 10 of LinkedIn's list of Emerging Jobs Report for the past few years, and demand for people with data skills continues to grow. As a data analysis professional, you'll be able to unlock the value in data and help organisations to make better, faster decisions. You will spot trends, make predictions, and deliver insights.

This course will teach you how to use Python programming language to work with different types of data. You will learn how to clean and validate data, visualise it and extract insights from it. You will know about regression models and the advantages and disadvantages of decision trees. You will also explore exciting areas such as machine learning.

During the course, you will be working with real-world datasets and testing your skills with interactive exercises. Weekly sessions with the course mentor will enable you to interact with your peers and troubleshoot any issues. By the end of the course, you will have the practical, hands-on skills to step confidently into a data analytics role.

Student Profile

You do not need a prior qualification in data analysis, but good maths and computer skills are an advantage. This course will suit someone looking to kickstart a career in data analytics, a professional in a sector such as finance or marketing looking to strengthen their profile with sought-after skills, or a business owner looking to gain a competitive advantage.

Career Opportunities

The European Commission estimates a potential data skills gap of at least 484,000 unfilled positions by 2025. Tempting remuneration packages and remote working opportunities are likely to be a feature in this sector as companies compete for skills and experience. A Specialist Certificate in Data Analytics Essentials will prove to potential employers that you bring the necessary expertise to data roles.

Assessment and Certification

The Specialist Certificate in Data Analytics Essentials is assessed through an assignment. You will produce a report and a project based on an open source data set – you will retrieve, manipulate, and process the data, working with it through the various stages of the course. By the end of the course, you will have produced a finished and fully visualised project that would meet the expectations of industry and management.

Your UCD Professional Academy Specialist Certificate will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Certificate in Data Analytics for Business

Accreditation:
Datacamp



Course Length: 40 Hours

Self-study online
36 hours

Live instructor training
5 hours

Sharpen your data skills and learn to use data to solve business challenges. This hands-on course will teach you the indispensable data terminology, tools, and questions that you can ask to communicate more effectively with your team. Boost your CV with an understanding of Python programming language, data manipulation and visualisation!

Programme Structure

- Data Science for Business
- Introduction to Python
- Intermediate Python
- Introduction to Importing Data in Python
- Data Manipulation with Pandas
- Joining Data with Pandas
- Introduction to Data Visualisation with Matplotlib
- Introduction to Data Visualisation with Seaborn
- Intermediate Data Visualisation with Seaborn

Summary

In today's data-driven economy, smart organisations base their decision-making processes on data insights. This industry-focused data analytics course - delivered via the world-class DataCamp learning platform - is aimed at business professionals who want to develop their practical data analysis skills to answer real-world business questions using data.

There's no need to download clunky, expensive software as the DataCamp platform allows you to run code directly from your browser. Using real-world datasets, you will learn how to import data from different sources and visualise it in the best way to communicate your findings to others. A weekly one-hour mentor session with a data analytics industry expert will help you apply what you have learned to real-world business scenarios.

Become a more confident, data-driven decision-maker by learning how the Python programme language, tools, and libraries can be used to extract and clean data, analyse and visualise your findings, and provide insights to solve business problems in your organisation.

Student Profile

You do not need a prior qualification in data analysis to take this course as it provides a foundation for kick-starting a career in business data analytics. You may be, for example, looking to specialise as a data analyst or business process analyst. Suitable for both non-technical and technical professionals, you will be able to leverage your knowledge to drive effective decision-making within your organisation.

Career Opportunities

As data becomes the world's most valuable commodity, it's never been more important to be able to understand and clearly communicate data concepts. This course will teach you the skills you need to analyse data in ways that bring value to business. A qualification is the ideal way to prove to potential employers that you have the practical skills to jump into a role in data analytics. The average salary of a data scientist in Ireland is €49,000.

Assessment and Certification

Your UCD Professional Academy Certificate requires the completion of a report-based project, analysing an open-source dataset as you work through the various stages of the course. Your certificate will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the qualification to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Certificate in Data Analytics for Finance

Accreditation:
Datacamp



Course Length: 40 Hours

Self-study online
36 hours

Live instructor training
5 hours

Kickstart your career in financial data analysis with this exciting, hands-on introduction to data science using the popular Python programming language. Learn to process financial data and then visualise it to communicate your findings. You'll work with real-world datasets to develop your skills in calculating and predicting financial outcomes.

Programme Structure

- Introduction to Python for Finance
- Intermediate Python for Finance
- Data Manipulation with Pandas
- Joining Data with Pandas
- Introduction to Data Visualisation with Matplotlib
- Introduction to Financial Concepts in Python
- Manipulating Time Series Data in Python
- Importing and managing Financial Data in Python

Summary

Financial service companies depend on data analytics and tools to provide answers to complex financial questions. This engaging and practical course is aimed at finance professionals who need to identify and communicate data insights to drive business decisions and minimise risk. You will get a foundation in the principal tools, techniques, and algorithms used to bring data-driven decision-making to your role.

This course is delivered via the world-class DataCamp learning platform, which allows you to run code directly from your browser without the need for clunky or expensive software. Using real-world datasets, you will learn how to import data from different sources and visualise it in the best way to communicate your findings to others. A weekly one-hour mentor session with a data analytics industry expert will help you apply what you have learned to real-world financial scenarios.

You will discover popular Python packages such as pandas as you learn to import and manage financial data from different sources. Practicing on real-world datasets, you'll learn to work with investment portfolios, calculate measures of risk, and calculate an optimal portfolio based on risk and return.

Student Profile

You do not need a prior qualification in data analysis to apply. This course is ideal for anyone who is curious about coding and wants to explore data in the world of finance, such as a financial or business analyst. Although basic financial concepts are covered, this course is not about learning deeper financial theory, but rather the practical skills needed to import, clean, format, and visualise financial data using Python programming language, tools, and libraries.

Career Opportunities

The financial services industry relies heavily on data analysis and there is a shortage of skilled professionals in this area. Throughout this course, you will work with multiple real-world datasets from, for example, the World Bank, NASDAQ, AMEX, and Google, allowing you to demonstrate your hands-on experience and skills to potential employers. The average salary of a data scientist in Ireland is €49,000.

Assessment and Certification

Your UCD Professional Academy Certificate requires the completion of a report-based project, analysing an open-source dataset as you work through the various stages of the course. Your certificate will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the qualification to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Certificate in Data Analytics for Marketing

Accreditation:
Datacamp



Course Length: 40 Hours

Self-study online
36 hours

Live instructor training
5 hours

Develop smarter, more targeted marketing strategies by extracting valuable insights from your marketing data. On this interactive, hands-on course, you will learn how to use Python programming language to analyse and visualise data using libraries such as Matplotlib, Seaborn, and Bokeh.

Programme Structure

- Introduction to Python
- Intermediate Python
- Data Manipulation with Pandas
- Introduction to Data Visualisation with Matplotlib
- Introduction to Data Visualisation with Seaborn
- Intermediate Data Visualisation with Seaborn
- Interactive Data Visualisation with Bokeh
- Visualising Geospatial Data in Python

Summary

With marketing budgets under pressure and massive competition for reach across online channels, it has never been more important to effectively measure and understand marketing data. This highly engaging and practical data analytics course is aimed at marketing professionals looking to upskill, and delivered via the world-class DataCamp learning platform.

There's no need to download clunky or expensive software as you can run code directly from your browser. Using real-world datasets, you will learn how to import data from different sources and visualise it in the best way to communicate your findings to others. A weekly one-hour mentor session with a data analytics industry expert will help you apply what you have learned to real-world marketing scenarios.

Learn cutting-edge skills and knowledge that will transform how you work. From techniques like data visualisation to learning how to use Python to understand the relationships between the physical location of data and its geographical context, the skills learned on this course will make you a smarter, more effective marketer.

Student Profile

This course is ideal for marketing professionals interested in exploring data analysis techniques and tools. You do not need any prior qualification in data analysis as this course will take you through the foundational knowledge you need to bring data analysis and visualisation skills to your role in marketing. Please note that this course does not cover marketing concepts.

Career Opportunities

If you are looking to level up in your marketing career or establish more data-driven decision-making processes in your marketing team, this practical and interactive course will demonstrate your knowledge and skill in data analytics for marketing. A UCD Professional Academy Certificate in Data Analytics for Marketing is the perfect way to demonstrate your ability to leverage data insights as you develop marketing campaigns and strategies.

Assessment and Certification

Your UCD Professional Academy Certificate requires the completion of a report-based project, analysing an open-source dataset as you work through the various stages of the course. Your certificate will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the qualification to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.

Digital & IT Courses

Digital and IT skills are some of the most sought after in industry today. Along with our full range of data analytics courses there are a number of topics for you to choose from, whether you are looking to continue your professional development or branch out into a new skill set. Choose from topics including Digital Transformation Management, COMPTIA A+, and AWS. Whether you are a beginner or not, in our range of digital and IT courses there will be a course for you.





Professional Diploma in Digital Transformation Management

Course Length: 36 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks

This dynamic course pulls together transformational thinking and organisational strategy to uncover ways of growing and competing through periods of change and uncertainty.

Programme Structure

- Introduction to Digital Transformation
- The Difference Between Digitisation, Digitalisation and Digital Transformation
- A Digital-Inclusive Business Strategy
- Digitalisation in the Organisational Business Model
- Digital Transformation Analysis of Business Processes
- Leadership and Change Inside Digital
- How Digital Can Help in Getting to Know Your Market
- Modern Market Channels: Using Digitalisation in Your Omnichannel
- Align Convergence by Controlling Your Commercial Objectives
- Surviving in a Digital Era
- A Digitised Shift in Thinking
- Managing the Digitalised Future

Summary

With the rise in remote business interactions, organisations are examining how they can meet the expectations of both clients and employees in a sustainable way. Accelerated digital adoption has changed the global business landscape, offering organisations with a clear strategy the opportunity to become leaner, faster, and more profitable.

On this highly interactive programme, you will learn the key concepts of digitalisation and how management and decision-makers can lead the transformation process. You will examine what areas of a business can be improved by the implementation of a digital business strategy and what strategic tools can help you achieve your commercial objectives.

You will also study important areas such as customer experience, looking at how to use digitalisation in modern market channels to optimise touchpoints. Remodelling operations, adopting new competencies, and staying ahead of the competition through continued innovation will be crucial as organisations prepare for a more digital future.

Student Profile

This course is open to anyone with an interest in digital transformation, and doesn't require any prior experience or qualifications. The purpose of this diploma is to provide you with the tactics and insights needed to apply digital strategic thinking to your organisation. You may be a manager, business owner, entrepreneur, or other decision-maker within an organisation.

Career Opportunities

This programme will help leaders and decision-makers demonstrate their ability to position their organisations for digital transformation.

Assessment and Certification

The Professional Diploma in Digital Transformation Management course is assessed through a weekly learner log. Each lesson is divided equally between lecturer instruction and group work. This opportunity for discussion, critique, analysis, and self-evaluation will inform your reflection log.

Upon successful completion of the Professional Diploma in Digital Transformation Management programme, you will receive a UCD Professional Academy Diploma.

This programme is not on the National Framework of Qualifications.



My experience studying for a Professional Diploma in Digital Transformation was really positive, both professionally and personally. I found the course really interesting and the classes both fun and engaging. My favourite thing about the course was definitely the people. We were encouraged to collaborate and ideate on ideas and approaches to the challenges and opportunities that can be faced in terms of digital transformation in many organisations today. I would recommend this course as it not only provides key ideas and concepts relating to digital transformation but it prepares the student to embrace change and opens their eyes to the multiplying possibilities ahead.

- James Condon, Operational Excellence



CompTIA A+

Accreditation:
Comptia

Course Length: 40 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 13 weeks

Created and continually evolved by IT experts, CompTIA A+ is the only industry-recognised credential enabling professionals to prove they can think on their feet to perform mission-critical IT support tasks and be the go-to person in endpoint management and technical support roles.

Programme Structure

- Mobile Devices
- Networking
- Hardware
- Virtualisation & Cloud Computing
- Network and Hardware Troubleshooting
- Troubleshooting
- Operating Systems
- Security
- Software Troubleshooting
- Operational Procurement

Summary

This performance-based certification for technical support and IT operational roles will help you identify issues and problem-solve more effectively.

You will learn the core skills and abilities demanded in the workplace, including: Supporting basic IT infrastructure; configuring and supporting devices, components, connectors, and peripherals; implementing basic data backup and recovery, storage and management; demonstrating baseline security skills for IT support professionals; configuring device operating systems; and troubleshooting and solutions.

CompTIA performance certifications validate the skills associated with a particular job or responsibility. They include simulations that require the test taker to demonstrate multistep knowledge to complete a task. CompTIA has a higher ratio of these types of questions than any other IT-certifying body.

Student Profile

This course is for IT professionals such as (but not limited to) Help Desk Techs, Field Service Technician, Associate Network Engineers, System Support Specialists, Data Support Technicians, and Technical Support Specialists. This qualification is part of the CompTIA Certification Pathway.

Career Opportunities

The CompTIA IT Employment snapshot showed a 2.3% growth from 2015 to 2016 with a 16% growth forecasted for the next 10 years. In 2016, more than 23,500 job postings required applicants to have CompTIA A+ certification.

CompTIA-certified staff with less than one year of experience demonstrate more domain knowledge than uncertified staff with three years' experience, making the CompTIA A+ an excellent addition to any CV.

Assessment and Certification

The CompTIA A+ is assessed by two 90-minute multiple choice exams, Core 1 (220-1001) and Core 2 (220-1002). Exams are administered by CompTIA in Pearson Vue test centres.

This qualification is certified by CompTIA, the world's leading tech association bringing together millions of IT professionals. This qualification is part of the CompTIA Certification Pathway.

You will also receive a UCD Professional Academy Diploma.

This programme is not on the National Framework of Qualifications.



Professional Diploma in AWS (Solutions Architect Associate SAA-C02)

Course Length: 30 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 10 weeks

AWS certification validates cloud expertise to help professionals highlight their in-demand skills in this growing area. The AWS Solutions Architect – Associate certification is the ideal way to demonstrate your ability to build and implement solutions using the AWS cloud.

Programme Structure

The course is built around the four domains of the AWS Certified Solutions Architect – Associate exam (SAA-C02), helping you to build up your ability to architect in a structured way.

- **Domain 1: Design Resilient Architectures**
- **Domain 2: Design High-Performing Architectures**
- **Domain 3: Design Secure Applications and Architectures**
- **Domain 4: Design Cost-Optimized Architectures**

Summary

No longer the new kid on the block, AWS has established itself in the market and proven its ability to run the most resource-hungry organisations in the world. Current statistics show AWS has taken nearly 48% of the Infrastructure-as-a-Service sector, along with a share of 25.2% in the Platform-as-a-Service arena.

With businesses of every size and in every industry turning to AWS cloud solutions, IT professionals can seize exciting career opportunities in this high-demand area of the job market. This highly practical course is focused around the four domains of the latest version of the AWS exam to become a Certified Solutions Architect, and will provide you with the guided practice and case study insights to architect and deploy secure and robust applications on AWS technologies.

This certification is the ideal next step for IT professionals looking to certify important skills such as using architectural design principles to define and build solutions and using best practice to guide implementation throughout the life cycle of a project.

Student Profile

This course is suitable for professionals with around a year of hands-on experience. It assumes some previous knowledge of scripting languages, Windows and Linux environments, as well as some basic knowledge of the main principles of AWS. You may have already gained your foundational AWS Certified Cloud Practitioner qualification prior to this. If you are an IT professional looking to work in this area or a consultant/freelancer who would like to add AWS expertise to your portfolio, this certification is for you.

Career Opportunities

Demand for professionals with AWS expertise is growing and certification is becoming an essential prerequisite as employers recognise the importance of up-to-date knowledge of this fast-evolving technology. Certification will allow you to demonstrate your capabilities as well as open up your professional network. You can also choose to advance in your career with more advanced qualifications and specialisations. The next step after Associate certification is Professional certification, and you can also specialise in areas such as Alexa, Machine Learning, or Security.

Assessment and Certification

This certification is assessed externally at a testing centre (either in the centre or via an online proctored exam). On completion of the UCD Professional Academy course, you will be fully prepared to go on to sit the exam at a time of your choosing. Successfully passing AWS will also entitle you to a UCD Professional Academy diploma.

Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience

This programme is not on the National Framework of Qualifications.



Professional Diploma in eCommerce

Course Length: 30 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 10 weeks

Learn to meet buyer needs with a modern and streamlined online shopping experience for your customers. Gain the essential ecommerce skills and knowledge required to deliver successful online retail strategies and launch your career in this evolving and exciting profession.

Programme Structure

- Introduction to Digital Business/Strategy & eCommerce
- Opportunity Analysis for eCommerce
- Digital Business & eCommerce Strategy
- Consumer Behavior in a post COVID environment
- Digital Marketing & Social Media
- eCommerce Management & Models
- Customer Relationship Management
- Customer Experience
- eCommerce Channel Selection
- eCommerce in the Service Industry

Summary

Buyers behave very differently online to the way they might in a physical environment. Ecommerce is not a simple matter of posting up your products or services and then waiting for the orders to flood in. You need to get found in the first place, people need to understand what you're selling, they need to want to buy it from you as opposed to the competition, plus they require the entire experience to be easy, secure, and fast. Getting this mix of ingredients right takes skill, and these skills are in demand.

Ecommerce isn't only for retailers, with many B2B, wholesale, marketplace, and virtual businesses using this sales channel. As an ecommerce practitioner, you'll need to use the right technologies, tactics, and targets for your business sector and customer base. You'll have to track your performance, measure results, and know what success looks like. These are the practical skills you will develop on this online course. This professional diploma will allow you to work in any industry and business type, and there are many opportunities to specialise in niche markets, platforms, or products.

Student Profile

You are not required to have prior experience or qualifications in ecommerce to take this course, as long as you have an interest in the subject. This course is ideal for professionals looking to gain an edge by upskilling in this specialist area. You may be a business owner or entrepreneur, marketing professional, recent graduate, going for a promotion, or looking for a career change.

Career Opportunities

Ecommerce professionals are in high demand as businesses look to keep up with customer expectations. An Ecommerce Manager in Ireland earns an average of €45,000, but this salary can be up to 41% higher in Dublin and many employers offer bonuses plus commission. A Professional Diploma in Ecommerce is the best way to show potential employers that you have the skills and experience to take their business online in a way that will have a lasting impact on their bottom line.

Assessment and Certification

The Professional Diploma in Ecommerce requires the completion of a project-based final assignment.

Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Studying for a Professional Diploma in eCommerce was a great learning experience. The lecturer was well informed and gave a coherent and interactive class each week. The use of break out rooms was a great opportunity to further discuss the topic in hand and associate the content covered to real life circumstances. I would recommend this course in particular to businesses looking to develop their online presence with minimal eCommerce knowledge, this is the place to start.

- Ben Fletcher, Technical Office Engineer



Professional Diploma in Full-Stack Software Development

Awarding Body:
Code Institute

POWERED BY



Course Length: 676 Hours

Self-study online

600 hours:

- 480 hours tutorial
- 120 hours project work

Live instructor training

76 hours:

- 8 x 7.5 hour live - masterclasses
- 14 x 1 hour live mentor-led sessions

Kickstart a career in the lucrative and rewarding world of software development with this blended course of online learning and practical sessions. As a full-stack developer, you will acquire front-end and back-end coding skills so that you can produce websites and web applications that are both functional and usable.

This course combines the full Code Institute's Full Stack Software Development Diploma and personalised career support, with the addition of 60 hours of live lectures, led by a professional coding expert. Run over 8 full day online sessions, our coding hackathons hone your practical competencies and support the development of your Milestone Projects, which make up 100% of your final assessment.

Programme Structure

- **HTML Essentials**
- **CSS Essentials**
- **Comparative Programming Languages**
- **JavaScript Essentials**
- **Python Essentials**
- **Full-Stack Toolkit**
- **E-Commerce Specialisation**

Summary

Delivered in partnership with the Code Institute, this course has been developed with input from the world's top technology firms. It will give you the in-demand skills and knowledge you need to start a career in software development. Learn the most up-to-date languages and build your portfolio of real-world example projects to showcase your talents to potential employers.

You'll complete 600 hours of learning over eleven months, roughly 150 hours of which will go into your milestone portfolio projects. You'll learn how to create an interactive application using JavaScript, work with APIs, build in back-end logic using Python, and leverage the power of the Django full-stack framework. You will work with MySQL and Mongo databases and discover how a framework helps you bring your full-stack application together.

This course is all about hands-on, practical skills. Material is delivered through Code Institute's world-class Learning Management System (LMS). In addition to the online course work and live online sessions with a highly experienced mentor you will participate in masterclasses with an experienced developer. This ensures that you have access to the latest industry expertise and career advice. With your qualification and portfolio in place, you will be ready to step into your first developer role after just eleven months.

Student Profile

You do not need prior programming expertise, but you should be eager to learn and have a passion for coding. A majority of your time will be spent in self-study, so you will need to remain engaged with the material and have the motivation to stay the course for eleven months part-time. The admissions process involves a series of challenges to gauge your suitability for the course. The course is delivered entirely through English and applicants must have a proficiency equivalent to IELTS academic level 6.0.

Career Support and Career Opportunities

Software development skills are highly sought after as there is a global shortage in skilled, experienced programmers. German consultancy Empirica reported to the European Commission that the gap between demand and supply in Europe will be 500,000 jobs in 2020. Development isn't just an exciting career, it's also typically well-paid with average software developer salaries sitting above €50,000 a year. On successful completion of this course, you will not only hold a Professional Diploma from a globally recognised educator, but also have developed a professional portfolio to showcase your expertise.

We support all students looking for their first job as a software developer. Our partner, Code Institute, works on a 1:1 basis with you to help secure employment and prepare you for job interviews. This service commences after you have completed your second milestone project. Student and Career Advisors will work with you on confidence, preparing your LinkedIn profile, as well as researching companies and roles suitable for you. By the time you have completed your fourth project, you will have secured interviews in companies that match your ambitions and needs.

Masterclass Sessions

In addition, there will be 8 x 7.5 hour Masterclass sessions to complement your online learning. The first seven sessions are hackathons, designed to develop your practical competencies, challenge your problem-solving abilities and advance your understanding of the concepts that you are learning. Each session aligns with one of the mini-projects within the course. While these do not form part of your assessment they do help familiarise you with the technologies and methodologies you would then use to build your milestone projects.

During these sessions, you will work as part of a team on an appropriately themed hackathon to build a software project that would implement a solution to a real (or imagined) real-world challenge. A senior developer will facilitate each session and provide guidance to the teams. The hackathons are designed to road-test your understanding of concepts and to provide practical experience implementing solutions and working as part of a team. Each team will present its completed project along with the rationale behind the solution at the end of each session.

Mid-way through the course, session five is hosted by our Career Services team and focuses on writing your CV, presentation of your portfolio and preparation for technical interviews.

<Hackathon 1/>	Love Running at the end of HTML + CSS fundamentals HTML and CSS based project
<Hackathon 2/>	Make a CV/Resumé site at the end of UCFD HTML CSS and Front End Library based project
<Hackathon 3/>	JavaScript Fundamentals mini-project JavaScript, HTML and CSS based project
<Hackathon 4/>	API project at end of IFD Application Programming Interface (API) based project
<Session 5/>	Career Services Workshop Expert Session on CV Prep, Technical Interview and Portfolio Presentation
<Hackathon 6/>	Python Fundamentals mini-project Python-based project
<Hackathon 7/>	CRUD mini-project at end of Data-centric Relational Database based project
<Hackathon 8/>	Django mini-project at end of FSF Full-Stack Django based project.

Facilitator Sessions

There will be 16 mentor led online sessions where students can discuss their progress and share helpful advice with their peers in a social forum. Mentors will guide these sessions and provide expert advice to help you maintain momentum throughout the course.



Assessment and Certification

The Professional Diploma in Software Development is assessed through projects you complete for your portfolio rather than through an exam. As in industry, your grade is achieved through the quality of your work.

Upon successful completion of the course, you will be awarded a Diploma in Full Stack Software Development, awarded by Code Institute and credit rated by the University of West Scotland, as well as a UCD Professional Academy Full Stack Software Development Diploma.

Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.



Professional Diploma in Graphic Design

Course Length: 36 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks

Learn the steps to mastering Adobe Illustrator, Photoshop, and InDesign. In just three months, demonstrate your ability to work confidently and collaboratively with these industry-standard tools. You'll gain design skills spanning text, imagery, and graphics to produce a wide range of visual assets for any brand.

Programme Structure

- Adobe Illustrator - The World of Vectors
- Adobe Illustrator - Let's Get Creative
- Adobe Illustrator - Colours, Logos & Icons
- Adobe Photoshop - The World of Pixels
- Adobe Photoshop - Creative Montage
- Adobe Photoshop - Photoshop Magic
- Adobe Photoshop - Behind the Mask
- Adobe Indesign - The World of Layout Design
- Adobe Indesign - Magazine Cover
- Adobe Indesign - Brand Guidelines & Colours
- Adobe Indesign - Getting Interactive
- A Day at the Office - Advertisement Project Design

Summary

In this interactive, practical course, you'll learn how each of these applications from Adobe is used in the design process. You will create vector graphics, manipulate and compose photography, and create complex layouts to be used in apps, posters, brochures, websites, and more. As you progress through the course, you'll work on projects that form the basis of your design portfolio, which is a must when applying for graphic design jobs or starting a freelance career.

Guided by your lecturer, with plenty of sample files and additional exercises, you'll learn how to create essential elements such as vector logos or icons. You will master photo retouching and image editing, before moving on to developing complex layouts for a variety of outputs. You'll understand design cornerstones such as colour management and correct file output.

This course is ideal if you're looking for a way to turn your creative ideas into business-ready design materials but are daunted by the steep learning curve of Adobe's tools. Each module builds your confidence and skill level, helping to establish your individual design identity. You will be at ease interpreting a brief and seeing a project through to the finished result - ensuring brand consistency by conforming to colour and typography guidelines.

Student Profile

This course is ideal for anyone looking to channel their creativity and start using professional tools to create visual assets for print or digital use. It would suit someone who already works on design elements as part of their job (a professional in a marketing role, for example), a small business owner or entrepreneur, or someone looking to kick-start a career in graphic design. You don't need a previous creative qualification, but a strong interest in design is essential.

You will need a computer or laptop with the below requirements:

RAM: 8GB

HARD Disk: (at least) 4 GB of available space

Operating System PC/Laptop: Windows 10 (64bit)

Operating System MAC: macOS Mojave (version 10.14) or later.

Prior to course commencement you will need to have installed and activated Adobe Illustrator, Adobe InDesign and Adobe Photoshop. You should also download Adobe Bridge and Adobe Acrobat as supporting applications.

Career Opportunities

A Professional Diploma in Graphic Design allows you to demonstrate your knowledge of the three applications that underpin the design industry: Adobe Illustrator, Photoshop, and InDesign. It is ideal if you are transitioning to a role that includes design tasks, or if you want to explore design as a career. Every brand needs to communicate effectively, and employers are aware of their need to meet the increasingly sophisticated tastes of audiences, both offline and online. Work produced during the course will form the basis of your design portfolio, which is essential for interviews.

Assessment and Certification

You will work on four projects during this course (three in-course personal projects and one final master project) and these will form the basis of your assessment, along with a written essay of 1,000 words documenting your thought process as you worked on the projects.

Your diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the qualification to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Professional Diploma in Cybersecurity

Course Length: 36 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks

Explore the key themes of cybersecurity and information security with this practical course. Through real-world examples, you will learn about a wide range of security concepts, emerging with a skills toolkit to adequately assess threats and minimise risks.

Programme Structure

- Threat Landscape
- Cryptography
- Passwords & Authentication
- Malware
- Networking & Communications
- Network, Application & Mobile Security
- Risk Management
- Introduction to Penetration Testing
- Digital Forensics
- Open-Source Intelligence (OSINT) & Social Engineering
- Business Continuity & Disaster Recovery
- Compliance, Certifications & Resources

Summary

This course is an intensive introduction to the complex world of cybersecurity. You will learn about the methods attackers use to breach networks and steal information from both individuals and organisations, enabling you to assess your exposure and secure your assets. You will gain skills in industry-relevant topics such as risk management, compliance, and disaster recovery.

Over the course of 12 weeks, you will be introduced to the different areas of the cybersecurity landscape, with live online lectures followed by practical application, real-world examples, and comment and feedback on results. Keeping a weekly learner log, you'll be able to put these skills to immediate use either at work or on a personal project.

Cybersecurity is one of the biggest problems we face globally. Attacks have become increasingly sophisticated as well as more frequent. Even though cybercrime isn't new, human error is still the main cause of security breaches. By equipping yourself with an understanding of how attackers work and the methods they employ, such as hacking and social engineering, you'll be able to help keep your organisation more secure.

Student Profile

You do not need any prior experience or qualification to apply. This course is ideal for professionals looking to gain an awareness of the issues and risks around cybersecurity and information security, which is a global threat to organisations and individuals. There is no coding or programming, as this course focuses on concepts, tools, and principles. This course would also suit someone considering a career in cyber or information security, as it will guide you to the next step of your cybersecurity career. Your lecturer will introduce you to the types of roles available within this career path and the qualifications or certifications required.

Career Opportunities

A Professional Diploma in Cybersecurity allows you to demonstrate your knowledge of the cybersecurity landscape and your ability to use tools and methods to assess threats and put in place plans to manage risk. This interactive course will give you demonstrable skills which are highly valued by employers. According to Techcentral.ie, there are an estimated 3.5 million unfilled cybersecurity positions globally, with cybercrime costing \$6 trillion annually. This is a fast-paced career track in an exploding sector.

Assessment and Certification

You will keep a weekly learner log and complete a report-style assignment focusing on a cybersecurity topic, both of which will be submitted at the end of the course. There will also be a short multiple-choice test to assess your understanding of the concepts you have learned after each session.

Your diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the qualification to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Business Courses

If you're planning on retraining or upskilling we have a full range of business and finance courses available for you to choose from. Choose from sought after skills such as Office Administration, GDPR and Effective Presentation Skills or further your own knowledge with topics such as Finance for Non-Financial Managers. Our business & finance courses are designed to help you get the skills you need in order to progress in your future career.





Professional Diploma in Sales Management

Course Length:
15 Hours

Study Options

Part Time: Evening
1 x 3 hour live online evening class per week over 5 weeks

Selling in today's world requires radically different approaches and skills to traditional sales techniques. This programme will enable you to unpack the challenges of selling in the digital era and master the art of highly targeted, intelligent online sales strategies.

Programme Structure

- What Does Selling Mean Today?
- The Psychology of Selling in The Digital World
- The Modern Buyer's Journey
- The Buyer Whys
- Buyer Roadblocks
- Sales Strategy Selection for Digital Selling
- Customer Target Selection
- Your True Value Proposition
- Digital Selling and Content
- The Modern Sales Process
- The Sales Habit Loop
- The 6Cs of Successful Digital Selling

Summary

Modern sales techniques require a complex skillset. You need to be an effective and confident communicator, a clear-thinker with excellent planning abilities, an expert in human behaviour, and a master of online platforms, tools, and channels. Putting together a sales strategy for the digital age is no mean feat, and preparation is half the battle.

On this engaging and comprehensive programme, you will learn the tools and tactics that make up successful online sales strategies. You will learn what it means to sell in today's digital economy and how the modern sales process is different, what motivates people to buy, plus how to find and target the right buyers and overcome their reservations.

You will discover how to develop value propositions and sales content and build out smart digital selling strategies based on your learnings.

Student Profile

This programme is ideal for anyone who is involved in sales using online channels – sales, executives, managers, directors, and entrepreneurs wanting to take control of their sales and marketing strategy.

Career Opportunities

This programme will give you the digital sales skills to advance in your career. With this certificate on your CV, you can demonstrate that you are able to manage modern sales teams with effective and relevant techniques and strategies.

Assessment and Certification

The Professional Diploma in Sales Management is assessed through a written project/paper and reflection log.

Upon successful completion of the Professional Diploma in Sales Management programme you will receive a UCD Professional Academy Diploma.

This programme is not on the National Framework of Qualifications.



General Data Protection Regulation (GDPR) in Business

Course Length:
15 Hours

Study Options

Part Time: Evening
1 x 3 hour live online evening class per week over 5 weeks

Find out what GDPR means for your business on a day-to-day basis. Learn how to identify and manage personal data within your organisation and ensure you are compliant with this EU-wide regulation. Important data protection concepts are presented in plain English, with practical examples and case studies.

Programme Structure

- **Gdpr Overview & Principles**
- **Obligations of Businesses And Employees**
- **Data Subject Rights & the Data Protection Commissioner**
- **Avoiding Data Breaches**
- **Implementing Compliance**

Summary

Many employees, no matter the size of company they work in, handle personal data on a daily basis. Ensuring that such information is managed correctly is essential because the fines that can be imposed are high and the damage to your organisation's reputation can have a lasting and profound effect.

But implementing personal data management policies and strategies isn't as daunting a task as you may imagine. This short, practical course will take you through the concepts and principles of good personal data management, your responsibilities and obligations in this area, and finally guide you in the development of a GDPR Compliance Plan & Toolkit for your business.

Student Profile

Taught in a straightforward and jargon-free way, this course does not require you to have any existing knowledge in the area of GDPR. This course is ideal for people who are responsible for GDPR and data protection in any organisation. You may be a business owner or entrepreneur, an employee, a recent graduate, going for a promotion, or looking for a career change. This certification is also suitable for professionals looking to stay competitive in the job market by gaining a valuable skillset.

Career Opportunities

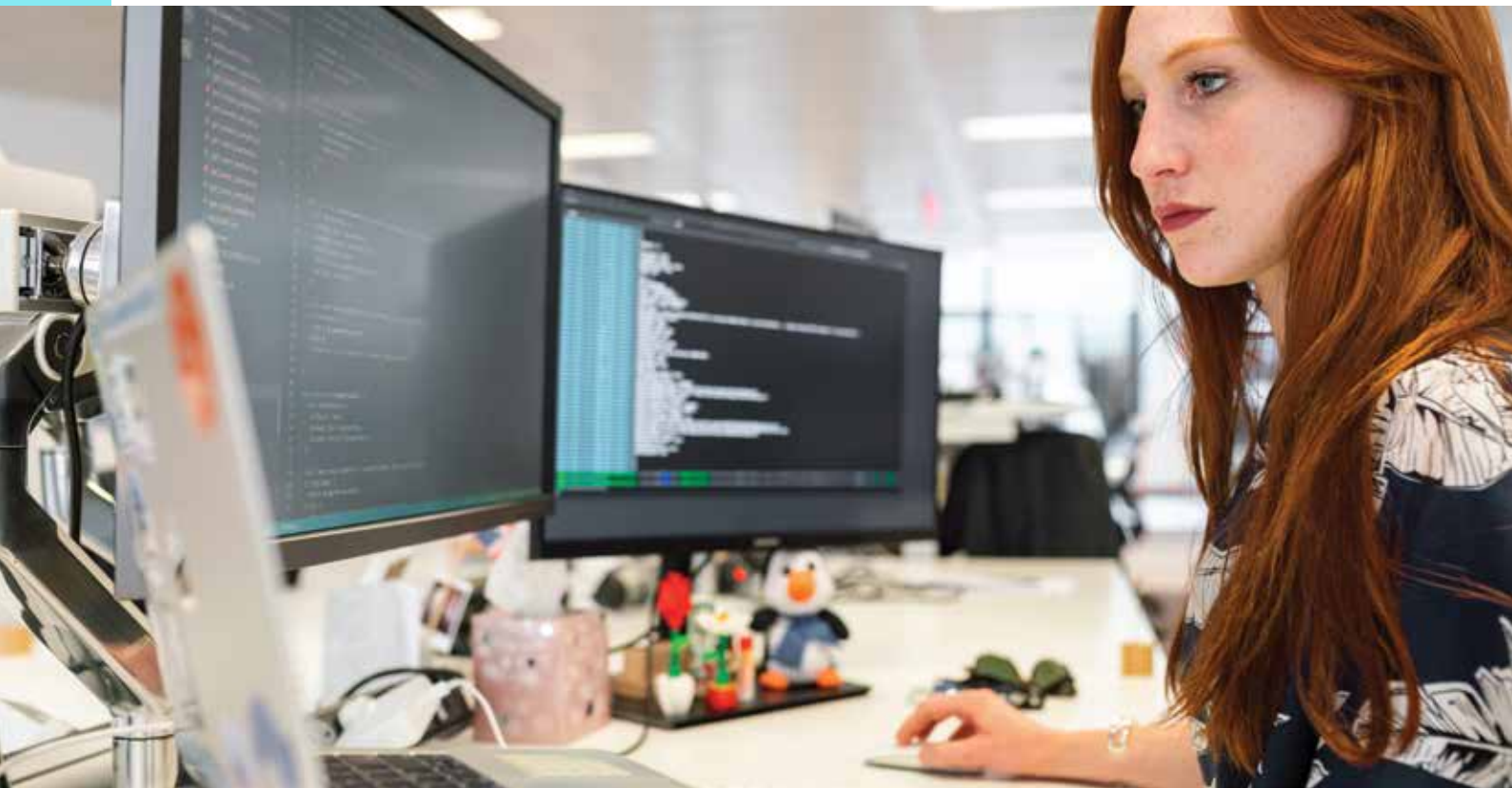
Expertise in the area of GDPR is a boost to the CV of a wide range of professionals. People working in IT, admin, marketing, sales, project management, and HR roles are amongst some of the professionals who regularly handle personal data and may need to demonstrate their knowledge of this area. If you are interested in specialising in GDPR specifically, there are plenty of full-time data protection and compliance job opportunities (for example, Data Protection Officer, Compliance Officer, and Data Privacy Officer).

Assessment and Certification

GDPR in Business is assessed in two ways: continuous assessment and the development of a GDPR Compliance Plan & Toolkit for your business.

Your UCD Professional Academy certificate will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the certificate to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Professional Diploma in Office Administration

Course Length:
36 Hours

Study Options

Part Time: Evening
1 x 3 hour live online evening class per week over 12 weeks

An organisation is a complex machine and contains many working parts. Keeping it all running smoothly is the varied and challenging job of the office administrator or manager. This course will equip you with the soft and hard skills to become an effective and efficient administrative professional.

Programme Structure

- Supervisory Management
- Facilities Management
- Health and Safety in the Workplace
- Scheduling Yourself and Others
- Collaboration
- Database Functions
- Query Handling
- Privacy and Data Protection
- Procurement
- Organisation
- Business Communication Skills
- Supporting Colleagues and Managers

Summary

This course uses a blend of lectures, case studies, and practical task learning to build up the varied skill set you will require for office administration tasks. Office administration can see you managing responsibilities as diverse as IT infrastructure or supplier procurement or data protection. If you are someone who enjoys a varied workday, making things happen, and getting things done, administration is an ideal career choice.

This professional diploma will teach you the skills to set up systems and processes for organising an office, understand legislation and best practice in managing employees, identify methods to improve efficiency and use of resources, plus complete all the common everyday tasks of administration.

In this profession, you will both support and lead. You will be a team player and collaborate with colleagues at every level and in every area of the business. Externally, you will represent your organisation as you interact with stakeholders, suppliers, and clients. This course will develop your interpersonal and communications skills as well as the more practical knowledge required in administration.

Student Profile

This course is suitable for professionals looking to work in office administration (for example, office managers or office administrators) or in adjacent roles that include some administrative tasks (for example, other business support roles). You may be in such a role already and looking to upskill, or you might be going for a job in one of these areas and boosting your CV with relevant certifications.

Career Opportunities

There are a range of jobs that require administrative skills – for example office managers, office administrators, office assistants, personal assistants, receptionists, or customer service assistants. As these skills are so essential to the smooth running of a business, a certification proving you have the right blend of skills and knowledge in this area will be a great addition to your CV. An office manager in Ireland can earn between €24,000 and €46,000 depending on experience.

Assessment and Certification

The Professional Diploma in Office Administration is assessed through written assessments – a learning log which you will keep during the course, and a written project to be submitted after the end of the course.

Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Professional Diploma in Finance for Non-Financial Managers

Course Length:
30 Hours

Study Options

Part Time: Evening

1 x 3 hour live online evening class per week over 10 weeks

Become a better manager by learning about financial management concepts and the role of finance in an organisation. Understand financial terminology and develop your ability to read and interpret the key financial documents that form the basis of most decision-making.

Programme Structure

- Financial Accounting: Function and Concepts
- Different Financial Statements
- The Importance of Cash Flow
- Cash Budgeting
- Appraising Investments
- Managing Working Capital
- Interpreting Financial Statements
- Capital Structure
- Costings
- Company Valuations

Summary

Moving into management roles, professionals will come across lots of new concepts and skillsets. None are quite as crucial to the fundamental workings of the business as finance. Without good financial management, organisations fail – regardless of size or longevity. By gaining an understanding of financial concepts, managers can ensure that their everyday decisions are grounded on sound financial insights.

This practical course will introduce you to financial concepts and language in an accessible and applicable way. You will gain an understanding of best practice in financial management and be comfortable discussing accounting concepts with your colleagues. You'll know how to prepare budgets and forecasts as well as interpret the financial documents prepared by your accounts department.

As you progress in your career, this course is the ideal way to consolidate your management skills with key financial management skills. It will give you the confidence to engage with senior stakeholders in every area of the business. You will be able to demonstrate your practical working knowledge of your organisation's finances, identify risk and opportunity, and influence decision-making, making you an invaluable member of the team.

Student Profile

This course is suitable for professionals in management roles or with ambitions to get promoted to such roles. You don't need to have any previous financial experience, as this course will cover the foundational knowledge you need to understand business finance language and concepts. You may be looking to apply for a management role, already in a management role, a business owner or entrepreneur, or a recent graduate.

Career Opportunities

In management, career advancement will depend on results. The importance of good financial management in business cannot be overstated, as without it even long-established businesses will fail. Being someone who makes smart, data-based decisions and can see the bigger picture will help you achieve successful outcomes. This is the kind of track record you'll need as you go for promotions and move up the ladder. Understanding of business finance will be a great addition to your CV and can help you negotiate a more competitive salary.

Assessment and Certification

The Professional Diploma in Finance For Non-Financial Managers is assessed through written assessments – a learning log which you will keep during the course, and a 3,000- word written project, strategy paper or case study on a suitable topic to be submitted after the end of the course.

Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the diploma to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Effective Presentation Skills

Course Length:
15 Hours

Study Options

Part Time: Evening
1 x 3 hour live online evening class per week over 5 weeks

Conquer your fears and learn how to deliver presentations effectively and confidently. Develop your unique presentation style and learn the practical communication and delivery skills that will help you bring your presentations to life.

Programme Structure

- Preparing Presentations & Understand the Audience
- Storyboarding
- The Presentation Environment
- Structuring Content
- Getting Your Key Messages Across
- You as Presenter
- Effective Delivery
- Involving the Audience
- Taking Questions and Feedback
- Practical Experience

Summary

Presenting is an essential business tool and all professionals are expected to have this skill. Whether you are a seasoned presenter or about to tackle your first presentation, there are many ways to improve how you present, what materials you use, and the way you engage the audience in front of you. This isn't about learning the 'right' way to present so much as developing your natural skills and communication style so that your presentations are more effective.

On this short and practical course, you will learn the key to effective communication through your content as well as considerations such as body language, eye contact, and voice modulation. You'll also learn techniques to connect emotionally with an audience so you can influence how they feel about what you are communicating rather than simply understand it.

This is a practical and supportive course and you will have plenty of opportunities to apply the techniques you are learning. If speaking publicly is something that makes you anxious, you will learn how to overcome your nerves and become more confident. By the end of this course, presentations won't be something you avoid but a useful and energising communications tool!

Student Profile

This course is suitable for professionals at any level and in any area of an organisation. You may be nervous about speaking in front of people and want to overcome this anxiety while also upskilling in general presentation skills. Or you may present regularly and be perfectly at ease in this role but want to make your presentations even more powerful.

Career Opportunities

Presenting is an everyday skill that can be used internally or externally. You may need to communicate and collaborate with your teams, you may be using presentations as part of a sales role, or you may be reporting to your bosses or other stakeholders. To progress in your career, you need to demonstrate your ability to put together coherent, compelling, and memorable presentations. It is not something you can just say on your CV, because even a job interview is a presentation and your skills will be on the line!

Assessment and Certification

The Effective Presentation Skills course is assessed through a practical test (giving a presentation) at the end of the course.

Your UCD Professional Academy certificate will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the certificate to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.



Professional Diploma in Fintech

Course Length:
36 Hours

Study Options

Part Time: Evening
1 x 3 hour live online evening class per week over 12 weeks

Learn how financial technology is changing the future of finance and how this rapidly evolving sector has become so mainstream that traditional institutions are also adopting fintech in the delivery of payments, lending, currency, insurance, wealth management, and more.

Programme Structure

- The Revolution in Payments
- The Promise of Cryptocurrency
- CBDC & the Future of Money
- Other Fintech Business Models
- Regulation & Regtech
- Insurtech & Wealthtech

Summary

This course will take you on a deep dive into the world of fintech, a sector which is booming around the world. You'll learn about the history of traditional finance, allowing you to put recent developments into context. You will discover the many different areas of fintech and how tech innovations are bringing about big changes in financial products.

Initially spearheaded by disruptors, established financial institutions are increasingly developing their own fintech offers. This is giving consumers access to easier, cheaper, and safer choices across all areas of life and business. You will gain an understanding of the tools and mechanisms such as Application Programming Interfaces (APIs), peer-to-peer lending, Distributed Ledger Technology, and cryptocurrency that are facilitating this change.

Fintech is a fast-moving and complex sector, which we will demystify over the course of 12 weeks. You will study numerous real-world case studies in order to put what you have learned into context. By the end of the course, you will be able to talk fluently about fintech concepts and to identify the threats and opportunities it offers within your own organisation.

Student Profile

You'll need some familiarity with banking to apply, but no specific qualifications. This course is ideal for professionals looking to gain a comprehensive understanding of the fintech sector. It would appeal to someone from the tech world who wants to learn more about how banking and finance works, or inversely to someone from the banking world who wants to learn more about the technological changes that are impacting the industry. By the end of the course, you will be able to discuss the implications of fintech adoption (or lack of adoption) in sectors such as commerce, lending, currency markets, insurance, and wealth management.

Career Opportunities

Fintech is a maturing sector and has become a significant employer in Ireland, in startups as well as in traditional institutions. According to the latest data collected by EY, 64% of individuals and 25% of SMEs use fintech solutions globally (2019). Awareness of fintech, even among nonadopters, is now very high. With its global reach, fintech offers an exciting, long-term career path. This course will equip learners with the knowledge and understanding to compete for roles in this sector. You may be working in a finance-related role that is experiencing change because of fintech innovation, wanting to move into fintech, or looking to understand the threats or opportunities to your own business.

Assessment and Certification

Throughout the course, you will complete report-style assignments looking at your chosen fintech, which will be used to assess your learning.

Your diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the qualification to your LinkedIn profile to demonstrate your achievement to your network as well as recruiters and potential employers searching for individuals with your skills and experience.

This programme is not on the National Framework of Qualifications.

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