

# Graduate Business School

PART-TIME  
POSTGRADUATE PROGRAMMES

**The Business Leaders of tomorrow need to be creative and responsible problem solvers with the ability to innovate and navigate change.**

#### **About the Graduate Business School**

The Graduate Business School at TU Dublin is a leading provider of postgraduate and executive education. With a portfolio of over 30 postgraduate degree programmes, the GBS has offerings for those studying business for the first time along with those seeking to specialise in a specific area.

Our programmes are designed to ensure a balance between **academic excellence** and **real world relevance**, all the while focusing on building the crucial soft skills required for career success.

Our expert faculty engage with leading Irish and International organisations to ensure our programmes reflect the latest business thinking and trends and that our students have access to expert guest speakers, live case study challenges, company visits and work placement opportunities.

#### **Key Facts & Figures**

- Internationally Accredited - Ranked in the top 2% of Business Schools worldwide
- Vibrant Postgraduate Community of over 1,000 students
- Executive Education partner to some of the world's leading organisations
- Highly regarded as a provider of innovative, impactful business education

## Here are six reasons why you should study with us:

### Become a leader in your chosen field

Our full and part-time specialist master's programmes will enable you to develop the knowledge and practical skills to become a leader in your chosen field. We design our programmes with employers, combining teaching excellence with real world practical application to give you a unique competitive edge.

### Small class teaching

At TU Dublin you won't find yourself in the traditional setting of a large lecture theatre. Our small class sizes are designed to give you the opportunity to participate, collaborate and share ideas. Our engaging learning environment features role plays, problem-based learning and live company projects.

### Strong engagement with industry and real world experience

From company seminars and presentations, site visits, guest lectures, consulting projects and live case studies, your programme of study will connect you with local, national and international businesses, innovators and entrepreneurs, with many of them looking to recruit high quality graduates.



### The Postgraduate Seminar Series

Join leaders from Business, Academia and Society as we discuss current challenges and opportunities.

### Applied Workshops

Delivered throughout the year on topics such as Design Thinking, Storytelling, Adaptability, High Performance...

### 1:1 Career Coaching

### Benefit from a globally focused business education

TU Dublin is a truly international university, with faculty and students coming from all over the world. We have forged links with leading international organisations, collaborative networks, and global alliances. Across our programmes, students have opportunities to partake in overseas study visits, participate in international competitions, take international business modules, and engage with leading international experts.

### Award winning career support

Our students benefit from high-quality career coaching provided by the TU Dublin Careers Development Centre. Dedicated business careers advisors are available to help students maximise their potential in the recruitment market, by developing their career planning, networking skills, job search activities and professional development.

### Internationally accredited programmes

Our commitment to investing in high calibre industry focused programmes is underpinned by our international accreditations, including AMBA, Eduniversal and PRME and the professional accreditations from leading professional bodies such as the Chartered Institute of Personnel and Development, Irish Management Consultants Association, Association of Chartered Certified Accountants, Chartered Institute of Management Accountants, and Marketing Institute of Ireland.

## Student Life at TU Dublin

### Campuses in the City Centre, Tallaght and Blanchardstown

Across our campuses, a range of facilities are provided for students, including collaborative learning spaces; executive education suites; IT facilities; technology enhanced lecture spaces; recreational areas; students' union accommodation, restaurant and cafes. The business and information libraries are some of the most extensive business research resource centres in Ireland with comfortable study spaces and bookable seminar rooms, it's the perfect place to study.

### Sports, Clubs and Societies

Within TU Dublin there are over 50 vibrant sports clubs and a mixture of outdoor and indoor, competitive and non-competitive recreational activities for beginners through to elite athletes. All students, regardless of fitness level, can participate in some form of team-based activity purely for fun.

We endeavour to develop the community on campus through the provision of activities, events, entertainment, and development opportunities. Currently there are in excess of 75 societies which range from volunteering, performing arts, course-related, campaigning & political, religious, sign language, student media, plus so much more. There are over 35 extra annual "special events" both big and small.

## GRADUATE BUSINESS SCHOOL Postgraduate Part-Time Programmes

	Suitable for Graduates of	Duration	Page
<b>LEADERSHIP &amp; MANAGEMENT</b>			
Executive MBA	Any Discipline	Two Year, Part-Time	8
MSc. in Strategic Management	Business	Two Year, Part-Time	10
MSc. in Project Management	Business	Two Year, Part-Time	12
MSc. in Human Resource Management	Any Discipline	Two Year, Part-Time	14
MSc. Management for the not-for-profit sector	Any Discipline	Two Year, Part-Time	16
MSc. in Business	Graduates of Human Resource Management, Law, Business, Sociology and Psychology	Two Year, Part-Time	18
<b>MARKETING</b>			
Postgraduate Diploma in Management & Marketing	Non-Business	One Year, Part-Time	16
Postgraduate Diploma in Advertising & Digital (Creative and Executive Stream)	Any Discipline	One Year, Part-Time	18
MSc. in Digital Marketing & Analytics *dependent on work experience	*Any Discipline	Two Year, Part-Time	20
<b>FINANCE</b>			
Postgraduate Diploma in Finance	Non-Finance	One Year, Part-time	22
<b>SPECIALISED BUSINESS DISCIPLINES</b>			
MSc. in Leadership, Innovation and Technology	Any Discipline	Two Year, Part-time	24
Postgraduate Diploma/ MSc in Product Management	Any Discipline	One Year, Part-Time Block Delivery Add on for masters	26
MSc. in Global Business Services	Any Discipline	(Part-Time and Blended)	30



# Executive MBA

## Part-Time

Challenge your Thinking,  
Transform your Future

The TU Dublin Executive MBA is a journey towards excellence in leadership.

Our mission is to enable transformational learning that leads participants to build on their professional experience while enhancing their ability to lead teams strategically and with integrity.

The unique TU Dublin learning environment combines an understanding of the needs of enterprise with an understanding of the practical, professional development needs of the individual.

The TU Dublin Executive MBA leverages an ethos of enterprise engagement and applied learning to provide a strong foundation in core business functions, whilst enhancing one's ability to think critically, manage group dynamics, plan strategically and approach problem solving through the lens of both innovation and integrity.

Through immersion in a supportive learning environment, with a focus on real individual engagement, the TU Dublin MBA Leadership experience encourages participants to reflect upon, challenge, critique and improve their own professional practice and to apply these learnings for the immediate benefit of their organisation.



**SUITABLE FOR**  
Individuals eager to develop their professional practice, move beyond their specialist area and to acquire a more holistic overview of business while enhancing their management and leadership capabilities.



**ENTRY REQUIREMENTS**  
A primary degree from a recognised university in any discipline or an equivalent professional qualification.

A minimum of 5 years relevant post graduate work experience including at least 3 years in a managerial or professional capacity.



**DURATION**  
2 years, part-time



**FEES**  
€21,000, payable as €5,250 per semester (this fee includes the cost of the Global Study Visit)

### KEY FEATURES

- Global Study Visit
- Live Industry Challenges
- Leadership Development Programme

“The TU Dublin MBA was a culmination of a desire to transform my career. The MBA gave me a platform from which to do this. While all the modules were of benefit, I really started evaluating my career through the lens of the learnings garnered from modules like Leadership & Entrepreneurship, Innovation & Commercialisation, Globalisation & Strategy as well as Strategic Customer Management. All of which challenged me to think about how I would lead, the people I'd like to lead, what area I would lead in and how will I get there.”

**Georgieann Harrington: Insights Leader Global Accounts, Google EMEA**

### MODULE LISTING

1

#### Semester One

- Preparing for the MBA
- Marketing
- Economics
- Financial Analysis
- Data Analysis

2

#### Semester Two

- Leadership & Development Programme
- Corporate Finance
- Management Control & Decision Making
- Organisation Behaviour & Theory

3

#### Semester Three

- **Silicon Valley Immersion**
- Strategic Management
- Innovation & Commercialisation
- Strategic HRM
- Strategic Operations Management

4

#### Semester Four

- Globalisation & Strategy
- Corporate Governance, Ethics & Responsibility
- **Two of Four Electives**
- Project Management
- Innovation & Technology Management
- Strategic Customer Management
- Enterprise Sustainability
- Consultancy Project

### HOW TO APPLY

Submit your application and supporting documentation online at [tudublin.ie/pgbusiness](http://tudublin.ie/pgbusiness)

### CONTACT

Maria Fitzgerald  
e: [mba@tudublin.ie](mailto:mba@tudublin.ie)

### LOCATION

TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2

“The Global Study Tour was the highlight of the MBA, and offers a week long immersion into the most innovative and dynamic place on earth. The company visits offered direct access into newer companies that have rapidly scaled in size and longer established companies that have strategically pivoted to stay relevant & profitable. Pitching a business proposal to a group of respected Venture Capitalists was challenging but immensely rewarding, and was a great experience. Not to mention early morning runs on the Golden Gate Bridge and the eclectic San Francisco atmosphere!”

**Weldon Mather: Director WM Consultancy**



# MSc Strategic Management

## Part-Time

Gain the skills to plan and implement strategic initiatives in a fast-paced environment.

Expertise in strategic management and planning has never been more critical given the turbulent and challenging environments in which Irish businesses now operate. Technological, economic and regulatory changes mean that businesses need management specialists who can develop long-term strategies that fully anticipate these developments.

The TU Dublin Part-Time Masters in Strategic Management was designed to equip busy working professionals with a deeper understanding of strategy formulation and implementation with the specific aim of accelerating progression to senior management in the private or public

sectors, consultancy and various advisory and research roles. Participants study a range of business modules and work in a peer group of like-minded professionals applying problem solving and creative thinking to the challenges facing modern organisations. Modules are delivered by leading academics and a wide range of industry engagement such as live case studies, simulation and social impact projects ensures participants have the opportunity to apply learning to real world situations. There is also an opportunity to select optional modules from a broad range of modules including finance, HRM, SCM.



**SUITABLE FOR**  
Professionals who wish to develop their capabilities in the field of strategic management and accelerate their career to a senior management position.



**ENTRY REQUIREMENTS**  
Bachelor degree in business with a minimum 2.2 result or international equivalent

A minimum of 3 years relevant post graduate work experience



**DURATION**  
2 year, part-time



**FEES**  
€7,200, payable as €1,800 per semester

### KEY FEATURES

- Optional Modules
- Live Company Projects
- Seminar Series - Industry Thought Leaders

“The MSc in Strategic Management is a broad programme which equips professionals with a birds-eye view of how an organisation functions as a whole. I found it extremely beneficial in terms of skills gained in the areas of research, analysis and problem solving. It also gave me an insight into many different business functions which has given me the skills required to manage large projects spanning diverse business units and locations in my current role.

The class itself was filled with people from various backgrounds and depths of experience which added to the learning experience and fuelled many an interesting discussion. Overall I feel the course has allowed me to look at problems differently and come up with better more effective solutions in a fast paced business environment.

Tara Tracey, LinkedIn



### MODULE LISTING

1

#### Semester One

- Strategy 1 (Strategic Decision Making)
- Leading for High Performance
- Finance for Strategic Decision Making

2

#### Semester Two

- Project Management
- Strategic Marketing
- Innovation

3

#### Semester Three

- Strategy 2 (Global Strategic Analysis)
- Analytics for Strategic Decision Making
- Entrepreneurship

4

#### Semester Four

- Critical & Responsible Management, Commercialisation,
- 2 Optional Modules- Broad range of disciplines including Finance, Supply Chain Management, Human Resource Management

### HOW TO APPLY

Submit your application and supporting documentation online at [tudublin.ie/pgbusiness](http://tudublin.ie/pgbusiness)

### CONTACT

Dr. Lorraine Sweeney  
e: [lorraine.sweeney@tudublin.ie](mailto:lorraine.sweeney@tudublin.ie)

### LOCATION

TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2

# MSc Project Management

## Part-Time, Block Delivery

International academic qualifications and industry certification

The programme has been designed by a team of Project Management experts to meet the current and future needs of organisations in dealing with Project, Programme and Portfolio management initiatives.

The programme is suited to high-potential applicants from all industry sectors who wish to develop their capabilities in the field of project management. The programme is open to experienced project managers who will normally have a minimum of five years professional work experience in project management or a related discipline.

Employers' preference is to recruit project managers with academic qualifications and industry certification, the Masters in Project Management is unique in addressing this challenge.

The modules are closely aligned to internationally recognised certifications including CAPM®, PMP®, Microsoft Project Exam 74-343, Prince2® and Scrum Master Certified (SMC™). It consists of three taught semesters and an individual consultancy project which is normally undertaken in each participant's own company.



**SUITABLE FOR**  
Designed to suit busy, working professionals who wish to develop their capabilities in the field of project management.



**ENTRY REQUIREMENTS**  
Bachelor degree in business with a minimum 2.2 result or international equivalent

A minimum of 5 years relevant post graduate work experience



**DURATION**  
2 year, part-time, block delivery



**FEES**  
€9,500, payable as €2,375 per semester

### KEY FEATURES

- Block Delivery - 2 days per month
- Opportunity to prepare for professional industry certification
- Participants undertake an individual consultancy project normally in their own Company



### MODULE LISTING

1

#### Semester One

- Project Planning Systems
- Strategic Project Management
- Agile Project Management
- Team Building & Leadership

2

#### Semester Two

- PMBOK Framework
- Project Analytics
- Corporate Governance & Law
- Speaker Series & Case Studies

3

#### Semester Three

- PRINCE 2
- Delivering Complex Projects
- Project Finance

4

#### Semester Four

- Individual Consultancy Project

### HOW TO APPLY

Submit your application and supporting documentation online at [tudublin.ie/pgbusiness](http://tudublin.ie/pgbusiness)

### CONTACT

John McGrath  
e: [john.mcgrath@tudublin.ie](mailto:john.mcgrath@tudublin.ie)  
t: 086-8200700

### LOCATION

TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2





# MSc Human Resource Management

## Part-Time

Designed for HR professionals

### Why study HRM at TU Dublin?

- Develop an advanced level of knowledge related to HRM and benefit from skills based teaching.
- Gain an understanding of HRM as a process to deliver change and performance.
- Designed for HRM professionals or line managers with people management within their role.
- Gain professional membership of the Chartered Institute of Personnel and Development.
- TU Dublin School of Management is a Chartered Institute of Personnel and Development Approved Centre.

People are at the heart of every business, meaning that a high-performing HRM function

is one of the keys to business success. This part-time programme is ideal for those seeking an academic qualification at postgraduate level while also wishing to accelerate their career to assume positions at a senior management level with a specific focus on HRM. Covering topics such as talent management, organisational design and development, performance management and employment law, the programme is designed to help you learn how to develop and implement creative and strategic HRM solutions that will drive organisational performance. Mixing theory and practice, this programme offers you the opportunity for in-depth study of organisations and the management of work, while at the same time working towards a professional level of membership of the Chartered Institute of Personnel and Development.



### SUITABLE FOR

The programme is intended for human resource professionals or line managers with people management or devolved HR responsibilities as part of their role.



### ENTRY REQUIREMENTS

A primary degree (minimum result 2.2) or equivalent plus three years relevant HR work experience.



### DURATION

2 year, part-time



### FEES

€7,600 (payable as €1,900 per semester over four semesters)

### KEY FEATURES

- Gain Professional Membership of CIPD
- Live Case Studies
- Research Project



### MODULE LISTING

# 1

#### Year One

- Human Resource Management in Context
- Resourcing and Talent Management
- Developing Skills for Business Leadership
- Employment Law 1 & 2

# 2

#### Year Two

- Investigating a Business Issue from a Human Resources Perspective
- Performance Management
- Leading, Managing and Developing People
- Organisational Design and Organisation Development
- Managing Employment Relations
- Designing, Delivering & Evaluating Learning and Development Provision

# RP

#### Research Project

Supported by an academic supervisor the dissertation project allows you to conduct independent research in a topic of your choice. This may be linked to an issue or problem to be solved in your organisation, or it might be designed to allow you develop your expertise in an area that aligns with your career ambitions."

### HOW TO APPLY

Submit your application and supporting documentation online at [tudublin.ie/pgbusiness](https://tudublin.ie/pgbusiness)

### CONTACT

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t: +353 1 4023202  
e: [mary.prendergast@tudublin.ie](mailto:mary.prendergast@tudublin.ie)

### LOCATION

TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2



# MA in Management for the not-for-profit sector

## Part-Time

Equipping you with the skills to thrive in challenging times

The MA in Management course focuses on equipping students with the essential skills necessary to make an increased contribution to their organisation. In addition to the academic content of the programme the MA in Management equips its students with the requisite practical skills for a career in the ever changing environment faced by Not-for-Profit Organisations (NPOs). The course is structured to develop competitive managerial leaders and decision-makers who can help their NPO meet the challenges facing them.

This course is aimed specifically at people working in the not-for-profit sector (NPOs). It enables participants to develop advanced core competencies in Management in the NPO sector, to build on learning and management skills already gained and to further develop

the analytical skills and academic knowledge of students. The curriculum offers a richness and variety of learning that will ensure students develop a range of high-level knowledge and skill in research, strategic thinking and reflective learning. Students will further develop an ability to integrate knowledge, manage complexity and formulate judgements thereby establishing the foundation for a successful career.

The course is assessed through work based projects which will allow the students to apply the knowledge learnt in class to their work situations. The course is a collaborative venture involving the Tallaght and Blanchardstown Campuses.



### SUITABLE FOR

Individuals eager to develop their management skills, move beyond their specialist area and to acquire a more rounded overview of their organisation while enhancing their management and leadership capabilities.



### ENTRY REQUIREMENTS

2nd Class Honours Grade 2 (GPA 2.5) or equivalent in any Level 8 primary degree + one year's work experience in a NPO.



### DURATION

2 years' part time (8 Fridays per semester for the first semesters)



### FEES

To be Advised

“The Masters in Management for the Not for Profit Sector has had an immediate and positive impact on my professional life. It has increased my knowledge and understanding of what is required for a management role in the sector. The continuous assessment work is achievable, there is very good support from the lecturers and it is applicable to the organization or sector you work for right from the outset

Alan Clogher Case Manager Empowerment Plus



## MODULE LISTING

1

### Semester One

- Policy, Politics and NPOs
- Leadership and Change Management

2

### Semester Two

- Strategic Management
- Financial and Performance Management

3

### Semester Three

- Social Marketing
- Governance
- Human Resource Management

4

### Semester Two

- Dissertation

## HOW TO APPLY

Visit our website at <https://tudublin.ie/study/postgraduate/courses/business/> or contact the marketing team on 01 885 1530 or e-mail: [info.blanchardstown@tudublin.ie](mailto:info.blanchardstown@tudublin.ie) to submit your application and supporting documentation.

## CONTACT

Dr. Francis McGeough  
E: [francis.mcgeough@tudublin.ie](mailto:francis.mcgeough@tudublin.ie)

## LOCATION

TU Dublin- Blanchardstown,  
School of Business,  
Blanchardstown Road North  
D15

# Master of Business

## Part-Time

Developing core business skills to thrive in challenging times

The Master of Business focuses on equipping students with the essential skills necessary to develop and sustain a successful career in business. In addition to the academic content of the programme the students are equipped with the requisite practical skills for a career in the contemporary globalised economy.

This course enables participants to develop advanced core competencies in business, to build on learning and business skills already gained and to further develop the analytical skills and academic experience of students. The curriculum offers a richness and variety of learning that will ensure students develop a range of high-

level knowledge and skill in research, strategic thinking and reflective learning building on their existing experience in business. Students will further develop an ability to integrate knowledge, manage complexity and formulate judgements thereby establishing the foundation for a successful career.

This Masters is delivered over four Fridays for the first three semesters plus four hours on online delivery a week (on two evening which will be recorded).



### SUITABLE FOR

Individuals eager to develop their management skills, move beyond their specialist area and to acquire a more rounded overview of business while developing their management and leadership capabilities.



### ENTRY REQUIREMENTS

The minimum entry requirement for standard entrants to the Master of Business is a second class honours grade 2 (GPA 2.5) or equivalent in a Bachelor of Business (Honours) or other relevant primary degree at NFQ level 8. Applicants who have an honours

primary degree in a non-business discipline will be considered if their prior experience is considered an adequate background to prepare them for the programme. These applicants will be considered on a case-by-case basis to assess their suitability and motivation for the programme.



### DURATION

2 years, part time



### FEES

To be Advised

### MODULE LISTING

# 1

#### Semester One

- Service Excellence
- Strategy and Leadership

# 2

#### Semester Two

- Enterprise Resource Systems and Business Intelligence
- Accounting Information for Decision Making

# 3

#### Semester Three

- Innovation & Creativity
- Research Methods

# 4

#### Semester Two

- Dissertation

### HOW TO APPLY

Visit our website at <https://tudublin.ie/study/postgraduate/courses/business/> or contact the marketing team on 01 885 1530 or e-mail: [info.blanchardstown@tudublin.ie](mailto:info.blanchardstown@tudublin.ie) to submit your application and supporting documentation.

### CONTACT

Dr. Francis McGeough  
E: [francis.mcgeough@tudublin.ie](mailto:francis.mcgeough@tudublin.ie)

### LOCATION

TU Dublin- Blanchardstown,  
School of Business,  
Blanchardstown Road North  
D15

# Postgraduate Diploma Management & Marketing

## Part-Time



Accelerate your career with a postgraduate award in management and marketing.



TU Dublin's School of Marketing partnered with The Marketing Institute of Ireland (MII) to develop the Postgraduate Diploma in Management & Marketing, aimed at non-business professionals seeking to build their management and marketing knowledge and skills.

The programme provides the opportunity for graduates in Engineering, Science, IT, Humanities, Law and other non-business

disciplines to experience an accelerated business studies programme over two semesters of part-time study. Students will be challenged by a rigorous business curriculum and by a peer group of like-minded professionals seeking to develop their business credentials. There will be a pathway to Masters level study for students achieving honours level performance.

 <p><b>SUITABLE FOR</b> Non-Business professionals seeking to build their management and marketing knowledge and skills.</p>	 <p><b>ENTRY REQUIREMENTS</b> Applicants should have a minimum 2.2 honours non-business degree.  A minimum three years work experience in a Marketing, Business, Leadership role or function within an organisation.</p>	 <p><b>DURATION</b> 1 Year- Part-Time</p>  <p><b>FEES</b> Please refer to mii.ie</p>	<p><b>KEY FEATURES</b> Please refer to mii.ie</p> <ul style="list-style-type: none"> <li>• Industry Partnership- MII</li> <li>• Live Company Projects</li> <li>• Seminar Series</li> </ul>
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### MODULE LISTING

1	<p><b>Semester One</b></p> <ul style="list-style-type: none"> <li>• Marketing Fundamentals</li> <li>• Finance for Marketing</li> <li>• Contemporary Management</li> <li>• Essentials of Economics</li> </ul>
2	<p><b>Semester Two</b></p> <ul style="list-style-type: none"> <li>• Strategic Marketing Management</li> <li>• Integrated Marketing Communications</li> <li>• Global Business</li> <li>• Consumer Insights</li> <li>• Management Consulting Project</li> </ul>
3	<p><b>Semester Three</b></p> <ul style="list-style-type: none"> <li>• Management Consulting Project</li> </ul>

**HOW TO APPLY**  
Submit your application and supporting documentation online at [tudublin.ie/pgbusiness](http://tudublin.ie/pgbusiness)

**CONTACT**  
Sarah Strange  
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**LOCATION**  
TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2

“ One of the most rewarding aspects of this course was the exposure to people who are active in the marketing environment. There were lasting relationships built among students and with lecturers which really let students expand their networks and branch into new areas. The seminars run by TU Dublin and the MII throughout the year featured people who are well known in marketing and who are knowledge leaders in their areas of expertise. There is no other environment in which I can imagine having access to such a knowledge-rich group of people.

Isabel Toland- Hays





# Postgraduate Diploma Advertising & Digital Communication – Creative or Executive Stream Part-Time

Designed to prepare students for a career in the advertising, communications and creative industries

The Postgraduate Diploma in Advertising and Digital Communication provides a broad insight to the Irish Advertising Industry, students gain a deep understanding of the operations of a communications agency, both internally and in its business context. The programme mirrors an authentic work environment – real briefs, real clients, all taught by a mixture of industry leaders and TU Dublin academics, participants will be equipped with skills and knowledge that can be immediately applied, making them work and change ready.

This innovative programme was created in response to meet the industry needs for skilled advertising professionals with the necessary

knowledge to succeed in the ever evolving marketplace. The programme is dedicated to giving students a rigorous conceptual framework and a systematic knowledge and understanding of the issues that are the forefront of Advertising and Digital Communications theory and practice theory. It is divided into two streams – creative and executive, although both streams are integrated for certain core modules.

One of the key outcomes of the programme is the opportunity for students to showcase their potential, as successful advertising practitioners to key figures in the advertising industry at the annual pitch night which takes place each November.



**SUITABLE FOR**  
Professionals looking to embark on a career in the advertising, communications or creative industries, whether in a creative or executive role.



**ENTRY REQUIREMENTS**  
Applicants should have a minimum 2.2 honours degree.  
  
Proficiency in English: IELTS score of 6.5 with nothing less than 6 in each component part. Candidates pursuing the creative stream will have to demonstrate creativity at interview.



**DURATION**  
1 Year- Part-Time  
Classes are delivered Tuesday and Thursday evenings 6-10pm, with three Saturday workshops in Semester One



**FEES**  
€3,600

“ Having always wanted to work in the ad industry, the Postgraduate Diploma in Advertising and Digital Communications was a perfect fit. The strength of the lecturers and course content attracted me from the start, and it did not disappoint. Having the opportunity to work with a dynamic group of people, from many different backgrounds, was both a fantastic learning curve and great preparation for agency life. Pitch night was the highlight of the year, and although it was hard work, it was extremely rewarding. This programme has given me the ability to move from an in-house Marketing Executive, to a Senior Account Executive in a creative agency, and I feel it was the skills developed and connections made through this programme, that facilitated this move.

Robyn Claffey - Public House

”

## MODULE LISTING

# 1

### Semester One

#### Executive

- Integrated Marketing Communications
- Strategic Brand Planning

#### Creative

- Copywriting and Content Writing
- Integrated Production Techniques

#### Integrated - Core Modules

- Strategic Digital Communications
- Creative Briefing
- Creative Thinking

# 2

### Semester Two

#### Executive

- Media Planning & Buying
- Client Leadership

#### Creative

- Art Direction
- Designing for Impact

#### Integrated- Core Modules

- Integrated Group Project
- Professional Development
- Cross Platform Technology Communications

## HOW TO APPLY

Submit your application and supporting documentation online at [tudublin.ie/pgbusiness](http://tudublin.ie/pgbusiness)

## CONTACT

Dr Rosie Hand  
t: +353 1402 7127  
e: [rosie.hand@tudublin.ie](mailto:rosie.hand@tudublin.ie)

## LOCATION

TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2

# MSc Digital Marketing & Analytics

## Part-Time

Marketing Professionals - digital marketing and data analytics skills applied in real-world projects across this 16 month programme



TU Dublin's School of Marketing and The Marketing Institute of Ireland (MII) have partnered to develop this innovative Master's Degree programme.

The MSc Digital Marketing and Analytics is designed for marketing professionals who are seeking to build their digital marketing knowledge and skills and to further develop their ability to design, implement and measure the effectiveness of marketing strategies.

This programme is delivered by leading marketing academics and digital marketing practitioners, working closely together to ensure an effective blend of theory and practice. A combination of

interactive lectures, webinars and skills-based workshops will expose participants to proven strategic frameworks and readily applicable toolkits. While participants will apply their learning throughout the programme, a company-based group project in the final semester will give participants an opportunity to develop and execute an end-to-end Digital Marketing Strategy.



**SUITABLE FOR**  
Marketing professionals seeking to build their digital marketing knowledge and skills.



**ENTRY REQUIREMENTS**  
2.2 Honours Bachelor Degree in a business discipline with 2 years' experience in a marketing role  
  
2.2 Honours Bachelor Degree in a non-business discipline with 4 years' experience in a marketing role



**DURATION**  
16 months



**FEES**  
Marketing Institute Members: €11,750,  
Non-Members: €12,750

## MODULE LISTING

1

### Semester One

- Digital Marketing
- Metrics & Analytics 1
- Value Driven Strategic Marketing
- Consumer Insights

2

### Semester Two

- Digital Marketing
- Metrics & Analytics 2
- Campaign Planning & Budgeting
- Online & Offline Integrated Marketing Communications

3

### Semester Three

- Predictive Analytics
- Consultancy & Research Methods
- Regulation and Governance

4

### Semester Four

- Company-based Digital Marketing Consultancy Project

## HOW TO APPLY

Submit your application and supporting documentation online at [tudublin.ie/pgbusiness](http://tudublin.ie/pgbusiness)

## CONTACT

Jade Kim  
e: [jade.kim@tudublin.ie](mailto:jade.kim@tudublin.ie)

## LOCATION

TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2

“The mix of academic and industry lecturers was a big plus, along with being able to get together with a mature group of people who were in there to learn and willing to debate based on their own experiences.”

Martin Graham - Head of Insight & Analytics @ Virgin Media

# Postgraduate Diploma Finance Conversion Programme

The Postgraduate Diploma in Finance is an intensive one year full-time or two year part-time programme for non-finance graduates wishing to pursue a career in the financial services industry or a career in the finance function.

Career opportunities include Investment Banking, Corporate Finance, Investment and Risk Management. The programme offers graduates an excellent grounding for further postgraduate studies in Finance.

It is suited to graduates with an interest in developing analytical and practical skills in preparation for a career in Finance and Banking. Graduates from all backgrounds are considered and no previous knowledge of finance is assumed. A competence in quantitative skills, though not essential, would be an advantage.



**SUITABLE FOR**  
Non-finance graduates wishing to pursue a career in the financial services industry or a career in a finance function



**ENTRY REQUIREMENTS**  
An honours bachelor degree (2H2 or higher) from a recognised degree awarding institution either in Ireland or elsewhere. An aptitude for Maths will be expected.

Proficiency in English. Applicants whose first language is not English will require IELTS or TOEFL scores



**DURATION**  
Two Year Part-Time /  
One Year Full-Time



**FEES**  
€6,200

## MODULE LISTING

- Corporate Finance 1
- Economics\*
- Information Technology for Finance\*
- Mathematics for Finance and Economics
- Financial Econometrics 1
- Derivatives 1
- Macroeconomics and International Finance
- \*IT for Finance must be taken if exemption given for Economics
- Corporate Finance 2
- Financial Econometrics 2
- Derivatives 2
- Financial Statement Analysis
- Financial Services Governance and Regulations
- Macroeconomics and International Finance

## HOW TO APPLY

Submit your application and supporting documentation online at [tudublin.ie/pgbusiness](http://tudublin.ie/pgbusiness)

## CONTACT

Sean O' Reilly  
[sean.oreilly@tudublin.ie](mailto:sean.oreilly@tudublin.ie)

## LOCATION

TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2



# MSc Leadership, Innovation and Technology

## Part-Time

Designed for innovation and technology leaders working in the ICT industry

### Why study this programme at TU Dublin?

- Understand how technology and innovation open the way to new business opportunities.
- Gain an understanding of the essential business and management skills for technology and innovation management.
- Be prepared for careers in industries from manufacturing to services and new venture creation to the public sector.
- Opportunity to become a subject matter expert in your organisation based on completion of a significant and rigorous applied research project.

Leaders of technology and innovation functions require a unique combination of technical, leadership, and business abilities in order to effectively design, develop, manufacture and distribute their firms' products and processes. In today's climate of rapid technological change these abilities are more critical than ever before. This programme offers an integrated view of leadership, innovation and technology strategy.

It focuses on the innovating organisation and practical problem-solving skills required for creative management practice and management research. Students will also gain an integrated and critical knowledge of business and will gain formative expertise in the roles of managing processes, conducting analysis and engaging in decision-making.

The programme is delivered in two-phases. The first phase includes a suite of six modules that address key development areas for leaders and entrepreneurial professionals in the ICT sector. The six modules in the first phase allows you to immerse yourself in current management thinking. The work-based assignments will further allow you to test potential ideas for the Applied Research Project to be completed in the second phase of the programme. The second phase involves working on an applied and structured project. By conducting research in the context of your organisation and specialist area, you build your personal expertise while contributing to important management issues in the organisation.



## 1

### Year One

- Innovation Management and Creativity
- Problem Solving and Critical Thinking
- Personality and Leadership
- Strategy Tools for Competitive Positioning
- Strategic Management of Technology and Innovation
- Team Leadership and Change Management

The assessment strategy for all modules in Stage 1 is linked to work-based project assignments and reflective learning submissions. There are no examinations.

## 2

### Year Two - Applied Research Project

The learner will undertake a significant applied research project on a live issue in their organisation or industry. In addition to the training each programme participant will be assigned a mentor to advise them through all stages of the research process.

### HOW TO APPLY

This programme is delivered on behalf of Technology Ireland ICT Skillnet. Should you be interested in applying, you can submit your CV to [info@ictskillnet.ie](mailto:info@ictskillnet.ie) with a note expressing your interest.

### CONTACT

Dr Jenny Munnely  
t: 01 4027173  
e: [jenny.munnely@tudublin.ie](mailto:jenny.munnely@tudublin.ie)

### LOCATION

TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2



### SUITABLE FOR

This programme is intended for professionals working in technology roles or technology industries that are seeking to develop as technology and innovation leaders in their organisation.



### ENTRY REQUIREMENTS

A primary degree (minimum result 2.2) in any discipline or an equivalent professional qualification and three years relevant work experience.

Candidates with significant and relevant work experience but without the requisite

qualifications may be considered under a Recognition of Prior Learning process. This programme is only open to those working in private or commercial semi-state organisations in the Republic of Ireland.



### DURATION

2 Year - Part-Time



### FEES

This programme is grant aided by the Technology Ireland ICT Skillnet. For information on eligibility and fees please email [info@ictskillnet.ie](mailto:info@ictskillnet.ie).

# Postgraduate Diploma/ MSc Product Management

## Part-Time

Designed for practising Product Managers  
working in the Software and Digital Technology Sector

The multi award-winning Masters in Product Management is the only programme of its kind in Ireland, with few comparators world-wide.

TU Dublin's innovative programme was developed in response to demand for certified product management talent, among leading Irish and International companies in the technology sector. The programme is carefully designed to allow busy professionals to combine work and study through its block delivery format, over two consecutive days per month.

Our partnership with Technology Ireland Software Skillnet combines application to practice with theoretical rigour, and participants engage in live case studies, visualisation techniques and

group exercises. The sharing of experiences and challenges, with fellow participants from a diverse range of companies ensures the experience is dynamic and engaging. Company-based assignments are embedded in coursework at both diploma and masters level. This serves the needs of the product manager by addressing live challenges in the workplace. It also generates an immediate return on investment for participating companies.

To deliver this one-of-a kind learning experience, we have brought together a unique international faculty of world renowned scholars, thought leaders, bestselling authors and leading edge practitioners.



### SUITABLE FOR

Practising product managers who have a number of years' experience and wish to enhance their competencies and their career prospects.

Aspiring product managers who are working as business analysts or solutions consultants, or in product delivery and support functions.

Senior executives in companies seeking to establish and develop a structured product management function.

Product owners and those from engineering or design backgrounds who are transitioning to product management.

Business architects and those responsible for translating long-term strategic roadmaps into deliverables.

Entrepreneurs and Founders who want to leverage product management practice in scaling their business.



### ENTRY REQUIREMENTS

Participants must have a Level 8 Honours Degree in a cognate discipline with a minimum of a 2:2. Candidates with significant work experience but without the requisite qualifications may be considered under a Recognition of Prior Learning process.



### DURATION

1 Year Part-Time  
Postgraduate Diploma  
2 Year Part-Time Masters



### FEES

Programme Fee  
Year 1 - €6,600  
Year 2 - €4,000

Grant Aided Fee  
Year 1 - €4,950  
Year 2 - €3,000

“The programme gave me the skills to effectively balance product management effort between discovery, design and delivery, as well as influencing my colleagues to achieve the right outcomes in an inclusive and collaborative way.”

Aoife McGivern  
Principal Product Manager- Workday

### MODULE LISTING

#### Postgraduate Diploma Modules

- Strategy and Business Models
- Innovation and Technology management
- Market and Customer Insights
- Business Case and Strategic Pricing
- Strategic Customer Management
- Product Planning and Process
- Applied Design Thinking
- Leadership and Personal Development
- Strategic Communication
- Applied Project

#### Masters Modules

- Strategic Management of Technology & Innovation
- Business Research Methods
- Strategy Tools for Competitive Positioning

# DT

The dissertation offers the opportunity to consolidate and integrate programme learning. It leverages the company context, to deliver business impact through targeted engagement with product management theory and practice.

“The course offers a comprehensive view of product management that is thoroughly grounded in business reality. I recommend it to practicing product managers and to anyone with an interest in how to build great products that customers love.”

Emmet Murphy  
Chief Product Officer  
Carma

### HOW TO APPLY

This programme is delivered in association with of Technology Ireland Software Skillnet. Should you be interested in applying, you can submit your CV to [info@softwareskillnet.ie](mailto:info@softwareskillnet.ie) with a note expressing your interest.

### CONTACT

Dr. Claire Mc Bride  
e: [claire.mcbride@tudublin.ie](mailto:claire.mcbride@tudublin.ie)

### LOCATION

TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2



# MSc in Global Business Services

## Part-Time and Blended

### Why study this programme at TU Dublin?

- The programme offers the learner a flexible learning model with online and face-to-face module delivery.
- This is the very first fully accredited third-level Global Business Services (Shared Services) programme of its kind worldwide.
- The programme equips the learner with the necessary skills and knowledge to manage single or multi-functional teams in a Global Business Services (Shared Services) organisation.
- Opportunity to become subject matter expert in your company through capstone project.

Designed in partnership with the Global Business Services industry in Ireland, this programme is the very first fully accredited third-level Global Business Services programme of its kind worldwide. It was designed in a collaboration

involving TU Dublin, the Hackett Group, and Technology Ireland ICT Skillnet, and supported by IDA Ireland and the American Chamber of Commerce in Ireland. The programme aims at developing the core knowledge, skills and competencies of the Global Business Services talent pool in Ireland. The programme equips graduates with the knowledge and skill sets required to operate at a strategic level in the Global Business Services industry, and provide them with the basis for leadership roles in this industry. The programme has a blended learning teaching model where that includes online and face-to-face modules. This structure provides maximum flexibility to learners to manage their studies. The capstone project is designed to enable the learner to become a subject matter expert in their company. There are no examinations and learners will be assessed throughout the programme by assignments.



### MODULE LISTING

- Global Business Services Strategy Alignment 1& 2\*
- Placement and Process\*
- Organisation and Governance\*
- Service Transformation and Management 1 & 2\*
- Strategic Operations
- Change and Team Management
- Service Delivery – Placement and Process\*
- Human and Organisational Issues\*
- Contemporary Leadership
- Creativity and Innovation Management

\* Modules delivered online

### HOW TO APPLY

This programme is delivered on behalf of Technology Ireland ICT Skillnet. Should you be interested in applying, you can submit your CV to [info@ictskillnet.ie](mailto:info@ictskillnet.ie) with a note expressing your interest

### CONTACT

Dr Waleed Abo-Hamad  
t: 01 4027103  
e: [waleed.abo-hamad@tudublin.ie](mailto:waleed.abo-hamad@tudublin.ie)

### LOCATION

TU Dublin- City Campus,  
College of Business,  
Aungier Street,  
Dublin 2



### SUITABLE FOR

The programme is designed for current and prospective Global Business Services professionals seeking to accelerate their career.



### ENTRY REQUIREMENTS

A primary degree (minimum result 2.2) in any discipline or an equivalent professional qualification.

Candidates with significant and relevant work experience but without the requisite qualifications may be considered under a Recognition of Prior Learning process.

This programme is only open to those working in

Global Business Services organisations in the Republic of Ireland.



### DURATION

Two Year (part-time)



### FEES

This programme is grant aided by Technology Ireland ICT Skillnet. For information on eligibility and fees please email [info@ictskillnet.ie](mailto:info@ictskillnet.ie).

### KEY FEATURES

- Technology Ireland Skillnet fee subsidy
- Consulting Project
- Blended delivery

# RP

### Major Consultancy Project

This capstone project requires the learner to complete a structured consultancy project addressing a real-time issue in their company or in the Global Business Services sector.



[tudublin.ie/pgbusiness](http://tudublin.ie/pgbusiness)

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