PROFESSIONAL ACADEMY

Retain The Best

Corporate Programmes For Professional Development   **2023**

Introducing UCD Professional Academy

Relevant skills for your team, results for you

UCD Professional Academy is here to unleash the momentum of your team, with over 40 expert-led Professional Diplomas covering today's most pressing workforce skills needs.

Whether you're interested in making your training budget work harder with volume discounts across our standard portfolio, or have bespoke training needs to be addressed, we'll help you level up.

40+ UCD Professional Academy Certifications and Diplomas

500+ companies have trusted us to train their teams

20,000+ professionals have chosen to study with us

Skip to...

Introduction

Leadership & Management

Marketing

▶ Professional Diploma in Digital Marketing

▶ Professional Diploma in Social Media Marketing

▶ Professional Diploma in PR & Marketing Communications

▶ Professional Diploma in B2B Marketing

▶ Professional Diploma in Event Management

▶ Professional Diploma in Content Writing for Marketing

▶ Professional Diploma in Graphic Design

▶ Professional Diploma in Digital Media Design

▶ Professional Diploma in Advanced Photoshop

## Data Analytics

▶ Learn the data analysis skills that will unlock your future

▶ Course comparison

▶ Certificate in Introductory Data Analytics

▶ Specialist Certificate in Data Analytics Essentials

▶ Certificate in Python Programming

Digital & IT

▶ Professional Diploma in Digital Transformation Management

▶ CompTIA A+

▶ Professional Diploma in AWS Cloud Practitioner (CLF-C01)

▶ Professional Diploma in eCommerce

▶ Professional Academy Diploma in Full-Stack Software Development

▶ Professional Diploma in Cybersecurity

▶ Professional Diploma in Ethical Hacking

▶ Professional Diploma in Digital Business Analysis

▶ Professional Diploma in Artificial Intelligence for Business

▶ Professional Diploma in Digital Product Management

▶ Professional Diploma in UX Design
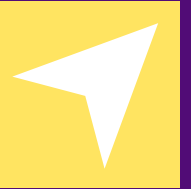
Business

▶ Professional Diploma in Sales Management

▶ General Data Protection Regulation (GDPR) in Business

▶ Professional Diploma in Office Administration

▶ Professional Diploma in Finance for Non-Financial Managers

▶ Effective Presentation Skills

▶ Professional Diploma in Fintech

▶ Professional Diploma in Supply Chain Management

▶ Professional Diploma in Effective Business Communications

▶ Professional Diploma in Bookkeeping & Payroll Management

▶ Professional Academy Diploma in Customer Experience & Behaviour

Not your average professional educators

UCD is one of the largest, most established centres of learning in Ireland. UCD Professional Academy combines academic heritage with modern ambition to provide industry-leading professional courses.

You're in good company...

We've trained teams of all scales across the globe. These are just a few of them:

airbnb	CISCO	HubSpot	zendesk
electric Ireland	Microsoft	salesforce	ancestry
MERCK	Comhairle Cathrach Bhaile Átha Cliath Dublin City Council	Chill INSURANCE WE'LL TAKE IT FROM HERE	aspen PHARMACARE

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A globally recognised brand, we provide an innovative and engaging student experience with high-quality training materials and experienced lecturers. We work hand in hand with trusted collaborators to access to the very latest expertise and best practice.

Winning teams learn without limits. That's why we can deliver flexible blended learning solutions online, in-company, or at our world-class urban campus in Dublin. Our vast experience developing study programmes, which can be standard or non-standard awards depending on your requirements, will help set your employer brand alight.

We work hard to meet the very highest customer service standards. Our trusted team will support you every step of the way in creating and implementing targeted training strategies that help achieve your ambitious business goals.

"The support was clear and polite. I was looking for an answer and I got it."

Online learning that fits around work

Partnering with UCD Professional Academy will help you attract and retain the best talent. Make learning your team culture, whatever your scale and sector, and see the benefits as your team applies new knowledge and skills. Boost productivity and meet your defined business goals quickly and flexibly.

To survive and thrive, companies need to stay competitive, relevant, and resistant to internal or external shocks. Our courses will help your team go the distance.

Every organisation's most precious resource is its people. UCD Professional Academy will help you train and retain your people, creating a place for them to thrive and helping you grow a market-leading team. We build long-term relationships with our clients, to deliver impactful training to workforces of all sizes that take business ambitions further.

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

"Quick, professional and always on point help with a positive attitude and a smile!"

"We've already had some people enquiring as to when the next lot of courses are coming. From the feedback we've received from the students who have attended so far, we would absolutely be happy to recommend the courses to other companies and organisations like ourselves."

Imelda Gaffney,
Head of Learning & Development,
Irish Wheelchair Association

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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 seat 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 – ON CAMPUS OR ONLINE

Allow employees to benefit from the flexibility of online learning via our Learning Management System (LMS). We also offer blended learning or on campus 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.

EBSCO ONLINE LIBRARY

UCD Professional Academy students have access to the EBSCO Online Library for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

Bloomberg Businessweek

Forbes

Harvard Business Review

Unleash your team's potential

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

"I was able to manage my own time and extra reading or preparation for the exam and assessment completely as I saw fit. Working a busy job and having a young family, this flexibility definitely helped me to get the most out of the course but do it on my own terms. I feel much more confident in my new role having done this course and I know that what I've learned will help me as I continue in this role and also well into the future as I hopefully continue to grow my project management career."

Conor Flynn,
Managing Director

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BUILDING STRONGER TEAMS

Team development is more than a box-ticking exercise. Our interactive content and comprehensive feedback make growth personal, keeping students engaged and helping them progress through the programme with confidence.

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

The right training will help you realise your team's potential. Teams that learn together and work together are stronger and more supportive, innovate more readily, and ultimately perform better.

**Our corporate training offer builds on our commitment to deliver educational excellence.**

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. Employees can also be enrolled in one of our existing courses to gain a UCD Professional Academy Diploma.

The Professional Academy is an independent wholly owned part of UCD, designed to address the need for skills development in the workforce. Courses tend to be short, designed and delivered by industry practitioners, and are not part of, nor lead to, a traditional university award such as a degree or a masters. They are widely accepted by employers and many students are sponsored to study by their organisation.

For full details of UCD Professional Academy's Awards and Governance please visit:
www.ucd.ie/professionalacademy/governance
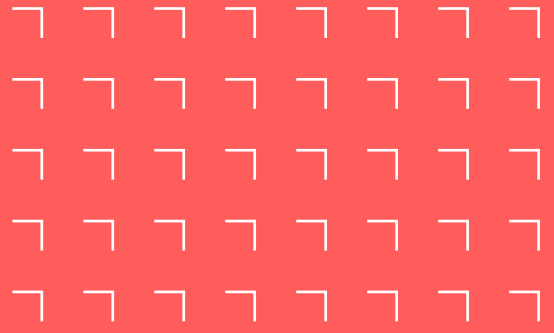
Leadership & Management Courses
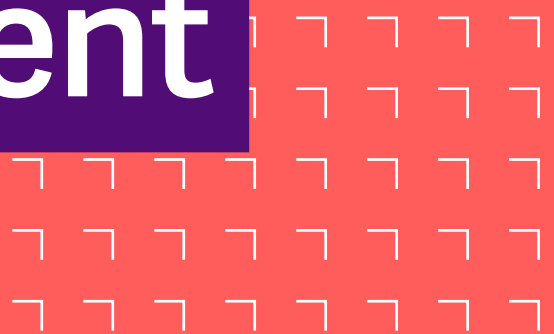
It's important when looking to progress into management roles that you have all the necessary skills needed to manage a team.

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.

"Each week had a different focus and allowed me to apply the learning from previous weeks and gave time for reflection between lectures. The content of the course was varied and covered relevant models, behaviours and challenges."

Joanne Mannion,
Senior Speech and Language Therapist

Professional Diploma in

Project Management

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.

STUDY OPTIONS:
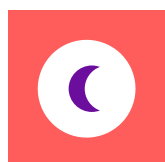
Part Time
12 weeks live online classes available both in the evening & morning
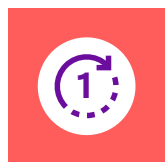
Full Time: 1 Week Bootcamp
5 days full time live online study (Mon–Fri, 9am–4pm)
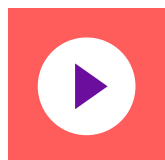
On Demand
Learn at your own pace, over 18 weeks, with pre-recorded lectures
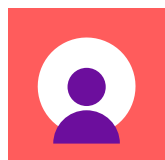
On Campus
1 x 3 hour live lecture per week over 12 weeks

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Introduction and Project Fundamentals
- The Environment In Which Projects Operate
- The Role of the Project Manager
- Project Scope
- Project Schedule, Including Scheduling Tools
- Project Cost
- Project Resources
- Project Communication
- Project Risk
- Stakeholder Management
- Project Integration Management
- Agile Project Management Methods

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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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 an in-class exam as well as a written project/paper.

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.

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.
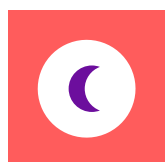
Enrol today

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Professional Diploma in

Leadership & Management

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.

STUDY OPTIONS:

Part Time
12 weeks live online classes available both in the evening & morning
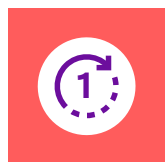
Full Time: 1 Week Bootcamp
5 days full time live online study (Mon–Fri, 9am–4pm)
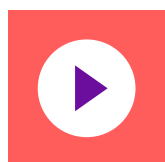
On Demand
Learn at your own pace, over 18 weeks, with pre-recorded lectures
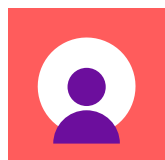
On Campus
1 x 3 hour live lecture per week over 12 weeks

COURSE LENGTH:

36 hours

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
- Business Continuity Planning
- Career 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 benefiting 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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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.

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.

Enrol today

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Professional Diploma in

Performance Management

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.

STUDY OPTIONS:

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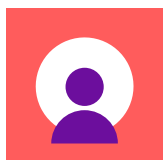
On Campus
1 x 3 hour live lecture per week over 5 weeks

COURSE LENGTH:

15 hours

PROGRAMME STRUCTURE:

- Understanding Motivation, Setting Goals, & Defining Roles
- Communication and Feedback Across Teams
- Monitoring & Tracking Progress; Intervention Strategies
- Acknowledging Success & Managing Underperformance
- Approaches to Appraisals, Job Reviews, & 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 or 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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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. You will also complete ongoing action learning logs.

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.

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.

Enrol today ▶▶▶

Professional Diploma in

Change Management

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.

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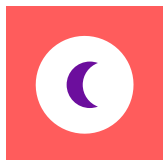
Part Time: Evening
1 x 3 hour live online evening class per week over 5 weeks

COURSE LENGTH:

15 hours

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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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. You will also complete ongoing action learning logs.

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.

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.

Enrol today

Professional Diploma in

HR Management

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 qualification will help you build a firm foundation for a successful career in human resources.

STUDY OPTIONS:
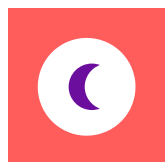
Part Time
12 weeks live online classes available both in the evening & morning
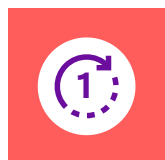
Full Time: 1 Week Bootcamp
5 days full time live online study (Mon–Fri, 9am–4pm)

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

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

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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.

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.

Enrol today ▶▶▶

★ Specialist Diploma in

HR Management

Build your profile as a trusted HR partner and thought leader. Immerse yourself in the latest best practice and emerging trends shaping the future of HR management. Over six months, this part-time, advanced course will position you to grow in your career and nurture key professional relationships.

STUDY OPTIONS:
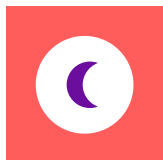
Part Time: Evening
1 x 3 hour live online evening class per week over 24 weeks

COURSE LENGTH:

72 hours

PROGRAMME STRUCTURE:

- Course Introduction
- Workforce Planning
- Talent Acquisition – Candidate Attraction & Experience
- Talent Acquisition – Competency & Skills Selection
- Talent Acquisition – Pre-Employment Checks, Offer Management & Candidate Feedback
- Employment Contracts
- New Joiner Experience & Remote Onboarding
- Probation Management
- Performance Development Culture
- Managing Underperformance – Coaching & Feedback
- Career Framework Design
- Talent Management & Succession Planning
- Reward Elements – Compensation & Benefits
- Reward Framework Design
- Wellbeing & Recognition
- Dignity At Work – Equality, Diversity & Inclusion
- Grievance Case Management
- Disciplinary Case Management

Specialist Diploma in **HR Management**

SUMMARY:

This interactive course promotes the active participation of learners with ample opportunities for breakout groups and open discussions. Looking ahead at what's coming next for HR, you will dive into best practice, case law developments, compliance and regulation, and the opportunities offered by technology.

Focusing on driving performance, adding value and competitive advantage, and developing employer brands, you will cover typical HR topics such as talent acquisition, onboarding, workplace culture, wellbeing, diversity, and succession planning. By exchanging knowledge with your peers, you will gain transferable skills that will help you go for promotion or move into other sectors.

This course will help you develop pragmatic approaches to creating HR solutions. You will understand how global HR research, key trends, and tech solutions are used to deliver a cutting-edge HR service, as well as how to drive performance within the HR function and across the organisation in a way that enhances competitive advantage and employee retention.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

PROGRAMME STRUCTURE (CONT):

- Statutory Leave Management
- Sick Leave & Return to Work Management
- Organisational Design & Change Management
- Redundancy Consultation, Communication & Outplacement
- Learning & Development Programme Design
- Course Summary

CAREER OPPORTUNITIES:

This course is ideal for someone looking to gain a competitive edge when going for a promotion or new job. A Specialist Diploma on your CV will show you have up-to-date, relevant expertise that will bring instant value to an employer. Because the course structure promotes knowledge-sharing between peers in similar or different industries, you will also gain skills that are transferable between roles internally or when moving to different organisations or sectors.

ASSESSMENT AND CERTIFICATION

This course is assessed through a learning log, which is completed weekly, and a 5,000-word essay on a course topic of your choice. The learning log (250 words per week) represents 40% of your final assessment and the written assignment represents 60%. You will have two weeks following the end of the course to submit the assignment.

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.

STUDENT PROFILE:

You must have already completed a foundation level course in HR (either theoretical or practical) or have previous experience working within an HR function to take this course. The course content focuses on best practice, key trends, and emerging themes while the structure encourages discussion and the exchange of ideas, enabling students to learn from their peers as well as from the lecturer. This course may also be of interest to experienced line managers or company owners.

Enrol today

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Professional Academy Certificate in

Business Coaching Skills

Use business coaching skills to enhance your management style, leading to improved communication, better problem-solving, and enhanced performance. Leaders who use a coaching method create continuous momentum in teams, allowing them to reach personal, team, and corporate goals. The practical skills learned on this course will empower any manager of teams or projects to adopt a proactive and solutions-based approach.
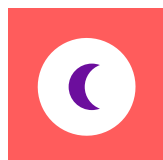
COURSE LENGTH:

30 hours

PROGRAMME STRUCTURE:

- Introducing Coaching as a Manager
- The Manager as Coach
- Management Styles
- Coaching Performance
- Coaching Intelligence Models
- Feedback & Difficult Conversations
- Other Models
- Managing the Team
- Career Coaching
- Coaching in Practice

STUDY OPTIONS:

Part Time: Evening
1 x 3 hour live online evening class per week over 10 weeks

SUMMARY:

Coaching allows you to bring out the best in people through collaboration, support, and guidance. This highly practical course uses lots of real-world examples to help you embed various coaching methods into your management style. You will become a more attuned and intelligent leader; energising and encouraging your teams, your colleagues, and yourself!

Learn to facilitate team members to own their solutions to problems and deliver better performance while improving morale and loyalty. Find out how coaching can help you achieve and maintain high performance in hybrid and remote teams. Reflect on what drives human behaviours as you deepen your self-awareness – in particular through looking at emotional intelligence and positive intelligence.

Over the course of 10 weeks, you will explore various business coaching techniques and models, looking at successful case studies to understand their real-world application. There will be ample opportunity to share and learn from your peers, exploring what works, might work, and has worked in the past. These problem-solving models will be immediately effective in your teams or with colleagues.

CAREER OPPORTUNITIES:

One of the four main leadership styles, coaching leadership is very popular and recognised by employers as a highly valuable skill. This certificate will demonstrate your practical understanding of business coaching skills and their application in a professional setting.

With feedback, roleplay, and discussions featuring heavily throughout the course, you will gain new skills and the confidence to implement a coaching method with your teams and colleagues - and achieve quantifiable results.

ASSESSMENT AND CERTIFICATION

This course is assessed through a learning journal (20%) and an assignment report (80%). Your journal (200 words weekly) will demonstrate your insights as you progress through the course, and the assignment (2,500-3000 words) will show how you have implemented the learnings of the course into your management style, including what worked, what you need to concentrate on, and how it will evolve in the future.

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 this 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.

STUDENT PROFILE:

This course would suit any professional in any level of management, including but not limited to supervisors, line managers, managers, team leaders, business owners, and executive leadership. You may manage people directly (individuals or teams) or be responsible for people within a project. For those aspiring to people leadership, this course will lay out a positive approach to performance management and people. This course is not aimed at people who want to coach as a core function (for this, we recommend exploring the opportunities at UCD Smurfit Business School) although it could be a good first step along such a path.

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Marketing Courses

Whether you are new to marketing or want to expand on the skills you've already acquired, 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.

"I really enjoyed the informal, relaxed approach of this course, which made it easy to take in the information and understand the material. The lecturer was very approachable and open and I found that the examples used were always current and relevant."

Catriona Galvin,
Digital Marketing Specialist

Professional Diploma in

Digital Marketing

This comprehensive Professional Course in Digital Marketing will give you the key skills to build digital marketing strategies from scratch.

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.

Learn from your lecturer and peers through interactive online classes and group discussions, and grow your professional network. Take your next step today!

STUDY OPTIONS:

Part Time
12 weeks live online classes available both in the evening & morning

Full Time: 1 Week Bootcamp
5 days full time live online study (Mon–Fri, 9am–4pm)
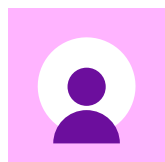
On Campus
1 x 3 hour live lecture per week over 12 weeks

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Introduction to Digital Marketing
- Building a Digital Marketing Strategy
- Customer Experience - Your Brand & Website
- Search Engine Optimisation (SEO)
- Paid Search with Google
- Email Marketing, Automation and CRM
- Social Media - Organic Community Building
- Paid Social Media - Driving Results in Social
- Video - TikTok, YouTube and Stories
- Content Creation - Copywriting, Photography & Podcasting
- Measurement and Analytics
- Case Study - Work Through a Real Brief Together

SUMMARY:

Staying relevant in the field of digital marketing is a professional challenge. This diploma 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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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 professional diploma will allow you to demonstrate your capabilities to prospective employers.

ASSESSMENT AND CERTIFICATION

This professional diploma is assessed through a practical project where students create a credible marketing campaign addressing specific challenges and circumstances. The project takes the format of a presentation, as it would be presented to stakeholders in your own organisation or business. You will have two weeks following the end of the course to complete and submit the final assignment.

Upon successful completion of the Professional Diploma, you will receive a UCD Professional Academy Diploma.

This programme is not on the National Framework of Qualifications.

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 kick-start 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.

Enrol today

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Professional Diploma in

Social Media Marketing

This comprehensive Professional Diploma in Social Media Marketing will give you the skills and knowledge to deliver world-class social marketing campaigns. You will learn the key methods and best practices associated with running a successful social media marketing campaign.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Introduction to Social Media Marketing & Strategy
- Facebook and the Meta Ecosystem
- Instagram for Business
- B2B Social Media and Social Selling with LinkedIn
- Twitter
- Social Media Advertising
- Social Video – TikTok, Snapchat & YouTube
- Social Content Creation Workshop
- Influencer Marketing
- Social Listening, Customer Service & Crisis Management
- Social Measurement and Analytics
- Case Study – Work Through a Real Brief Together

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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

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

This professional diploma will allow you to demonstrate your capabilities to prospective employers.

ASSESSMENT AND CERTIFICATION

This course is assessed through a practical project where students create a credible social media marketing campaign addressing specific challenges and circumstances. The project takes the format of a presentation, as it would be presented to stakeholders in your own organisation or business. You will have two weeks following the end of the course to complete and submit the final assignment.

Upon successful completion of the Professional Diploma, you will receive a UCD Professional Academy Diploma.

This programme is not on the National Framework of Qualifications.

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.

Enrol today

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Professional Diploma in

PR & Marketing Communications

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.

STUDY OPTIONS:

Part Time: Evening
1 x 3 hour live online evening class per week over 10 weeks

On Demand
Learn at your own pace, over 18 weeks, with pre-recorded lectures

COURSE LENGTH:

30 hours

PROGRAMME STRUCTURE:

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

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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. You will also complete ongoing action learning logs.

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.

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.

Enrol today

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Professional Diploma in

B2B Marketing

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.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Introduction to B2B Marketing
- B2B Marketing Essentials
- Creating, Delivering, & 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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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, as well as action learning logs.

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.

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.

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Professional Diploma in

Event Management

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.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

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

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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

Your UCD Professional Academy Diploma in Event Management requires the completion of an actionable event management plan (80% of your grade comes from a written creative pitch proposal and 20% from an individual presentation), as well as ongoing action learning logs. 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.

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.

Enrol today ▶▶▶

Professional Diploma in

Content Writing for Marketing

Turbocharge your marketing and advertising campaigns with content writing. Learn how to produce content for websites, social media, email marketing, blogs, ebooks, and press releases. These in-demand skills are used in every kind of organisation, from sole traders marketing their services to the instantly recognisable campaigns of global brands.

STUDY OPTIONS:

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

On Campus
1 x 3 hour live lecture per week over 12 weeks

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Content Writing in Marketing
- Writing Fundamentals
- Content Strategies
- Writing for Online Advertising & Social Media Platforms: Part 1
- Writing for Online Advertising & Social Media Platforms: Part 2
- Writing for Online Advertising & Social Media Platforms: Part 3
- Website Copy: Influence User Behaviour & Boost SEO
- Email Marketing: Content That Engages
- PR & Long-Form Content
- The Power of Offline Marketing Content
- The Great Enablers: Scripts, Storyboards & Briefs
- Workshop: Content Writing for Marketing

SUMMARY:

This pragmatic, interactive course will give you the tools you need to transform your writing into the kind of sharp, clean copy that marketing dreams are made of. Looking at real-world examples, you will go through the different elements of good content and discover tools and techniques to help perfect your writing.

As well as looking at the different applications of content (press releases, blogs, white papers, etc.), you'll learn how content is adapted to the channel it is published on and the audience it is trying to reach. You'll learn about style guidelines and tone of voice, which are used to create a consistent brand experience.

Incorporating vital knowledge such as search engine optimisation (SEO), this course will equip you to tackle any content creation challenge. The practical sessions at the end of the course will give you lots of tips for handling the unseen, but equally important, side of content writing – briefing, planning, and storyboarding. During the final workshop, you will receive feedback on pieces you have written.

CAREER OPPORTUNITIES:

With its focus on industry-standard concepts, resources, and skills – reinforced through real-world examples – you will gain highly practical expertise that you can start applying immediately in your role or business. If you are looking to move into a content role or go for a promotion, this qualification gives you proven skills in important content marketing areas: producing persuasive and compelling copy in various formats, creating a content strategy, and managing third parties.

ASSESSMENT AND CERTIFICATION

Assessment is based on a written assignment incorporating some key elements from the course such as a keyword plan, the use of meta tags, and promotion on social media. You will submit a blog or article about your experience on the course, in the style of your choice (journal, reportage, opinion piece, etc.)

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.

Enrol today

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Professional Diploma in

Graphic Design

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.

You will need a computer or laptop with the following 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.

STUDY OPTIONS:

Part Time
12 weeks live online classes available both in the evening & morning

COURSE LENGTH:

36 hours

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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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.

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.

Enrol today

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Professional Diploma in

Digital Media Design

Gain the skills and confidence to produce a wide range of visual assets that can be used to promote a brand across digital, social media, or print. Discover the leading platforms used for photo manipulation, digital design, vector creation, video editing, and audio recording. Digital media designers bridge the gap between digital marketing and content creation, driving engagement and elevating brands.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- From Visual Concept To Delivery: Composing Effective Digital Images
- Bringing Digital Images Alive With Photopea
- Effective Image Manipulation & Design Effects With Photopea
- Creating Engaging Social Media Visuals With Canva – Part 1
- Creating Engaging Social Media Visuals With Canva – Part 2
- Creating Engaging Social Media Visuals With Canva – Part 3
- Creating Engaging Social Media Visuals With Canva – Part 4
- Vector Graphics & Infographics With Affinity Designer – Part 1
- Vector Graphics & Infographics With Affinity Designer – Part 2
- Working With Video & Audio: Adobe Premiere Rush – Part 1
- Working With Video & Audio: Adobe Premiere Rush – Part 2
- Vlogging & Podcasting: Environment, Equipment, Software & File Storage

SUMMARY:

Master the theory and execution of design processes, with this hands-on course that covers the different types of visual media – photos, icons, graphics, text, infographics, and videos. Bring your ideas to life as you learn by doing. You will be introduced to the commonly used platforms for digital media design – Canva, Photopea, Affinity, Premiere Rush – and taught the inside tips for getting the most out of their capabilities.

Discover how to make eye-catching assets for everyday use such as social media posts - manipulating photos, texts, and effects for powerful, on-brand visuals. You'll also learn how to take expert-quality photos using your smartphone camera or a DSLR and manipulate photos for maximum impact. Manage your brand properly using brand guidelines and templates.

Next, take your digital assets even further by jumping into video production. Film your own footage or use stock video and templates to edit content-rich videos for a wide range of uses. Discover vlogging and podcasting tactics and tools – including how to set up a mini studio – plus all the hardware, software, and other equipment you will need to make your brand look really professional.

CAREER OPPORTUNITIES:

Visual assets are a key ingredient of good marketing strategies and therefore needed by every size and type of organisation. Professionals with knowledge of professional standards and best practice, as well as hands-on experience using the tools required to implement designs, are in high demand. The course assessments will provide you with three key assets to kickstart your design portfolio.

ASSESSMENT AND CERTIFICATION

This course is assessed through two projects during the course (50%) and a final master project (50%) at the end of the course. These projects will require you to apply the skills and knowledge you have learned to create your own digital assets (a poster, social media ads, and a video), which can also serve as creations for your portfolio.

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.

STUDENT PROFILE:

This course is ideal for anyone who needs to create appealing visual content for their job or business, or to help build their personal brand. You may be a marketing or content professional, a business owner or entrepreneur, someone who has been tasked with managing social media channels for a business, or someone who wants to start a vlog/podcast for personal or business reasons. As there is no previous experience requirement, this course would suit anyone who has an interest in the subject matter.

Enrol today

Professional Diploma in

Advanced Photoshop

Take a deep dive into Adobe Photoshop, going way beyond the essentials to discover its limitless capabilities in creating and manipulating imagery of all types. Professionals with the skills to use this industry-standard tool are in high demand and work on projects for the web, social media, and print. Learn exciting techniques such as adding smoke, cutting out hair, removing objects, and eliminating blemishes.

STUDY OPTIONS:

Part Time: Evening
1 x 3 hour live online evening class per week over 8 weeks

COURSE LENGTH:

24 hours

PROGRAMME STRUCTURE:

- Master Essential Photoshop Tools & Techniques
- Master Blend Modes and Discover the Amazing Power of the Brush Tool
- Master Professional Photo Retouching in Photoshop
- Let's Practice
- Master Smart Objects & Filters
- Advanced Lighting and Colour Techniques
- Advanced Selections and Image Compositing
- Let's Practice

SUMMARY:

This interactive and hands-on course will introduce you to the main techniques used in image retouching and editing, with practical demonstrations and lots of opportunity to hone your skills. You will learn to use tools such as blend, brush, pen, paths, clone, and liquify to create eye-catching digital assets. After just eight weeks, you'll be able to confidently retouch images, create new environments with photo compositing, remove distractions, cut people or objects out of their backgrounds, and much more.

Each week, you will be introduced to the concepts and techniques that are fundamental to advanced image manipulation and have the opportunity to create or replicate examples to cement your knowledge. "Wow" potential employers or clients by adding realistic effects to enhance images, creating smooth and vibrant skin tones with natural texture, and changing or adding colours and gradients. You'll also learn to work efficiently in Photoshop by creating actions and customisations.

Half-way through and at the end of the course, there will be sessions dedicated to applying your learning, ensuring that you have fully mastered the tools and techniques you have learned about. You will have a chance to apply what was covered in class to real life examples and get any questions you may have answered during the Q&A session. There will also be in-class challenges to keep you on your toes!

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

Graphics and images are important ingredients of communication and therefore needed by every size and type of organisation. Because it is the global standard tool, Adobe Photoshop skills are sought after in plenty of professional roles, including in the web, social media, and print sectors. Developing these skills will allow you to work on more advanced projects, helping you go for promotions, take on additional responsibilities, or even set up your own business. The course assessments will provide you with two key projects to kickstart your design portfolio.

Professional Diploma in **Advanced Photoshop**

ASSESSMENT AND CERTIFICATION

This course is assessed through one project during the course (40%) and one project at the end (60%). These projects will require you to apply the skills and knowledge you have learned to create your own digital assets, which can also serve as creations for your portfolio.

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.

Enrol today

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Data Analytics Courses

Looking to develop your knowledge in the field of data analytics? Then check out our full range of data analytics courses including those specialising in data analytics for 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, Matpilotlib and Seaborn. It's never been more important to be able to understand and clearly communicate data concepts.
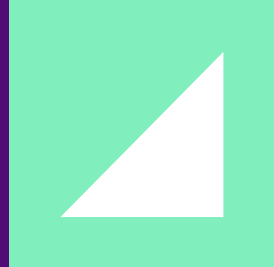
Learn the data analysis skills that will

Unlock your future

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.

"I would recommend this course because Data Analytics is a top in demand job today and having the basic skills in this field is always beneficial. Learning to use data and visualise it will be useful in any job!"

Malvika Oke,
Senior Administrator

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 COURSES VS THE SPECIALIST CERTIFICATE COURSE

Data Analytics Certificates are short, practical courses. Learn job-ready skills quickly and build your confidence tackling data analysis tasks on a day-to-day basis. The Specialist Certificate is an extended course 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 the Specialist Certificate course, we recommend that you opt for the 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 course 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.

- 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

Certificate in

Introductory Data Analytics

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.

ACCREDITATION:

datacamp
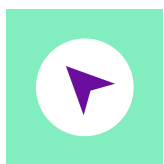
COURSE STRUCTURE:

Self-study online
Approximately 32 hours
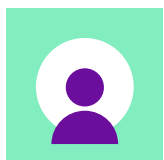
Tutorials
8 hours

COURSE LENGTH:

40 hours

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

Certificate in **Introductory Data Analytics**

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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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.

STUDENT PROFILE:

You do not need a prior qualification in data analysis, but you should be comfortable with technology and Excel formulas. You'll also need basic computer skills and the ability to install software from online websites. If you don't have any experience in coding, you may need to spend extra time on self-study.
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.

Enrol today

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★ Specialist Certificate in

Data Analytics Essentials

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.

ACCREDITATION:

datacamp
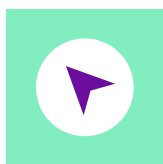
COURSE STRUCTURE:

Self-study online
Approximately 64 hours
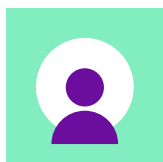
Tutorials
16 hours

COURSE LENGTH:

80 hours

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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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.

STUDENT PROFILE:

You do not need a prior qualification in data analysis, but you do need an understanding of technology, Excel, Python and coding. Good maths and computer skills are an advantage and you will need the ability to install software from online websites. Depending on your experience in coding, you may need to spend extra time on self-study.
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.

Enrol today

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Certificate in

Python Programming

Take your first steps as a programmer with this short but practical course. Discover Python, a versatile coding language that can be used to build applications in exciting areas such as data science, machine learning, or artificial intelligence. Gain foundational knowledge that will help you to either progress in Python programming or go on to learn other languages.

COURSE LENGTH:

24 hours

PROGRAMME STRUCTURE:

- Python Basics
- Functions
- Conditionals & Loops
- Data Structures
- Object-Oriented Programming (OOP)
- Exception Handling & Packaging

STUDY OPTIONS:
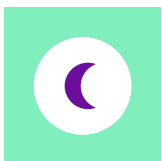
Part Time
6 weeks live online classes available both in the evening & morning

SUMMARY:

Every type of digital system we use, either at home or in the office, has required programming to make it work. That's why coding is such a valuable skill. This Python programming course will introduce you to the fascinating world of programming and teach you concepts such as object-oriented programming, data structures, and exception handling.

Python is currently the second most in-use programming language and can be employed for a wide range of applications, including data analytics. It is easier to write and read than most other major programming languages, making it an ideal language for new coders. You will learn to code from scratch, building your confidence with simple exercises and practice.

You will create reusable code using functions and call existing or custom packages, functions, and methods in your programming environment. You will discover Boolean logic and be able to filter information using looping and conditioning. With this practical understanding of Python language and its uses, you will be ready to take the next steps in your programming career!

CAREER OPPORTUNITIES:

Python skills can open up career paths to jobs such as Data Analyst, Data Scientist, Data Engineer, or Machine Learning Scientist. We have more advanced Python data analytics courses which will allow students to continue their learning after this course. Coding skills are also an advantage in other professional roles and can help you go for a promotion or transition into a different job. Coding enhances your problem-solving and decision-making skills, which are valued by employers regardless of your role or career stage.

ASSESSMENT AND CERTIFICATION

This course is assessed through a final project involving a set of defined tasks (making up 50% of your assessment) and 5 assignments carried out during the course (the other 50%). You are expected to put in 2 hours of self-study practice per week in addition to the live online lectures.

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.

STUDENT PROFILE:

This course would suit anyone who has an interest in coding or its applications and would like a short, practical introduction. You do not need any special qualifications to take this course; if you have ever written a function in Excel, you're ready to join the course and start coding in Python! Many of the coding concepts you will learn are transferable, should you wish to learn other programming languages in the future.

Enrol today

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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.

"I found the eCommerce course in UCD Professional Academy to be an immensely worthwhile experience. Like many, I was entering into the course with many questions and very much a novice when it came to the eCommerce channel."

Michael Webster,
Business Manager

Professional Diploma in

Digital Transformation Management

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

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Introduction to Digital Transformation
- The Difference Between Digitisation,
- Digitalisation & Digital Transformation
- A Digital-Inclusive Business Strategy
- Digitalisation in the Organisational Business Model
- Digital Transformation Analysis of Business Processes
- Leadership & 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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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.

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.

Enrol today

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Professional Diploma in

CompTIA A+

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.

STUDY OPTIONS:

Part Time: Evening
1 x 3 hour live online evening class per week over 13 weeks

COURSE LENGTH:

40 hours

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 multi-step knowledge to complete a task. CompTIA has a higher ratio of these types of questions than any other IT-certifying body.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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 (220-1101) and Core 2 (220-1102). 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.

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.

Enrol today

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Professional Diploma in AWS

Cloud Practitioner (CLF-C01)

Upgrade your understanding of the cloud and its practical applications within your organisation. This introduction to AWS Cloud will teach you both technical skills (such as deploying a website) and more administrative knowledge (such as account management), preparing you to pass the AWS Cloud Practitioner exam.

STUDY OPTIONS:

Part Time: Evening
1 x 3 hour live online evening class per week over 10 weeks

COURSE LENGTH:

30 hours

PROGRAMME STRUCTURE:

- Introduction to AWS
- Permissions & Storage
- Compute
- Databases
- Architecting in the Cloud
- Billing & Pricing
- Security
- Advanced AWS Concepts
- Final Project & Labs
- Presentations & Exam Prep

SUMMARY:

Amazon Web Services (AWS) provides a flexible and effective way for businesses to both develop new activities and reduce costs by moving to cloud computing. AWS is the biggest player in the market and many of the services we use every day run on its platform (Netflix and Twitter to name but two).

While you will cover some theory on this course, its focus is giving you a hands-on introduction to using and managing cloud services on AWS. You will host a static website, build a web server, and deploy a dynamic website – all using cutting edge technology with no technical expertise needed. This culminates in a final project where you will have built your own website from scratch, hosted in the cloud.

The course is built around the concepts covered in the CLF-C01 exam. A qualified instructor will provide guided practise at every stage, helping you to build up your understanding in a structured way. Instructor-led demonstrations using practical examples will be a feature of your learning. At the end of the course, exam practice will allow you to check your knowledge in preparation for the AWS exam.

CAREER OPPORTUNITIES:

With its focus on practical applications, this certification will help you progress any career in technology and sets the foundations for future certifications in cloud computing. With more and more organisations using the cloud as an engine for digital transformation, understanding cloud computing is fundamental for professionals working in any tech-adjacent or management role. There are also fascinating and lucrative careers for those who want to specialise in cloud technologies, and Amazon is the world leader in this area.

ASSESSMENT AND CERTIFICATION

This course is assessed externally, and the cost is at the participant's expense. Numerous testing centres offer AWS exams, either in person or via an online proctored exam. The AWS CLF-C01 exam lasts 100 minutes. It is a pass or fail exam, scored against a minimum standard established by AWS professionals.

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.

STUDENT PROFILE:

This introductory course would suit anyone who wants to learn what the cloud is and how AWS works – both those in technical careers and those in related roles who are part of cloud decision-making. Some experience with AWS Cloud is desirable, although you can use this course to begin familiarising yourself with the technology. It is not suitable for those who already work regularly with AWS services. As well as the live online lectures, you are expected to put in 2 hours a week of additional self-guided study and practice.

Enrol today

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Professional Diploma in

eCommerce

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.

STUDY OPTIONS:

Part Time: Evening
1 x 3 hour live online evening class per week over 10 weeks

COURSE LENGTH:

30 hours

PROGRAMME STRUCTURE:

- Introduction to Digital Business/Strategy & eCommerce
- Opportunity Analysis for eCommerce
- Digital Business & eCommerce Strategy
- Consumer Behaviour 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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

ECommerce professionals are in high demand as businesses look to keep up with customer expectations. 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, as well as action learning logs.

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.

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.

Enrol today

Professional Academy Diploma in

Full-Stack Software Development

Are you an aspiring coder or web developer? Launch your coding career with this innovative software development course from UCD Professional Academy. The course has been designed exclusively to equip you with everything you need to kick start your career in software development. Learn HTML, CSS, JavaScript, Python, SQL Databases and more as you code your way to your very own, unique final project.

Fully redeveloped, this course offers weekly Live Online lectures providing ample opportunity to interact with teachers and fellow students.

STUDY OPTIONS:

Part Time: Evening
2 x 3 hour live online evening classes per week over 38 weeks plus workshops. Additional Self Study approx 250 hours.

COURSE LENGTH:

268 hours:
Two online live sessions of 3 hours each over 38 weeks plus workshops.

PROGRAMME STRUCTURE:

This innovative module structure leads up to completion of your final project.

- Web design (6 weeks)
- JavaScript (8 weeks)
- Python (6 weeks)
- Databases (5 weeks)
- Frameworks (8 weeks)
- Final Project (5 weeks)

LIVE ONLINE CLASSES:

Compact class sizes (max 24) allowing for enhanced opportunity to learn and engage.

Professional Academy Diploma in **Full-Stack Software Development**

SUMMARY:

The UCD Professional Academy Diploma in Full Stack Software Development prepares aspiring coders or web developers to create fully featured web sites and web applications.

You will learn how to compose web page layouts that respond well to a variety of screen formats, style them efficiently, and make them interactive through using JavaScript language.

You will also work on the server side, using Python to design databases to store the information your application needs to handle business information, such as available stock, prices and sales. Finally, you will learn how to use frameworks to quickly create feature rich applications.

As you complete each of the modules of the course, you will have the opportunity to demonstrate your newly acquired skills by building a relevant project, such as a website, a database, or a Python program. At the end of the course, you will pull all your newly acquired skills together to form a final project: a fully functioning web application that demonstrates your ability to design, code and implement just like a real word software developer.

More learning Opportunities
Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

COURSE STRUCTURE:

Weekly Live Online:

Instructor led Training

Unsure if you're suitable? Take the coding Challenge. This is highly recommended for beginners and those with next to no coding experience.
Ask for more details.

SYSTEM REQUIREMENTS

Students must have a computer, broadband connection, and audio capable of running Zoom sessions. Students will not be able to use a Chromebook or iPad as their main study machine: an up to date Windows or Mac laptop or PC is needed. It is recommended that a work PC is not used for the course, as there will be a requirement to install software throughout the course and many companies limit or prevent software installation on work machines.

ENTRY REQUIREMENTS

No previous knowledge of programming languages is required. Some experience writing Excel formulas or any other type of program-like expression will be helpful. You may be asked to complete a free mini-course and assessment to determine if this course is right for you.

ASSESSMENT & CERTIFICATION

At the end of each of the modules in the course, you will work on a project that will be assessed. Each of the projects will build on the skills gained so far, and contribute to your growing software development portfolio.

The assessments are weighted as follows:
Web Design project 15%, JavaScript project 15%, Python project 15%, Database project 10%, Frameworks project 15%, Final project 30%.

We'll help you build your skills.
We'll help you build your **Career Potential.**
Once qualified, we'll also help you as you secure your next role. We'll help develop your CV/Github presence and you can also opt in for assistance in obtaining an internship at a local organisation needing real word Software Dev assistance. Taking this course with UCD Professional Academy goes beyond just learning outcomes and skills development. We'll be here to help you unleash your potential.
Contact us for more information.

This programme is not on the National Framework of Qualifications.

STUDENT PROFILE:

You do not need prior programming expertise, but you should be eager to learn and have a passion for coding. To maintain your focus, it will help if you have a natural interest in software development and engineering.

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.

Enrol today

Professional Diploma in

Cybersecurity

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.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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 the Irish economy €9.6 billion in 2021. 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.

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.

Enrol today

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Professional Diploma in

Ethical Hacking

Learn to expose vulnerabilities in networks, devices, websites, and apps so that systems can be better defended. Discover the tools and techniques that are used by ethical hackers and gain practical skills while developing a portfolio to demonstrate your knowledge to employers.

Learners will need a computer capable of running VirtualBox, with a minimum of 4GB RAM/memory and at least 20GB hard disk space. You must also have an operating system that is less than two years old, such as Windows 10, OS X Catalina, or a 2020 Linux release, and administrative access to install software on the computer.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Introduction to Ethical Hacking
- Linux & Virtualisation
- Kali & Virtualisation
- Network Hacking Basics
- Network Hacking Advanced
- Gaining Access Basic
- Gaining Access Advanced
- Post Exploitation Basic
- Post Exploitation Advanced
- Website Hacking
- Web Application Hacking
- Penetration Testing Stages

SUMMARY:

This hands-on course will give you the practical skills to perform security tests on different types of system and prevent them from becoming compromised. You will build your confidence in a variety of topics and procedures involved in ethical hacking, such as network hacking and web hacking.

You will become comfortable working in a safe virtual environment, with an understanding of Linux systems and in particular the specialised distribution, Kali. You will apply your ethical hacking techniques in this virtual environment, testing the security vulnerabilities of connected devices and relaying robust test results to relevant stakeholders.

Developing your understanding of the processes involved in ethical hacking and penetration testing phases, you will be able to gain access to systems and exploit them through spying or pivoting. You will understand how social engineering is used in hacking and how even secure passwords can be cracked. You will finish the course equipped with the fundamental skills required to launch as a white-hat hacker.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

Having secure and robust computer systems is essential for organisations and individuals around the world, and this need continues to grow as the number of digital devices multiplies.This course will give you a strong and practical understanding of ethical hacking processes, with all the tools required to begin a career as an ethical hacker and find your way in the ever-changing world of software and security. The hands-on labs will help you build a diverse and creative portfolio demonstrating your skills to future employers.

ASSESSMENT AND CERTIFICATION

Time is given each week to allow you to complete lab work. During these labs, you will take screenshots and document your thought processes. This work will not only be used to build your portfolio but also form the basis of a final report, which will be assessed as evidence of 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.

STUDENT PROFILE:

This course would suit someone who wants to gain practical skills in testing for security vulnerabilities. It is ideal for individuals who are considering a career in ethical hacking or software developers looking to learn the ethical hacking process.

To benefit from this course, you should already have basic IT skills such as using desktop applications, downloading and installing applications, and basic troubleshooting skills. However, you do not need any Linux programming or hacking knowledge.

Enrol today

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Professional Diploma in

Digital Business Analysis

For businesses to compete effectively these days, they need access to the right insights. As a digital business analyst, your role will be to bring together vast amounts of information and apply business thinking to quickly draw a line between needs and solutions. This professional diploma will equip you with the skills and tools to achieve this.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Introduction to Digital Business Analysis
- The Digital Business Analyst
- The Business Model Canvas
- Embracing Change
- Embracing Agility
- Underlying Competencies
- Requirements Elicitation
- Matrix Building – Part 1
- Understanding the Customer
- Matrix Building – Part 2
- Process Improvement
- The Principles of Good Digital Business Analysis

SUMMARY:

This course will give you a comprehensive grounding in digital business analysis. It takes you through the processes, tools, and methodologies used by business analysts but applied in a digital context. You will learn research and analytical skills while honing your ability to problem-solve on an organisational level.

Discover exciting new concepts such as the Business Model Canvas and customer experience (CX), which is changing how businesses operate and deliver their products or services. You will also learn about requirement elicitation and know how to build stakeholder collaboration, both of which are key to the successful outcome of any digital transformation project.

This practical course doesn't just teach you skills. It will also give you a thorough understanding of the role of a digital business analyst, including the competencies and qualities that will make you successful in this career. As the course progresses, you will build a matrix to help you select the right tool for any analysis task you need to undertake.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

Organisations in every sector are using digital transformation to stay relevant and competitive, and they need professionals who understand how to deliver real value in this area. With its mix of live online lectures and self-study, this course is designed to provide you with everything you need to take this next step in your career. You can also specialise if you have a particular area of interest, such as finance or technology.

ASSESSMENT AND CERTIFICATION

You will complete a learning log each week, plus submit a report-style assignment focusing on a digital business analysis framework, 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.

STUDENT PROFILE:

You do not need any prior qualification in this area to apply. This course is ideal for trainee business analysts or business analysts who want to transition into digital business analysis; entrepreneurs and business owners; or professionals in related roles looking to gain a competitive edge.

Enrol today

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Professional Diploma in

Artificial Intelligence for Business

Discover the transformative role that Artificial Intelligence is playing in organisations and society today and learn how this technology connects to practical business needs. You'll learn about the implications of AI from a strategic, tactical, and operational perspective and gain insights on how to integrate AI technology in a way that blends seamlessly with your organisation's people and processes. This course is suitable for all levels of experience and does not require technical skills like coding.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Introduction to Artificial Intelligence
- The Digital Transformation
- Process Automation Technology
- Cognitive Insight Technology
- Cognitive Engagement Technology
- Industry Developments
- Business Capability
- Strategy & Implementation
- The People-Process-Technology Balance
- Societal and Legal Implications of Artificial Intelligence
- Ethical Dimensions of Artificial Intelligence
- The Workforce of the Future

SUMMARY:

This dynamic and practical course will introduce you to the world of Artificial Intelligence, focussing on the challenges and opportunities it poses to organisations and society. As AI becomes integrated into everyday services, an understanding of how it can be used to increase the efficiency and efficacy of business processes and outputs is valuable to professionals at any stage in their career.

Highly interactive, this course uses lots of real-world examples to break down concepts (such as digital transformation and robotic process automation) and technologies (such as machine learning and natural language processing). There are lots of opportunities to take part in break-out discussions and debates, and you will be encouraged to apply ideas to your own context and share your unique perspective.

At the end of this course, you'll become a business use case expert in the field of implementation of Artificial Intelligence. For those who wish to take on a leadership role in driving implementation in their workplace, or even just to understand how AI will transform the nature of their work, this course will guide you in understanding both the theory and the real practical capabilities and implications of Artificial Intelligence.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

With lots of discussions and real-world case studies, this course will prepare you to take on a leadership role in driving implementation in your workplace, or even just to understand how Artificial Intelligence will transform the nature of your work. You will be able to communicate fluently about the opportunities and challenges presented by this technology with individuals at every level of your organisation – including societal, ethical, legal, and governance implications.

ASSESSMENT AND CERTIFICATION

You will complete a case study (worth 40% of your assessment) during the course, plus submit a report-style final assignment (60%) looking at the opportunities, challenges, and implications of potentially introducing or expanding the use of AI in your organisation or an organisation of your choice.

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.

STUDENT PROFILE:

This course is suitable for professionals at any level, in any function, in any industry. You do not need specific qualifications to apply, and you will not be learning technical skills such as programming. This course focuses on the knowledge and vocabulary of AI, taking a broad view of its use across industries, geographies, and functions. Learners should have a general understanding of business operations and be interested in the subject matter.

Enrol today

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Professional Diploma in

Digital Product Management

Bring vision and strategy to your organisation as you oversee every aspect of digital product management – from initiation, planning, execution, monitoring and controlling, to finally bringing the product to market or end of life. Digital products are an integral part of product and process innovation, and managers with these skills are in demand.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Digital Product Management & Product Thinking
- Product Management Fundamentals
- Culture, Teams & Leadership
- Product Planning
- Agile Product Management
- Digital Product Design & Architecture
- Digital Product Management Applied: eCommerce & Mobile
- Digital Platforms & Techniques
- Digital Development Technologies
- Digital Product Analytics
- Digital Product Marketing
- The Digital Product Process: Building the Product

SUMMARY:

Learn to ensure the successful management of products in the digital field and at an international level. This practical course will equip you with the knowledge and skills necessary to be a successful digital product manager in any organisation or capacity. You will gain an understanding of digital-specific techniques and the necessary skills to develop and launch digital products, keeping ahead of ever-rising customer expectations.

You will be capable of managing products from initial concept through user research, co-creation, and rapid prototyping. You will become familiar with the technologies and platforms available (for example, application programming interfaces or APIs) and understand how to select and use appropriate tools and techniques. You will gain a thorough knowledge of agile methodologies and the various frameworks and approaches that characterise effective digital product management.

Using frameworks for decision-making based on both economic and organisational considerations, you will learn to build a business case for your product and develop its go-to-market strategy. Live online lectures that take you through the project lifecycle are balanced with Q&A sessions, individual exercises, and group discussions to place newly acquired concepts into your context and practice.

CAREER OPPORTUNITIES:

This course is ideal for professionals looking to advance their digital career by moving into the product side of the business. This qualification will demonstrate you have the necessary skills to oversee and bring to market a successful digital product, while managing costs and minimising risk. Digital product expertise is in demand globally.

ASSESSMENT AND CERTIFICATION

This course is assessed through short quizzes (30%) and a written assignment (70%). Three short quizzes will be held on weeks 4, 8, and 12 to assess your understanding of the concepts learned. The written assignment is up to 4,000 words long (that's about 7 pages of a standard Word document). You will have two weeks following the end of the course to submit the assignment.

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.

STUDENT PROFILE:

This course would suit business owners, entrepreneurs, supervisors, or business leaders who want to ensure a competitive edge for their organisation. It would also benefit managers in other areas of the business (for example IT or HR), project managers, and product managers rolling out new initiatives that involve digital technologies. Previous experience in project management or in one or more areas of the product development process is highly recommended.

Enrol today

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Professional Diploma in

UX Design

Through interactive live online classes, learn how to build better digital products through user experience design techniques such as user research, analysis, interaction design, wireframing and prototyping.

POWERED BY:

UX
Design
Institute

STUDY OPTIONS:

Part Time: Evening
3 hour class, one evening per week over 5 months

COURSE LENGTH:

130 hours

PROGRAMME STRUCTURE:

- Introduction to UX Design
- User Research
- User Goals
- Structure & Navigation
- Interactions
- Design Principles
- Design Patterns
- Mobile
- Workflows
- Prototyping & Wireframing

SUMMARY:

As users continue to demand better experiences online, UX design has never been more important. This course will help you develop the two central abilities of good UX design: critical thinking and problem-solving. You'll learn the techniques and methodologies needed at each stage of the UX design process, applying a mix of research, technology, design and psychology.

Complete a number of UX Design projects with feedback from your mentor, which will give you hands on experience with the key stages of the UX Design process – researching, designing, and prototyping. You can add these projects to your portfolio. Learn from your lecturer and classmates, and grow your professional network as you take part in live and interactive online lectures.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

UX designers are in high demand. However, landing a UX designer job can prove tricky without a qualification or relevant experience. That's why this course focuses on building a professional portfolio with projects developed during the course. It also offers valuable career insights and advice from live mentor sessions.

ASSESSMENT AND CERTIFICATION

The course presents a number of projects, and provides lots of support to help you complete them. You will build your confidence in UX methods and practices by completing each project. Your overall final grade is based on project work. There is no final exam.

Upon successful completion of the course you will be awarded a Professional Diploma in UX Design, awarded by UCD Professional Academy.

Your UCD Professional 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, and help you to stand out to recruiters and potential employers.

This programme is not on the National Framework of Qualifications.

STUDENT PROFILE:

You must have a Level 6 qualification or equivalent. Relevant professional experience may be accepted in place of academic qualifications. You will ideally have several years of professional experience behind you as well. This course is suitable for someone who wants to kickstart a career in UX or upskill in UX to benefit their current role. Typically, students come from a related field such as project management, graphic design, marketing, product management, or business analysis, as the complementary skills allow them to get the most from the course.

Enrol today

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Business & Finance 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.

"The stand out feature of this course was the quality of the lecturer. He had a wealth of knowledge in what he was teaching from an academic perspective but the practical insights he offered on real life, every day functioning of the modern corporate environment was really the most beneficial aspect of the course for me."

Shauna Kearns,
Head of Customer Success

Professional Diploma in

Sales Management

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.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

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 & 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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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 by 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.

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.

Enrol today

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General Data Protection Regulation

(GDPR) in Business

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.
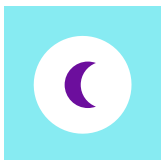
COURSE LENGTH:

15 hours

PROGRAMME STRUCTURE:

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

STUDY OPTIONS:

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

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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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 via 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.

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.

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Professional Diploma in

Office Administration

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.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

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

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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 qualification proving you have the right blend of skills and knowledge in this area will be a great addition to your CV.

ASSESSMENT AND CERTIFICATION

The Professional Diploma in Office Administration is assessed 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.

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 a relevant qualification.

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Professional Diploma in

Finance for Non-Financial Managers

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.

STUDY OPTIONS:

Part Time: Evening
1 x 3 hour live online evening class per week over 10 weeks
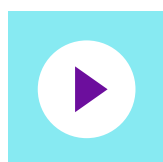
On Demand
Learn at your own pace, over 18 weeks, with pre-recorded lectures

On Campus
1 x 3 hour live lecture per week over 10 weeks

COURSE LENGTH:

30 hours

PROGRAMME STRUCTURE:

- Financial Accounting: Function & 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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

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

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.

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.

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Effective Presentation Skills

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.

STUDY OPTIONS:

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

On Campus
1 x 3 hour live lecture per week over 5 weeks

COURSE LENGTH:

15 hours

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 & 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!

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning.

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.

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.

Enrol today ▶▶▶

Professional Diploma in

Fintech

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.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

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.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

Fintech is a maturing sector and has become a significant employer in Ireland, in startups as well as in traditional institutions. With its global reach, fintech offers an exciting, long-term career path. 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.

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.

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Professional Diploma in

Supply Chain Management

Learn how supply chain management controls the flow of goods and services around the world. Master job-ready skills and knowledge that will help you drive performance and gain competitive advantage. Supply Chain Managers are in demand, with an average salary in Ireland of €44,000.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Understanding the Supply Chain & Course Introduction
- Supply Chain Performance: Achieving Strategic Fit & Scope
- Supply Chain Drivers & Metrics
- Designing Distribution Networks
- Network Design in the Supply Chain
- Designing Global Supply Chain Networks
- Aggregate Planning in a Supply Chain
- Sales & Operations Planning in a Supply Chain
- Coordination in a Supply Chain
- Transportation in a Supply Chain
- Sourcing Decisions in a Supply Chain
- Sustainability & the Supply Chain

Professional Diploma in **Supply Chain Management**

SUMMARY:

This course will help you kick-start a career in supply chain management, with a high-level introduction to the processes and operations that transform raw materials into final products. You will gain detailed knowledge of the theory and practice of supply chains and supply chain management and be able to think practically about the various processes and inputs within SCM.

Over 12 weeks part-time, you will be introduced to the concepts, strategies, and practical tools necessary to solve various course-related supply chain problems. Using a strategic framework, you will be guided through the key drivers of supply chain performance, including facilities, inventory, distribution, information, sourcing, and costs. The course structure is designed to support interactive lectures, case studies, and opportunities to put what you have learned into practice. You will gain a deep understanding of supply chains and be able to discuss confidently the practical operational and managerial elements that improve supply chain performance.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

This course teaches you how to achieve performance improvements in supply chain management, which your career progression will depend on. You will be fluent in topics such as supply chain drivers and metrics, transportation in a supply chain, and the implications of sourcing. There is huge demand for supply chain talent worldwide, which is reflected in the salary levels in this sector. Organisations are competing globally in this space and recognise the impact that well-managed supply chains can have on their financial success. With this Professional Diploma on your CV, you can show potential employers that you have the skills to create competitive advantage.

ASSESSMENT AND CERTIFICATION

This course is assessed through a written assignment of around 3,000. Your lecturer will advise on a process that will be helpful in accommodating the essential requirements. You will have two weeks following the end of the course to submit the final assignment.

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.

STUDENT PROFILE:

This course is ideal for professionals looking to launch a career in supply chain management or logistics. You do not need any prior qualifications in this area, but an interest in some supply chain management concepts would be beneficial, for example, meeting customer demands, organisational responsiveness, developing value, or logistics network resiliency. This course would also be of interest to someone working within an area of supply chain (procurement, distribution, manufacturing, etc.) who would like to gain an understanding of the wider SCM function. Please note that the course does not cover SCM software, specific technologies, or system configuration.

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Professional Diploma in

Effective Business Communications

Meet the challenges of today's workplace with the advanced skills of powerful, culturally aware communication. Whatever career goals you have set yourself, the ability to connect and collaborate with colleagues and stakeholders will help to unlock your potential. An essential toolkit for professionals in every industry and sector!

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Communication: Setting the Context
- Your Communication Style: Understand It, Adapt It
- Essential Non-Verbal Communication: Body Language & Emotional Intelligence
- Written Communication: Let's Get Technical
- Working Relationships: The Tools of Rapport & Networking
- Multicultural Teams: Culturally Aware Communication
- Impactful Meetings: Designing & Delivering Engaging Meetings
- Influencing & Persuasive Delegation
- Managing Conflict: How to Disagree 'Agreeably'
- Powerful Presentations: Delivering Your Best
- The Science & System Of Effective Goal Setting
- Skills Demonstration: Presentation, Reflection & Feedback

SUMMARY:

This highly interactive and practical course will support you as you explore your communication choices and adapt your communication style to get the most from others. You will learn about the principles and tools of effective communication, and explore the personal qualities and skills needed to communicate in a professional context.

Looking at verbal, non-verbal, and written communication, you will cover practical areas such as delegating, meetings, and networking. You'll explore the causes of conflict and look at resolution strategies. With virtual and hybrid working becoming part of organisational cultures worldwide, you will learn how to leverage the power of communication to build productive and happy workplaces.

You will be given lots of opportunity to apply your learning in a personal or professional capacity. This includes looking at your own professional development to include goal setting, action planning, implementation, ongoing review, and personal initiative. At the end of the course, you will be given constructive feedback on a short presentation you have prepared.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

Anyone can benefit from improved communication skills, no matter their role, level, or industry. A qualification proving your communication abilities can help you progress in your career. In particular, this course will allow you to confidently outline concrete communications skills such as a) adapting your communication style to get the most from others, b) diagnosing and handling conflict, c) planning, structuring, and delivering powerful reports and presentations.

ASSESSMENT AND CERTIFICATION

This course is assessed through an action learning journal (40%) and a presentation skills demonstration (60%). The journal consists of worksheets completed each week, referencing the content and ideas covered during the sessions. The short presentation can be on a topic of your choice that relates directly to a subject covered during the course.

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.

STUDENT PROFILE:

This course is for any professional interested in human behaviour and learning the tools of communication. You may be at a point in your career when influencing others is increasingly important. Or you may find you are unable to connect with certain colleagues and not understand why. Some professional understanding and experience of the course themes is recommended to ensure maximum learning and practice opportunities.

Enrol today

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Professional Diploma in

Bookkeeping & Payroll Management

Unlock the secrets of sound financial management with this introduction to bookkeeping and payroll in an SME. Learn about the tax and legal implications of PAYE and get hands-on experience running payroll. Discover the core principles of bookkeeping and how, when done right, it supports organisations in decision making and strategy.

STUDY OPTIONS:

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

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Bookkeeping: Introduction
- Bookkeeping: Double Entry
- Bookkeeping: Financial Statements
- Bookkeeping: Financial Statements & Statements Of Cash Flow
- Bookkeeping: Financial Reporting & Computerised Finance Systems
- Bookkeeping: The Finance Function Of An Organisation
- Payroll: Introduction
- Payroll: The Payroll Process
- Payroll: Computerised Payroll Using Thesaurus Software
- Payroll: Entering Employee Information
- Payroll: Entering Payroll Information
- Payroll: Computerised Payroll Process - Reports and Backup

SUMMARY:

Accurate bookkeeping and payroll are the foundation of every well-run business. This course will introduce you to the concepts, principles, and language of bookkeeping and payroll as they apply to small and medium-sized businesses. You will come to know how a finance department works and how bookkeeping and financial reporting underpins effective, data-based decision-making.

Over 12 weeks, build your confidence reading, interpreting, and producing day books, ledgers, closing balances, trial balances, cash flow statements, and financial statements. You will learn the hands-on skills of bookkeeping in an accessible and transferable way (using tools such as spreadsheets rather than a specific accounting solution). You will discover how payroll works and the legal and tax legislation that relates to it. You will use payroll software to set up new employees and determine their tax credits and cut offs. Practical payroll scenarios will be worked on using Thesaurus Software and a simulated Revenue Online Services (ROS) interaction.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

If you are planning to pursue a career in financial management or HR, or looking to progress into a more senior role, this course provides the practical knowledge you need. After just 12 weeks, you will be well-versed in financial management concepts and know how an SME's finance department works. You will understand the bookkeeping process and how financial information supports strategic decisions, plus have hands-on experience of a modern payroll system.

ASSESSMENT AND CERTIFICATION

This course is assessed through continuous assessment quizzes and exercises (60%) and a final practical assessment (40%) during which you will use Thesaurus payroll software to process employee information and generate a report.

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.

STUDENT PROFILE:

This course would suit professionals just starting out, already in a junior finance role, or who worked in finance in the past and are looking to refresh their knowledge. It would also suit business owners and entrepreneurs looking to upskill in financial management. The disciplines covered are universal, so these skills are applicable in any sector or industry. Students should be comfortable reading and interpreting tabulated numerical information, as well as performing basic mathematical operations such as calculating percentages.

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Professional Academy Diploma in

Customer Experience & Behaviour

Remodel your business relationships with this practical introduction to customer experience and behaviour. Learn why CX is one of the highest-priority disciplines for brands and how it can help your organisation to stand out from the competition – driving acquisition, retention, advocacy and loyalty.

STUDY OPTIONS:

Part Time: Evening
1 x 3 hour live online evening class per week over 12 weeks. Additional 2 hours of self-study per week

COURSE LENGTH:

36 hours

PROGRAMME STRUCTURE:

- Introduction to Customer Experience (CX) & Behaviour
- Understanding the Modern Consumer
- Planning Omnichannel Campaigns
- Customer Service vs Experience
- Customer Personas in Customer Experience
- Designing the Customer Experience
- Exploring Gaps in Customer Experience
- Employee Experience
- Insights & Metrics for CX Programmes
- Storytelling: Linking CX to CRM
- Customer Experience (CX) Value Across Organisations
- Course Review & Implementation

SUMMARY:

Customer experience is one of the most exciting areas of consumer research right now, and its value across the business cannot be overestimated. In this practical course, you will learn knowledge and skills applicable to your day-to-day role. After just 12 weeks, you will be able to communicate the value of CX approaches to your colleagues and senior management, as well as develop a CX strategy to help your organisation put customers at the heart of its business strategies.

Optimum customer experience is about understanding the different touchpoints in a business-consumer relationship, allowing your customers to feel valued. These can be anything from getting an answer from a chatbot to a face-to-face encounter with a salesperson. In CX, we move away from seeing customers as two-dimensional consumers and recognising that they are complex individuals with specific needs, displaying a variety of behaviours.

In knowing our customers and their motivations better, we can develop better ways to interact with them and start delivering value to them and the business. Key takeaways of this course will be understanding how to bring customer-centric thinking into a business, how to make experiences consistent across touchpoints (omnichannel experience), and how to measure and evaluate the value of CX.

Students taking part in this course will now have access to the EBSCO Online Library, free of charge, for the full duration of the course. Here you can browse thousands of relevant journal articles and other reliable academic and commercial texts like the Harvard Business Review, Bloomberg Businessweek and Forbes Magazine, to supplement your learning and assignments.

CAREER OPPORTUNITIES:

CX thinking benefits any professional whose role feeds into business development. You will be able to bring the insights learnt on this course to bear in a variety of professional roles. You will have the skills to communicate the value of CX to your organisation as well as apply customer experience to real-world situations. CX is a great career development opportunity and an increasingly valued skill with forward-thinking employers.

ENTRY REQUIREMENTS

This course is particularly suitable for professionals with marketing, sales or operations experience, or at least a grasp of basic marketing and consumer behaviour concepts. Experience in the marketing field is desirable but not mandatory.

ASSESSMENT AND CERTIFICATION

This course is assessed through a learning journal during the course (40%) and a written project at the end (60%). The written project involves applying the skills and knowledge you have learned to the development of your own CX Strategy.

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.

STUDENT PROFILE:

This course would suit professionals who want a career focused on customer experience, those looking to understand their customers better in order to strengthen their business, as well as those interested in pivoting their marketing/business strategies to take a more customer-centric approach. You will learn how to develop a customer experience strategy and apply it in practical ways across a business. This course doesn't explore digitalisation within the CX discipline or teach the use of CX tools.

Enrol today

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PROFESSIONAL
ACADEMY

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