



**PROFESSIONAL
ACADEMY**



Become Indispensable

UCD Professional Academy Diplomas.
Online and On Campus

2024

Meet UCD Professional Academy

Online professional learning that's built around you, with flexible courses that fit your schedule and your ambition. Learn from experts that lead their field, who are as hungry to unlock your potential as you are. All from an academy that makes employers sit up and take notice.



40+

UCD Professional Academy
Certifications and Diplomas

2000+

companies have trusted us
to train their teams

30,000+

professionals have
chosen to study with us

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- ▶ Why Study for a Professional Academy Diploma?
- ▶ Your Student Experience

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- ▶ Professional Academy Diploma in Leadership & Management
- ▶ Professional Academy Diploma in Change Management
- ▶ Professional Academy Diploma in HR Management
- ▶ Specialist Academy Diploma in HR Management
- ▶ Professional Academy Certificate in Business Coaching Skills
- ▶ Professional Academy Diploma in Diversity, Equity, Belonging & Inclusion (DEBI)
- ▶ Professional Academy Diploma in Hospitality Management
- ▶ Professional Academy Diploma in Women in Leadership
- ▶ Professional Academy Diploma in Influencing Without Authority
- ▶ Professional Academy Diploma in Mentoring for Professional Development
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Marketing

- ▶ Professional Academy Diploma in Digital Marketing
- ▶ Professional Academy Diploma in Social Media Marketing
- ▶ Professional Academy Diploma in PR & Marketing Communications
- ▶ Professional Academy Diploma in Event Management
- ▶ Professional Academy Diploma in Graphic Design
- ▶ Professional Academy Diploma in Digital Media Design



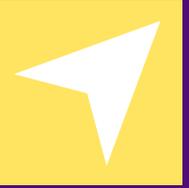
Data Analytics

- ▶ Learn the data analysis skills that will unlock your future
- ▶ Course comparison
- ▶ Professional Academy Certificate in Python Programming
- ▶ Professional Academy Diploma in Data Analysis Without Coding
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Digital & IT

- ▶ Professional Academy Diploma in Digital Transformation Management
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- ▶ Professional Academy Diploma in Digital Business Analysis
- ▶ Professional Academy Diploma in Artificial Intelligence for Business
- ▶ Professional Academy Diploma in Digital Product Management
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Business

- ▶ Professional Academy Diploma in Sales Management
- ▶ General Data Protection Regulation (GDPR) in Business
- ▶ Professional Academy Diploma in Office Administration
- ▶ Professional Academy Diploma in Finance for Non-Financial Managers
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- ▶ Professional Academy Diploma in Effective Business Communications
- ▶ Professional Academy 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.

Give your career an advantage, impress your employer and improve your potential with a recognised, respected certification.

You're in good company...

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



Why study for a Professional Academy Diploma?

Set your CV alight

Wherever you are in your career, there's always more to learn. Whether you're on a path of continued professional advancement or looking to meet mandatory training requirements, we'll help you develop and demonstrate the specialist skills and knowledge that will set you apart from the competition.

Plus, on many courses you can learn anytime, anywhere with our quality interactive online courses and Learning Management System (LMS).



CHALLENGE YOURSELF TO REALISE YOUR POTENTIAL

A Professional Academy Diploma can open up a whole new world of career opportunities and business ventures. These short courses are an ideal way to develop your expertise with current, practical skills that are recognised by employers.

On our Professional Academy Diploma courses, you'll meet like-minded people with similar goals to yours; people to learn from and learn with. We encourage group discussions and exercises, collaboration, networking, and mutual support.

UCD PROFESSIONAL ACADEMY DIPLOMAS

Our Professional Academy Diplomas are designed to help you build career momentum. Developed with industry thought leaders and specialists, our short courses teach practical, applied skills to support you to achieve your career and business goals. Professional Academy Diplomas are perfect for career-minded learners wishing to advance their professional skills and prospects, not just their academic credentials.

The Professional Academy is an independent wholly owned part of UCD, designed to address the need for skills development in the workforce. Our courses are widely accepted by employers and many students are sponsored to study by their organisation. They don't lead to a traditional university award such as a degree or a masters.

For full details of our certifications and governance, visit

www.ucd.ie/professionalacademy/governance

Together we'll take you further

We offer over 40 UCD Professional Academy Certifications and Diplomas that will help set your CV alight.

But beyond our extensive, expert-led courses, we provide fast and flexible care – always on hand to answer queries, support with challenges and ensure you have an engaging, rewarding learning experience.

We're the natural choice for ambitious professionals looking to strengthen career profiles with flexible skills development.



"I've never studied an online course before and it was incredible. The course was relevant to my day-to-day work, The topics were up to date and relevant to what was happening in the world at the time. I would highly recommend this course."

Leandro Costa,
Business Development Executive

EMPOWERING THROUGH ONLINE LEARNING

Our online experience brings all the benefits of an on-campus experience, but with greater flexibility. You don't need any specialist software and can study from your laptop, computer or phone – anytime, anywhere. All you need is an internet connection.

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

Live, interactive lectures are delivered via Zoom and available for download following each session. Join in with group discussions or Q&A sessions using your microphone and turn on your camera should you wish.

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

All your learning materials, timetable, and additional resources will be safely stored in the Learning Management System (LMS). Plus, because this is supported learning, lecturers are available to give you the individual support you need throughout the course.

“I would have been late for my lecture but with your help I definitely made it on time thanks to your help getting me onto Zoom rapidly!”

Selected Professional Academy Diplomas are now available in a flexible, on-demand format so you can fit them around your busy lifestyle. These are a combination of pre-recorded videos and optional live sessions where you can speak to our expert lecturers.

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.



STUDENT CARE

The Student Services team ensures you have an engaging and rewarding learning experience, giving you access to everything you need to succeed.

GETTING CERTIFIED

All our courses are delivered remotely. If you're successful, you'll receive a Professional Academy Diploma from the UCD Professional Academy (electronically via a secure platform) with a shareable link should you need to verify your credentials.

PAYMENT OPTIONS TO SUIT YOU

Your place can be secured on most of our Live Online or On Demand courses with a 50% deposit.

The remaining 50% can be paid 30 days after the course begins.

For full-time Bootcamp courses, 100% of the course fee should be paid before starting.

An additional 5% saving is available for single full payment at time of booking.

Standard terms and conditions apply, which can be found here at www.ucd.ie/professionalacademy/terms-and-conditions/

OPTION 1

Full payment **before** the start of the course

EXAMPLE COST OF COURSE

€1,700 *

**Example Fee €1615
(save 5%)**

T&Cs: *€1,700 given as an example only, course fees vary.

OPTION 2

Flexible payment plan. You will pay 50% deposit, with the remaining balance due within 30 days of the course commencing.

EXAMPLE COST OF COURSE

€1,700 *

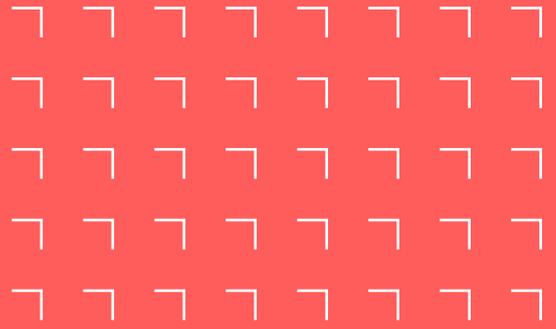
EXAMPLE INSTALMENT 1:

€850 (50% paid at the time of booking)

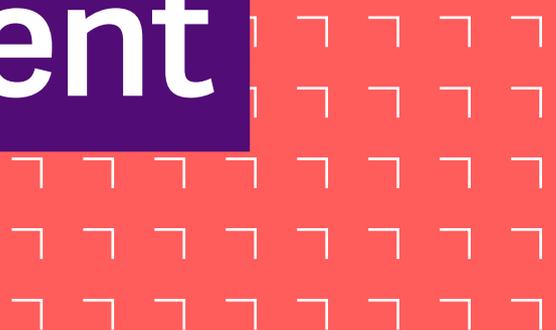
EXAMPLE INSTALMENT 2:

€850 (50% of the balance due within 30 days of the course start date)

T&Cs: *€1,700 given as an example only, course fees vary.



Leadership & Management Courses





It's important when looking to progress in your management career 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

Project Management

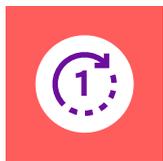
Learn to manage projects effectively and efficiently with this comprehensive course for project management professionals. Learn to initiate, run, and close projects of all kinds. This course will equip you to work in virtually any industry, with any methodology, and in any location.

STUDY OPTIONS:



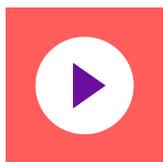
Part Time

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



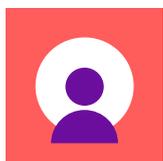
Full Time: 1 Week Bootcamp

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

COURSE 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 course 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 course 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 Academy Diploma in Project Management is assessed through an in-class exam as well as a written project/paper.

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

This course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

The Project Management course 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



Leadership & Management

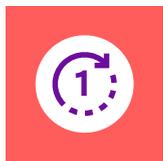
This course enables leaders and managers to explore the skills and tools involved in successful people management. It builds an in-depth understanding of the complex practice of managing and motivating individuals, teams, and organisations.

STUDY OPTIONS:



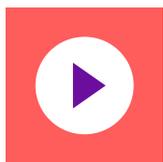
Part Time

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



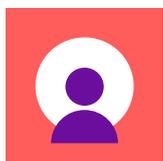
Full Time: 1 Week Bootcamp

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

COURSE 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 course 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 Professional Academy Diploma is an excellent addition to the CV of any career-minded professional.

ASSESSMENT AND CERTIFICATION

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

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

This course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course 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 course.

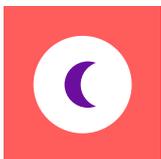
Enrol today



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

COURSE 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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.

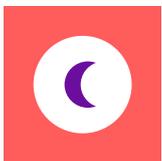
Enrol today



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

STUDY OPTIONS:



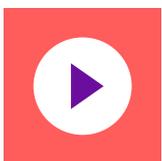
Part Time

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)



On Demand

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

COURSE LENGTH:

36 hours

COURSE 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 Academy 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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.

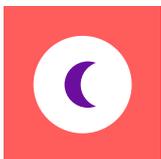
Enrol today



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

COURSE 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

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.

COURSE 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 Academy 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 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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.

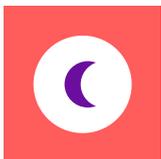
Enrol today



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.

STUDY OPTIONS:



Part Time: Evening

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

COURSE LENGTH:

30 hours

COURSE 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

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.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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.

Enrol today



Diversity, Equity, Belonging & Inclusion (DEBI)

Organisations of every kind need to ensure they are building inclusive work cultures while reducing reputational risk. This insightful course will take you through the benefits and processes of bringing true diversity, equity, belonging, and inclusion into the workplace. We take you beyond the legalese and show you ways to drive real change in leadership behaviour, recruitment practice, and people management. Support your colleagues in becoming better allies and help your business to close the diversity gap!

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks. Plus exercises and assignments.

COURSE LENGTH:

36 hours

COURSE STRUCTURE:

- DEBI: Introduction & Overview
- Understanding Equality
- Human Rights in Ireland
- Neurodiversity
- Successful People Management: Approaches to Diversity
- Building an Inclusive Workplace
- Inclusion & Belonging Strategies (Part 1)
- Inclusion & Belonging Strategies (Part 2)
- Dignity at Work
- Diversity & Leadership
- Managing the Changes
- Course Summary & Assignment Overview

SUMMARY:

Issues such as equality and diversity are universal, and organisations cannot ignore their responsibilities in this area. This timely course will take you through all the relevant laws, obligations, and codes of conduct so that you can look at diversity, equity, belonging, and inclusion (DEBI) in the context of your workplace and address any shortfalls.

With a focus on practical ways to model and foster a culture of conscious inclusivity, this course will help you drive intentional, organisation-wide change. You will learn how to create a programme for creating an inclusive workplace and be able to develop a successful people management approach to neurodiversity in the workplace.

Learn about specific hurdles to building safe, inclusive workplaces, such as unconscious bias. Discover strategies for handling complaints of bullying or harassment, as well as a host of other practical ways to bring a diverse and inclusive focus across all your organisation's activities.

CAREER

OPPORTUNITIES:

Addressing issues of diversity and inclusion in the workplace is no longer a luxury for organisations but a hard reality. For this reason, professionals with a real understanding of and expertise in this area are highly sought-after. With the skills and knowledge obtained on this course, you may be able to add DEBI responsibilities to your role, seek promotion to a role that includes such responsibilities, or push for the creation of a new DEBI position in your organisation.

ASSESSMENT AND CERTIFICATION

This course is assessed through a weekly student learning log and a report of around 3,000 words, submitted at the end of the course. Your learning log should demonstrate how you used the concepts presented each week to start building your understanding of diversity and inclusion. Your final report will bring together all the concepts and insights to present key points of the studied subjects and reflect on the challenges that come with a diverse workforce and how to deal with them. Students will be asked to reflect on their own workplace and evaluate it from the DEBI perspective.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

Enrol today



STUDENT PROFILE:

The themes explored will be of interest to professionals at every level and working in any sector. Anyone who is responsible for recruiting, leading teams, managing employees, minimising risk, and supporting organisational performance will benefit from this course. It would be of particular interest to professionals working in human resources; a diploma or other qualification in human resources would be an advantage but is not essential.

Hospitality Management

A unique course offering professionals the tools and skills to climb the career ladder in hospitality. The ideal way to develop your leadership skills and gain a deeper understanding of how hotel businesses work today. With its focus on the operational and strategic departments in a hotel, you will learn best practice in vital areas such as rooms, food and beverage, marketing, HR, and technology. In addition, students will examine hospitality trends here in Ireland, as well as in the United Kingdom and across Europe.

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks. Plus exercises and assignments.

COURSE LENGTH:

36 hours

COURSE STRUCTURE:

- Introduction to the Hospitality Sector
- Principles of Hospitality Management
- Health & Safety
- Food and Beverage & Culinary Studies
- Rooms Management & Reservations
- Leading A Hotel Team
- Human Resources (HR) For Your Team
- Customer Service & Customer Experience
- Hotel Marketing & Social Media Management
- Hospitality Technology
- Hotel Sales & Revenue Management
- Strategic Hospitality Management

SUMMARY:

Hospitality is one of the world's fastest-growing industries. Competition is fierce, expectations are high, and innovation is essential. With a blend of theory and practical applications, this course will prepare students for a variety of supervisory positions within the hospitality industry – whether you want to focus on food and beverage, rooms division, or general management.

Learn how the different departments and divisions within a hotel function interact to deliver a first-class service to guests. You will cover some of the core operational responsibilities that keep a hotel running smoothly, for example running a social media campaign, fire safety training, revenue management, or using standard operating procedures (SOPs).

In addition, you will reflect on your role as a leader and explore concepts such as leadership styles, effective communication, dealing with team members performance issues, and strategic management. By the end of the course, you will know what it takes to deliver excellent service, problem solve day-to-day issues in the hotel, and work confidently with other managers in the business.

CAREER OPPORTUNITIES:

This course will allow you to position yourself for leadership roles in operational or strategic departments in a hotel. Giving you a thorough grounding in how hotels work on a day-to-day basis, you will be able to demonstrate knowledge and skills in key areas such as health and safety or human resources, displaying an understanding of industry best practice and innovation in Ireland and abroad. The concepts and strategies learnt on this course will give you the confidence to problem solve effectively when faced with operational issues.

ASSESSMENT AND CERTIFICATION

This course is assessed through a weekly action learning log (worth 40% of your assessment) and a written essay of around 3,000 words (worth 60% of your assessment). Your learning log will reflect on the studied material in the form of a journal analysing the material from the class and showing how it relates to your role. The essay will take one topic from the course and outline in detail how you would apply its principles within your current workplace or role to address a business problem or exploit an opportunity.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course is suitable for someone who works in hospitality and has an eye on moving into a supervisory/management role or an entrepreneur thinking of starting a hospitality business. It would also suit a professional who is already in a management role and looking to jump into the sector. Experience working in hotels isn't essential, but you should have a real interest in this area. With a focus on operations and team management, this course doesn't look at using specific software packages, accounts and budgeting, engineering and maintenance, or menu development.

Enrol today



Women in Leadership

An inspirational course that will help leaders, especially women leaders, overcome challenges and seize opportunities in areas of leadership, relationships, and management. With activities and discussions that encompass direct experiences, research, and current trends, you will explore your own approaches to leadership and learn concrete ways to improve your communication and relational skills, plus your ability to influence, organise, and network.

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks. Plus exercises and assignments.

COURSE LENGTH:

36 hours

COURSE STRUCTURE:

- Lead Without Limits
- Setting the Direction
- Defining Your Leadership Brand
- Why a Leadership Brand Matters Most for Women
- Improve Your Leadership Effectiveness
- Effective Conflict Management at Work
- Leveraging Your Confidence
- Increasing Your Impact
- Owning Your Authority
- Increase Your Influence
- Broaden Your Horizons
- Seeing the Bigger Picture

SUMMARY:

Working through areas of leadership such as problem solving, decision making, conflict management, power dynamics, conversations, and influencing, this course takes a practical look at what it means to be a woman in leadership today. Whether you are a woman in leadership yourself, or work with female leaders, you will gain valuable insights into what it takes to succeed as a leader.

This course offers a comprehensive examination of leadership from a gender-inclusive perspective, focusing on female leaders. You will be asked to review the main areas of leadership from the perspective of a female leader – unpacking the challenges and roadblocks women face in business and exploring strategies for promoting gender equality and inclusivity in the workplace.

Delving into the latest research, workplace trends, and personal experiences, you will develop your self-awareness while finding better ways to navigate issues such as bias or power dynamics. You will also learn to advocate for women and build a strong network of peers to guide and support you in the future.

CAREER OPPORTUNITIES:

This course will help you develop and enhance your leadership skills and strategies, which can directly benefit your career progression. You will be better prepared to assume leadership roles and responsibilities, as well as demonstrate a unique interest and investment in women in leadership roles, whatever your gender. The knowledge and insights gained on this course would be of particular benefit for leaders with responsibilities relating to gender equality, inclusivity, women's issues, etc.

ASSESSMENT AND CERTIFICATION

This course is assessed through a weekly action learning log (worth 40% of your assessment) and a written assignment at the end of the course (worth 60% of your assessment). The weekly log will require you to answer three reflective questions, covering what you have learned and how you could apply this knowledge, after each lesson. Each log is expected to be around 125 words long. The written assignment is part discussion and part self-reflection and is expected to be around 3,000 words long. It will explore two pieces of research and how the skills you have learned have impacted your own leadership.

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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course is open to people of any gender, although it will be particularly relevant for women who are in leadership positions or aspiring to move into such a role. While focusing on women's experiences in the workplace, this course doesn't specifically cover feminist theory (although much of the research discussed may be influenced by it). Leadership theory is covered where it relates to research into women's leadership rather than leadership theory in general. The skills and knowledge covered are not industry specific and can be instantly applied in a wide range of leadership and advocacy roles.

Enrol today



Influencing Without Authority

Organisations today are evolving, adopting agile structures that rely less on traditional hierarchies and more on collaboration and support within and between teams. In this dynamic landscape, influence without authority has become a vital skill for professionals. As business consultant and motivational speaker Ken Blanchard said, "The key to successful leadership today is influence, not authority." On this dynamic course, discover how to successfully bring individuals and teams together, effectively champion your ideas, and achieve your goals.

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 10 weeks. Plus exercises and assignments.

COURSE LENGTH:

30 hours

COURSE STRUCTURE:

- Influence, Persuasion, Authority & Power in Today's Organisation
- Emotional Intelligence, Communication Skills & Powerful Words
- Reciprocation, Commitment & Consistency
- Social Proof, Unity & Social Influencers
- Being in Authority Vs Being an Authority
- Likeability, Relationships & Networks
- Principles for Building a Successful Rapport with Anyone
- Scarcity & Shortcut Decision Making in a Fast-Paced Context
- Dealing with Resistance & Negotiation
- Putting it All Together: Course Summary

SUMMARY:

Complexity within organisations is now the norm, with multidisciplinary and multilocational teams, project groups, and working groups collaborating on projects. This fluidity means there is less reliance on hierarchy or traditional ideas of authority. Instead, organisations rely on collective collaboration and support of individuals and teams. In this environment, influence is how you can make real progress. This course will guide you through the art of influencing others without relying on positional power.

On this fascinating course, we will explore the key principles of influence and emotional intelligence, helping you to develop self-awareness and an understanding of others. You will explore the fundamentals of communication skills and the power of active listening and effective verbal and written communication. This includes looking at influential language techniques that can enhance your persuasiveness. The course also delves into the concepts of social proof and unity as influential factors. You will examine the dynamics of social influencers and their transferable techniques in day-to-day organisational settings.

The course is led by an experienced leader who has honed their influence skills across a successful career. The material includes lots of practical examples of the concepts covered and draws on inspiration from great influencers, plus you will be encouraged to put your learnings into action and share insights with your student cohort. Additional reading and podcasts will be recommended to help you deepen your understanding and sharpen your skills as you embark on your journey of mastering influence.

CAREER OPPORTUNITIES:

If you are someone who wants to effect change, you need to be able to bring people with you. This course will give you strategies to work with team members and colleagues in a collaborative and supportive manner that achieves your goals and allow you to contribute to organisational success beyond your formal role or title. You'll learn skills to influence both horizontally and vertically in the organisation, helping you to become identified as someone who 'gets things done'. This is the kind of quality that can help you push for additional responsibilities or promotion as you progress in your career. You will also be ready to influence job interviews, demonstrating interpersonal skills, self-awareness, and credibility to potential employers. Whether leading a team, managing projects, or seeking to influence stakeholders, your capacity to persuade and inspire others will set you apart as an effective and influential leader.

ASSESSMENT AND CERTIFICATION

This course is assessed through two assignments, a reflective practice report and a final written project, allowing you to demonstrate your understanding of the course. The reflective practice report (worth 40% of your assessment) will discuss how you have applied 4-6 of the tools or strategies covered during the course in your personal or professional life, then reflect and evaluate them. The final project of approximately 3,000 words (worth 60% of your assessment) brings together the practical application of several principles of influence in a given scenario. Students will be asked to submit their proposed scenario for approval no later than week 5 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course is ideal for anyone who wants to excel in team leadership or mid-management roles, including project managers and assistant project managers. It would also be valuable for professionals in roles such as sales, marketing, or HR, and entrepreneurs or business owners. The principles and techniques learned will help you build a strategy to influence others, gain their support, and bring them around to your way of thinking - even where you don't have formal authority over them. This course is not a leadership course or a management course, however leaders and managers will learn many useful concepts, including how to put the key principles of influence into practice. Influencer skills are valuable across any industry or sector.

Enrol today



Mentoring for Professional Development

This transformative course will equip you with the skills and knowledge to become an exceptional mentor. Mentoring is a vital tool for balanced lifelong learning and professional development. Through a lens of clear career development goals, this practical course gives you the skills, knowledge, and approaches to make the most of any long-term mentoring relationship – as both a mentor and a mentee. Ideal for those new to mentoring or a professional looking to refresh their mentoring skills with some new perspectives

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 10 weeks. Plus exercises and assignments.

COURSE LENGTH:

30 hours

COURSE STRUCTURE:

- Introduction to Mentoring
- The Mentoring Process
- Management Styles
- Mentoring for Professional Development
- Maintaining Motivation
- Mentoring & Emotional Intelligence
- Feedback in the Mentoring Process
- Communication & Listening Skills
- Team Mentoring
- Developing a Mentoring Programme

SUMMARY:

Modern leadership has moved away from autocratic management styles to embrace mentoring and coaching methods, improving both motivation and performance. Mentoring is an excellent way to promote knowledge retention and knowledge transfer within a team or organisation and is a powerful tool for career progression. In a corporate landscape littered with challenges such as retaining staff and preserving institutional knowledge, mentoring is the opportunity!

This course looks at the mentoring relationship from both sides, teaching you how to be a good mentor and mentee. With a strong focus on building long-term relationships that achieve major development goals, the course will introduce you to vital skills such as reflective observation, empathy, and self-awareness. Learning how to apply emotional intelligence, you'll come to understand what motivates others, and yourself, and how this can be influenced to achieve positive outcomes.

The rounded learnings of this course will also enable you to develop an effective mentorship programme for your own organisation. With plenty of opportunity for feedback and group discussions, you will learn to navigate difficult conversations with finesse, foster supportive and productive environments that encourage a culture of continuous learning, and drive performance and retention. This inspiring exploration will help you become an outstanding mentor and unlock your potential for personal growth, enhanced emotional intelligence, and professional excellence.

CAREER

OPPORTUNITIES:

A well-rounded professional has a wide range of soft and hard skills, and mentoring expertise is a powerful tool for career progression. To be of true value in an organisation, your ability to empower and bring value to others is as important as the role-specific skills and knowledge you possess. Demonstrating your ability to both mentor and be mentored, this course will give you the confidence to discuss interview topics such as problem solving using mentorship techniques, applying emotional intelligence, and strategies for improving motivation and therefore performance.

ASSESSMENT AND CERTIFICATION

This course is assessed through two assignments, a weekly reflective log in a form of a journal and a final written project, allowing you to demonstrate your understanding of the course material and how it applies in a real-world scenario such as your current role. The journal (worth 40% of your assessment) is completed weekly and the final project (worth 60% of your assessment) of approximately 3,000 words is submitted after the end of the course. This will demonstrate the depth of your understanding of the opportunities and challenges of mentoring and how they can influence the growth and development of a team within an organisation.

Your UCD Professional Academy Diploma will be issued electronically on a secure platform, with a link that you can share with employers and others wishing to verify your credentials. You'll also be able to add the certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course would suit anyone who wants to continue developing their professional careers and become more successful in seeking, establishing, and driving productive mentorship relationships. It is particularly relevant for individuals who have built up expertise and now want to contribute in a structured, productive, and rewarding way. It would also be beneficial for professionals who are planning to implement mentorship programmes in their organisations and would like a good understanding of the dynamics and benefits of mentorship. This course focuses on mentoring and does not cover coaching skills.

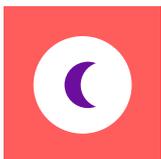
Enrol today



Team Development for Success

Harnessing expertise, fostering innovation, achieving goals efficiently, and building resilient and adaptable workforces are essential components of business success. The key to unlocking such outcomes is effective team management. Learn to spearhead successful teams with this pragmatic course that blends visionary leadership theories with concrete team-building skills. Influence positive change and contribute to organisational performance as you develop a versatile skill set that is valued at every level and across industry.

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 10 weeks. Plus exercises and assignments.

COURSE LENGTH:

30 hours

COURSE STRUCTURE:

- Introduction to Leadership & Leadership Styles
- Leadership for the Team Leader
- Leadership & Team Building
- Communication in a Team Context
- Coaching & Mentoring in Teams
- Motivation, Actualisation & Engagement
- Case Study
- Emotional Intelligence & Regulation
- Manage Meetings - Training & Development for Teams
- Develop & Manage Conflict

SUMMARY:

Delve into the intricacies of team dynamics, developing your ability to channel diverse strengths towards unified goals. This course will equip you with a thorough understanding of team leadership essentials, from shaping a team's mission to navigating complex interpersonal dynamics. Expanding into related skills such as mentoring or coaching, you will learn to inspire, engage, and motivate team members through effective communication as well as established techniques and tools.

A significant aspect of this course is its emphasis on emotional intelligence (EQ) to improve team performance and build relationships. This is an important capability that you will develop in yourself as you explore its impact on team efficacy and strengthen your own self-awareness, self-management, and emotional reasoning. Learn to craft and convey compelling visions that resonate with team members and develop the capability to transform potential conflict into constructive dialogue. Reflect on and refine your own leadership style and practice the nuances of motivational communication and strategic team development.

Structured around interactive modules that blend theoretical knowledge with real-world application, the course provides deep, hands-on understanding of team leadership practices, ensuring that you emerge with both the ability and confidence to apply them in your professional setting. By the end of your journey, you will have acquired the capabilities to steer teams towards success, inspire peak performance, and cultivate a collaborative culture, setting you on a course for long-term professional fulfilment.

CAREER

OPPORTUNITIES:

The Professional Academy Diploma in Team Development for Success will enhance your leadership toolkit, especially if your role involves team management or you aspire to such positions. Leaders who can build, manage, and inspire high performance teams are valued by employers. By demonstrating your ability and confidence in this area, you can position yourself as an asset with versatile and transversal capacities such as leadership, effective communication, and emotional intelligence. Showing your tangible commitment to professional growth helps you to gain increased recognition within your current role, open doors to new opportunities, and potentially accelerate your career trajectory).

ASSESSMENT AND CERTIFICATION

This course is assessed through two written assignments. The first is an action learning log (worth 40% of your assessment) that captures how your understanding of team development has evolved during the course. The second assignment (worth 60%) allows you to apply what you have learned to solve a real-world problem or pain point in your professional context.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course is designed for proactive, people-oriented individuals who are involved in or aim to lead teams within an organisation. It would suit professionals who are new to leadership roles, as well as more experienced managers looking to improve their team development skills. While the course doesn't cover all aspects of leadership or management theory, it does provide tools to tackle the specific challenges of leading and developing teams effectively. The ideal participant is someone eager to learn about the intricacies of team dynamics and how to apply these skills directly to their work environment.

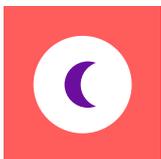
Enrol today



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

COURSE LENGTH:

15 hours

COURSE STRUCTURE:

- Underpinning Theories and Concepts I: From Organisation Design to Role Competencies
- Underpinning Theories and Concepts II: From Communication to Culture
- Monitoring, Tracking Results: Intervention Strategies & Removing Barriers
- Acknowledging Success and Managing Underperformance
- Approaches to Appraisals: Job Reviews and Recruitment, Change and Talent Management

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 Academy Diploma in Performance Management is the perfect way to demonstrate your understanding of the nature and purpose of performance management.

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

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

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

The course is assessed through two projects. Assessment 1 (40% of your overall grade) is a Learning Log (min. 1,500 words), where concepts experienced throughout the modules are reflected upon in the context of practical settings. Secondly, Assessment 2 (60% of your overall grade) is an assignment report (min. 3,000 words) on the topic of a Performance Management framework critique or plan. Assessment 1 is due two days after the course ends, whereas, assessment 2 is due two weeks after the course ends.

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This course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

Enrol today



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.



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

Digital Marketing

This comprehensive 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



On Demand

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

COURSE LENGTH:

36 hours

COURSE 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 course will equip you with the knowledge, skills, and techniques to become a smart and capable player on the digital stage.

On this course, 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 course 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 Academy Diploma will allow you to demonstrate your capabilities to prospective employers.

ASSESSMENT AND CERTIFICATION

This Professional Academy 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.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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 Professional Academy 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



Social Media Marketing

This Professional Academy Diploma course will transform how you perceive, engage, and succeed on social media platforms. Beyond the basics, we unveil the tactics and tools, including AI, that will help you deliver value in this evolving landscape. Whether you're crafting your brand's digital identity or driving tangible business outcomes, our blend of real-world insights, strategic frameworks, and practical methodologies promises to elevate your skills from novice to expert.

STUDY OPTIONS:



Part Time: Evening

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

COURSE LENGTH:

36 hours

COURSE STRUCTURE:

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

SUMMARY:

Join us to unlock a holistic understanding of social media marketing that transcends trends, equipping you with the knowledge to not only adapt but thrive on platforms such as TikTok, Facebook, and LinkedIn. The curriculum covers a broad spectrum of topics, from the fundamental principles of social media marketing to the advanced nuances of AI integration in campaign strategies.

You'll gain insights into the roles of key social channels, learn to optimise your content for different platforms, and understand how to leverage analytics for strategic decision-making. Through real-world case studies, you'll witness firsthand the transformative power of effective social media marketing in achieving business objectives, enabling you to apply these lessons to your own contexts.

The course is structured to foster a deep understanding through engagement—you will participate in discussions, work collaboratively, and receive constructive feedback tailored to your personal or professional projects. With a blend of theoretical knowledge and practical application you will build your confidence and competence in social marketing, ensuring you're not just ready for today's challenges but also tomorrow's opportunities.

CAREER

OPPORTUNITIES:

Providing you with a broad understanding of the latest trends and tools, including strategic planning and AI in marketing, this course will enhance your expertise and give you a competitive edge in the job market, making you highly attractive to employers seeking professionals with up-to-date knowledge and versatile skills. You'll learn to think strategically and align social media efforts with business goals, effectively communicating and showcasing your campaigns and results to a diverse stakeholder audience. The fluency and clarity you develop will help open the door to a wide array of career opportunities in this space.

ASSESSMENT AND CERTIFICATION

This course is assessed through a practical project, culminating in a presentation (PDF slide deck) that showcases your ability to craft and execute a comprehensive social media marketing campaign addressing specific challenges and circumstances. The assessment brief is shared at the beginning of the course and throughout the course a variety of samples, prompts, and exercises will lead to the completion of the project.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course is for individuals at any career stage looking to harness the power of social media marketing in a variety of roles. Whether you're a business owner, an influencer, a professional in a related role, a career starter, or a seasoned marketer, this course will equip you with the tools and knowledge to excel in social marketing. We cut through the high-level abstract theory to give you real-world insights, working methodologies and tools, and a systematic approach. Leverage the latest technologies and navigate this fast-changing landscape with confidence and professionalism.

Enrol today



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

COURSE 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

This course 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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



Event Management

Step into the exciting world of event management, where you will fuse creativity and practicality to create extraordinary experiences that audiences love. This course takes you through every key step of event planning and execution - from conceiving innovative concepts to evaluating your triumphant success. Brimming with real-world case studies, interactive discussions, and hands-on exercises, this course will equip you with the skills and knowledge to start designing events that leave a lasting impression

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks. Plus exercises and assignments.

COURSE LENGTH:

36 hours

COURSE STRUCTURE:

- The Four Stages of Event Management
- Event Planning
- Coordinating Your Event, People & Budget
- Venue Management
- Event Production
- Event Health & Safety: Part 1
- Event Health & Safety: Part 2
- Outdoor Events & Festivals
- Corporate Events
- Introduction to Marketing for Events
- Evaluating the Success of Your Event
- Event Sponsorship

SUMMARY:

On this foundational course, you will learn the art and science of crafting unforgettable events that resonate with your attendees. You will delve into the core concepts of event management, exploring the four essential stages – conceptualisation, articulation, execution, and evaluation – and learning how they come together in the development of a wide variety of event experiences.

As the saying goes, “Fail to plan, plan to fail.” That’s why this course focusses on developing your organisational skillset, exploring vital areas such as evaluating feasibility, defining event themes, and executing a strategic planning process that maximises strengths and opportunities while minimizing weaknesses and threats (SWOT). You will discover the importance of setting a comprehensive event timeline and using anchor points as guideposts to ensure seamless coordination and execution.

You will also dive behind the scenes to explore the technical, production, and personnel aspects of event coordination. You will gain valuable insights into creating schedules, budgets, timelines, and production plans, ensuring that every element falls into place. You will also discover the various event management structures that facilitate smooth communication and foster a collaborative environment.

Importantly, this course covers vital safety and risk management factors in event management, allowing you to ensure the welfare of all involved. Marketing strategies and sponsorship tactics will further enhance your ability to attract participants and elevate the reputation of your events in the marketplace. This 12-week course will help you hone your approach to event management and start crafting immersive and engaging events.

CAREER OPPORTUNITIES:

Ireland’s events sector is worth approximately €3.5 billion and hires over 35,000 individuals across company and freelance roles. Post-pandemic, there has been a marked increase in events across all sectors. This means that event management skills are more in demand than ever, and particularly promising in areas such as hospitality, marketing, and sales. Whether you aspire to work in-house, in-agency, or as a freelancer, this course will provide you with the foundational skills and administrative tools to create and produce events. In addition, this discipline develops universal skills that would benefit you in a wide range of careers beyond event management, for example organisation, time management, coordination, communication, problem-solving, and creativity skills.

ASSESSMENT AND CERTIFICATION

This course is assessed through two assignments, a recorded presentation and a final written project, allowing you to demonstrate your understanding of the course material. The recorded presentation (worth 20% of your assessment) allows you to explain your idea for a hypothetical event that would be a good cultural and artistic fit for the Galway International Arts Festival. The report of approximately 2,500 words (worth 80% of your assessment) is your pitch document for the same hypothetical event. Both assignments are due 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

Enrol today



STUDENT PROFILE:

This engaging course is ideal for early-career event professionals looking to upskill and elevate their position in the industry as well as those who would like to pursue a role in event management but have no experience in the field. The course content places an emphasis on contextualising learning material in an accessible way, and there are lots of opportunities for interactive discussion, feedback, and knowledge transfer. After just 12 weeks, you will have a strong foundation in event management theory, a toolkit of templates, and the confidence required to conceptualise, plan, and manage your own events. This course does not focus on leveraging events as part of a marketing strategy. While some practical event management experience can be beneficial, it is not essential.

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

COURSE 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 Academy 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.

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This course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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



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

COURSE 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

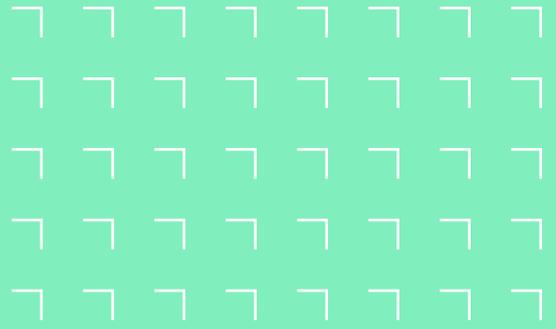
We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

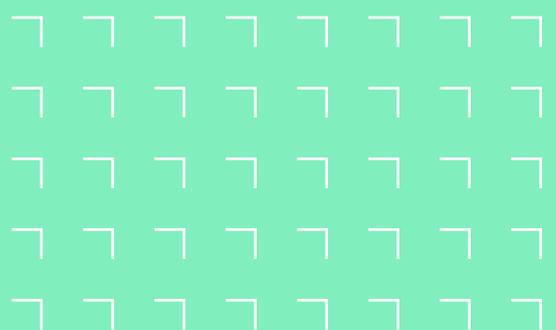
This course is ideal for anyone who needs to create appealing visual content for their job or business, or to help build their personal brand. You may be a marketing or content professional, a business owner or entrepreneur, someone who has been tasked with managing social media channels for a business, 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.

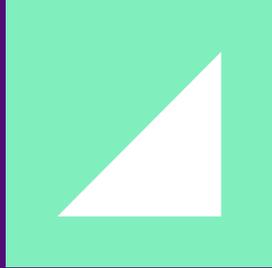
Enrol today





Data Analytics Courses





Data Analytics Courses

Looking to develop your knowledge in the field of data analytics? Then check out our full range of data analytics courses from beginner to advanced courses. Depending on your knowledge level you can choose between six different Professional Academy Diplomas or certificates, in which you'll learn advanced skills to apply to your career. Develop your data analysis skills across a number of areas including Python, Matplotlib and Seaborn. It's never been more important to be able to understand and clearly communicate data concepts.

Learn the data analysis skills that will

Unlock your future

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.

PYTHON – THE FOREMOST LANGUAGE IN DATA SCIENCE

Most of our coding 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!



Course comparison

DATA ANALYSIS WITHOUT CODING

Perfect for individuals wanting to develop their analytical skills, without learning to code. Harness your data using popular software tools such as Microsoft Excel, Power BI and Tableau and create valuable business insights for your organisation.

Non Coding

ADVANCED EXCEL

Master your spreadsheets and discover how to use your data to solve common headaches. Analyse and visualise data, organise information, and manage projects. Plus, leverage the incredible power of AI to automate and bring new dimensions to your data analysis.

Non Coding

DATABASE FUNDAMENTALS

Develop the skills to build databases, extract and manipulate data to deliver real business value while following best practice in data management, security, and stewardship. Plus dip into the emerging trends and evolutions in data management and database management systems.

Coding

PYTHON PROGRAMMING

This short, practical course provides a solid foundation in Python. Considered one of the simplest languages to learn, you'll soon create functions, manage data structures and use libraries that allow you to quickly process your data.

Coding

DATA ANALYTICS: VISUALISATION

Bring your data story to life. This interactive, hands-on course introduces you to the techniques needed to work with large datasets in Python programming language, delivering clean, simple visualisations of your data and insights.

Coding

DATA ANALYTICS: MACHINE LEARNING

Continue your data science journey by creating your own machine learning solutions using Python. Discover supervised and unsupervised learning, neural networks, and other methods as you learn to implement machine learning techniques using real-world datasets.

Coding

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

COURSE 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 5 small weekly exercises, which must be passed, and a final project involving a set of defined tasks. The final project determines the final grade of the course. 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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



Data Analysis Without Coding

If you've always wanted to add data analysis skills to your CV but were intimidated by the need to learn programming languages such as Python or C++, this course is for you. Learn to prepare, blend, and analyse datasets using common software solutions – Excel, Power BI, and Tableau – to uncover valuable insights and drive business decision making. No coding required!

STUDY OPTIONS:



Part Time: Evening

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

COURSE LENGTH:

36 hours

COURSE STRUCTURE:

- Everyday Data Analysis
- Data Fundamentals
- Excel Fundamentals
- Excel Statistical Analysis
- Excel Workshop
- Power BI: Getting Started
- Power BI: Intermediate
- Power BI: Case Study
- Introduction to Tableau
- Creating Dashboards in Tableau
- Tableau: Case Study
- Data Communication

SUMMARY:

Data has become a vital factor in problem solving and decision making. Most professional roles require you to either present or understand data analysis. This practical and experiential course will take you through the essentials of data analysis, so you understand how to think about data and use data within your organisation without having to write a single line of code.

Excel, Power BI, and Tableau are some of the most widely used solutions in business. This course will show you how to use these tools to collate, clean, sort, blend, and analyse your datasets, then present your findings in the most effective manner (charts, graphs, dashboards, and other visualisations). These transversal skills will be applicable in all kinds of roles and at every level in an organisation.

Designed to be interactive and hands-on, this course is ideal for professionals who don't wish to learn coding but recognise the importance of data in their organisation. It will help you understand the challenges and opportunities that data analysis presents in industry and equip you to become a better communicator of data.

CAREER OPPORTUNITIES:

Almost every professional role now includes an element of data analysis. Data insights can improve outcomes in any department and across every sector or industry, making data analysis a highly sought-after skill. The business intelligence and analytics solutions you'll discover on this course are widely used by companies like Amazon, Experian, and Unilever to explore, display, and securely exchange data. This UCD Professional Academy Diploma will demonstrate your ability to create reports and dashboards with ease and confidence. This course is also the ideal introduction for students considering a career track such as Data Analyst, Data Scientist, Data Engineer, or Machine Learning Scientist.

ASSESSMENT AND CERTIFICATION

This course is assessed through an Excel project (worth 40% of your assessment) completed half-way through the course and a final project (using either Power BI or Tableau) at the end of the course (worth 60% of your assessment). Both assignments involve analysing data to reveal and visualise useful insights, with an accompanying report explaining how your project was planned and executed. You can use a dataset of your own choosing (for example, one that is representative of your role or simply a topic you are interested in) or pick from pre-prepared datasets.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course is ideal for professionals who need to start incorporating data analysis into their daily work but do not have the time or desire to learn programming languages such as Python or R. The emphasis is to introduce the fundamental concepts of data analysis and then show you how to gather and visualise data using some well-known tools. If you are interested in learning about the process of data collection and interpretation - with a practical focus on how data is used and how we can gain valuable insights from it - this course is for you!

Enrol today



Advanced Excel

According to a recent study, some 12% of spreadsheets contain serious errors. As we all know, bad data means bad decisions. On this course, you'll discover more advanced methods for importing and cleaning your data in Microsoft Excel - including techniques to ensure your data stays clean - then look at ways to extract valuable business insights from it. Learn time-saving skills and explore automations and AI to understand how to unlock the power of your Excel spreadsheets!

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks. Plus exercises and assignments.

COURSE LENGTH:

36 hours

COURSE STRUCTURE:

- Understanding Excel Data Types
- Efficient Navigation, Data Entry & Data Manipulation
- Data Conversion & Cleaning
- How Formulas Work
- Solving Real-World Problems With Formulas
- Efficient Data Search
- Workshop 1: Solving Real-World Problems
- Stamping Out Errors: Data Validation & Automation
- Building a Simple Interactive Dashboard
- Improving Dashboards & Adding Graphics
- Using Artificial Intelligence With Excel
- Workshop 2: Enhancing Real-World Scenarios

SUMMARY:

Spreadsheets are the go-to format for transmitting data in areas such as marketing, finance, project management, operations, and human resources. If you want to progress from casual Excel user to expert data whisperer, this highly practical course is for you. With plenty of use cases, peer collaboration, and real-world datasets, you'll develop your confidence using Excel to perform a wide range of tasks relating to your role.

You will learn the different ways to navigate, manipulate, and clean data from multiple sources, as well as apply suitable data types for common scenarios. You'll leave basics such as SUM and AVERAGE far behind as you dive into the real power of formulas and functions, using them to problem solve real-world datasets.

Whether you collect data for sales, performance, accounting, projects, strategies, or administration, you need effective ways to get true business value from it. That's why this course also covers how to create interactive dashboards and meaningful data visualisations in Excel. Lastly, you'll explore trends and innovations in Excel, both current and upcoming, such as the integration of Artificial Intelligence (AI) capabilities.

CAREER OPPORTUNITIES:

Microsoft Excel is a universal tool for data management and analysis, meaning the skills learned on this course will be pertinent in any industry or sector. Practical problem-solving Excel skills will make you more efficient and effective in any role that involves dealing with data. The ability to analyse and visualise data is a highly valued skill in today's data-driven business environment, but plenty of professionals have only a self-taught understanding of the computing power within Excel. Mastering its more complex features could enable you to, for example, map marketing outcomes against expenditures in order to improve return on investment or create superior financial models in order to improve forecasting and financial management.

ASSESSMENT AND CERTIFICATION

This course is assessed through a set of short exercises completed each week, plus a final project comprising a brief written essay that describes a problem or challenge you have faced and an Excel file demonstrating a set of defined outcomes derived from the data presented (some sample scenarios are also provided for those students who cannot provide a dataset of their own).

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course will give any interested professional an intuitive understanding of the key capabilities of Microsoft Excel. Cohorts include people from a diverse range of industries and professional contexts and the course structure is designed to develop a community of practice. The focus is on promoting an application-based skillset, so you will look at how the features in Excel help to solve real-world business problems. Unlike a comprehensive Excel curriculum, where you learn a long list of functions to satisfy the requirements of an exam, this course gives you relevant, transferable Excel skills you can use immediately in your professional role!

Enrol today



Data Analytics: Visualisation

Data has become the world's most important currency. This interactive, hands-on course will develop the skills needed to work with large quantities of data using Python programming language and popular Python libraries, deriving valuable business insights from it using compelling visual representations such as graphs, charts, or maps. Visualisation skills lie at the heart of analytics, allowing you to make sense of data for teams and organisations.

STUDY OPTIONS:



Part Time: Evening

1 hour live online evening class per week over 8 weeks. Plus exercises and assignments.

COURSE LENGTH:

40 hours

COURSE STRUCTURE:

- Introduction to Data Analytics
- Data Importing & Cleaning
- DataFrames & Data Manipulation
- Joining Data & Data Preparation
- Data Visualisation With Python
- Statistical Data Exploration
- Introduction to Modelling: Machine Learning Basics
- Preparing the Final Project

SUMMARY:

This certificate course will equip you to work with large volumes of data using Python programming language. You will learn the core concepts of data extraction, manipulation, and visualisation and understand how to connect insights generated by data analytics to provide valuable information from various sources, using libraries such as pandas, NumPy, matplotlib, and seaborn.

You will learn about the Cross Industry Standard Process for Data Mining, or CRISP-DM – a process model that is the basis of data science – and in particular the phases of data understanding and data preparation. You will learn all the important aspects of extracting and preparing your data, regardless of where it originates, and explore how Python is used to find meaning and insights in this data, then present them in a visual way.

An important feature of this course is that you will be given access to self-guided learning on the DataCamp platform, a browser-based data science learning tool used by many of the world's biggest companies and institutions. After each live lecture, you will go on to further explore the concepts through DataCamp topics, practical demonstrations, and exercises. This hands-on practice of the techniques learned will help to cement your newly acquired skills.

CAREER OPPORTUNITIES:

It's predicted that there will be 181 zettabytes of data created worldwide by 2025. For many organisations, extracting data insights that can support and improve decision making is a big challenge. Demand for all types of analytics specialists continues to increase as more companies recognise the value of data for business growth. The skills learned on this course will benefit professionals across many different fields, including human resources, finance, sales, manufacturing, healthcare, marketing, and education. Data analysis itself is a career path that offers excellent progression and salary expectations.

ASSESSMENT AND CERTIFICATION

Your progress through the course will be marked by milestones that are reviewed and evaluated by the instructor, who will provide you with feedback. Your formal, summative assessment is through a final project showcasing your newly acquired skills in importing, cleaning, analysing, and visualising a dataset. You can use any dataset that is relevant to your work or a personal interest, as long as it does not contain personal information. Evaluation is based on the quality of data manipulation and visualisation, as well as your ability to apply the concepts covered in the course to real-world scenarios.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course would suit any professional who needs to manipulate and visualise large amounts of data as part of their role – regardless of industry, sector, or department. It is also ideal for someone carving out a career in data science or data analysis. It is important to note that Python programming language is not taught during the course, so you should have previously taken a course such as our Professional Certificate in Python Programming, or similar, or have solid practical experience using Python. There is a large self-guided portion to this course – you will be expected to attend eight hours of live online lectures and complete 32 hours of online learning on the DataCamp platform, plus time for exercises and assignments.

Enrol today



Data Analytics: Machine Learning

Get faster, deeper, and wider insights from your data using machine learning techniques and models. If you enjoy finding answers to big questions, this course in machine learning will give you the foundational skills and knowledge to create your own machine learning solutions. Develop algorithms and models to make predictions, identify patterns, and forecast future trends using Python programming language and libraries.

STUDY OPTIONS:



Part Time: Evening

1 hour live online evening class per week over 8 weeks. Plus exercises and assignments.

COURSE LENGTH:

40 hours

COURSE STRUCTURE:

- Introduction to Machine Learning
- Advanced Statistical Learning
- Supervised Learning
- Unsupervised Learning
- Model Evaluation & Hyperparameter Tuning
- Ensemble Methods
- Neural Networks
- Final Project

SUMMARY:

This exciting and practical course will help you solve real-world business problems by creating predictive models to extract insight from large volumes of data. You will learn to manipulate huge datasets, including cleaning, joining, and transforming them for use in machine learning models. You will build and train machine learning models using Python libraries such as scikit-learn and TensorFlow, making accurate predictions or classifications based on data.

You will also discover how to evaluate model performance using established metrics such as accuracy, precision, recall, and F1 score, and to choose the best model for a given task. The skills taught are invaluable for data-focused roles in any industry (ecommerce, healthcare, finance, and entertainment to name only a few), allowing you to analyse the increasingly diverse and complex datasets collected by organisations today.

An important feature of this course is that you will be given access to self-guided learning on the DataCamp platform, a browser-based data science learning tool used by many of the world's biggest companies and institutions. After each live lecture, you will go on to further explore the concepts through DataCamp topics, practical demonstrations, and exercises. This hands-on practice of the techniques learned will help to cement and develop your newly acquired skills.

CAREER OPPORTUNITIES:

This course will help you advance your career by demonstrating your practical knowledge of machine learning algorithms, experience in using machine learning libraries such as scikit-learn and TensorFlow, and proficiency using Python for data analysis and machine learning applications. These skills are transferable across diverse data-centric roles, making you a competitive candidate for positions ranging from data analyst to machine learning engineer. Data science skills such as the ones learnt on this course can be leveraged by professionals from fields as diverse as human resources, finance, sales, manufacturing, healthcare, marketing, and education. Data analytics and machine learning techniques help you make better decisions and improve outcomes in any role.

ASSESSMENT AND CERTIFICATION

Your progress through the course will be marked by milestones that are reviewed and evaluated by the instructor, who will provide you with feedback. Your formal, summative assessment is through a final project, with supporting documentation, which is the application of machine learning models to a real-world dataset. You can use any dataset that is relevant to your work or a personal interest, as long as it does not contain personal information. The final project should demonstrate your ability to apply the concepts and techniques learned in the course and to communicate the results and insights effectively.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course is ideal for anyone who has already built a skillset importing, cleaning, joining, and manipulating datasets, for example by completing our Professional Academy Certificate in Data Analytics: Visualisation. A knowledge of Python is essential, as is previous experience working with packages such as pandas and NumPy for data import, cleaning, manipulation, and visualisation. You may be a data analyst, data scientist, business analyst, or other professional who regularly works with data and wants to improve their ability to create predictive models and extract insights from data. The course does not cover other programming languages such as R or Julia, or advanced topics in NLP or CV, big data processing, or distributed computing frameworks like Apache Spark. There is a large self-guided portion to this course – you will be expected to attend eight hours of live online lectures and complete 32 hours of online learning on the DataCamp platform, plus time for exercises and assignments.

Enrol today



Database Fundamentals

Data is all around us, but it isn't always easy to access or understand. Databases – digital storage systems for information – are how we organise data in a way that's useful to us; database skills will enable you to build, architect, and extract data from a database. This practical course will introduce you to databases, database models, and essential techniques for database design, querying (using SQL), and administration.

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks. Plus exercises and assignments.

COURSE LENGTH:

36 hours

COURSE STRUCTURE:

- Introduction to Databases
- Ethical, Privacy, & FAIR Data Principles
- Database Models
- Relational Database Design
- Structured Query Language
- Data Manipulation
- Functions & Aggregates
- Indexing & Query Optimisation
- Database Administration
- Database Management Systems & Emerging Trends
- Non-Relational Databases: Part 1
- Non-Relational Databases: Part 2

SUMMARY:

Learn the craft of architecting and building databases, transforming raw data into a valuable resource for any organisation. This course will build your proficiency in data manipulation techniques and data queries using Structured Query Language (SQL) – a simple and standardised programming language.

You will also explore both relational and non-relational database models and their applications, giving you a thorough grounding in database management and administration (including security and user management). You will learn about some of the innovations happening in the data management space and gain an understanding of the T-SQL language variations added by providers such as Microsoft and Oracle.

As organisations find themselves with ever-increasing volumes of data, this hands-on course is ideal for professionals who have access to this data and want to find new ways to derive business value from it. An exciting element of this course is that it explores the basic principles of ethical, privacy, and FAIR data in data management and demonstrates how to apply these principles when working with databases.

CAREER OPPORTUNITIES:

The skills and knowledge learned on this course would be ideal for a professional looking to start or develop their career as a database administrator, data analyst, back-end developer, etc. This course is an excellent complement to your other IT skills, developing knowledge you could leverage to advance in your current role or branch out into a more specialised position.

ASSESSMENT AND CERTIFICATION

This course is assessed through a set of short MCQ exercises (20% of your assessment) completed each week, and a final project (80% of your assessment). The MCQs are designed to ensure key concepts have been learned and can be applied in context. The final project is a practical assignment where students must set up a database and then write queries using Structured Query Language (SQL) to solve given tasks, answering questions about the data contained in the database.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

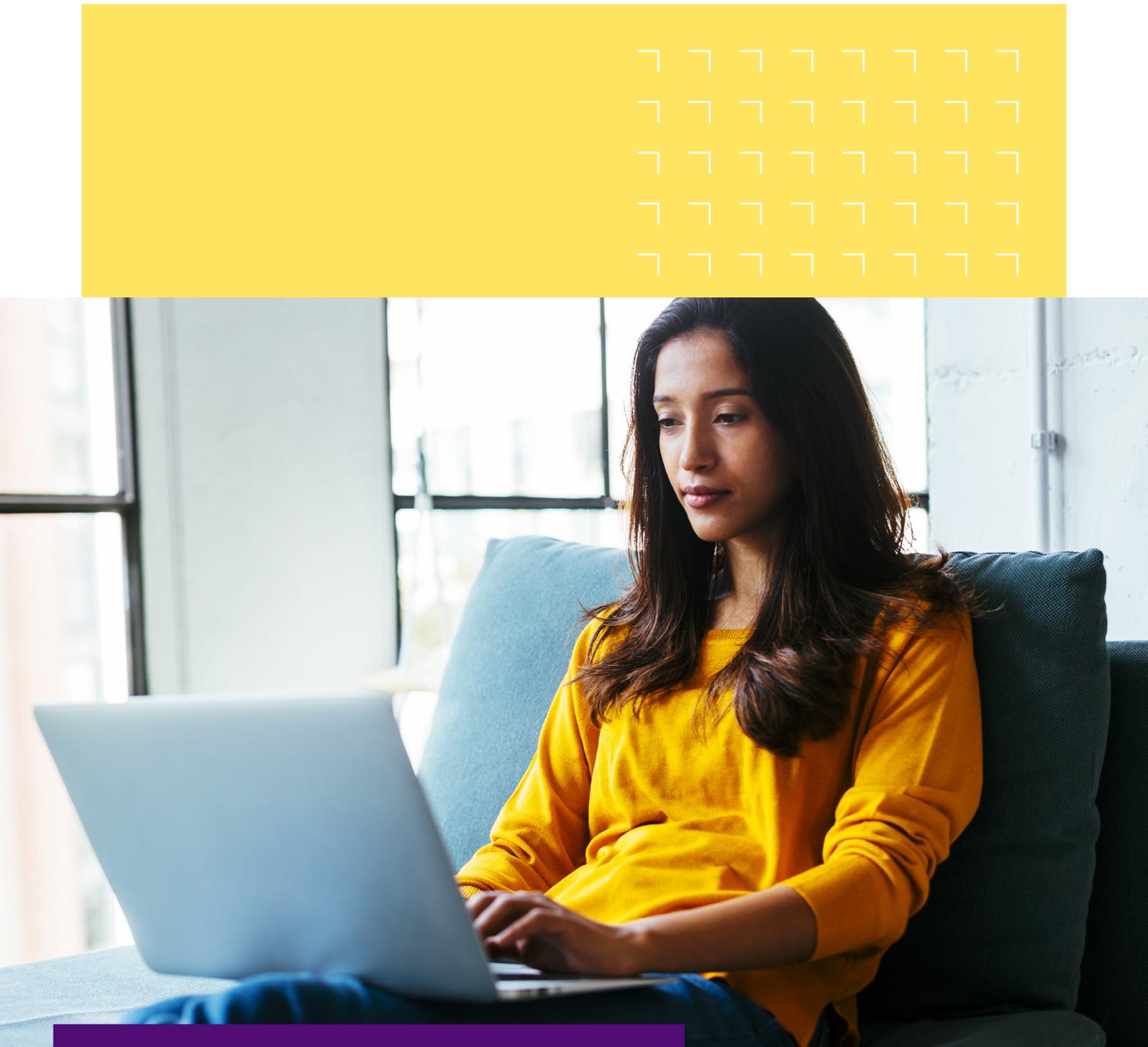
We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

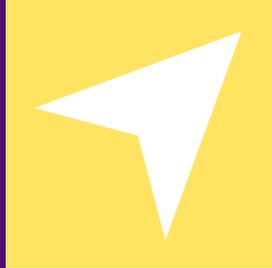
This course would be ideal for a professional who is already competent at analysing and visualising data (for example using Python) but who finds themselves working with data that is not particularly organised or accessible. Given the importance of data in business today, any IT professional will find value in a better understanding of databases and how they work. The course is also suitable for business professionals who work with data regularly and want to understand how to leverage databases more effectively. Although the course teaches Structured Query Language (SQL), it does not cover other programming languages like Python or R.

Enrol today





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

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

COURSE STRUCTURE:

- Digital Transformation and Industry 4.0
- 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 course, 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 course will help leaders and decision-makers demonstrate their ability to position their organisations for digital transformation.

ASSESSMENT AND CERTIFICATION

At the end of the course, a final report, including an executive summary, an introduction, a conclusion and recommendations sections are submitted for grading. This final report counts 100% toward the successful completion of the course.

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

This course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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 course 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



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

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

You will also receive a UCD Professional Academy Diploma.

This course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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 certification is part of the CompTIA Certification Pathway.

Enrol today



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

COURSE 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 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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



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

COURSE 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 Academy 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 Academy 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 Academy 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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



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.

COURSE 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.

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 world 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.**

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown. **This course 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



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

COURSE 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 Academy 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 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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



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

COURSE 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 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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



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 Academy 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

COURSE 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 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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



Artificial Intelligence for Business

Discover the transformative role that Artificial Intelligence (AI) 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

COURSE 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 AI.

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

This course is assessed through a case study (40%) and a final report (60%). This course is assessed through an Action Learning Log, submitted during the final week of the course that asks students to reflect on the use of AI in business and society. The report will explore and appraise the opportunities, challenges, and implications of potentially introducing or expanding the use of AI in your organisation or an organisation of your choice. It should be around 3,000 words (that's about 5 pages of a standard Word document).

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

Enrol today



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.

Digital Product Management

Bring vision and strategy to your organisation as you oversee every aspect of digital product management organisation – 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

COURSE 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 certification 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 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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



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.

COURSE LENGTH:

130 hours

COURSE STRUCTURE:

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

POWERED BY:



STUDY OPTIONS:



Part Time: Evening

3 hour class, one evening per week over 5 months

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 certification 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 Academy Diploma in UX Design, awarded by UCD Professional Academy.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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 kick-start 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



Advanced Artificial Intelligence

Immerse yourself in the transformative world of Artificial Intelligence. Explore how AI intersects with ethics, leadership, and strategy to transcend organisational and societal boundaries. By delving into this pivotal technology, you'll equip yourself with knowledge that unlocks doors of infinite possibilities, from shaping the future of business to contributing to societal discourse. Equip yourself with the skills to navigate the future, stay ahead of the curve, and become an AI-informed leader in your industry.

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 12 weeks. Plus exercises and assignments.

COURSE LENGTH:

36 hours

COURSE STRUCTURE:

- Developments in Technology
- Ethics in AI
- AI Governance: Policy & Regulation
- Leadership in the Age of AI
- Generative AI & Business Applications
- Prompt Engineering
- Optimising Operational Efficiency
- Decision-Making & AI
- AI & Human Engagement
- Trust, Transparency & Explainability in AI
- Hands-On Workshop: Part 1
- Hands-On Workshop: Part 2

SUMMARY:

Embark on an educational journey that will demystify the complexities of artificial intelligence, offering you a comprehensive understanding of its real-world applications, ethical considerations, and societal impact. This course covers topics as diverse as the regulatory landscape and cutting-edge generative AI tool. You will gain insights that are both broad and deep, equipping you with the skills to make informed decisions and contribute to significant projects in your field.

Like all Professional Academy courses, you will have the opportunity to apply the learnings of the course in real-world scenarios. Hands-on workshops will allow you to apply the theories you've explored, and interactive discussions and expert feedback will see you emerge with a solid, principle-based understanding of AI. You'll engage with key ethical dilemmas, discover how AI can transform operational efficiency, and investigate the latest in AI governance and decision-making.

As AI transforms every sector and industry, it is becoming a non-negotiable skill set. Ambitious professionals need to understand the role of AI across society as well as how to adapt and change in an AI-driven business environment. Whether you're in HR, operations, or the C-suite, the insights from this course will help you to broaden your horizons and lead the way in a world where AI is becoming integral to business operations.

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 serves as a catalyst for career advancement across multiple sectors. AI concepts are increasingly becoming a non-negotiable skill set - not just in tech roles but also for leadership and strategy positions. By delving deeper into AI's multifaceted applications in business, ethical considerations, and governance, you'll gain the sort of specialised knowledge that sets you apart in the job market. Whether you're an Operations Manager aiming to enhance efficiency, a Policy Advisor navigating the regulatory landscape, or a Marketing Executive leveraging AI for customer engagement, mastering the complexities of AI will make you an invaluable asset to any organisation.

ASSESSMENT AND CERTIFICATION

As part of this course, you will be asked to work on two assignments.

The first one is an Action Learning Log that captures how your understanding of AI has evolved during the course. The second allows you to apply what you have learned about AI in a practical way to solve a real-world problem or pain point in your professional context. You will conduct the project yourself with support and then report on the process you went through (what, why, where, when, how, and lessons learned).

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

This course is for professionals seeking to delve deeper into AI's impact on business. You may be a CEO, Business Strategist, HR Manager, or someone who works in innovation or digitalisation. Whether you're looking to leverage AI for business growth, implement it operationally, or understand its societal and ethical implications, this course aims to deepen your knowledge and skills. This course is designed to continue the learning from our Professional Academy Diploma in Artificial Intelligence for Business; it would therefore suit people who possess broad foundational knowledge of the subject and an acquaintance with AI's core concepts, terminology, and role in digital transformation.

Enrol today



Front-End Web Development

Did you know that there are over a billion websites online? If you're itching to make your mark on the vast and ever-evolving internet landscape, learning the art and science of front-end web development could be your path to an exciting, fulfilling career. Learn in-demand skills such as HTML, CSS, and JavaScript as you build a portfolio of website projects. Benefit from the hands-on experience and guidance of an expert tutor to navigate today's digital ecosystem with confidence.

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 16 weeks. Plus 9 hours of additional study support sessions of 3 hours each over 3 weeks.

COURSE LENGTH:

48 hours

COURSE STRUCTURE:

- HTML
- CSS
- JavaScript
- Bootstrap & Other Frameworks
- Version Control
- Building Real-World Projects
- Problem-Solving

SUMMARY:

Dive into the dynamic world of front-end web development with this comprehensive course designed to equip you with practical skills and knowledge. Across 16 weeks of interactive online sessions, you will get to grips with the fundamentals: HTML for website structure, CSS for styling, and JavaScript for interactivity. This expert-led course lays the groundwork for the creation of websites and web applications using the latest best practice and techniques.

The course goes beyond traditional lecture formats, with theory illustrated by many practical examples and worked examples. Class discussions and collaboration with peers will deepen your understanding, while lab activities will solidify your skills. To embed your knowledge, you should be available to engage in about three additional hours of self-study each week, including lab work that provides you with hands-on experience. It all culminates in a final project that will form the basis of your final assessment.

The skills and confidence you gain on this practical course will equip you to enter the booming web development industry, which is the backbone of the digital age. As well as adding a strong, industry-recognised credential to your CV, you will build a portfolio of projects to show to potential employers. The structure and content of the course material fosters your technical capabilities, but also your ability to collaborate and problem-solve, enabling you to step into any team and add value from day one.

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:

Digital platforms are indispensable in today's business landscape. A Professional Academy Diploma in Front-End Web Development demonstrates your mastery of essential web technologies, setting you apart in a competitive job market. Acquiring these skills can open doors to entry-level roles or provide the starting block to move into specialised areas such as back-end development, web design, UX/UI design, or front-end frameworks. With a portfolio of websites built over the course, you will have evidence to prove your capabilities and skills to prospective employers or clients.

ASSESSMENT AND CERTIFICATION

This course is assessed through a final project focused on building a working website or web application. The project allows you to apply the skills and knowledge you've acquired throughout the course, demonstrating your proficiency in front-end web development.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

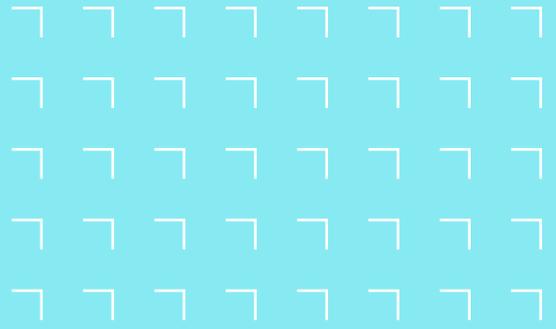
We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

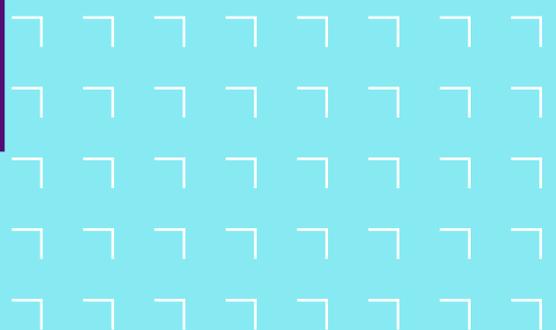
If you're keen to delve into web development, whether you're a complete beginner, a graphic designer wanting to extend your skillset, or a budding entrepreneur who needs an online presence, this course is for you. You'll need a willingness to engage both in teamwork and individual study. The focus of this course is to introduce the learner to front-end development (creating the visible parts of a website or web application). Back-end development topics and in-depth design principles are not covered.

Enrol today





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

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Sales Management

Selling in today's world requires radically different approaches and skills to traditional sales techniques. This course 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

COURSE STRUCTURE:

- What Does Selling Mean Today?
- The Psychology of Selling in
- The Digital World
- The Modern Buyer's Journey
- Sales Strategy Selection
- Buyer Roadblocks
- The Buyer's "Why's"
- 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 course, 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 course 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 Academy Diploma in Sales Management is assessed by a written project/paper and reflection log.

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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

STUDENT PROFILE:

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

Enrol today



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.

STUDY OPTIONS:



Part Time: Evening

1 x 3 hour live online evening class per week over 5 weeks



On Demand

Learn at your own pace, over 8 weeks, with pre-recorded lectures

COURSE LENGTH:

15 hours

COURSE STRUCTURE:

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

SUMMARY:

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

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

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 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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.

Enrol today



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

COURSE 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 Academy 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 certification 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 Academy 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 certification 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.

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HELPFUL PAYMENT TERMS:

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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 certification.

Enrol today



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

COURSE 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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.

Enrol today



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

COURSE 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

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 Academy Diploma on your CV, you can show potential employers that you have the skills to create competitive advantage.

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.

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 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

Enrol today



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

COURSE 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 certification 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 (60%) and a video presentation skills demonstration (40%). The action learning journal consists of worksheets completed each week, referencing the content and ideas covered during the sessions. The final length should not exceed 3,500 words. The video presentation (pre-recorded, five minutes long with a maximum of eight slides, plus a two-minute Q&A) can be on a topic of your choice that relates directly to a subject covered during 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

Enrol today



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.

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

COURSE 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

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.

Enrol today



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

COURSE 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 certification 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 course is not on the National Framework of Qualifications.

HELPFUL PAYMENT TERMS:

We have helpful payment terms to suit you, please refer to **page 11** for the full breakdown.

Enrol today



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.



PROFESSIONAL ACADEMY

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