

# PROFESSIONAL EVENING DIPLOMA PROGRAMS



# PROFESSIONAL EVENING DIPLOMA PROGRAMMES

INCORPORATING

ARTS | BUSINESS | IT | LAW | MEDIA | PSYCHOLOGY

**DBS**   
**Dublin Business School**  
excellence through learning



## Get the education and skills employers need

Welcome to the prospectus for our Professional Evening Diploma programmes. Outlined in this brochure are all our evening programmes that lead to a Dublin Business School (DBS) or Institute of Commercial Management (ICM) Diploma awards. The broad range of Professional Evening Diploma Programmes provides a choice of specialist skills and interest based programmes that will offer you the opportunity to add to your personal, technical or commercial knowledge.

Delivered by industry professionals, they offer practical exposure to real life case studies in each sector. The structures of the Professional Evening Diploma Programmes are designed to address the constraints of modern work and lifestyle commitments. The programmes are run either one or two evenings a week (depending on the programme) between 6.15-9.30pm and the programme duration varies from 10 to 28 weeks. The College offers two commencement dates during the calendar year.

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

Each year all Diploma programmes commence late September/early October, with the majority of programmes offered again in February.

DBS continues to grow and build on its reputation as Ireland's leading independent third level institution. Its city centre location, state of the art classroom and computer lab facilities as well as a modern and convenient library enhances the student experience here at DBS. Student Services including a dedicated Careers Services department means that part-time evening students can avail of the same careers and placements support services as full-time students.

If you require further information please do not hesitate to contact us or visit our website at [www.dbs.ie](http://www.dbs.ie)

Alternatively come and visit us at one of our upcoming Open Evenings.

We look forward to welcoming you to DBS.

**Gerry Muldowney**  
*Chief Executive*



'Like' DBS on facebook:

[www.facebook.com/DublinBusinessSchool](http://www.facebook.com/DublinBusinessSchool)



Follow us on Twitter:

[www.twitter.com/dbscollege](http://www.twitter.com/dbscollege)



Find us on LinkedIn:

Dublin Business School

Visit our website:

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

# Contents

Why Study a Professional Evening Diploma?	2	<b>Law Programmes</b>	<b>44</b>
Recognition and Accreditation	5	Diploma in Family Law	45
DBS – A Short History	6	Diploma in Company Law	46
News and Developments at DBS	7	Diploma in Employment Law	47
Your Employability – DBS Careers Services	10	Diploma in Alternative Dispute Resolution	48
Library and Information Services – Supporting our Students	12	Diploma in Health & Safety Law	49
Student Services – Events, Clubs, Societies & Student Welfare	14	Diploma in Media Law	50
Application Procedures	15	Diploma in Criminology	51
		Diploma/Advanced Diploma in Legal Studies	52
<b>Business &amp; IT Programmes</b>	<b>16</b>	<b>Arts, Psychology &amp; Media Programmes</b>	<b>54</b>
Diploma in Management Studies	17	Diploma in Sports Psychology	55
Diploma in Marketing, Advertising, Sales & PR	18	Diploma in Addiction Studies	56
Advanced Diploma in Marketing	19	Diploma in Popular Forensic Psychology	57
Diploma in Business Studies	20	Diploma in Child Psychology	58
Diploma in International Business Studies	22	Diploma in Crime Scene Investigation	60
Diploma in Taxation	24	Diploma in Social Science	62
Diploma in Advanced Taxation	25	Diploma in Introduction to Psychology	63
Diploma in Accounting & Finance	26	Diploma in Psychology	64
Diploma in Office Management & Administration	27	Diploma in Counselling Studies	65
Diploma in Human Resource Management	28	Diploma in Psychoanalytic Studies	66
Diploma in Event Management & Public Relations	29	Diploma in Sports Journalism	67
Diploma in Tourism Management & Marketing	30	Diploma in Journalism & Media Studies	68
Diploma in Project Management	31	Diploma in Digital Video Production & Post-Production	70
Advanced Diploma in Project Management	32	Diploma in European & World Cinema	71
Executive Diploma in Project Management	33	<b>Additional Programmes Offered by DBS</b>	<b>72</b>
Diploma in Coaching for Performance	34	<b>Contact Details and Location Map</b>	<b>73</b>
Diploma in Selling & Sales Management	35		
Diploma in Digital Marketing & Strategy	36		
Diploma in Internet Marketing	37		
Diploma in Investment & Capital Markets	38		
Advanced Diploma in Investment & Capital Markets	39		
Diploma in Wealth Management	40		
Diploma in Fundamentals of Cloud Computing	41		
Diploma in Web Design	42		
Advanced Diploma in Web Development	43		

# Why Study a Professional Evening Diploma?



- ▶ Gain a competitive advantage in the workplace by enhancing career prospects & employability
- ▶ Receive career focused education that you can put into practice on a daily basis and will really benefit you in your working environment
- ▶ Enhance your CV by upskilling in a specialist subject area
- ▶ The Professional Evening Diploma Programmes are taught by Industry Professionals who deliver practical education and real-life experience in each sector
- ▶ Develop both academically and professionally (enhanced skills such as communication, leadership skills, listening skills)
- ▶ Combine your evening studies with your other full-time commitments
- ▶ Maintain a healthy work/life balance by studying one or two evenings in a relatively short period of time. Programme duration vary from 10 weeks to one academic year
- ▶ Enjoy flexibility of study with programmes delivered in late September/Early October with most programmes offered again in late January/Early February structured to address the constraints of modern work and lifestyle commitments.
- ▶ Obtain a grounding for further study in a subject area; some of the Diplomas entitle graduates to exemption onto our Evening Degree programmes.



# Why Choose DBS?

## Reputation as Ireland's Leading College

Dublin Business School (DBS) is Ireland's largest independent third level college. With over 9,000 students, DBS provides a comprehensive range of full-time and part-time undergraduate, postgraduate, professional and executive education programmes. Established in 1975, the College quickly established an excellent reputation for teaching quality and standards, offering flexible and innovative learning opportunities that reflect and match the needs of students and employers.

## Commitment to World Class Teaching

Over the last 40 years, DBS has built a considerable reputation for the quality of its teaching. As an institution we focus our main research activity on the constant improvement of the learning experience of our students. Evidence of the success we have achieved has come in many different ways. One particular example of this is the success achieved by our students in the examinations of the professional accountancy bodies, where over 1,000 DBS students have achieved worldwide and national individual prizewinner success and some of our students have literally come first in the world.

## Flexibility of Study

At DBS our Professional Evening Diploma programmes have been designed in a flexible manner to facilitate the constraints of the working professional. Typically students attend classes one or two evenings per week (6.15pm-9.30pm) and the duration of the evening diploma programmes vary from 10 weeks to one academic year, with intensive programmes also offered in a number of programmes.

## Recognition and Accreditation

Our Professional Evening Diploma Programmes are awarded by either Dublin Business School (DBS) or the Institute of Commercial Management (ICM). In addition, upon successful completion, some Diploma programmes may entitle students to exemptions at entry level onto the evening degrees at DBS. A number of programmes are recognised by external bodies such as the Project Management Institute (PMI) and Davy.

## Career Focused Education

The broad range of Professional Evening Diploma Programmes provides you with a choice of skills-based programmes that will appeal to your specific professional needs and requirements. The Evening Diploma Programmes offer you the opportunity to add to your personal, technical or commercial knowledge and are offered throughout the disciplines of Arts, Business, Information Technology, Law, Media and Psychology. The Professional Evening Diploma Programmes are designed to give students a competitive advantage in the workplace and are valuable to your self-development and career prospects. Delivered by industry professionals, they offer practical education and real-life experience in each sector.





# Why Choose DBS?

## Work/Study Balance

The work/study balance is something we regard as being important and as such appreciate the specific challenges met by our part-time student population. Therefore, for many of the Evening Diploma programmes, lecture notes, assessment information, past exam papers and sample exam questions are made available to our students in electronic format on our student intranet site. As a student of DBS, you will also have remote access to premium online databases such as Emerald, Lexis-Nexis, Business Source Premier and Academic Search Premier. All of this material will enhance your learning experience on the programme you have selected.

## Student Centred Approach

Feedback from students indicates that they value the student focus that our lecturers and support staff offer. At DBS, this is the key factor in our service delivery; we recognise that you may need different types of support as you progress through your studies, be it academic direction, career advice, mentoring or personal attention. In this regard, the DBS team offers a comprehensive service to our students.

## City Centre Location

A mere two minute walk from St. Stephens Green, the Luas and all main bus routes, DBS is truly in the heart of Dublin city. Our educational sites in the prime city centre locations of Aungier Street, South Great George's Street, Balfe Street and Dame Street are all within a few minutes walking distance of each other and provide students with access to all of the infrastructure capabilities of a vibrant modern city.



# Recognition and Accreditation



## Dublin Business School Awards

The DBS awarded Diploma programmes have expanded rapidly since their inception in 2002. In order to ensure that they are up-to-date with industry demands, all programmes are reviewed continuously with the aim of assisting students achieve their personal and career goals. The Professional Evening Diploma programmes are designed to give students a competitive advantage in the workplace and are valuable to your self-development and career prospects. Delivered by industry professionals, they offer practical education and real life experience in each sector. As the Evening Diploma programmes are contemporary and skills focused, only a few act as a direct progression route onto an Evening Degree. However they do provide a thorough foundation in a particular field and will aid you if you decide to proceed to Degree or Postgraduate level.



## Institute of Commercial Management (ICM)

The Institute of Commercial Management (ICM) provides a range of internationally recognised professional and vocational qualifications at certificate, diploma and graduate diploma levels. ICM qualifications are recognised by employers, government departments and many academic institutions. Founded in 1979, ICM is now one of the leading professional examination bodies in the field of business and entrepreneurial education in Ireland and the UK, with corporate and student members in more than 130 countries throughout the world. The Institute is committed to providing a range of global education, training and consulting services which raise performance standards for business and enable lifetime learning and professional status for individuals. For the business student, ICM's educational programmes, qualifying examinations and awards provide qualifications which are globally recognised – in excess of five million ICM awards have been issued to successful candidates over the past 30 years. ICM provides qualifications and awards at Certificate, Diploma, Advanced Diploma, Graduate and Postgraduate levels. More than 150 individual subjects are examined by ICM on a quarterly basis with in excess of 100,000 students studying for ICM examinations every year, covering key industry areas such as Law, Travel & Tourism, Finance & Accounting, and Marketing. For more information on the Institute of Commercial Management visit [www.icm.ac.uk](http://www.icm.ac.uk)

## Davy

The Diploma in Investment & Capital Markets is awarded by DBS in conjunction with Davy. Established in 1926, Davy is Ireland's leading provider of stockbroking, wealth management, asset management and financial advisory services. Employing over 460 people, Davy offers a broad range of services to private clients, small businesses, corporations and institutional investors, and organise our activities around five interrelated business areas – Asset Management, Capital Markets, Corporate Finance, Private Clients and Research.



## Project Management Institute (PMI®)

The Project Management Institute (PMI) is the world's leading association for project management professionals. Dublin Business School is a Registered Education Provider (REP) for the Project Management Institute. The REP status is granted to training providers across the globe that meet the PMI's criteria for providing effective and quality project management training. The Advanced Diploma in Project Management and the Executive Diploma in Project Management offered by Dublin Business School both prepare students to take the Project Management Professional (PMP®) examination. This is a globally recognised, rigorous, education and examination based professional accredited programme that maintain an ISO 9001 certification in Quality Management Systems.

Earning a professional credential through the PMI means that you have:

- ▶ Demonstrated the appropriate education and/or professional experience
- ▶ Passed a rigorous examination
- ▶ Agreed to abide by a professional code of conduct
- ▶ Committed to maintaining their active credential through meeting continuing certification requirements.

PMI professional credentials are widely recognised and accepted throughout the world as evidence of a proven level of education, knowledge and experience in project management. The Project Management Professional (PMP) designation following your name tells current and potential employers that you have demonstrated a solid foundation of knowledge from which you can competently practice project management. For more information on the Project Management Institute and certification visit [www.pmi.org](http://www.pmi.org)



# DBS – A Short History

- ▶ Formerly known as Accountancy and Business College, DBS was established in 1975 to provide evening programmes for students preparing for the examinations of the professional accountancy bodies. The School quickly established an excellent reputation for quality and standards and its students achieved a high level of success in the professional examinations. Based on this reputation, the School developed rapidly and by the mid-1980s was providing professional accounting, marketing and banking programmes for both full and part-time students.
- ▶ In 1989 the School introduced its first undergraduate degree programme under a franchise arrangement with Liverpool John Moores University (LJMU). The academic relationship between the two institutions has developed and strengthened over the years. DBS became an Accredited Institution of LJMU in 1995 and now offers a range of programmes leading to honours degree and postgraduate awards. DBS complies fully with LJMU quality assurance procedures and conducts periodic programmatic reviews in line with LJMU policies and requirements. An academic representative from LJMU is a member of the DBS Academic Board.
- ▶ Dublin Business School became a designated institution with HETAC (formerly the National Council for Educational Awards) in 1992. The School initially offered a number of programmes leading to awards at National Certificate level. The relationship with HETAC has expanded over the years and programmes offered now include Honours Degree and Postgraduate Masters and Higher Diploma programmes.
- ▶ In 1999 Dublin Business School acquired LSB College and became the largest independent third level college in Ireland. The primary academic focus and strength of LSB College lay in the field of arts and humanities and the acquisition provided the basis for the development of what is now the DBS School of Arts.
- ▶ In March 2006, DBS acquired the European Business School (EBS). EBS was founded in 1993 and is a member of the EBSI group, a collective group of eight independent business schools located throughout Europe. EBS offers a variety of undergraduate and postgraduate courses for 'study abroad' students and provides DBS with an entry into a broader European market.
- ▶ In July 2007, DBS acquired Portobello College. Since its foundation in 1989, Portobello College has developed and expanded to become one of Ireland's premier third level independent colleges. In the area of business education, the College offers a range of undergraduate and postgraduate programmes. The Law School at Portobello College was founded in 1991 and now provides a suite of qualifying programmes for the professional legal bodies in Ireland. Dublin Business School is now the largest independent third level college in Ireland with over 9,000 students and the potential to deliver over 100 accredited programmes.

## Kaplan

In 2013, Graham Holdings Company (formerly The Washington Post Company) acquired Kaplan Inc., of which Dublin Business School is a part. Graham Holdings Company history dates back to 1877, when the Washington Post was first published. Kaplan is a leading provider of higher education, professional development and lifelong learning programmes with headquarters in New York City and locations throughout the U.S. and internationally. In the U.S. it has over 70 campus-based schools in 15 states offering a range of degree and diploma programmes in areas such as business, information technology, healthcare and law. Kaplan brings a wealth of expertise and experience that enables DBS to consolidate its leading position in the third-level education sector. Kaplan also supports the further development of the School, backed by the resources of a \$3.5 billion enterprise, and is enabling DBS to diversify in terms of both products and markets and to expand substantially the scale of its operations, both in Ireland and internationally.



*DBS Castle House,  
South Great George's Street, Dublin 2*

# News and Developments at DBS



## Innovation Summit – March

The 2015 Innovation Summit was held in Aungier Street. The event was organised by the Investors Society, and featured a range of speakers including Damien English T.D., Minister for Skills, Research and Innovation. There was a great and varied collection of speakers, including representatives from LinkedIn, Eventbrite, Accenture, Social Zavy, Birdleaf and Grid Finance.



## DBS Careers Fair

Graduate employers are constantly seeking students who have “made a difference”. The DBS Careers Fairs, held in March and October each year, present students with an ideal networking opportunity with employers looking for graduates. It also gives students the chance to find out more about career development opportunities, postgraduate study options and personal development opportunities including volunteering and working abroad. [careers.dbs.ie](http://careers.dbs.ie)



*Building our future*

## Springboard 2015

Dublin Business School was delighted to announce that it is offering programmes under a range of disciplines as part of the Springboard 2014 initiative that was jointly launched by the Minister for Education and Skills, Ruairi Quinn together with the Minister of State for Training and Skills, Ciaran Cannon. In addition, DBS is offering a Level 8 Higher Diploma in Science in Computing in the specialist streams of Software Development, IT Infrastructure & Networking and Web & Cloud Technologies. These courses will give jobseekers the opportunity to up skill for free under the Springboard initiative.



# News and Developments at DBS

## Graduations – November

The 2014 DBS Graduation Ceremonies took place in November in the RDS Concert Hall, Ballsbridge, Dublin 4. Graduates were conferred in programmes awarded by Quality and Qualifications Ireland (QQI), Liverpool John Moore University (LJMU) and the Institute of Commercial Management (ICM). Over 2,700 students graduated over the two days with 309 students graduating with first class honours and distinctions.



## Careers Event

Over 200 Psychology students from colleges throughout Northern Ireland and the Republic of Ireland attended this year's Annual NIBPS PSI Joint Careers Event to gain information about their career options inside and outside the area of Psychology. The event was hosted by the Department of Psychology, Dublin Business School on Saturday 1st of March, with staff members Dr Sinead Eccles, Dr John Hyland and Pauline Hyland assisting with the organisation of the event. The Careers Event was well attended by over 30 pre-final year students from DBS. Two DBS students, which helped on the day Peter Fitzgerald and Gemma Reeves wrote a report summarising the day which was published in the April edition of the Irish Psychologist.

## Retail Management Conference – February

Tara Buckley from RG Data chaired the Retail Management conference this year, and introduced a range of speakers throughout the day. Strong Irish brands were well represented, with speakers from McCabes Pharmacy, Shelflife Magazine, Ryanair, the Book of Kells, Wines Direct and the Irish Exporters Association. Lidl, who partner with DBS on the Retail Management degree, was also represented with speakers from different areas of the business.

One of the highlights of the day was a panel discussion with recent DBS graduates. The graduates are now all working with leading companies, including Guinness (Diageo), Krust Bakery, Sam Dennigan (SDAC) and Category Solutions. The graduates were enthusiastic and eager to share their experiences and their thoughts on how DBS has helped them to get started in their careers.

## School of Arts Photography Exhibition

Over 400 people attended the 5th Annual DBS Photography Exhibition in April 2014. Hosted each year by Filmbase in the heart of Temple Bar, the exhibition is an opportunity for friends, family and the public to enjoy the wide range of audio-visual content produced by students of Film, Journalism, Media, etc. Exhibits on display this year included photographs, short films, soundscapes and digital books.

*Ammar Saleh*



# News and Developments at DBS

## DBS Lecturers among 'Teaching Heroes'

The inaugural Teaching Hero award ceremony took place on September 30th 2014 in Dublin Castle. The winning Teaching Heroes from higher education institutions were presented with their prestigious awards from the Patron, Mary McAleese. Siobhan Magner and David Wallace were the recipients from DBS.

The student bodies of many higher education institutions worked with the National Forum to identify teachers across the sector that have had a positive and lasting impact on students' learning experiences. This is a new way of ensuring that students have the opportunity to have their voices heard by identifying their teaching heroes, and to thank and recognise those excellent teachers at a national level.



## DBS welcomes the 1,000th student from ISEG

DBS was delighted to welcome the 1,000th student from ISEG Marketing & Communication School, in France, the latest achievement in an educational partnership which spans over 10 years. The Lord Mayor, Mr. Oisín Quinn, made a presentation to the 1000th student, Jonathon Guedj.



## DBS launches partnership with leading Malaysian College

DBS has embarked on its next stage of its international development by announcing a partnership with leading Malaysian College, Kolej Poly-Tech Mara (KPTM) in Malaysia. This will result in Malaysian students obtaining an Irish education award in Malaysia and a further opportunity to continue their studies in Ireland to complete a professional accountancy qualification. The announcement was made at the formal launch of the DBS BA (Hons) Accounting and Finance programme (awarded by Quality and Qualifications Ireland (QQI)) at KPTM's Bangi Campus in Malaysia which saw 175 students enrol on the programme.



# Your Employability – DBS Careers Services

## Message from your Careers Services Department



**Denise McMorrow**

*Head of Careers and Student Services*

**T:** +353 1 4177500

**E:** denise.mcmorrow@dbs.ie

*"Welcome to Dublin Business School Careers and Placements. As you join DBS, you will be provided with advice, guidance and support to help you achieve your full potential. We have a suite of support services available including Careers and Placements, Disability Support, Health, International Services and Student Life. Members of the team will be delighted to assist you. I wish you the very best in your current studies and look forward to meeting you in DBS."*

You will be able to develop realistic career plans and initiate and sustain professional networks and relationships to encourage opportunities for employment and internships. Students will present themselves and their skills, attributes, experiences and qualifications, through effective job applications, CVs, interviews and voluntary activities. This will enable students to develop the necessary skills to compete effectively for a broad range of employment, postgraduate study options and innovative opportunities available to them and further develop lifelong learning and continuous professional development.



Check out our dedicated careers website for more information **[careers.dbs.ie](https://careers.dbs.ie)** and follow us on **twitter**, **Linked in** and **facebook**

## DBS Employability Pillar

The Employability modules, which run throughout the duration of your studies, will demonstrate an awareness of transferable skills and their applicability in 'real-life' situations, projects undertaken and how they are applied in different circumstances so that you can take ownership of your own career management.

## Work Placements

DBS Careers & Placements has a wide network of employer contacts in large multinational and small- and medium-sized companies in Ireland and overseas. We actively engage with employers to integrate work placements into academic programmes. You will have lots of opportunities to put theory into practice in a real work environment. When you join DBS, you will gain valuable employability skills, as well as enhancing your academic achievement in preparation for your future careers. Completing an internship or work placement can give you a strong competitive advantage when seeking graduate employment. Placements are a good way to gain experience and get to know employers, better understand your chosen field and develop your lifelong employability skills.



# Your Employability – DBS Careers Services



Many organisations use placements as part of their graduate recruitment strategy and students are often offered full-time work in the same company after graduation. Remember employers are interested in your overall experience and results and put a big emphasis on your extracurricular skills developed during your time in DBS.

## Career Advice Services

Careers and Placements Services provides:

- ▶ Advice on CVs, application forms, interviews and assessment centres
- ▶ Employer workshops on skills, aptitudes, experience and personal qualities needed for success in the 21st century
- ▶ Information on career options following completion of your course
- ▶ How to research further study opportunities and funding
- ▶ Finding job vacancies and developing an effective job hunting strategy
- ▶ Work experience options
- ▶ Student mentoring – get advice from experienced employers and DBS alumni with a variety of student mentorship options including e-mentoring and structured mentorship programmes.

## Careers Fairs and Events

DBS Careers Services hosts sector specific career fairs and employer presentations where employers and volunteering organisations can showcase graduate and summer jobs to our students and recent graduates. This provides an excellent opportunity to meet face-to-face with future employers and DBS alumni, get advice on job openings, help with CVs and learn everything you need to know about the jobs market. Make sure you choose DBS and maximise your future career opportunities.

## How do I get more information?

For further information on the DBS Careers and Appointments Services, please contact the careers team on 01 4177500 or email [careersservice@dbb.ie](mailto:careersservice@dbb.ie)

More information can also be found on the dedicated Careers and Appointments website [careers.dbb.ie](http://careers.dbb.ie)

# Library and Information Services – Supporting our Students

In addition to providing access to an extensive print collection; DBS Library ([library.dbs.ie](http://library.dbs.ie)) offers online, mobile, customisable and interactive information resources that can be accessed 24 hours a day from anywhere in the world. DBS Library comprises the Undergraduate Library at Aungier Street and the Postgraduate/Law Library at Dame Street. DBS Library is an institutional member of the Library Association of Ireland and the Chartered Institute of Library and Information Professionals, UK.

## Opening Hours

- **Monday-Thursday:** 09:00-22:00
- **Friday:** 09:00-21:00
- **Saturday:** 09:00-17:00
- **Sundays** (in the run-up to exams): 11:00-17:00
- **Bank holidays** (in the run-up to exams): 11:00-17:00.

## Print Resources

DBS Library has over 43,000 books and 26 print journals. In order to ensure ease of access to materials the Library has an extremely high core textbook to student ratio, acquiring one core textbook for every ten students. 3 day loan, 1 week loan and 2 week loan options are available. Library holdings are listed on the Library's online catalogue which is available on the Library website or can be accessed directly at [koha.dbs.ie](http://koha.dbs.ie). Students can view their Library account as well as renew and reserve books online.

## Online Resources

The Library has an extensive e-book collection of over 1,500 titles and the A-Z journal list provides access to 53,000 full-text e-journals. Book titles recommended by lecturers on reading lists are also acquired in electronic format where available, providing students with unlimited access to key materials. The Library recently launched a pilot Kindle lending scheme which enables students to borrow a Kindle e-reader which is pre-loaded with course related e-books.

The Library also subscribes to a number of high quality databases including: Academic Search Complete, Business Source Complete, Computers and Applied Sciences Complete, Credo Reference, Emerald, Film and Literature Index, Greenfile, Hospitality and Tourism Complete, Justcite, Justis, JSTOR, Lexis Nexis (Law), Lexis Nexis (News and Business), Library and Information Science Source (LISS), Mintel, Passport, Peparchive, Psycarticles, PsycInfo, SOCindex, WARC and Westlaw. Databases can be searched individually or simultaneously via a single Google like search box on the Library Website. The DBS online institutional repository, eSource ([esource.dbs.ie](http://esource.dbs.ie)), showcases the intellectual output of staff and students including high quality assignments and dissertations by students and research papers by staff.

## Off-Campus Access

All electronic resources including the online catalogue, the e-book collection and the complete portfolio of databases can be accessed 24 hours a day from anywhere in the world via the Library website. For this reason, the Library's electronic resources are particularly popular with students. The Library catalogue and all electronic resources can be accessed remotely from mobile phone and tablets.

## Students with Disabilities

The Library's e-book collection and the majority of its databases have magnification and text to speech capabilities. Guides to Library resources for students with disabilities are also available in the Library and on the Library website. Students can make an appointment to meet with a librarian to discuss how we can best meet their specific information needs.

## Library Facilities

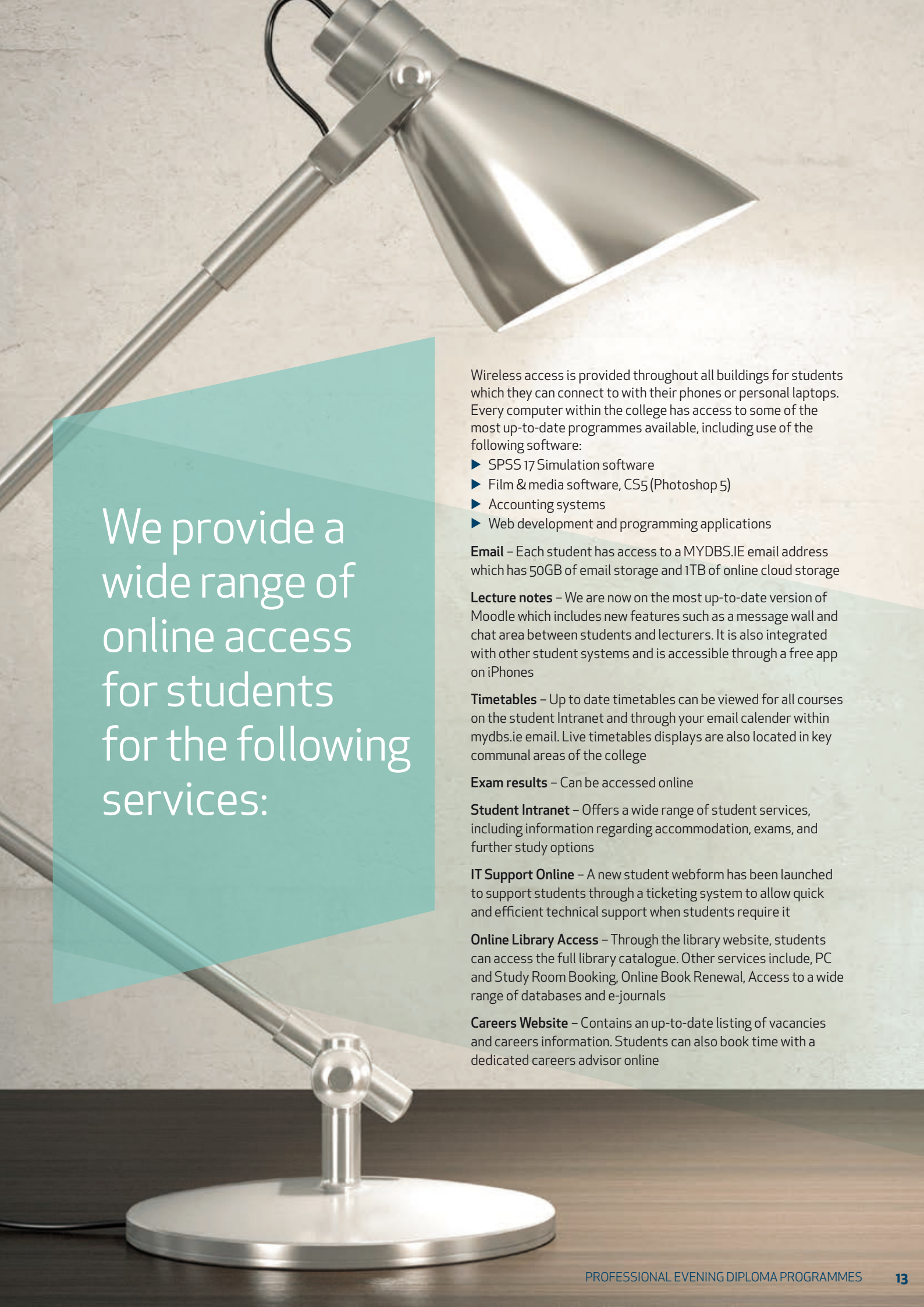
All PCs in the Library provide internet access and are equipped with the latest version of Microsoft Office. The Library also has four study rooms for collaborative study. Students can book a PC or study room via the Library website.

The Library has a wireless network for students wishing to use their laptops. High quality printing and photocopying services (including colour photocopying and printing) are available in the Library. Wireless printing enables students to print from their laptops. The Library provides self-issuing stations which enable students to issue, return and renew books independently, and which free up staff to answer all student queries.

## Student Support

Library staff are extremely student focused. The Library also provides the following student support services:

- Information desks at both sites where library staff are on hand to answer student queries
- Library tours and induction process
- Instant Messaging Service – 'Ask a Librarian' on the Library website
- Our dedicated Information Skills Librarian provides a range of programme embedded and scheduled classes on essay writing and referencing, avoiding plagiarism, researching, evaluating resources and other key topics.
- Library Guides – A large range of guides on the use of Library resources and facilities along with some interactive tutorials are available on the Library website [library.dbs.ie](http://library.dbs.ie)



We provide a wide range of online access for students for the following services:

Wireless access is provided throughout all buildings for students which they can connect to with their phones or personal laptops. Every computer within the college has access to some of the most up-to-date programmes available, including use of the following software:

- ▶ SPSS 17 Simulation software
- ▶ Film & media software, CS5 (Photoshop 5)
- ▶ Accounting systems
- ▶ Web development and programming applications

**Email** – Each student has access to a MYDBS.IE email address which has 50GB of email storage and 1TB of online cloud storage

**Lecture notes** – We are now on the most up-to-date version of Moodle which includes new features such as a message wall and chat area between students and lecturers. It is also integrated with other student systems and is accessible through a free app on iPhones

**Timetables** – Up to date timetables can be viewed for all courses on the student Intranet and through your email calendar within mydbs.ie email. Live timetables displays are also located in key communal areas of the college

**Exam results** – Can be accessed online

**Student Intranet** – Offers a wide range of student services, including information regarding accommodation, exams, and further study options

**IT Support Online** – A new student webform has been launched to support students through a ticketing system to allow quick and efficient technical support when students require it

**Online Library Access** – Through the library website, students can access the full library catalogue. Other services include, PC and Study Room Booking, Online Book Renewal, Access to a wide range of databases and e-journals

**Careers Website** – Contains an up-to-date listing of vacancies and careers information. Students can also book time with a dedicated careers advisor online



# Student Services – Events, Clubs, Societies & Student Welfare

At DBS we take a holistic view to college life. Academia should be integrated with a stimulating social scene. The work/life balance is something that we regard as important. We offer a variety of support from personal advice to organising sports teams, but the emphasis is ultimately on empowering the student and facilitating development. Along with all that's already happening in the city centre, Student Services organises exclusive nights throughout the year for the students of the College, often in conjunction with the students themselves in aid of worthy charities. DBS Clubs and Societies have grown from strength to strength over the last few years but we are only as good as our members so we are looking forward to meeting you and benefitting from your contribution to student life at DBS. Getting involved in clubs and societies is not just great fun; it's a way to make your mark on the college and also looks great on the CV!



**Adam Crowther**  
*Sports & Societies Officer*  
T: +353 1 4177585  
E: adam.crowther@dbs.ie



**Emily Walsh**  
*Education, Welfare and Disability Learning Support Officer*  
T: +353 1 4170748  
E: emily.walsh@dbs.ie

## Societies

### DBS Societies include:

- ▶ The Film and Media Society
- ▶ The Dance Society
- ▶ The Drama Society
- ▶ The Psychology Study Society
- ▶ The Poker Society
- ▶ The Pilates Society
- ▶ The DBS Investors Society
- ▶ Radio DBS
- ▶ The Christian Union
- ▶ The Equestrian Society
- ▶ The African Society
- ▶ The Law Society
- ▶ The LGBT Society
- ▶ The Indian Culture & Business Society
- ▶ The Volunteering society
- ▶ The DJ Society
- ▶ The Photography Society

## DBS Student Welfare

### DBS Counselling Service

We believe it is important to inform students of the variety of options available to them upon deciding to avail of counselling services. We believe that options allow students to make an informed decision allowing the students to navigate their own journey with the guidance and support of our Welfare Officer. Emily Walsh our Education, Welfare and Disabilities Officer can provide students with information regarding low cost counselling options, free support services and the referral procedure DBS have in place with The Elmwood Centre for Counselling and Psychotherapy. If you would like to make an appointment with Emily please contact her on 01-4178748 or email emily.walsh@dbs.ie.

### Medical Assistance

If you require medical assistance during your time in DBS, the Aungier St Medical Clinic is in close proximity to the college and they offer a discount to students carrying a valid Student card. If you require any further information regarding medical needs we would be happy to point you in the right direction, please contact Student Services

### Disabilities Support

Dublin Business School is keen to ensure that all students experience equality of opportunity in reaching their educational potential. Any applicant, with special needs, should contact the College well in advance.

## Events

The College and students organise numerous social events each year including:

- ▶ Fresher's Week
- ▶ Halloween Ball
- ▶ Post Graduation Reception
- ▶ Christmas Ball
- ▶ Miss DBS (Miss University)
- ▶ Raise and Give (RAG) Week
- ▶ DBS Fashion Show
- ▶ DBS Formal Ball and Sports & Socs Awards
- ▶ DBS Surf Trip

## Sports

Sports Available to DBS students include:

- ▶ Soccer
- ▶ Hockey
- ▶ Volleyball
- ▶ Rugby
- ▶ Cricket
- ▶ Golf
- ▶ Basketball
- ▶ Surf & Sailing Club
- ▶ Martial Arts & Self Defence Club
- ▶ Table Tennis
- ▶ Floorball
- ▶ Pool and Snooker
- ▶ Badminton
- ▶ DBS Boxing Club
- ▶ DBS Lacrosse Club

# Application Procedures

## EU Applicants

Applications can be made through the college website at [www.dbs.ie](http://www.dbs.ie). Applicants can also complete the application form enclosed and return it to the Admissions Office, Dublin Business School, 13/14 Aungier Street, Dublin 2. In the case of applicants whose first language is not English, please include with your application proof of English (i.e. IELTS, TOEFL or equivalent).

## Non-EU Applicants

In addition to the above, in the instance of Non EU applicants who have residency in Ireland please include with your application:

- ▶ A copy of your GNIB (Garda National Immigration Bureau) card, work permit (if applicable) and passport
- ▶ The letter that was issued to you by the Department of Justice, Equality & Law Reform stating why you were provided with the above documentation.

## Admission Requirements

Applicants for Professional Evening Diploma Programmes must be 18 years of age or over. There are no previous academic qualifications or experience required for entry onto most of the Evening Diplomas with the exception of the following programmes:

- ▶ Advanced Diploma in Project Management
- ▶ Executive Diploma in Project Management
- ▶ Advanced Diploma in Investment & Capital Markets
- ▶ Advanced Diploma in Marketing
- ▶ Advanced Diploma in Web Development

Previous training or experience in these fields is required. Please contact the Admissions Office for further details.



## Disability Policy

DBS welcomes applications from students with disabilities. We make every effort to provide facilities, where possible. It is advisable that prospective students contact the College well in advance of application outlining any particular facility or support, which they may need in the course of their studies.

## Fees

Please note that tuition fees apply to all programmes at DBS. For details on programme fees please refer to the enclosed fee sheet or our website. Alternatively, please contact the Admissions Office.

## Examinations

Please note that examinations may be held during the day or in the evening, depending on the programme. Exam information and course guides will be distributed to students on the first night of class.

*For further information please contact:*

**The Admissions Office**, Dublin Business School,  
13/14 Aungier Street, Dublin 2

**T:** +353 1 4177500 **F:** +353 1 4177543  
**E:** [admissions@dbs.ie](mailto:admissions@dbs.ie) **W:** [www.dbs.ie](http://www.dbs.ie)





# BUSINESS & IT PROGRAMMES

Diploma in Management Studies

Diploma in Marketing, Advertising, Sales & PR

Advanced Diploma in Marketing

Diploma in Business Studies

Diploma in International Business Studies

Diploma in Taxation

Diploma in Advanced Taxation

Diploma in Accounting & Finance

Diploma in Office Management & Administration

Diploma in Human Resource Management

Diploma in Event Management & Public Relations

Diploma in Tourism Management & Marketing

Diploma in Project Management

Advanced Diploma in Project Management

Executive Diploma in Project Management

Diploma in Coaching for Performance

Diploma in Selling & Sales Management

Diploma in Digital Marketing and Strategy

Diploma in Internet Marketing

Diploma in Investment & Capital Markets

Advanced Diploma in Investment & Capital Markets

Diploma in Wealth Management

Diploma in Fundamentals of Cloud Computing

Diploma in Web Design

Advanced Diploma in Web Development



# Diploma in Management Studies

This diploma provides students with an in-depth knowledge of five key management areas including communications, accounting/finance, human resource, management and marketing. It is delivered in an efficient and flexible timescale and is a beneficial stand-alone diploma or can act as a gateway to further academic endeavour or to running your own business.

## Programme Aims and Objectives

The Diploma in Management Studies aims to provide students with both academic knowledge and practical management skills. Students will apply appropriate academic theories and concepts to a range of business and management issues. During the programme, students have the opportunity to add value to both their employers and themselves on a daily basis. In addition to providing a comprehensive knowledge of each of the major management disciplines, the programme is designed to ensure that students will have the widest range of career and further education opportunities open to them upon completion of the programme.

## Programme Structure

This programme is divided into five modules. The Diploma Award is the ICM Diploma in Management Studies.

## Programme Content

### Management Principles

In this module, a comprehensive review of management theory and practice will be provided and students will gain an understanding of the complexities of modern management. The module will begin with an environmental analysis. The module will then familiarise the student with the process of management decision making and organisational design.

### Interpreting Financial Information

Through this module students will learn the basic financial and management principles in use in the modern organisation and understand the construction and use of both financial and management accounting techniques adopted.

### Marketing and Sales Management

In this module, students will acquire the skills and knowledge necessary for the motivation and management of an effective marketing and sales function. Emphasis will be placed on such areas as marketing management, incentives and the planning of sales and marketing activities.

### Human Resource Management

Participants will develop the skills essential to the management of an effective team in this module. In addition to broadening the understanding of motivational factors, leadership and delegation skills will be developed.

### Communication Skills

This module demonstrates the techniques of evaluating and applying communication methods, such as evaluating the relevance and quality of information. Students will develop a strategy for the utilisation of communications skills.

### Assessment

To be awarded the Diploma in Management Studies, students will be required to complete an in-class assessment during each module (30%) and a written assignment at the end of each module (70%); apart from Marketing and Sales Management which is assessed on the basis of a 100% written assignment; and Interpreting Financial Statements which is assessed on the basis of an in-class examination. The intensive course is assessed by way of assignment (100%) for all modules apart from Interpreting Financial Statements which is also assessed by an in-class examination.

### Student Profile

This programme is particularly suited to the aspiring or newly appointed Manager, the Section Leader, the self-employed and those interested in enhancing personal performance.

### Career Progression Opportunities

On completion of the programme students will have the knowledge and skills required to work in a variety of business and management roles. The diversity of the programme can also enhance the career profile of non-business candidates. This programme can also add a valuable business related dimension to a presently non business related role/occupation. It can also be beneficial for small business owners to gain an understanding of the importance of marketing, financial and human resource strategies for organisations.

### Further Study Options

For students interested in further study, the Diploma in Management Studies will entitle students to exemptions at Level 1 of some of the Evening Business Degree programmes at DBS.

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

October: 1 academic year  
part-time  
February: 17 weeks intensive



*I had completed a Diploma in Legal Studies a few years previous and it really was a no brainer to attend DBS for a second Evening Diploma Course. The College had, I'm delighted to say, maintained its high standards of teaching and facilities. The majority of my lecturers were current industry based professionals who provided up to date and relevant learning materials.*

Ciaran Wright

# Diploma in Marketing, Advertising, Sales & PR

## Awarding body

Institute of Commercial  
Management (ICM)

## Schedule

2 evenings per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

October: 1 academic year  
part-time  
February: 13 weeks intensive  
+ 4 Saturday mornings



*Over the past three years, as search marketing has been evolving, I've seen my job in internet marketing being heavily influenced by traditional methods in sales, PR and advertising. I've used what we covered in the PR module to increase our online press releases and distribution. The sales techniques I've used to improve the conversion rates of our online sales pages and I've used the marketing & advertising to grow the internet traffic of our websites. The lecturers on the course were very enthusiastic about their areas of expertise and I found their enthusiasm to be infectious. They also applied real world knowledge to their academic experience when teaching.*

**Lee Fogarty**

This programme has been designed for those with an interest in communications who seek a qualification to enhance future employment prospects and career progression. The modules covered in the programme give a solid foundation to the world of marketing and communications in Ireland and beyond. All modules have a practical focus on how each area works and functions, while also providing additional insights into future developments. There are excellent career opportunities, in both the public and private sectors, for those with good creative, analytical and inter-personal skills who can demonstrate their ability to develop, communicate and implement ideas and concepts.

## Programme Aims and Objectives

This programme introduces participants to the areas of marketing, advertising, sales & public relations enabling them to understand the tools and enhance their studies in the marketing and communications area. It aims to provide students with a foundation for the analysis of each of the four modules within organisations' decision making processes, the internal and external influences affecting the communications strategy of an organisation and the role of information in the mix.

## Programme Structure

The Diploma in Marketing, Advertising, Sales and Public Relations is held over two evenings per a week over one year starting in October. There is also an intensive delivery option over 13 weeks with four workshops on Saturdays. The lecturing team consists of staff that combine both academic qualifications with substantial practical business and marketing experience. A wide range of teaching techniques which can include lectures, videos, workshops and guest speakers. Case studies will form an integral part of the programme. The programme encourages discussion and contributions from students on all aspects of marketing, advertising, sales and public relations. Specialists are invited to deliver presentations giving students insights into their work experiences & techniques within their specialist areas.

## Programme Content

### Advertising

The module looks at advertising's role and function within marketing communications. Students learn of the different players within the advertising world and how up to the minute advertising campaigns are developed. Focus is also placed on the advertising agency, the media landscape and the regulation of advertising in Ireland. Finally the effect of globalisation on advertising is examined as well as the social and ethical impact of advertising on culture.

### Sales & Sales Management

Selling & Sales Management have dramatically developed over the past two decades. Particular emphasis is placed on understanding buyer behaviour and managing the buyer-seller relationship. Students will learn about personal selling such as searching for prospects and negotiating deals to successful completion.

### Public Relations

This module attends to the principles and practice of public relations. Considerable attention is paid to the issue of media effectiveness, preparation of PR communications and other techniques used in public relations including press writing, photo calls and dealing with the media.

### Marketing Theory & Practice

This module introduces the student to the essentials of marketing theory and the many techniques employed by marketers to achieve a competitive advantage in today's marketplace. It covers the integration of contemporary issues and perspectives in the marketing process that have emerged in recent years including the use of viral marketing campaigns, online media tools, experiential marketing and the application of these to real life marketing scenarios.

### Assessment

To be awarded the Diploma in Marketing, Advertising, Sales and PR, students will be required to complete a written assignment worth 30% of their final mark for each module (apart from Marketing Theory). They will also complete a written exam at the end of the year for each module which is worth 70% of the overall mark. Marketing Theory & Practice is assessed by way of an assignment (50%) and written exam (50%).

### Career Progression Opportunities

The knowledge and understanding gained from this programme gives students the skills to work as marketing and/or advertising specialists in companies or in agency positions such as account executive. It can also be beneficial for small business owners to gain an understanding of the importance of communications strategies for organisations.

### Student Profile

Students, who have completed this programme, come from diverse employment backgrounds, some already working in this area but also those interested in pursuing a career pathway to the communications industry.

### Further Study Options

For students interested in further study, the Diploma in Marketing, Advertising, Sales & PR will entitle them to exemptions at Level 1 of some of the Evening Business Degree programmes at DBS.

# Advanced Diploma in Marketing



This programme provides students with an advanced understanding of the principles of marketing and is structured as four modules. The modules are designed to teach participants the key skills necessary for the contemporary marketer. Upon completion students will have developed a deep appreciation for how to apply these skills in practice. The programme was developed in response to a desire from students with a basic understanding of marketing principles such as advertising, sales and public relations to further their marketing expertise.

## Programme Aims and Objectives

On completion of the programme, students should have acquired the skills to:

- ▶ Understand the unique challenges involved in marketing and managing a number of different types of organisations and their differences
- ▶ Identify and analyse the various components of the marketing mix for manufacturing, e-commerce and services organisations
- ▶ Understand and discuss key issues required in managing customer satisfaction and service quality and the role of employees
- ▶ Appreciate the key issues in service businesses such as managing supply and demand, relationship management, and the overlap in marketing/operations/human resource systems
- ▶ Have a detailed understanding and application of marketing communications
- ▶ Have developed their strategic thinking, business planning and communication skills: oral and written.

## Programme Structure

The Advanced Diploma in Marketing is an evening diploma studied over one academic year. Whilst it is not necessary to have completed the Diploma in Marketing, Advertising, Sales and Public Relations programme before commencing this diploma, it is strongly advisable that students have an introductory knowledge of marketing principles. The lecturing team consists of staff that combine academic qualifications with substantial practical business and marketing experience. A wide range of teaching techniques including lectures, videos and case studies will form an integral part of the programme.

## Programme Content

### Strategic Marketing Practice

This module is a vital source of knowledge for anyone engaging in the development of marketing strategies. It deals with the essentials of practice, from fundamental principles to an advanced understanding of all concepts underlying the challenges faced in contemporary marketing.

### International Marketing Communications

This module is designed to provide students with the tools necessary in order to employ an effective marketing communications plan. Participants will learn to integrate communications using the different tools available to the marketer.

### Services Marketing

Marketers need to be able to promote a customer service-oriented mindset in their organisations. Participants will be introduced to and have the opportunity to work with tools and strategies that address these challenges. Designed to develop the knowledge and skills requirements of an effective marketing professional, this subject provides the students with an opportunity to fully understand the principles of services marketing and to examine the major marketing challenges facing them.

### Communications and E-Commerce

This module explores the benefits of digital media and their implications for marketers and consumers. The programme examines digital marketing channels such as online advertising, direct marketing, PR and social media, among others. A key learning outcome will be the creation of a commercially viable internet business plan by each programme participant. This practical approach will enable participants to gain relevant and transferable skills valued in the marketplace.

### Assessment

To be awarded the Advanced Diploma in Marketing students will be required to complete a written assignment worth 30% of their final mark for each module (apart from Strategic Marketing Practice) and complete a written exam at the end of the year, for each module which is worth 70% of the overall mark. Strategic Marketing Practice is assessed by way of assignment (50%) and written exam (50%).

### Career Progression Opportunities

On completion of this programme, students will have the knowledge and skills required to work in a variety of business and marketing positions such as marketing executive, research assistant or business administration.

### Further Study Options

For students interested in further study, the Advanced Diploma in Marketing will entitle them to exemptions at Level 1 of some of the Evening Business Degree programmes at DBS.

### Student Profile

Typically, students participating on this programme come from a variety of backgrounds, including those already working in sales and marketing departments of organisations such as Google, Meteor, O<sub>2</sub> and An Post. Other industries include event management, insurance, hotel management. Some participants have had no practical marketing experience but have had an interest and basic knowledge of the sector and have used the programme as a springboard to their marketing career.

### Awarding body

Institute of Commercial Management (ICM)

### Schedule

2 evenings per week,  
6:15pm-9:30pm

### Intake

October

### Duration

1 academic year part-time



*"After exploring several different evening course options I finally decided to attend Dublin Business School after meeting staff and lecturers at the open evening. They were very knowledgeable and experienced in the area I was interested in so I was confident in my decision. Professionally this programme has given me a theoretical grounding in marketing which I find extremely beneficial as I work currently in the Advertising Sales industry. Broadening my knowledge of marketing allows me to understand clients and also my company's business better."*

**Amy Kiernan**

Advanced Diploma in Marketing



# Diploma in Business Studies

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

2 evenings per week,  
6:15pm-9:30pm

## Intake

September & January

## Duration

1 academic year part-time



*"After months of mulling over what I should do to further my career I decided to do a Business Studies Course in DBS and found it excellent. My lecturers were highly professional and very hands on with their pupils. The course was also a platform for me to meet and network with new people. I will definitely consider furthering my studies to degree level in the near future in DBS."*

**Eoin Wixted**

Diploma in Business Studies

This programme is designed to give the student an understanding of the theoretical and practical skills necessary for success in the business environment. The broad philosophy of this programme is to provide students with an appropriate base of relevant business knowledge, to promote personal development and business career advancement. Students have the opportunity to study many key areas in the business world and are encouraged to use the benefits of the programme to further their careers.

## Programme Aims and Objectives

On completion of the programme, students should have acquired the skills to:

- Understand a range of business functions and the multi-disciplinary nature of business
- Apply appropriate academic theories and concepts to a range of business issues
- Develop their learning skills to meet the demands of the modern business environment through the study of economics, accounting/finance, marketing, management and business research
- To be more aware of contemporary issues in modern business.

## Programme Structure

This programme is divided into two semesters with each semester consisting of four modules. The eight modules are delivered over one academic year with exams held in January and May. Generally students complete the programme within one academic year. However it may also be taken over two years (attending one night of lectures a week) to facilitate varying career commitments.

## Programme Content

### SEMESTER ONE

#### Accounting

The fundamental aim of this subject is to introduce the student to the basic principles of financial and management accounting. The programme will enable the student to develop basic skills in respect of recording, summarising and interpreting accounts. The objectives of the programme are for the student to appreciate the role of accounting in planning, decision making and control and to provide a foundation for students to pursue further studies within this key area.

#### Business Functions

This subject will introduce the student to the complexity of modern business organisational structures and give the student a sound knowledge of the major functions and service activities within a business. Topics covered include Business Communications, Enterprise, Human Resource Management and the overall business environment. It will also help to build students awareness of problems and challenges that the modern business might encounter.

#### Marketing Principles

This module is designed to provide the students with an understanding of the fundamental principles of marketing and to introduce them to the application of marketing thinking to business decisions. The key role of this module is to provide an introduction to many of the techniques employed by marketers to achieve business success.

#### Economics

This module is designed to give the student an excellent grounding in the fundamentals and functions of economics in today's business environment. This module covers a wide range of topics from supply and demand theory to national and international trade issues. A large part of this module focuses on national banking, inflation, income, unemployment and fiscal issues.

### SEMESTER TWO

#### Integrated Marketing Communications

This module introduces students to the elemental tools of marketing communications – advertising, public relations, sales promotions, direct marketing, product placement, sponsorship, and others. In an integrated marketing communications strategy, these forms of marketing communications are crafted together to achieve synergy and clarity. Students will learn how these communications tools can be used to complement each other for optimum effectiveness and return on investment.

#### Business Research Methods

This module introduces students to the theories and concepts of research and statistical techniques and shows how mathematical models can be applied to basic research activities. It will prove to be essential for those who endeavour to undertake any research. On completion of this module the student should clearly understand the role the statistics in business and will have the skills to apply these concepts at a practical level in relevant business situations.

#### Business Law

The objective of this module is to provide an understanding of the Constitutional legal system in Ireland and Europe with a particular focus on the law as it applies to Irish business together with company law. Students will gain competence in the legal aspects of the creation of a limited company and the shareholder relationship with a private limited company. Other topics covered include tort law (negligence and defamation), consumer law, agency and contract law.



### Management Theory and Practice

A comprehensive review of management theory and practice will be provided within this module. On completion of this subject, the student will be able to understand the complexities of modern management and will be familiar with the process of management decision-making and organisational design. The module will also empower the student to gain an insight into the interdependencies of a typical management structure and into the components of a successful business organisation.

### Assessment

To be awarded the Diploma in Business Studies, students will be required to successfully complete a final examination (100%) for each subject at the end of each semester. There is no continuous assessment element to this programme.

### Career Progression Opportunities

On completion of this programme students will have the knowledge and skills to work in a variety of positions which require knowledge in the areas of business, administration, and accounting/finance or business research.

### Further Study Options

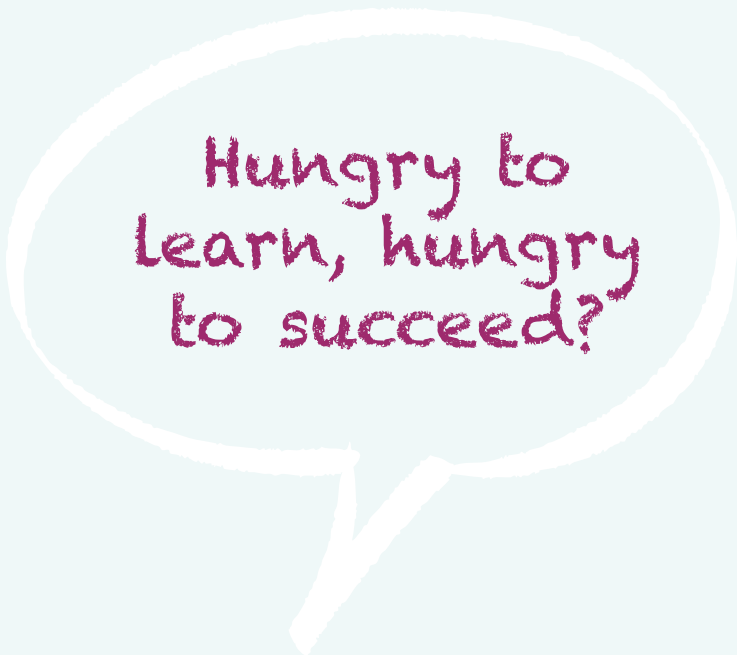
For students interested in further study, the Diploma in Business Studies will entitle them to exemptions at Level 1 of some of the Evening Business Degree programmes at DBS.

### Student Profile

Typically, students participating on this programme have come from a variety of backgrounds from those starting out in the business world to those for whom business skills are an advantage, in areas such as health, education, IT, engineering, hospitality etc. The programme can also be beneficial to non-business students who are seeking supervisory/management roles in the future.



have a  
passion for  
technology  
and business?



Hungry to  
learn, hungry  
to succeed?

# Diploma in International Business Studies

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

2 evenings per week,  
6:15pm-9:30pm

## Intake

September

## Duration

1 academic year part-time



*"My friend who previously completed this course recommended it to me. The atmosphere in the college is great and the lecturers are always very approachable and make the subject matter really interesting. Next year I plan to use the exemptions obtained from this course to continue my studies towards a BA (Hons) in Business Studies."*

**Ilona Rudzinska**  
Diploma in International Business Studies

This multidisciplinary Diploma offers a comprehensive programme of business subjects that will give students a thorough understanding of business and marketing principles nationally and internationally. The Diploma in International Business Studies also highlights how business integrates with national and international environments and can be used as a stepping stone to those seeking supervisory/management roles in the future.

## Programme Aims and Objectives

On completion of the programme, students will have acquired the skills to:

- Understand a range of business functions and the multi-disciplinary nature of business
- Apply appropriate academic theories and concepts to a range of business issues
- Develop their learning skills to meet the demands of the modern business environment through the study of economics, finance, marketing, management and business research
- Understand the influence of the international context on business and management
- Acquire practical business and management knowledge and skills.

## Programme Structure

This programme is divided into two semesters and each semester consists of four modules. The eight modules are delivered over one academic year with exams held in January and May. Generally students complete the programme within one academic year. However it may also be taken over two years (attending one night of lectures per week) to facilitate varying career commitments.

## Programme Content

### SEMESTER ONE

#### Accounting

The fundamental aim of this subject is to introduce the student to the basic principles of financial and management accounting. The programme will enable the student to develop basic skills in respect of recording, summarising and interpreting accounts.

#### Business Functions

This subject will introduce the student to the complexity of modern business organisational structures and give the student a sound knowledge of the major functions and service activities within a business. Topics covered include Business Communications, Enterprise, Human Resource Management and the overall business environment.

#### Marketing Principles

This module is designed to provide the students with an understanding of the fundamental principles of marketing and to introduce them to the application of marketing thinking to business decisions.

## Economics

This module is designed to give the student an excellent grounding in the fundamentals and functions of economics in today's business environment. This module covers a wide range of topics from supply and demand theory to national and international trade issues.

### SEMESTER TWO

#### International Trade & Finance

The programme aims to familiarise students with the core issues surrounding international trade and finance, including areas such as settlement of transactions, financing, the foreign exchange markets and the financial instruments used within international trade.

#### International Business & Finance

This is a wide-ranging module, which aims to give students an overall understanding of international business challenges and opportunities. The module includes a review of the current international trade theories, the structure of the international financial marketplace and the international organisations which support it.

#### International Marketing Communications

Given the importance of the single global economy, understanding how to effectively communicate across different cultures is fundamental to business success. This module will provide students with the ability to effectively use marketing communications skills in an international environment; explore the diversities that exist across different cultures and understand the key elements of marketing communications.

#### International Marketing Practice

This module aims to provide students with an overall understanding of the basic practices of international marketing. The rapid change of global business, how to assess the global market and how to develop strategies for market entry will be core to this module. The use of case studies to further enhance learning will also be integral to this module.

### Assessment

To be awarded the Diploma in International Business Studies, students will be required to successfully complete a final examination (100%) for each subject at the end of each semester. There is no continuous assessment element to this programme.

### Career Progression Opportunities

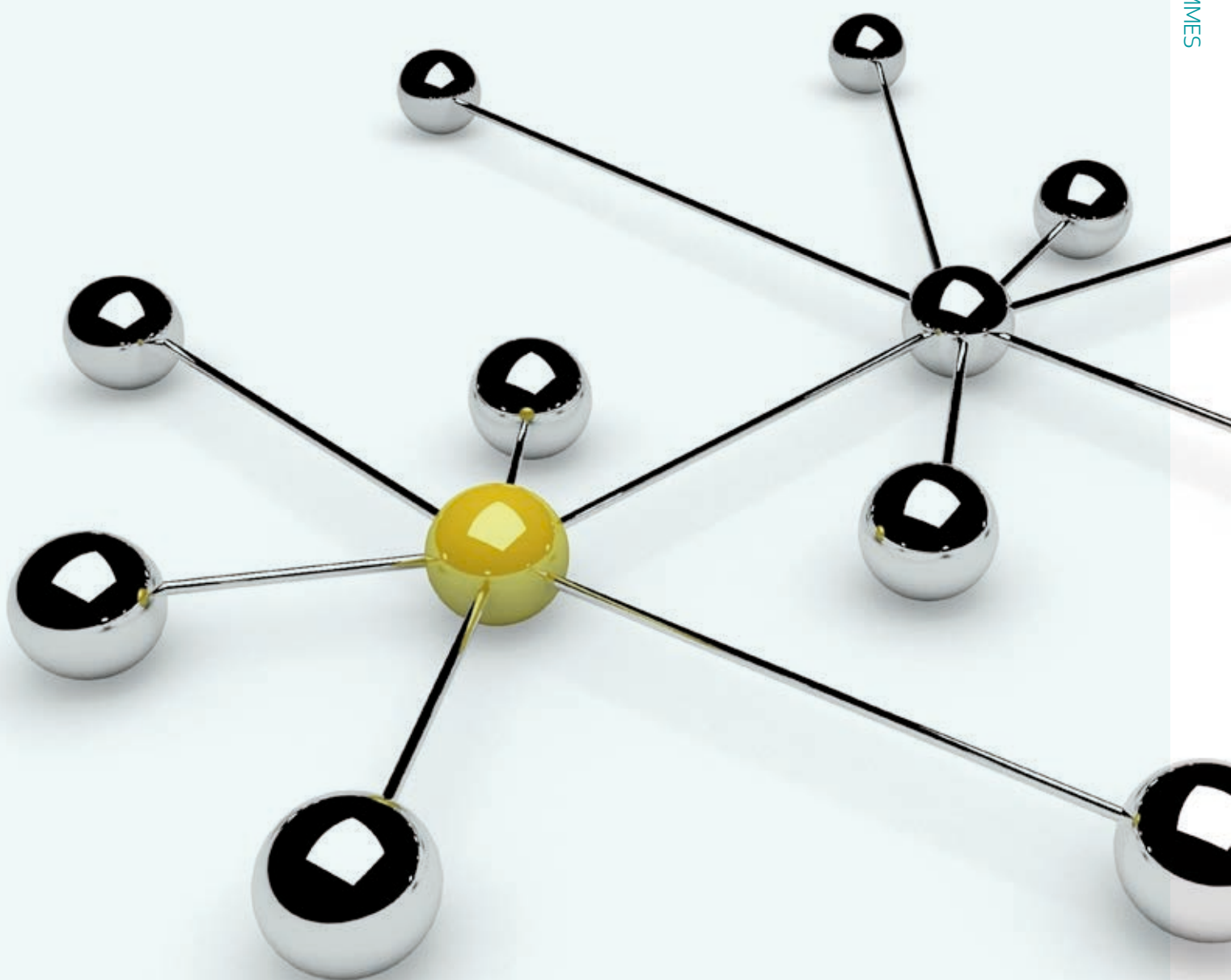
On completion of this programme students will have the knowledge and skills to work in a variety of positions which require knowledge in the areas of business and international business including business management, administration, and finance or business research.

### Further Study Options

For students interested in further study, the Diploma in International Business Studies will entitle them to exemptions at Level 1 of some of the Evening Business Degree programmes at DBS.

### Student Profile

Typically, student participating on this programme are from a variety of backgrounds from those starting out in the business world to those for whom business skills are an advantage, in areas such as health, education, IT, engineering, hospitality etc. The programme can also suit non-business students who are seeking supervisory/management roles in the future.



# Diploma in Taxation



## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-8:30pm

## Intake

October & February

## Duration

14 weeks part-time

*"I initially considered the course as a 'knowledge add on' to supplement my own understanding of taxation. The course particularly developed my knowledge in the commercial aspects of acting as a Tax Adviser. The approach which the lectures took was detailed and at times was akin to a master class. I also found the study material is easy to understand and instantly accessible."*

Donald P. McKenna  
Diploma in Taxation

Knowledge of taxation can deliver lifelong benefits, saving thousands of euros annually. The Irish tax code, running to several thousand pages, is complex and a minefield to the unwary. Students of the Diploma in Taxation will be expertly guided through the various taxes and shown the various tips that can save money, and traps that can cost money.

## Programme Aims and Objectives

On completion of the programme students should have acquired the skills to:

- Calculate tax liabilities for individuals and companies
- Appraise multiple tax related scenarios
- Identify tax saving opportunities

## Programme Content

### Tax basics

The Irish tax system, the UK tax system, comparison.

### Income tax I

Persons liable (individuals, trustees, personal representatives), residence, domicile, ordinary residence, non-residents, income tax computation.

### Income tax II

Single, married, assessment; employment income, benefit in kind, trading income, capital allowances, losses, rental income, rental losses, deductions against total income (Health expenses, BES, film relief), personal tax credits, other tax credits, dealing in residential land, self-assessment, surcharge.

### PRSI

What is PRSI? Employed contributors, reckonable earnings, PRSI classes, self-employed contributors, reckonable income PRSI classes, health levy.

### Capital Gains Tax (CGT)

Persons liable (individuals, trustees, personal representatives), residence, domicile, ordinary residence, non-residents, CGT computation, deductible expenses (acquisition, disposal), annual exemption, allowable losses, retirement relief, principal private residence relief, transfer of business to a company, self-assessment, surcharge.

### Corporation Tax I

Persons liable (companies), company residence, foreign companies trading in Ireland, transferring a business to a company, putting property in a company, extracting profits from a company.

### Corporation Tax II

Corporation tax computation, capital allowances, charges, film investment, renewable energy relief, dealing in residential land, tax credits, self-assessment, surcharge.

## Value-added Tax (VAT)

Persons who must register, VAT rates, exemptions, VAT on property transactions, VAT computation. Capital Acquisitions Tax (CAT) Persons liable, CAT computation, exemptions, valuation date, market value, deductible costs, incumbrance-free value, taxable value, agricultural relief, business relief, small gift exemption, self-assessment.

## Stamp Duties

Documents and transactions liable, computing your stamp duty, intergroup transfers, reconstructions and amalgamations, young trained farmers, residential sites, transfers between relatives, Stampable amount, rates of duty, relief for blood relatives, subsales.

## Farmers

Income tax, corporation tax, CGT, VAT, CAT, stamp duties.

## Charities

Regulation of charities, charitable purposes, acquiring exemption.

## Marital breakdown

General issues, tax consequences. Revenue Audits Proper records, Revenue powers, Revenue audit.

## Assessment

To be awarded the Diploma in Taxation, students will be required to complete a written case study based assignment (25%) and an in-class assessment (75%) at the end of the programme.

## Career Progression Opportunities

The programme will be beneficial to those wishing to acquire knowledge of the fundamentals of taxation.

## Student Profile

Typically, students who have participated on the programme have included business owners, investors, solicitors, accountants, and other professionals. It is also beneficial to those employed in a financial advisory role.

## Further Study Options

For students interested in further study to degree level, they may wish to progress to any of the Evening Business Degree programmes at DBS. DBS also offers a Diploma in Investment & Capital Markets and a Diploma in Wealth Management.

# Diploma in Advanced Taxation

This programme builds on the knowledge acquired in the Diploma in Taxation. Upon completion students will have developed practical skills to allow them to identify and understand key concepts in international taxation and consulting.

## Programme Aims and Objectives

On completion of the programme, students should have acquired the skills to:

- ▶ Understand key concepts in international taxation
- ▶ Identify key tax planning opportunities for high net worth individuals and transnational businesses
- ▶ Understand how to manage client expectations
- ▶ Be able to summarise and communicate tax concepts in a clear and professional manner.

## Programme Content

**Tax residence rules for individuals and companies** – Ireland and foreign.

### International Tax Treaties

Purpose – treatment of employment and pension income, self-employed income, dividends, royalties and interest – sample treaties – Ireland-UK; Ireland-US; Ireland Switzerland.

### European Union Tax Law

The VAT Directive, the Parent-Subsidiary Directive; the Interest and Royalties Directive; EU tax harmonisation – Common Consolidated Tax Base (CCTB); the European Court of Justice (ECJ) and select ECJ decisions.

### UK Tax I

Income tax, corporation tax, capital gains tax – non-domiciliaries, capital allowances, tax planning.

### UK Tax II

Inheritance tax, stamp duty land tax, VAT, national insurance contributions; tax legislation and case law.

### Taxation in France, Germany, Italy, Spain, Portugal

Taxation in Belgium, Luxembourg, Denmark, Netherlands, US Controlled Foreign Companies (CFC) legislation.

### Taxation in the USA

Individuals, companies – the IRS and tax compliance.

### Transfer Pricing

Provisions in treaties – provisions in domestic law (US, UK, Ireland).

### Tax Havens

Isle of Man, Jersey, Guernsey, Gibraltar, Netherland Antilles, Bahamas, Cayman Islands, Antigua, Andorra, Monaco, British Virgin Islands, Hong Kong, Malta, Liechtenstein; tax information exchange agreements.

### Case Studies

Individuals and owner-managed businesses, trusts and estates, VAT, multinational corporations.

### Assessment

25% of the course marks are awarded for an assignment; 75% of the course marks are awarded for an exam performance.

### Career Progression Opportunities

On completion of the programme, students will have covered some of the groundwork for the membership exams of the UK Chartered Institute of Taxation (CIOT) and the Advanced Diploma in Taxation (CIOT).

### Student Profile

Typically, participants on the programme might include accountants, solicitors, business owners, financial advisers and those who have completed a foundation programmes in taxation.

### Further Study Options

For students interested in further study at degree level, they may wish to progress to any of the Evening Business Degree programmes at DBS. DBS also offers a Diploma in Wealth Management.

## Awarding body

Dublin Business School

## Schedule

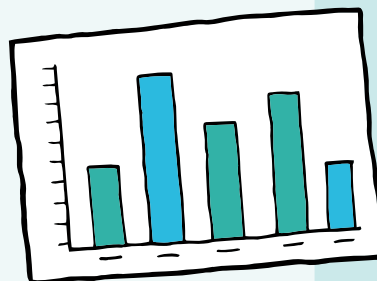
1 evening per week,  
6:15pm-8:30pm

## Intake

October & February

## Duration

14 weeks part-time





# Diploma in Accounting & Finance

## Awarding body

Dublin Business School

## Schedule

2 evenings per week,  
6:15pm-9:30pm

## Intake

September & January

## Duration

1 academic year part-time



*"This course has given me confidence and knowledge to deal with different financial issues in my work as they arise. I am currently working in PostPoint, a subsidiary of An Post where finance is at the core of their business. Since completing the Diploma in Accounting and Finance I have decided to continue with DBS and am currently studying for my BA (Hons) in Accounting and Finance."*

**Fiona Brady**  
Diploma in Accounting  
& Finance

This one year programme has been designed with an emphasis on the practical application of Accounting and Finance knowledge to the commercial work place. It is intended for participants wishing to gain a solid foundation in the major components of the Accounting and Finance discipline and to allow them develop their financial literacy skills.

## Programme Aims and Objectives

On completion of this programme students will be able to demonstrate foundation knowledge in core subject areas such as Bookkeeping (manual and computerised), Cost Accounting, Business Law and Finance. The lecturing team consists of staff with relevant academic qualifications and substantial practical accounting and finance experience.

## Programme Content

### SEMESTER 1

#### Bookkeeping & Accounting

This module covers a range of accounting information including, basic principles and concepts of bookkeeping and accounting, preparation of financial statements and the application of control mechanisms in the financial accounting system.

#### Finance 1

This module is designed to introduce the concepts of analysing and interpreting financial statements, working capital management, sources of business finance and an introduction to capital investment appraisal.

#### Cost Accounting 1

Students will gain a basic knowledge of cost accounting and will have acquired the skills to identify and allocate costs to the production process from a stock valuation, profit measurement and decision making perspective.

#### Business Management & Administration

Participants will gain an overview of management and administration systems. Students will be introduced to the areas of marketing, research and development, personnel function, organisational structure, production and administration.

### SEMESTER 2

#### Finance 2

Building on material covered in semester one, the module will use financial management techniques to appraise capital investment opportunities within a business environment. Sources of business finance will also be explored and there will be an introduction to strategic management.

#### Cost Accounting 2

The focus is on the use of costing for internal reporting enabling managers to provide information for planning and control. In addition to this the use of budgeting, standard costing and relevant costing will enable the student to have an appreciation of the nature, function, format and value of internal reporting.

## Computerised Accounting Systems – Sage Line 50: The Accounting Fundamentals

This programme utilises the Sage Line 50 software package and its application within the accounting function. This software assists business in managing their finances, accounts, customers and suppliers. The module explores the principle aspects of accounting software packages through the integration of topics studied previously in semester one along with exploring daily business tasks such as invoicing, managing suppliers, credit control, budgeting and managing bank accounts.

## Business & Company Law

This module is designed to equip students with a sound understanding of business and company law, enabling professionals to apply the rules and principles of contract law to common business situations. There will also be a focus on certain key principles of the law of torts. Consumer protection law will also be studied.

## Assessment

To be awarded the Diploma in Accounting & Finance, a student will be required to complete end of term examinations (100%), which will be held twice yearly in January and May.

## Career Progression Opportunities

This programme is an ideal introductory programme and will provide students with the skills necessary to progress and advance within numerous accounting support roles and with future academic qualifications.

## Student Profile

Participants on the programme have had no prior education in the subject areas of accounting and/or finance. Some students have completed the programme as a foundation programme with a view to progressing to degree or postgraduate/professional accountancy level. It is also beneficial to those who are not employed directly in an accounting related role but who are responsible for financial transactions in an organisation or business professionals who want to improve their understanding of accounting and finance.

## Further Study Options

For students interested in further study, the Diploma in Accounting & Finance will entitle students to exemptions at Level 1 of some of the Evening Business Degree programmes at DBS.

# Diploma in Office Management & Administration

Those working in or managing a busy office environment are involved in and are responsible for a wide range of activities. Their responsibilities include determining policy, setting targets and budgets, employing and controlling staff and ensuring that the highest level of service is provided to customers and other departments within the organisation.

## Programme Aims and Objectives

Each module on this programme lays down fundamental principles designed to teach participants the essentials of effective office management and administration. It aims to provide students with:

- ▶ Key skills and knowledge transferable to any management position
- ▶ An understanding of how to improve workplace efficiency and increase job satisfaction
- ▶ Insight into the significance of marketing and sales functions
- ▶ Fundamental appreciation of Irish business and employment law.

With the above competencies and abilities participants will immediately become an important asset in the workplace and driver of productivity in the office.

## Programme Structure

This programme is divided into five modules and is designed to provide a practical grounding in the knowledge and skills of office management and administration.

## Programme Content

### Management Principles

Three themes of management will be developed in this module namely corporate, business and functional. The decision making process will be applied to each theme, with particular emphasis on case study work.

### Human Resource Management

The HRM module will provide participants with an overview of the various functions of the Human Resource Department and will emphasise the role HRM plays in developing the organisation, improving efficiency and increasing job satisfaction.

### Marketing and Sales Management

This module explores the skills and knowledge necessary for the motivation and management of effective marketing in the workplace. The basic principles are taught and an advanced understanding is fostered through the use of case studies and practical examples.

### Business and Employment Law

This module will provide participants with an overview of the Law of Contract, Tort, EU Law and a detailed element of the module will cover the general principles and best practice of Employment Law.

## Managing the Office

This module provides an overview of the types of skills required to run and administer a busy office environment. Topics covered in this module include planning skills, understanding budgets and purchasing, project management, managing people and the use of information technology in office administration.

## Assessment

To be awarded the Diploma in Office Management and Administration, a student will be required to complete an in-class exam (30%) during each module (apart from Employment Law) and a written assignment at the end of each module (70%). Employment Law is assessed by way of an in-class exam.

## Career Progression Opportunities

Upon completion of this programme participants will have acquired advanced skills in administration to assist in managing an office effectively. Furthermore, students will have developed knowledge and skills necessary for potential management positions. The transferability of the skills taught on this programme is high and can be applied across a variety of workplaces and positions.

## Student Profile

The programme is particularly suited to the new or aspiring Office Manager, the Section Leader and those working in Administration who are interested in enhancing personal performance. Students on this programme range from those wanting to up-skill and seek promotion to small business owners and job seekers wishing to improve their prospects.

## Further Study Options

For students interested in further study, the Diploma in Office Management & Administration may entitle them to exemption(s) at Level 1 of some of the Evening Business Degree programmes at DBS.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

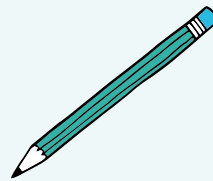
October – 1 academic year  
modular part-time  
February – 17 weeks intensive

*"I was concerned before starting the course how I would manage working full-time and dedicating sufficient time to my studies but the detailed format of each module, together with exceptional support from lecturers, really made things easy to balance the two. As I currently work in an office environment I was able to apply the theoretical knowledge from the lectures and use it during my working day. Having the ability to do this allowed me to better absorb the material I was learning while also impressing at work."*

**Paddy McCormack**  
Diploma in Office Management & Administration

COMPUTING

# Diploma in Human Resource Management



## Awarding body

Institute of Commercial Management (ICM)

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

October – 1 academic year  
part-time  
February – 13 weeks intensive  
+ 4 Saturday mornings



*"I undertook the Diploma in Human Resources Management as I was looking for education in an area which I could apply to my day to day work which was relevant to some of my current responsibilities, but could also give me new skills if I was to pursue a more defined HRM role. Since completing the programme, I have applied much of the knowledge to my current role and I have adopted a more strategic approach to my thinking. There was also an excellent e-learning support facility with lecture notes and supplemental information."*

**Michelle Fanning**  
Diploma in HRM

This highly interactive and engaging programme is designed to familiarise participants with the very latest thinking on, and best practice in, Human Resource Management (HRM). This programme places HRM at the heart of organisational management in a rapidly changing, ever more complex, and increasingly global marketplace. It is aimed at those who have been given, or who are about to be given, operational responsibility for aspects of HRM and those who wish to progress into a career in HRM. It is also aimed at those who are stimulated by the growing recognition of the strategic significance of HRM in the modern organisation and those who wish to use the programme as a launch-pad for further studies in HRM in due course.

## Programme Aims and Objectives

The programme provides a very effective practical overview of the latest thinking and case developments in HRM in order to provide both a conceptual and practical basis for student learning. The programme is highly interactive, the enjoyment of class discussion by students being a major feature of the programme.

On completion of the programme students should have acquired the skills to:

- ▶ Appreciate the strategic and operational significance of modern HRM
- ▶ Be equipped with a highly relevant and useful theoretical framework for the development and evaluation of HRM concepts, strategies, policies, principles, and practices (allied to a thorough grasp of the operational details of HRM best practice).

## Programme Structure

To enable students to take full advantage of their study experience and to better prepare them for future managerial employment and further study in the HRM field, programme delivery is structured to be:

- ▶ Student and Assessment-focused, and
- ▶ 'Real-world' oriented, allowing students to relate their learning to their own experiences and to the wider business world around them.

The programme is delivered in the form of lectures, guest presentations, group discussion, individual and group exercises (including roleplaying exercises), videos, case study analysis, and topic-specific workshops. The nature of the module is essentially participative. Student contact is also warmly welcomed on the programme. Use of the 'canteen clinics' provided by the Course Leader is especially recommended to students for assistance with coursework issues or any course topic they need assistance with.

## Programme Content

- ▶ Introduction to Management Theory and Practice
- ▶ The Strategic Context for HRM Today
- ▶ The Historical Development of HRM
- ▶ HRM Planning
- ▶ HRM Practice in Ireland and Elsewhere
- ▶ The Labour Market and HRM
- ▶ Recruitment
- ▶ Selection
- ▶ Promoting Employee Engagement
- ▶ Reward Management
- ▶ Managing and Appraising Performance
- ▶ Training, Learning & Development
- ▶ Organisational Culture and HRM
- ▶ Promoting Improved Team-working and Communications
- ▶ Employee Relations
- ▶ Industrial Relations Management
- ▶ Managing Stress at Work
- ▶ International HRM
- ▶ Emerging Trends and Issues in HRM.
- ▶ Retirement and redundancy
- ▶ Leadership and management development

Together, these topic areas constitute a highly contemporary and relevant overview of the most significant elements of modern HRM. Although the programme is based on HRM theoretical and case literature, it is essentially a very practical programme, which relies greatly on student participation for its success.

## Assessment

To be awarded the Diploma in Human Resource Management, a student will be required to complete continuous assessment (50%) and a written examination at the end of the academic year (50%).

## Career Progression Opportunities

Students of the Diploma in Human Resource Management will have the knowledge required to work in a variety of HR positions in the private, public, and not-for-profit sectors of the economy.

# Diploma in Event Management & Public Relations

No matter what the event – corporate, sporting, entertainment or otherwise – this programme provides the knowledge and skills to make it a successful one. Underpinned by project management, marketing and public relations principles, the programme takes students through identifying and planning the right event through to delivering it successfully on the day.

## Programme Aims and Objectives

Anyone who sets about organising an event faces a myriad of logistical, financial, operational and communications challenges. The programme was developed in response to these challenges, and the aim is to provide a structured approach to planning and managing events that reduces pressure on the event organiser and produces a better quality event.

On completion of the programme, students should have acquired the skills to:

- ▶ Identify and develop an event that can succeed in the prevailing socio-economic conditions
- ▶ Develop robust plans for before, during and after the event
- ▶ Build an appropriate team, whether paid or unpaid, and budget for their event
- ▶ Develop a marketing strategy and plan that will attract both event participants and sponsors
- ▶ Communicate successfully with all stakeholders using public relations knowledge and techniques
- ▶ Understand the safety, risk and emergency planning requirements for events
- ▶ Manage all aspects of an event operation, such as transport, crowd management, logistics or communications.

## Programme Structure

The programme is delivered with a strong practical emphasis on event management and public relations – the lecturers have been involved in the event industry for over a decade and continue to work in the sector.

## Programme Content

### Event Planning & Management

This subject area introduces the student to event types and their characteristics. The main focus is to use project management principles as the foundation for effective event planning, covering pre-event, during and post-event actions and operations.

### Event Communications: Marketing and Public Relations

This element of the programme begins with an introduction to the marketing concept and key marketing principles, emphasising the importance of targeting the right event at the right audience at the right time. Students are provided with practical PR and presentation skills to ensure they can communicate key messages professionally in both written and verbal format.

## Event Operations

Focusing on successful execution of an event plan, this part of the programme will take students through a wide range of functional areas that must be prepared and delivered as part of an event.

## Assessment

To be awarded the Diploma in Event Management & Public Relations, a student will be required to complete an event plan as their individual assignment (85%), to incorporate an event theme, project plan and elective sections such as event marketing, operating plans or safety management. Students will also be required to develop and deliver a presentation on the key elements of their event plan (15%).

## Career Opportunities

On completion of this programme, students will have the knowledge and skills required to work in a variety of business positions such as event coordinator, assistant to event managers and promoters, assistant PR executive or marketing assistant.

## Student Profile

Typically, students participating on this programme are interested in working on events either in part-time or full-time capacity. The mix in each intake is varied, from those with no previous event experience to those who have worked and volunteered on events in the past to those seeking a career change or development of a new competence to complement their existing skills and experiences.

## Further Study Options

For students interested in further study Dublin Business School also offers a range of Level 8 Honours Business Evening Degree programmes.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

14 weeks part-time



*"I was very happy to find a course I could attend one evening a week after work. DBS was recommended by a very good friend who previously completed an Evening Diploma in Project Management, leading to a project manager position being offered to him in Berlin. This course benefitted me in many ways. I had previously organised exhibitions and events, but I never officially studied it. The course provided a great overview and structure of everything you should keep in mind in order to prepare, promote, run and evaluate an event. The lecturer provided not only the necessary knowledge for event management; he also gave insights into his own experience in the industry."*

**Silvia Egger**  
Diploma in Event  
Management & PR



# Diploma in Tourism Management & Marketing



## Awarding body

Institute of Commercial  
Management (ICM)

## Schedule

1 evening a week,  
6:15pm-9:30pm

## Intake

October

## Duration

1 academic year part-time



*"I chose to study at Dublin Business School due to its excellent reputation, central location and flexible programmes. I was looking for a course which would be an addition to my previous studies as well as being helpful for my career and professional development. Studying at DBS involves hard work and commitment but this programme has given me a great insight into the area of tourism management and marketing. The lecturer was up to date in all the various changes and events in the industry and the interactive class enabled students to also learn from one another's professional experiences."*

**Adesuwa Queen Oloton**  
Diploma in Tourism  
Management and Marketing

This one-year programme, divided into five modules, is offered for those who are beginning a career in the tourism industry, or who may wish to seek employment in that sector.

## Programme Aims and Objectives

Students will gain a professional understanding of each of the five modules covered. The importance of delivering a tourism product to the market from both a customer service and a highly successful business proposition is underlying throughout the programme. Realising the dynamics of the tourism industry and the effects that change in the global economy and environment will have on this industry will ensure the students have the ability to be flexible in business planning.

## Programme Content

### Structure of Travel and Tourism

This module provides an overview of the principles involved in creating and delivering travel and tourism products. The role of the tour operator, passenger transportation providers, retailers and tourist boards is also examined. The module also focuses on how these principles work together to ensure that the customer received the best package options. An insight is also given of the technological changes the tourism industry has seen in delivering travel products for sale in the online arena.

### Marketing for Tourism

Marketing is a vital management function in the tourism industry. Students on this module concern themselves with issues such as planning for tourism marketing, services versus product marketing, the marketing mix for tourism including advertising and public relations the international marketing of tourism and the control and management of marketing activities, with an overview of online marketing opportunities.

### Tourism in the Economy

Tourism is a valuable contributor to a host economy's health. In this module, students will gain an understanding of the role of tourism in the growth of a national economy. Other areas of study will include employment and income creation, the balance of tourism payments and the role of the public sector in tourism development. This module also explores how profits are made in the retail and wholesale sectors of the industry and how best to recognise profit making opportunities.

### Issues in International Tourism

In this module, students will consider issues such as tourism and the environment, societal and cultural impacts and the concept of sustainable developments. Other areas of study will include event authenticity, tourism in the developing world as well as tourism and indigenous peoples.

## Heritage Management

The concept of heritage and its role in tourism is a priority for many economies that are dependent on tourism. Accordingly, the role of heritage and enterprise, national heritage agencies and their role in tourism development, visitor and interpretative centres and the administration framework will constitute a major part of this module.

## Assessment

To be awarded the Diploma in Tourism Management & Marketing students will be required to complete a combination of exam and/or assignment for each module. Structure of Travel & Tourism and Tourism in the Economy are assessed through a written exam (100%). Heritage Management is assessed by assignment (100%) and Marketing for Tourism and Issues in International Tourism are assessed by assignment (70%) and exam (30%).

## Career Progression Opportunities

This programme will benefit those who wish to work for Travel Agents, Travel Shops, Tour Operators, Tourism Authorities, Tourist Information Centres, Car Hire Operators, Hotel Groups and other tourism related commercial operations.

## Student Profile

Typically participants on the programme have included both those currently employed within the tourism industry at a junior level as well and those from related fields including hospitality management. It is also of interest to those wishing to gain employment in these areas.

## Further Study Options

For students interested in further study Dublin Business School also offers a range of Level 8 Honours Business Evening Degree programmes.

Learn about  
all aspects of  
marketing



# Diploma in Project Management

Project Management is of growing importance to organisations because it deals effectively with the management of change. Organisations are beginning to realise that the traditional form of management cannot deal with the dynamics and resulting chaos of the modern economic, social and business environment. Project management is a method for organisations to achieve profitability targets, but just as significantly, it is a 'culture' that will assist programme participants to improve their management performance.

## Programme Aims and Objectives

Project management can provide a varied and rewarding career path and has become the favoured management technique for accomplishing specialised missions or work, when the normal organisational structure or methods of assignment are not sufficiently responsive, flexible, or efficient. This Diploma in Project Management programme will explore the social, organisational, behavioural, and systems issues of project management and the programme will ultimately provide a framework for managing projects. Project management is continuing to evolve from a set of skills to a profession and the pace of this evolution is increasing and students who complete this programme will be able to:

- Explain the characteristics of organisational approaches to project management
- Understand the core competencies required to make an effective project manager including communication, leadership, motivation, negotiation and team building skills
- Understand the concepts of stakeholders, success criteria and critical success factors in the context of projects
- Evaluate the importance of effective management of the project life cycle
- Be able to apply methods, tools and techniques for planning, monitoring and controlling projects and for managing risk
- Create a project plan
- Understand the various roles and the importance of the project office.

## Programme Content

As projects become more obscure, greater competencies are required to manage their complexity. This syllabus is designed to examine project management roles and environments, the project life cycle, and various tools and techniques of project initiation, planning, execution, control, and close-out to successfully achieve project objectives.

### Initiation

includes defining the project in strategic terms, especially in terms of its business value and seeking authorisation to proceed.

### Planning

Involves the devising of a project plan capable of achieving the project objectives, continuously refining requirements, creating a Work Breakdown Structure (WBS), establishing project controls and seeking approval for the plan.

### Execution

The execution stage includes progressive elaboration of the project's plan whilst co-ordinating people, materials and processes to accomplish the planned objectives.

### Controlling

This is the process of ensuring that project objectives are met by monitoring and measuring progress regularly, using earned value to identify variances from plan, responding to risk triggers and taking corrective action as necessary.

### Close-out

The final stage includes the formalised acceptance of the project or phase, the documenting of lessons learned, record archiving and contract review and audit.

### Assessment

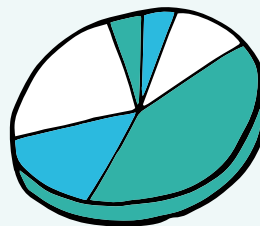
To be awarded the Diploma in Project Management, a student will be required to complete an individual assignment (20%), group assignment (20%) and end of programme examination (60%).

### Career Progression Opportunities

Project management provides a diverse range of interesting and rewarding career options. It encompasses a highly versatile and valued skill set that can be applied across all major economic sectors from the arts, financial services, engineering, ICT, life sciences to construction.

### Student Profile

The Diploma attracts a diverse range of students from a varied background. The typical student will have a limited amount of project experience and is looking to develop their formal skill set and career prospects as project managers.



### Awarding body

Dublin Business School

### Schedule

1 evening per week,  
6:15pm-9:30pm

### Intake

October & February

### Duration

14 weeks part-time



*"The main reason I chose this Project Management Diploma course in DBS was to progress in the current company I work for and since completing the course I have now moved into a Junior Project Management role. The structure of this course is brilliant and is laid out very well; I cannot recommend this PM course highly enough. I have thoroughly enjoyed my experience within DBS and I am hoping to return to complete another professional development course soon."*

**Ian Harpur**  
Diploma in Project  
Management

# Advanced Diploma in Project Management

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

14 weeks part-time



*"When I realised it was time for me to formalise my Project Management education I researched all the courses that were available in Dublin and chose DBS. I have no regrets about this decision and would have no hesitation in recommending it. I found the course comprehensive, informative and engaging and it was delivered in an efficient and professional way by a lecturer with excellent knowledge in his field."*

**Feargal O'Neill**  
Advanced Diploma in Project Management

INCORPORATING PREPARATION FOR THE PROJECT MANAGEMENT INSTITUTE (PMI®) PROJECT MANAGEMENT PROFESSIONAL (PMP®) CERTIFICATION EXAMINATION.

All organisations use projects as the way to translate strategies into plans and objectives into realities and the application of advanced project management skills is often what determines a successful project from a painful and unsatisfactory one. Dublin Business School is a Registered Education Provider (REP) for the Project Management Institute and have designed this Advanced Diploma programme specifically for project managers, team members and senior managers, who in addition to obtaining an Advanced Diploma in Project Management, may also intend to take the Project Management Institute examination.

## Programme Aims and Objectives

The programme will bring participants up to speed in the current principles and practices of project management. Incorporating preparation for the Project Management Institute (PMI®) Project Management Professional (PMP®) certification examination, the main focus of this programme will centre on the five projects management processes of Initiation, Planning, Execution, Control and Close-out. Additionally students will:

- ▶ Review the qualification process and the development of application documents that meet PMI's rigorous standards regarding experience and training
- ▶ Gain an appreciation of the PMI approach to project management
- ▶ Study techniques that help prepare students for the examination.

## Programme Structure

In addition to the Advanced Diploma in Project Management, this programme concentrates on preparing students to take the PMP® certification exam. A review of material normally covered in the examination will be presented. Students are instructed on how best to prepare, study for and take the examination. Sample questions of the type given in the examination are used extensively. This curriculum has been specifically built to broadly map to the Project Management body of Knowledge™ (PMBOK™) and the Project Management Professional (PMP®) Examination Specification.



## Programme Content

- ▶ The Project Management Framework
- ▶ Project Management in Context
- ▶ Project Management Fundamentals
- ▶ Project Communications Management
- ▶ Project Cost Management
- ▶ Project Human Resource Management
- ▶ Project Integration Management
- ▶ Project Procurement Management
- ▶ Project Quality Management
- ▶ Project Risk Management
- ▶ Project Scope Management
- ▶ Project Time Management
- ▶ Project Management Professional Responsibility

## Assessment

To be awarded the Advanced Diploma in Project Management, a student will be required to complete an end of programme examination (100%).

## Project Management Institute® (PMI)

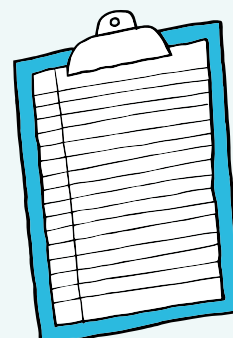
With over 300,000 members in 170 countries the Project Management Institute, Inc. (PMI) is the leading membership association for the project management profession and the largest association dedicated to project management in the world. Dublin Business School was the first private college in Ireland to be awarded the status of a Registered Education Provider (REP) of Project Management Training by the PMI. The REP programme was developed by the PMI to create a global system to recognise training providers that follow PMI-established criteria for project management training and to enhance the on-going professional development of PMI's members, those credentialed through PMI and others in the project management profession.

## Student Profile

Typically, students participating on the programme come from a variety of professional backgrounds including IT, manufacturing, marketing, engineering and construction.

## Career Progression Opportunities

The qualification obtained from the Advanced Diploma in Project Management and the Project Management Professional (PMP®) certification demonstrates to employers and prospective employers that graduates have the strategic and professional competency to successfully manage projects on a small or large scale.



# Executive Diploma in Project Management

INCORPORATING PREPARATION FOR THE PROJECT MANAGEMENT INSTITUTE (PMI®) PROJECT MANAGEMENT PROFESSIONAL (PMP®) CERTIFICATION EXAMINATION.

Charles Darwin (1859) wrote the book on natural selection: "Survival of the fittest is about adaptability to a changing environment and new competitive realities" and this sums up the key challenge facing many organisations today in preparing their project managers to lead and deliver projects successfully, on time and within budget regardless of the type of industry, project type, scope or location. Now more than ever global standards are crucial to the professional project manager because they ensure a professional project management standard is applied consistently worldwide. More importantly, it can help an organisation align its project workload to meet its strategic goals, while making the best use of their limited resources. Coming from a range of industries and organisations, participants are invited to join fellow executives with a shared desire to deliver higher performance in delivering projects.

## Programme Aims and Objectives

This Executive Diploma in Project Management allows participants to maximise their personal development while participating in, and exploring, the most up to date project management topics led by practicing practitioners, ensuring the best quality learning experience.

On completion of the Executive Diploma in Project Management students will have acquired the skills to:

- ▶ Evaluate organisational approaches to managing projects
- ▶ Understand the importance of stakeholders, success criteria and critical success factors in the context of projects
- ▶ Evaluate methods for the management of the project life cycle
- ▶ Select and apply methods, tools and techniques for initiation, planning, monitoring, execution and closing of projects
- ▶ Analyse the skills and competencies required of the project team
- ▶ Gain an appreciation of the PMI approach to project management
- ▶ Study techniques that prepare students for the examination.

## Programme Structure

The Executive Diploma in Project Management is delivered 1 day per week over 8 weeks. Full course material and textbooks are included in the programme fee and lunch is also provided for participants.

## Programme Content

In addition to the Executive Diploma in Project Management, this programme concentrates on preparing students to take the PMP certification exam. Students are instructed on how to prepare, study for and take the examination. Sample questions of the type given in the examination are used and the curriculum has been specifically built to broadly map to the Project Management body of Knowledge (PMBOK® Guide) and the Project Management Professional (PMP®) Examination Specification.

Areas covered include:

- ▶ Project Management in Context
- ▶ Integrating the Fundamentals of Project Management
- ▶ Project Scope Management
- ▶ Project Time Management
- ▶ Project Negotiations and Communications
- ▶ Project Finance and budgeting
- ▶ Leading Project Teams
- ▶ Project Integration Management
- ▶ Project Procurement Management
- ▶ Project Quality Management
- ▶ Managing Risk and Opportunities
- ▶ Project Management Professional Responsibility.

## Assessment

To be awarded the Executive Diploma in Project Management, a student will be required to complete a group assignment during the programme and an end of programme multiple choice examination (100%).

## Career Progression Opportunities

The qualification obtained from the Executive Diploma in Project Management and the Project Management Professional (PMP) certification demonstrates to employers and prospective employers that graduates have the strategic and professional competency to successfully manage and oversee projects on a small or large scale.

## Student Profile

This programme was developed specifically for senior and middle level managers and executives that want to understand and appreciate the value project management can bring in helping to execute business strategies. Participants will discover how best practices in project management can add consistency to the process of delivering quality products and solutions to customers on time, within budget, and ahead of the competition.

## Awarding body

Dublin Business School

## Schedule

1 day per week,  
10am-5pm

## Intake

October & February

## Duration

8 weeks



The Project Management Institute® (PMI) is the world's leading association for project management professionals. Dublin Business School is a Registered Education Provider (REP) for the Project Management Institute. The REP status is granted to training providers across the globe that meet the PMI's criteria for providing effective and quality project management training. The Advanced Diploma in Project Management and the Executive Diploma in Project Management offered by Dublin Business School both prepare students to take the Project Management Professional (PMP®) examination. This is a globally recognised, rigorous, education and examination based professional accredited programme that maintains an ISO 9001 certification in Quality Management Systems.

# Diploma in Coaching for Performance

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"This programme is ideal for anyone who is currently working with or managing a team, or who is pursuing a career in this area. I found the course very interesting as it allowed students to actually participate in group coaching during lectures. I would not hesitate in recommending this course to anyone looking to progress into a managerial role."*

**Laura-Anne Hyndman**  
Diploma in Coaching  
for Performance

This programme is aimed at any individual who is, or intends to be involved in managing people or working as part of a team. It will also benefit HR Professionals with an interest in Performance Management or People Development. It covers the key principles of coaching and gives students the skills and confidence to coach, influence and motivates others in order to maximise their potential.

## Programme Aims and Objectives

On completion of the programme each student will have explored the key theories of performance maximisation utilising coaching, influencing and motivation. Each student will then develop the confidence to apply these skills with their colleagues.

On completion of the Diploma in Coaching for Performance students should have acquired the skills to:

- ▶ Influence and gain commitment from people to change and set performance goals
- ▶ Support others in the development of action plans to maximise performance
- ▶ Help others to recognise and overcome their limiting beliefs
- ▶ Enhance their coaching skills and be able to use a variety of tools
- ▶ Evaluate their own performance as a coach
- ▶ Show how coaching can impact on the performance of an organisation

## Programme Content

The student will be supported by a programme coach and have opportunities to practice coaching in a safe environment and to gain feedback on the application of the theories and core techniques. The first class will provide an introduction to coaching and all classes will be divided into a theoretical and practical sessions so that students can practice and perfect the new techniques that they have learned. Topics covered will include:

### Introduction to Coaching Methods

This session will introduce the concept of coaching and its origins. Students will understand and practice key coaching skills and techniques. As well as best practice coaching techniques the programme will also cover topics like Emotional Intelligence and NLP.

### Understanding Human Behaviour

This session helps students understand how people are motivated and will look at how limiting beliefs can impede progress. It will also look at how 'blind spots' can limit our growth and will evaluate how coaching can be used to achieve performance goals.

### The Coaching Relationship

This session enables students to set to consider how best to create an environment that will help to enhance the quality of the coaching relationship and how the expectations of both coach and performer are managed and helps students to deal with difficult situations in particular when they are faced with challenging performance and behaviours that are not in line with business expectations.

## Coach Competencies

This module enables students to look at what competencies are required in order to become an effective coach and how best to enhance those competencies. This module will involve students being coached on those areas that they would like to improve.

## Using Coaching Models and Tools

This session explores a number of models and tools available to help them to structure their coaching sessions. It will allow students to evaluate a range of different models and tools and evaluate their effectiveness.

## Coaching within Organisations

This session explores the added challenges faced when working within organisations. It will examine the concept of the Coaching Culture, look at team coaching and the issues that can arise when coaching teams. It will also look at working with external coaches and what to look for when recruiting external coaches.

## Evaluating Coaching Interventions

This session enables students to validate and evaluate their coaching effectiveness in qualitative and quantitative terms.

## Psychometrics and Emotional Intelligence

These modules will examine the role of psychometrics in coaching and will also look at the concept of Emotional Intelligence.

## Assessment

To be awarded the Diploma in Coaching for Performance, students will be required to complete a written assignment (70%) and presentation (30%).

## Career Opportunities

On successful completion of the programme, students will have the knowledge, skills and confidence to influence, coach and motivate others to improve performance and realise their potential. The student can perform well in the role of manager or team member.

## Student Profile

Students are generally in roles where they are managing people and/or projects where it is important to get results through others. They may also be in Human Resources roles, particularly those involved with Performance Management or Learning and Development roles. Some students are not in management roles, but have aspirations to become coaches and this programme offers a solid foundation for them.



# Diploma in Selling & Sales Management

This programme is designed to give either existing salespeople or others looking to break into sales a greater insight into the profession of selling and sales management. The programme is delivered by a lecturer with over 15 years' experience of working in sales and offers students a balance between the theoretical and practical elements of sales, with the emphasis on selling and sales management skills.

## Programme Aims and Objectives

Selling is one of those activities where success is based largely on experience. Sales professionals often lack a foundation in elements of the management theories behind selling, and crucially sales management. This programme looks to address those gaps and by offering students an appreciation of both the skills based elements of selling and the approaches that successful sales organisations' employ.

On completion of the programme students should have acquired the skills to:

- ▶ Develop a greater understanding of selling through exploration of the history of selling and its' professional nature; the variety and complexity of the sales role and the people engaged in sales activities
- ▶ Obtain a focus in terms of the uniqueness of selling as an activity with particular emphasis on the topical issue of 'selling in a recession'
- ▶ Gain a thorough appreciation of the key elements of successful modern sales management and the approaches used.

## Programme Structure

The programme is delivered using a combination of hand-outs, multi-media presentations and accessing online content during class. Student participation is considered key to the success of the programme, communication is a key sales skill and students will be encouraged to contribute to and engage in group discussions.

## Programme Content

### Sales Perspective

- ▶ Development & Role of Selling in Marketing
- ▶ Sales Strategies
- ▶ Consumer & Organisational Buyer Behaviour
- ▶ Sales Techniques
- ▶ Sales Responsibilities & Preparation
- ▶ Personal Selling Skills
- ▶ Key Account Management
- ▶ Relationship Selling
- ▶ Direct Marketing
- ▶ Internet & IT Applications in Selling & Sales Management

### Sales Settings

- ▶ International Selling
- ▶ Legal & Ethical Issues Sales Management
- ▶ Recruitment & Selection
- ▶ Motivation, Leadership & Training
- ▶ Organisation & Compensation
- ▶ Sales Forecasting & Budgeting
- ▶ Sales Force Evaluation

### Assessment

To be awarded the Diploma in Selling & Sales Management students will be required to submit a written assignment (100%).

### Career Progression Opportunities

On completion of this programme, students will have acquired the selling and sales management skills required to aid them in either starting out or developing their career in sales. The programme will also provide students with an opportunity of connecting the learning points of the programme with their own work environment and the macro economy in which they operate.

### Student Profile

Typically, participants on the programme have included existing sales professionals looking to understand the theories behind selling; existing sales professionals determined to move into a more managerial role; those working in sales related activities (marketing, sales support) looking for a greater understanding of the sales function in order to assist them in their current roles. It also appeals to those not currently working in sales but who have a flair for selling and who believe sales and sales management is a career path they are suited to.

### Further Study Options

For students interested in further study at Degree level, DBS offers a range of Level 8 Honours Business Evening Degree programmes.

### Awarding body

Dublin Business School

### Schedule

1 evening per week,  
6:15pm-9:30pm

### Intake

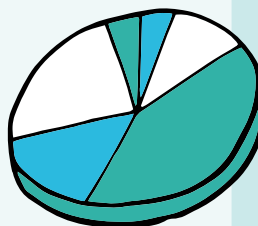
October & February

### Duration

14 weeks part-time

*"After 8 years working in the IT industry I decided I wanted to change career and get into pharmaceutical sales. With no sales experience I searched for an appropriate course and found the Diploma in Selling & Sales Management in DBS. This course was perfect because it was one night per week and no sales experience was necessary. The class was a diverse group of all ages and the lecturer had a broad experience of real life sales scenarios. By the time the course was completed I had a Diploma and got the job I wanted. I'd highly recommend this course to anyone either thinking of getting into sales or sales professionals hoping to improve their skills."*

**Paul Kerins**  
Diploma in Selling &  
Sales Management



# Diploma in Digital Marketing & Strategy

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

12 weeks part-time



*"My reason for choosing DBS was determined after much time spent online researching the college and all the right markers were pointing towards their great facility and practitioner led lectures. The course has benefitted me personally and professionally as it has raised my profile and prospects far beyond my expectations. It has enabled me to implement online marketing strategies into my day job with results and has also given me the tools to drive my own online business successfully on all digital channels. I totally enjoyed all aspects of the course and it gave me great direction, focus and clear career goals. The lecturers were very engaging and understanding to every student's professional needs."*

**Pierce Ivory**  
Diploma in Digital  
Marketing & Strategy

This digital marketing and strategy programme brings together all the necessary skills to design, build, manage and measure effective online and digital campaigns weaving together the core skills of digital marketing, social media, online PR, paid and organic search and measurement programmes.

## Programme Aims and Objectives

The aim of the programme is to provide participants with a clearly defined set of practical digital skills which can be leveraged immediately at client-side marketing teams, digital and integrated agencies, and drive strategy and tactical solutions for enterprise e-commerce businesses, B2B and B2C businesses, communications and public relations organisations, owner managed businesses, and web marketing organisations.

## Programme Structure

Each module will be taught using practical case studies in order to ground all theoretical learning in real-life industry examples. The tutor will deliver core demonstrations of relevant digital tools. Students will have the opportunity of implementing and testing concepts and applications in computer labs.

## Programme Content

### Online Marketing

Analyse key ways of driving traffic, creating awareness and generating and managing leads online, for businesses and services.

- ▶ Content Marketing Programmes
- ▶ Inbound Marketing Strategies
- ▶ SEO and Website Optimisation
- ▶ Pay Per Click Marketing
- ▶ Website Analytics
- ▶ Email Marketing
- ▶ Leveraging Blogging, Micro-blogging, Video, Images and Audio to help engage and activate customers online.

### Effective Use of Social Media

Analysing key social media channels and platforms and looking at case studies of businesses that are using social media to develop their business.

- ▶ An in-depth look at diverse number of social media platforms and channels with relevant case studies
- ▶ Develop business cases and objectives for Social Media Programmes
- ▶ How to identify relevant social media channels for your business, and measuring campaigns
- ▶ Risks associated with engaging with social tools
- ▶ Listening to your customers, competitors and the marketplace

### Developing and Executing a Digital Strategy

How to create a digital strategy for your organisation that takes a holistic view of all digital and social channels and platforms and aligns with strategic goals.

- ▶ Aligning overall business objectives and goals with digital strategies

- ▶ Importance of creating digital personas that represents the behaviours, needs and technographics of target audience
- ▶ How to analyse and research digital preferences and locations of target audiences
- ▶ How to decompose a digital strategy into an executable digital tactic framework which delivers on stated business objectives

## Online Sales Optimisation

Create a programme for testing, measuring and optimising site content to ensure the sales funnel is constantly meeting targets and goals.

- ▶ Case studies demonstrating the power that images, content and information layout have on augmenting conversion outcomes for online properties
- ▶ Analysing B2B, B2C and ecommerce Sales Funnels and assessing effectiveness and potential leakage points
- ▶ Optimising site design augmented with a clear calls to action programme
- ▶ Implementing A/B split and multi-variate testing programmes
- ▶ Analysing site information architecture to ensure no information blockages

## Assessment

To be awarded the Diploma in Digital Marketing & Strategy students are required to create and develop a full digital plan and campaign that involves conceiving, designing, creating, promoting, executing and measuring a successful launch of an online business, service or product (100%).

## Career Progression Opportunities

Participants who complete the programme will be able to pursue opportunities in managing online marketing and sales campaigns within client-side marketing organisations, manage large volume ecommerce sites, create and manage digital campaigns within an agency environment, and develop careers in online PR. They will have an expert understanding of how to develop and rollout digital and social media strategies within organisations of all sizes that are aligned with corporate objectives.

## Student Profile

Some students have previous marketing experience but wish to upskill and stay abreast of developments in their field of expertise. Many come from medium and large enterprises who are looking to implement strategic digital plans aligned with key business objectives, others come from an agency background and are seeking to develop and understand core strategies for implementing digital campaigns, and finally there tends to be a mix of entrepreneurs and individuals who are looking to either develop new business ideas or make a career switch.

# Diploma in Internet Marketing



The internet is an increasingly important medium for businesses to use to communicate their products, brands and vision to their customers. Recent years have seen rapid growth in the field of internet marketing with return-on-investment achieving new heights, online marketing now plays an integral role in contemporary marketing practice. This programme is designed for people with little experience of online marketing and who want to get started on implementing it in the workplace.

## Programme Aims and Objectives

The internet has become a key medium in advertising and PR, provided new distribution channels, enhanced customer relationship management, and also generated opportunities for expansion into new markets. This programme sets out the fundamental concepts of marketing combined with its application to emergent platforms online.

## Programme Structure

While this is a theory based programme, a practical edge is provided with key guest speakers visiting the programme. Each an expert in their field they enhance the learning experience for the student with real-life examples and case studies. The topics covered represent a broad overview of the most significant areas in online marketing, providing an understanding of the conceptual underpinnings and practical issues facing those using technology to develop their business.

## Programme Content

### An Overview of Marketing Theory and Practice

Participants are initially introduced to the key concepts underpinning marketing theory. This lays the foundations for more advanced understanding and discussion of the marketing environment, marketing analysis and planning.

### The Internet & Websites

This session is designed to explain the history and growth of the internet, explore recent developments and trends, key terminology and some aspects of website development.

### Search Engine Optimisation (SEO)

This topic explains what SEO is and how a business can implement an effective SEO strategy to drive traffic to their website and appear high in search engine listings.

### Online Advertising

Otherwise known as PPC or pay-per-click advertising. Students will be introduced to many different online advertising platforms with a focus on Google Adwords. Participants will see real-life examples and successful campaigns in action, learning the essentials for marketers wishing to maximise their return on this investment.

### Email Marketing

To the backdrop of some of the biggest success stories in email marketing students will learn the value of this often overlooked tool. With massive opportunities for permission marketing students will take from this session an understanding of both how and why this is potentially a highly lucrative activity in business.

### Website Analytics and Measurement

An essential element of online marketing is the use of analytics to track, measure and understand your activities using tools such as Google Analytics. Students will learn how to implement analytics and which metrics they should be tracking for their business objectives.

### The Users Experience

This topic will ensure that students can assess the user's experience in online marketing. An understanding of how effective, efficient and enjoyable a website is critical in business.

### Social Media Marketing

This important topic focuses on the use of social media platforms and how they can be harnessed in business. Many variants of social media are addressed including social news sites, bookmarking, networking, knowledge, and sharing. Furthermore, participants will emerge with a firm understanding of how to use platforms such as Facebook, Twitter, and LinkedIn for communicating with key stakeholders.

### Strategy

This session is all about the integration of marketing theory and tools learned on the programme.

### Assessment

To be awarded the Diploma in Internet Marketing students will be required to submit a written assignment at the end of the programme (100%).

### Career Progression Opportunities

This programme lays the foundations for anyone who wishes to pursue a career in online marketing, or to implement the use of internet marketing tools in the workplace. Furthermore, this programme is well suited to the small business owner wishing to increase their competitive advantage.

### Student Profile

Typically, students participating on the programme are looking for a foundation of understanding the principles of internet marketing. Students are often exploring new career options or upskilling in a current business or marketing role.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time



*"The course gave me a strong understanding of all the areas and means by which the internet is changing the face of marketing as well as a foundation in how to apply these principles for business."*

Chelsea Uddo

Diploma in Internet Marketing

# Diploma in Investment & Capital Markets

## Awarding body

Dublin Business School in conjunction with Davy Stockbrokers

## Schedule

1 evening per week,  
6:15pm-8:30pm

## Intake

October & February

## Duration

12 weeks part-time



*"I was looking for a practical course which could increase my financial knowledge. The learning support was excellent, we were provided with practical and up-to-date reading materials on how markets are performing. Since completing this programme I have applied much of the knowledge to my personal financial planning strategy and continue to adopt an increasingly strategic awareness to my thinking in this context on a personal and professional level."*

**Winston Donk**  
Diploma in Investment & Capital Markets

This course aims to develop an understanding of the world of capital markets, investing and trading. The course commences with an introduction and in-depth look into the stock market world. Investment strategies, portfolio building, terminology and portfolio management are covered in detail.

## Programme Aims and Objectives

On completion of the programme students should have acquired the skills to:

- ▶ Identify and understand the key macroeconomic and financial factors which affect stock prices
- ▶ Develop the skills necessary to conduct effective research on publicly listed companies
- ▶ Familiarise students with market terminology and practices
- ▶ Understand the operation and mechanisms of both stock and credit markets
- ▶ Understand and interpret key research data
- ▶ Develop a fundamental understanding of public companies, from both a technical and financial perspective.

## Programme Structure

The programme is delivered in an interactive way with suggestions and discussions led by students. Various techniques and technologies are used to examine certain situations – such as, online trading, technical analysis and diversification.

## Programme Content

### Module 1:

Definition & Introduction to the Stock Market

### Module 2:

Background & Operation of the Stock Market

### Module 3:

Market Indices & Characteristics

### Module 4:

Account Management & Operation

### Module 5:

Trading I – CFD & Spreadbetting

### Module 6:

Trading II – Options

### Module 7:

Bonds & Other Derivatives

### Module 8:

Economic Analysis and Impact on the Stock Market

### Module 9:

Company Analysis & Effective Equity Research

### Module 10:

Evaluating Companies.

## Assessment

To be awarded the Diploma in Investment and Capital Markets, a student will be required to complete an individual assignment (40%) and end of course examination (60%).



## Davy

Established in 1926, Davy is Ireland's leading provider of stockbroking, wealth management, asset management and financial advisory services. Employing over 460 people, we offer a broad range of services to private clients, small businesses, corporations and institutional investors, and organise our activities around five interrelated business areas – Asset Management, Capital Markets, Corporate Finance, Private Clients and Research.

## Further Study and Career Opportunities

The course provides an in-depth understanding of the stockbroking industry and provides an excellent platform for those seeking to enter the profession. Upon completion of this programme, students can progress to the Advanced Diploma in Investment & Capital Markets at DBS.

## Student Profile

Typically, participants on this programme have come from a background in the area of finance and those with a keen interest in building or expanding on their own personal investment portfolios. The course is structured to suit all students from all backgrounds – a financial background is not required.





# Advanced Diploma in Investment & Capital Markets

This programme aims to give a relevant and practical insight into trading and investing. The course is dynamic in nature and focuses on up to the minute developments in markets and asset management and the implication for investors.

## Programme Aims and Objectives

Classes begin with a broad review of capital. This course aims to bridge the gap between the theoretical and practical by using, real-life and anecdotal examples of investments and trades. The course material is timely and relevant and students are actively encouraged to participate in debate and discussions during classes. The result is a broad, applicable and relevant understanding of investment and capital markets.

## Programme Structure and Content

Classes begin with a broad review of Capital Markets and topical issues followed by security specific discussion including Trading, Technical Analysis, Information and Research.

The second half of each class is dedicated to the following core subjects:

- ▶ Fundamental Analysis
- ▶ Portfolio Management
- ▶ Asset allocation – Fixed Income, Bonds and Credits
- ▶ Irish and International Equities
- ▶ Private Equity
- ▶ Property
- ▶ Alternative Investments and Hedge Funds
- ▶ Foreign Exchange
- ▶ Commodities including Gold and Oil
- ▶ Tax, Pension and Estate planning
- ▶ Risk Management

Other topics include Investor Psychology and Personal Considerations, Economics and Market Research, Publications and Information, Industry Trends and practical Account and Investment management.

## Assessment

Students will be assessed by an end of term exam consisting of 30 short compulsory questions (100%).

## Career Progression Opportunities

This programme can benefit a wide range of students from Investors and Traders to those currently working in the Financial Services sector by providing an understanding of the most salient issues and allowing them to effectively up-skill. It will enable students to understand the cause and effect of market movements, draw conclusions and implications for investors and to be able to interact with other investors and industry professionals in a meaningful way.

## Further Study Options

For students interested in further study at Degree level, DBS offers a range of Level 8 Honours Business Evening Degree programmes.

## Student Profile

Typically, students participating on the programme have included those who have completed the Diploma in Investment and Capital Markets, investors, traders, entrepreneurs and business people and those working in the Financial Services industry in Sales, Client Services and Fund Accountancy roles.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-8:30pm

## Intake

October & February

## Duration

12 weeks part-time

**BUSINESS**

Do you have  
a passion for  
business?

# Diploma in Wealth Management

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-8:30pm

## Intake

October & February

## Duration

14 weeks part-time

Successful investment is a proven method of building your personal wealth. You do not need to be a financial genius to make successful investments. What you need is common sense, patience, and access to capital – your own savings and/or borrowings.

This programme aims to give a relevant and practical insight into Trading, Investing and Personal Wealth Management. The course is dynamic in nature and focuses on up to date developments in markets and asset management and the implications for investors.

## Programme Aims and Objectives

Students who have completed the course should be able to confidently appraise investments, recognise viable investments, quantify and minimise the tax consequences of such investments. They should be able to create accurate cash flow forecasts and which can allow for various interest rate scenarios.

## Programme Structure

The programme is delivered by Alan Moore who is widely known for his regular articles in The Sunday Business Post. Alan brings with him his 32 years' experience in taxation, 13 of these with Revenue. He advises high net worth individuals on tax and wealth planning matters – how to ensure that tax is minimised and transactions are structured in a manner that maximises the client's wealth. He receives and evaluates numerous investment proposals on a daily basis (from start-up companies to mining ventures, property investments, investment in commodities, bonds, and life settlement solutions).

## Programme Content

**Investment Fundamentals** – Income, assets, net worth, what is investment? Value investing, NPV, IRR, Payback, Rule of 72.

**How Taxes Affect Your Wealth** – Taxes on income, gains, gifts, estates and wealth.

**Components of Investment Return** – Cash flow, capital appreciation – strategy, leverage, finance; spreadsheets. Financial risk.

**Frauds, Cons and Scams** – Types and common features – How to recognise frauds and protect yourself – Principle-based behaviour – Ethics – Ensuring all deals are documented in writing.

**Asset Classes** – Property, shares, cash, bonds, alternative investments – portfolio theory and asset allocation – does it make sense? – Economic fundamentals: global trends – Brazil, Russia, India, China – emerging markets – trends in science and technology – bioscience – green energy – nontechnology.

**Property** – Becoming a landlord, property development – some simple rules

**Property Valuation** – 5 bases of valuations; calculations.

**Private Equity** – Cash-flow based share analysis techniques.

**Cash and Bonds** – deposits and interest – Europe and the USA

**Commodities** – Life Settlement Solutions. Art.

**Hedge Funds** – absolute return.

**Family Protection** – Wealth structures – trusts – Stiftung.

**Passing Assets** – Gift and wills – philanthropy.

## Assessment

To be awarded the Diploma in Wealth Management, students are required to submit an assignment (25%) and complete and end of term examination (75%).

## Career Progression Opportunities

The course delivers lifelong benefits in that the principles learned can assist in appropriate personal financial planning and a secure financial future.

## Student Profile

Typically, participants on the programme might include business owners, private investors, solicitors, accountants, and financial advisers.

## Further Study Options

For students interested in further study at Degree level, DBS offers a range of Level 8 Honours Business Evening Degree programmes. The Diploma in Investment & Capital Markets and the Diploma in Taxation may also be of interest to students of this programme.



# Diploma in Fundamentals of Cloud Computing

Remember your last social media update? That probably happened in the cloud. Cloud computing is now part of our phones, laptops, tablets, PC's. So what exactly is it and why does it matter? Broadly speaking cloud computing is the delivery of applications or apps via the Internet onto a device. It matters because it has radically altered how we socialise, do business and most notably how we use the Internet. The momentum carried by this revolution is being realised by the upward trend in job opportunities from global technology companies who set up in Ireland every month.

This programme is designed to complement that accelerating job growth by offering I.T. professionals, business people, and aspiring students alike a deep insight and understanding of the core concepts and competing visions of cloud computing.

The programme at its core is delivered around a simple premise – how do organisations save on costs when they decide to sign up for a cloud application and how does that application help them generate revenue when fully adopted. In other words, students undertaking this programme will learn not only how cloud applications can deliver tangible benefits to an organisation but more crucially how those benefits translate into what is commonly known as “business value”.

## Programme Aims & Objectives

This course will impart to students the potential strategic benefits Cloud Computing. Students will learn about the key Cloud companies and their competing visions of Cloud Computing. Close attention will be paid to the technologies, products and services these key players offer and the potential value they bring to organisations.

An evaluation of the benefits, challenges and risks of implementing a Cloud Computing platform, including standards and best practices will form a crucial component of this programme.

On successful completion of this programme students will be able to:

- ▶ Describe the differing Cloud technologies, platforms and services used by organisations and their applications to business operations, processes and activities
- ▶ Demonstrate best practise in the use of Cloud Computing in the modern business environment
- ▶ Compare and contrast the advantages and disadvantages of Cloud Computing in a variety of business contexts
- ▶ Apply a variety of approaches to implement and deploy Cloud Computing to a selection of business cases.

Students are expected to have a familiarity of the Internet and its workings, some general business/e-business models and a familiarity of office applications.

## Programme Content

Areas covered in this programme include:

- ▶ An overview of the business and technology drivers that are currently driving the growth of the Cloud
- ▶ Fundamental Cloud Computing concepts & terminology
- ▶ Introduction to the Cloud models of Software as a Service (SaaS), Platform as a Service (PaaS) and Infrastructure as a Service (IaaS)
- ▶ Types of cloud available to an organisation: Public/Private/Hybrid.
- ▶ Characteristics of the Cloud and Virtualisation.



- ▶ Understanding the elasticity, resiliency, on demand and measured usage that Cloud Computing can provide to the business
- ▶ Introduction to Cloud providers and their tools and applications, for example, Amazon Web Services, Google Apps, Salesforce.com, etc...
- ▶ Measuring the business value and ROI of Cloud Computing
- ▶ Calculating and rating the Service Level Agreements (SLAs) with your cloud provider
- ▶ Overall benefits, challenges and risks of transitioning to the cloud, for example, ownership, security, data protection, etc.

## Assessment

To be awarded the Diploma in the Fundamentals on Cloud Computing, a student will be required to complete a written course assessment (100%)

## Career Opportunities

This programme provides students with the knowledge needed to adapt to the cloud environment. By successfully completing this programme participants are showing employers a commitment to advancing their skills and taking on greater challenges in a technology driven business environment.

## Student Profile

Typically, students participating on this programme come from a variety of backgrounds ranging from those with existing IT knowledge to those with a business background, both with the common aim of trying to gain a better understanding of this rapidly growing area of Cloud Computing and how it can be applied to their organisation.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6.15-9.30pm

## Intake

October & February

## Duration

10 weeks part-time

*"I was searching for an evening course that would help advance my knowledge of this expanding field in the IT sector. The topics that were covered in the course appealed to me as being both interesting and beneficial for my career. I found the course to be just that and the information gained, particularly related to the business side of cloud computing has already proved useful to me in my career as I am investigating the potential for cloud computing in my current work environment."*

**Gary Walsh**

*Diploma in Fundamentals of Cloud Computing*

# Diploma in Web Design

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"The pace on this course was fast many questions were asked and all were answered and answered in effective easy to understand detail. Since completing the course have started my own website and have also created websites for other people. It's only a small revenue stream at the moment but you have to start somewhere! I am planning to do the next level Advanced Diploma in web development at DBS in October this year. The course also give access to very useful online material so you could watch them over and over again, even when the course was finished."*

**John Hinakis**  
Diploma in web Design

The internet is continuing to expand in commercial, academic and social circles as a means of communicating, advertising, publishing and distributing information. Companies now also require in house personnel to continually update and improve their websites. The Diploma in Web Design will give students a far deeper understanding of the web and learning to build their own websites using HTML will give students far better control over the development of corporate and/or their own websites

## Programme Aims and Objectives

Using current design software, this programme is aimed at people with good computer skills who may have little or no knowledge of the web and who wish to develop, design and launch a website. Windows skills are assumed but no previous web skills are required. The programme enables student to use Adobe Dreamweaver and provides a basic understanding of HTML.

On completion of this programme, students will have acquired the skills to:

- ▶ Search for, evaluate, and use information from the Internet
- ▶ Read and edit HTML
- ▶ Use style sheets to maintain a consistent look to web pages
- ▶ Integrate images into their web pages
- ▶ Plan and design a complete website including content, page layouts, site map, user-friendly navigation and other features
- ▶ Demonstrate good web design techniques
- ▶ Discuss search engine marketing
- ▶ Use other similar graphics editing software to create/edit and optimise graphics for the web
- ▶ Create special effects with their own graphic images
- ▶ Optimise images for export to the web and between tools
- ▶ Understand different web graphic formats and their limitations.

## Programme Structure

The programme is delivered through a tutor led classes, concentrating on labs and hands on skills.

The tools use to create the websites are:

- ▶ Adobe Dreamweaver
- ▶ Adobe Photoshop

## Programme Content

- ▶ Writing HTML
- ▶ Structure, layout and design of each web page
- ▶ Links (onsite links, off site links, links within a page, image links, image maps)
- ▶ Tables, borders and backgrounds
- ▶ CSS (Cascading Style Sheets)
- ▶ Forms including form handlers
- ▶ FTP (File Transfer Protocol)
- ▶ SEO (Search Engine Optimisation)
- ▶ Using JavaScript to create visual effects on the site
- ▶ Insert media such as movies and flash

## Assessment

To be awarded the Diploma in Web Design, students will be required to complete a practical website project at the end of the programme (100%).

## Career Progression Opportunities

This programme will benefit those involved in the maintenance of a corporate website or those interested in creating their own site such a small business owners and entrepreneurs.

## Student Profile

Typically, participants on this programme have included graphic designers wishing to profile their work or build sites for their clients and also people involved in the sales or marketing function of an organisation for which their website is an important function. IT personnel also benefit from the programme as a way of increasing their skillset in an IT environment. It is also of interest those involved in creating local and community website resources.

## Further Study Options

On successful completion of the Diploma in Web Design, students interested in furthering their knowledge in the area may wish to progress onto the Advanced Diploma in Web Development at DBS which focuses on web development techniques such as building a content management system (CMS) for a database driven website.



Digital marketing



# Advanced Diploma in Web Development

This programme was developed as a follow on from the successful Dublin Business School Diploma in Web Design. It explores a wide range of technologies and current best practices used in order to build and maintain database driven websites. Students will learn to build and deploy dynamic web applications that interact with a powerful database.

## Programme Aims and Objectives

The Advanced Diploma in Web Development allows students to develop dynamic database driven websites. The aim of the course is to familiarise the student in both server and client side languages along with relational database management systems.

A large proportion of the course is dedicated to study of PHP as learning this popular open source language not only familiarises the student with core programming concepts common to all modern programming languages but is the core of some of the worlds most popular content management systems.

A Content Management System (CMS) is a database driven website system which will allow a site owner to update and add new content to their website through an intuitive easy to use control panel. Using current design software, this programme is aimed at people who have a basic knowledge of building static websites (HTML) and want to progress to building an enterprise class website.

Students are expected to have a high standard in computer applications such as MS Word, MS Excel, with a keen interest in programming. Previous knowledge with HTML is desirable. Access to a PC and the Internet is essential.

## Programme Structure

The programme is delivered through a tutor led classes, concentrating on labs and hands on skills.

## Programme Content

- ▶ PHP
- ▶ HTML 5 and JavaScript
- ▶ CSS (Cascading Style Sheets)
- ▶ Forms including form handlers
- ▶ SQL with MySQL Database
- ▶ Creating your own dynamic database driven site
- ▶ Working with "of the shelf" Content Management Systems
- ▶ Modifying and adding functionality to CMS for wordpress, drupal, joomla
- ▶ Creating new modules and blocks for a CMS
- ▶ Adding Components (Online shops including payment gateways)
- ▶ Module structure to display content
- ▶ SEO (Search Engine Optimisation)

## Assessment

To be awarded the Advanced Diploma in Web Development students will be required to build a web application using php (25%) and complete a practical website project at the end of the programme utilising a Content Management System (CMS) (75%).

## Career Progression Opportunities

This programme will benefit students involved in the maintenance of a corporate website and also those wishing to progress onto building websites on a freelance basis.

## Student Profile

Typically, participants on this programme have included graduates from the Diploma in Web Design or similar programme who wish to expand their knowledge on the basics of website design and build. IT personnel have also benefitted from the programme as a way of increasing their skill set in an IT environment.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

14 weeks part-time plus 2  
half-day weekend workshops

*"I would recommend the Advanced Diploma in Web Development to anyone interested in building database driven websites. The programme also focuses on providing the students with the important 'how to' techniques to build a professional website and in a way which will get it noticed on the Internet."*

**David Richardson**  
Advanced Diploma in  
Web Development



Marketing  
Communications

# LAW PROGRAMMES

Diploma in Family Law

Diploma in Company Law

Diploma in Employment Law

Diploma in Alternative Dispute Resolution

Diploma in Health & Safety Law

Diploma in Media Law

Diploma in Criminology

Diploma in Legal Studies

Advanced Diploma in Legal Studies



# Diploma in Family Law

This programme is designed as a step-by-step guide for any person who wants to obtain knowledge of the core concepts involved in family law with an applied practical focus

## Programme Aims and Objectives

The aim of this programme is to acquaint participants with the fundamental legal concepts that govern family law. The programme revolves around an exploration of the legal requirements relating to the formation and dissolution of marriage including a discussion of the differences between annulment, separation and divorce agreements, and the recognition of foreign divorces in Ireland. In addition the programme will include a discussion on issues relating to inheritance rights, pensions, the family home and domestic violence as well as issues relating to the custody and maintenance of children. This programme is especially relevant to all legal secretaries, persons employed by the Legal Aid Boards and Citizen Advice Bureaus, as well as people who take a general interest in family law matters in Ireland. The objective of this programme is as a comprehensive introduction for all those who have a particular interest in the area, and as such the programme will be delivered from a practical and not an academic perspective.

## Programme Structure

The Diploma on Family Law will be delivered by a qualified lawyer using the most up to date legal materials.

## Programme Content

### Family Relationships

The Marital Family, The Non-Marital Family, The effects of the Civil Partnership Act 2010. Constitutional perspectives on the family; the legal position of married/unmarried mothers/fathers; The Status of Children Act 1987. Legal recognition of modern family arrangements and an examination of the new Civil Partnership Act of 2010.

### The Formation of Marriage & Nullity

Void and voidable marriages; bars to relief; nullity and the consequences of a decree of nullity.

### Separation Agreements

The nature and terms of the separation agreement. Guardianship and custody of children; property matters; maintenance and succession issues etc. Breach of separation agreements and consequences. Judicial Separation Judicial separation versus divorce. Jurisdiction to grant a judicial separation, the grounds for judicial separation, the effect of a decree of judicial separation and ancillary orders.

### Divorce

Jurisdiction to grant divorce, the grounds for divorce, the effect of a decree of divorce, the effect of Brussels II on divorce in Ireland. An examination of the ancillary orders – including financial compensation orders, pension adjustment orders and entitlements.

### Maintenance, Custody, Access

Maintenance orders, the basis of assessment. Spousal conduct and relationships with third parties. Non-marital children; variation; lump sum agreements. Enforcement mechanisms i.e. by secured payments, orders for attachment to earnings and orders for committal.

### Domestic Violence

Remedies: barring order/interim barring order; protection order; safety order. Entitlement to relief under the Domestic Violence Act 1996.

### Child Law

Public Law aspects of child welfare: protection of children in emergencies, emergency care proceedings and providing for children in care.

### The Hague Convention on Child Abduction

The impact of the UN Hague Convention on Irish Law. Legal aspects of the removal of children from the jurisdiction; the Child Abduction Act, 1991; the effect of the Brussels II regulations.

### Assessment

To be awarded the Diploma in Family Law, a student will be required to complete a written assignment (100%).

### Career Opportunities

On completion of this programme students will have significantly enhanced their familiarity with the family law system in Ireland. In addition, for those working in the legal sphere or indeed the public sector, the programme affords the student the opportunity to acquire more specific knowledge of a distinct branch of Irish law. Such a background and foundation will optimise the participants' potential to current and prospective employers where knowledge of Irish Family Law is required.

### Student Profile

Typically, participants on the programme have been employed in roles interfacing with Irish Family Law in the public or private sector. In addition, participants of the programme have had a personal interest in developing their knowledge on a wide-reaching and dynamic area of the law.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-8:30pm

## Intake

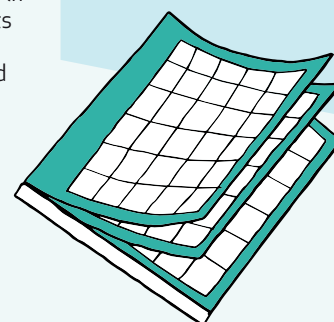
October & February

## Duration

10 weeks part-time

*"I found this course very informative. It gave a great insight into Family Law, including District Court and Circuit Court matters. In particular, I found the course gave further insight into the many complicated matters surrounding child abduction, barring orders and guardianship issues. For anyone wishing to gain knowledge or understanding of Family Law this is an ideal course."*

**Anne Hand**  
Diploma in Family Law



# Diploma in Company Law



## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-8:30pm

## Intake

October & February

## Duration

10 weeks part-time

This programme seeks to familiarise students with the basic concepts and structure of modern Irish Company Law. Students will look at the various forms of business organisation, concentrating on the Limited Liability Company and the rules relating to company formation, finance and management. Consideration will be given to the proposed changes in the imminent Companies Consolidation and Reform Bill. The programme will further explore best practice in corporate governance and will adopt a comparative perspective.

## Programme Aims and Objectives

The programme will, at this turbulent time in the corporate world, aim to develop students' knowledge and understanding of the purpose of Company Law in a business context and guide students in the legal principles involved in the formation, ownership and management of a company. It will equip students with the knowledge of the Common Law rules and the legislation regulating companies and expose them to cutting-edge debates in company law and provide opportunities for students to develop critical skills in these areas. Critically, students should have an ability at the end of the programme to apply the principles of Company Law to specific legal areas of central importance to business and law.

## Programme Structure

The programme will be delivered and supervised by a qualified lawyer. In addition, some of the lectures may be delivered by guest speakers who have up to date and practical knowledge of key Company Law issues. Previous guest speakers have included commercial lawyers working in industry, commercial practitioners from major Irish law firms as well as company law practitioners from the Law Library.

## Programme Content

### Company Identity, Formation and Constitution

The historical development of Company Law; The E.C dimension in Irish Company Law; The nature and type of company; The modern company distinguished from Partnership, Sole Trader and Charities; Promoters; The concept of and practical effect of separate legal personality; The Veil of Incorporation; Registration of a Company with the Registrar of Companies and the Articles of Association and Memorandum of Association; Contractual capacity; Financial management.

### Corporate Governance and Administration Directors

Appointment, termination of office and remedies; Retirement; duties and powers including fiduciary duties and changes made by the Companies (Amendment) Act 2009; Restriction and Disqualification of Directors; Fraudulent and Reckless Trading. The Company Secretary: duties and functions. Annual General Meeting, Extraordinary General Meeting, Directors Meetings and voting rights.

### Capital and Financing of Companies and Minority Protection

The Law of Shares, loan capital, securities (debentures, fixed and floating charges), Capital Maintenance Rules, Shareholders Rights including the Rule in Foss v. Harbottle, s.205 protection and winding up the company on just and equitable grounds.

### Insolvency

Receiver – Appointment; Duties and powers of a Receiver; Examinership – Purpose of and need for an Examiner, Procedure and the effect of Court protection; Liquidation: voluntary liquidation, compulsory liquidation and the role of the Liquidator; Procedure for the Winding up of a company.

### The Role of the Director of Corporate Enforcement

Significant provisions under the Company Law Enforcement Act 2001 concerning the Director of Corporate Enforcement together with changes to its powers under the Companies (Amendment) Act 2009.

### Investigations

Investigations and Inspectors; Conduct of an Investigation; Powers of Inspectors and the Inspectors Report.

### Accounts, Annual Returns and the Role of the Auditor

The requirements in relation to Accounts and Annual Returns. The duties of Auditors and the Auditor's Report.

### Assessment

To be awarded the Diploma in Company Law a student will be required to complete a written assignment (100%).

### Career Progression Opportunities

Achieving the Diploma in Company Law will afford those whose work involves contact with Companies on a day to day basis greater insight into how companies work. The Diploma in Company Law will also assist those who have set up a company, or intend to do so, with knowledge in how best to run it. Possession of a Diploma in Company Law is also attractive to employers and prospective employers.

### Student Profile

Typically, participants on the programme have included those from firms specialising in Insolvency and Conflict Resolution and also from the Construction Industry together with those who have a general interest in Company Law and those who want to progress into the legal professions.



# Diploma in Employment Law

Over recent years the developments in Employment Law have meant that it has become a prominent and important topic in today's business environment. This introductory programme in this highly relevant subject is aimed at providing an overview of the main elements of both Irish and European employment legislation as it relates to both employers and employees.

## Programme Aims and Objectives

The aim of the programme is to provide the student with an overview of the laws and regulations that affect the functioning of the employment relationship. The programme examines the duties of both employees and employers and attempts to provide students with a broad understanding of employment law issues through the analysis of existing legislation and case law. On successful completion of this programme all participants will have studied the main sources of employment law including the concept of "employee", the design of an employment contract, equality issues including harassment in the workplace, holidays and leave entitlements, termination of contracts and redundancy issues, health & safety concerns and the effects of collective bargaining.

## Programme Content

### Contract of Employment

Students will examine the difference between employees and independent contractors and be introduced to the concept of vicarious liability. The main terms that a prudent employer should include in a contract of employment and the various types of employment contracts are also explored.

### Legal framework in Employment Law

The legal framework within which Employment Law operates including an analysis of the Constitution, Statute Law, Common Law and European Law. The various forums that are used for dispute resolution are also examined.

### Protective Legislation

This section looks at the obligations imposed upon employers in relation to the provision of protective leave including leave under the Organisation of Working Time legislation, maternity, parental, carer and adoptive leave.

### Employment Equality and Harassment

Students will discuss the main features of the Employment Equality Acts in relation to equal treatment and equal pay and direct and indirect discrimination and the limited grounds where discrimination is permitted. The related topics of harassment and sexual harassment in the workplace will also be explored.

### Employer Liability

What is the extent of the common law duties of an employer to provide a safe place of work and safe system of work and what role do employees play in this area of liability? This lecture also includes an analysis of the concepts of contributory negligence and voluntary assumption of risk.

## Bullying and Stress Claims

The duties and obligations imposed upon an employer to provide a bullying and stress free working environment are examined and assessed.

## Termination of the contract of employment

Lawful means of terminating the employment contract are discussed alongside the doctrines of unfair and wrongful dismissal. This lecture also covers termination by redundancy and the various factors involved in the redundancy process including calculation of payments and collective redundancies.

## Health and Safety

This section looks at the area of health and safety legislation and current standards as expressed in legislation.

## Confidentiality, Restraint of Trade, and Data Protection

This section of the course examines post-termination restrictive covenants in the context of the employment contract. Common law and statutory duties in relation to the acquisition, preservation and treatment of sensitive information, by both employers and employees, is also covered.

## Employment of Non-Nationals

Obligations on employers as regards the employment of non-nationals including an analysis of The Employment Permits Acts and the various types of work permits available for foreign workers.

## Assessment

To be awarded the Diploma in Employment Law, a student will be required to complete a written assignment (100%).

## Career Progression Opportunities

Due to the complexity and increasing relevance of employment law in running a business today this programme has a huge practical significance for individuals who are engaged in any business where employees are engaged. From an academic perspective it provides an insight and analysis of the main components of a highly specialised area of law.

## Student Profile

Due to its increasing relevance this programme has attracted a wide variety of participants including employers, lawyers and human resource executives.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-8:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"I found the Diploma in Employment Law to be a well-structured course covering a broad range of issues within this topical area. Relevant legislation was clearly outlined and I particularly found the presentation and discussion of recent and applicable case law to be interesting and highly beneficial. There was also scope for analysis of day-to-day legal issues within the working environment and I found this to benefit the group as a whole as people draw on their daily experiences and analyse the appropriate issues as a class. The course effectively focused on identifying the legal responsibilities and remedies for both employers and employees and how human resources can play a vital part in minimising problems within this area."*

**Patrick Conliffe**

*Diploma in Employment Law*

# Diploma in Alternative Dispute Resolution



## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-8:30pm

## Intake

October & February

## Duration

10 weeks part-time

The programme will include an overview of the long history of ADR, the elements of ADR, and its advantages and disadvantages. The three major ADR approaches namely arbitration, mediation, conciliation are each described in terms of their processes, procedures and appropriate uses. Particular attention will be paid to mediation as a form of dispute resolution. The programme will also address the role of ethics in the use of ADR. It will also consider how to establish an ADR program in your work environment and how to build ADR language into legal and business contracts.

## Programme Aims and Objectives

This programme aims to develop students' knowledge and understanding of alternative dispute resolution as it is used and enforced. Students will learn how to justify the use of ADR as a means of conflict resolution, evaluate dispute situations to determine if ADR is an appropriate means of resolution and select the appropriate ADR approach for a particular situation. At the end of the programme you will be able to describe the steps required to set up a successful ADR programme in the work environment and the ethical issues that pertain to ADR.

## Programme Content

### Module A – Overview of ADR and ADR Approaches

#### Introduction to ADR

- ▶ ADR definition and scope
- ▶ History of ADR.

#### Why use ADR

- ▶ Advantages and disadvantages
- ▶ ADR vs. litigation and expected results
- ▶ Current use/popularity of ADR.

#### Disputes appropriate for use of ADR

- ▶ ADR approaches, advantages and disadvantages of each, role of lawyers:
- ▶ Negotiation
- ▶ Mediation
- ▶ Conciliation
- ▶ Arbitration
- ▶ Mini-trial
- ▶ Adjudication
- ▶ Starting an ADR program in your work
- ▶ Incorporating ADR into contracts
- ▶ Ethics in ADR.

### Module B – Arbitration

#### Regulation and infrastructure of arbitration

- ▶ Delimitation, definition and juridical nature; Institutional and regulatory infrastructure; Constitution, human rights and arbitration; Arbitration and the courts.

#### Arbitration agreement

- ▶ Autonomy, types, and applicable law; Formal and substantive validity; Interpretation of agreements; Drafting arbitration clauses.

#### Arbitration Tribunal

- ▶ Selection and appointment of arbitrators; Rights and duties of arbitrators; Independence and impartiality of arbitrators; Challenge and removal of arbitrators

- ▶ UNCITRAL Arbitration Rules
- ▶ The use of UNCITRAL model laws and rules in the Irish context.

### Specialist Arbitration

- ▶ Arbitration with states and state-owned entities; Arbitration of investment disputes; Specialist and mixed arbitration; online dispute resolution.

### Module C – Mediation

#### Core Mediation Mediation and the Dynamics of Conflict

- ▶ Your Personal Style of Conflict; Negotiation and Designing the Mediation; Communication Skills for Mediation; Beginning the Mediation; Mediator Neutrality and Issues of Power and Culture; Hidden Interests and Impasses; Final Bargaining and Agreement

#### Workplace Mediation

- ▶ Mediation and ADR; Entry into Workplace Mediation; Overview of Workplace Mediation Process; Workplace Mediation Skill Sets; Law, Gender, and Workplace Mediation; Mediation and Workplace Discrimination; Cross Cultural and Multi-Party Cases; & Culture, Ethics and Mentorship

#### Divorce and Child Custody Mediation

- ▶ Mediation and ADR; Family Dynamics and Conflict; the Family Mediation Process; Mediating Parenting Plans; Asset Division Negotiation, Impasses, and Power; Working with Children in Mediation; Special Issues; the Legal Process and Standards of Practice

#### Specialist Forums for Mediation

- ▶ Mediation for Multi-Unit Developments
- ▶ Family Law Mediation
- ▶ Employment Mediation

### Module D – Conclusions – Other Forms of ADR Conciliation

- ▶ NERA conciliation for workplace disputes; facilitative role of the conciliator to help parties find the solution themselves; code of conduct and ethics
- ▶ Mini-Trials
- ▶ Negotiation
- ▶ Adjudication
- ▶ Collaborative Law.

## Assessment

To be awarded the Diploma in Alternative Dispute Resolution a student will be required to complete a written assignment for 60% and a simulated mediation for 40%.

# Diploma in Health & Safety Law

This programme gives students a practical introduction to core regulatory structures in the area of health and safety. The programme will cover legally imposed employer and employee obligations as well as common methods of enforcement by regulatory bodies. Particular attention will be paid to general standards of care imposed by the Safety, Health and Welfare at Work Act 2005 and subsequent legislation.

## Programme Aims & Objectives

This programme aims to develop students' knowledge and understanding of health and safety law as it is written and enforced. Students will become familiar with the general legal obligations imposed on employers, employees and other parties present at a place of work. Additionally, students will be introduced to the modern regulatory preference of encouraging prevention over the more traditional post-hoc apportionment of liability.

## Programme Content

The Regulatory Framework: Historical Developments  
Common law duties of employers: *Wilson and Clyde Coal Company Ltd. v. English*. Increasingly preventive approach: the Barrington Report. Development of the Safety, Health and Welfare at Work Act 1989.

## Labour Law: Regulatory Bodies and Methods of Enforcement

The structure of Labour Law adjudication: administrative bodies and courts structure. The Injuries Board and the Health and Safety Authority. Civil and Criminal jurisdiction.

## The Safety, Health and Welfare at Work Act 2005

Repeal of the 1989 Act: remaining secondary legislation. Expanded definition of Place of Work. Employers' general duties. Employees' general duties. Protective and Preventive Measures. Safety Representatives and Consultations. Regulations and Codes of Practice. Offences and Penalties. Safety Statements and Risk Assessments.

## General Application Regulations 2007

Supplemental provisions with general application to all places of work, including: The Workplace; Work Equipment; Personal Protective Equipment; Manual Handling of Loads; Display Screen Equipment (VDUs); Electricity; First Aid; and Control of Noise.

## Bullying, Stress and Harassment in the Workplace

An examination of recent decisions of the Irish courts in this emerging area of Health and Safety Law; The Health, Safety and Welfare at Work Act 2005 and its role in the prevention of Bullying, Stress And Harassment in the Workplace; the impact on Irish law of English and Scottish decisions on Bullying, Stress and Harassment in the Workplace; Constructive Dismissal and Bullying, Stress and Harassment in the Workplace.

## Occupiers Liability

The Occupiers' Liability Act 1995, Premises and the Scope of Liability, Categories of Entrant: Visitors, Recreational User and Trespassers and the Duties owed to each category of entrant; Modification of Occupier's duties to entrants and an examination of miscellaneous provisions of the Occupier's Liability Act 1995.

## Industry Specific Legislation/Workplace Standards

Examples of legislation in areas requiring greater regulatory oversight, such as construction (Construction Regulations 2006) and mining (Quarry Regulations 2008). HSA Codes of Practice and other publications on workplace safety.

## Assessment

To be awarded the Diploma in Health and Safety Law a student will be required to complete a written assignment (100%).

## Career Progression Opportunities

Students will have a solid foundation in the field of health and safety thereby enhancing their career options. The area of health and safety is a major area of the regulatory legal framework in Ireland; on completion of this programme participants will optimise their potential for current and prospective employers in both the public and private sectors.

## Student Profile

Typically, participants on the programme have been employed in a variety of roles in the public and private sectors. Students generally in the course of their work fulfil roles with a health and safety dimension or indeed hold employment where health and safety compliance is the major function of their role.

## Awarding body

Dublin Business School

## Schedule

1 evening per week, 6:15-8:30pm

## Intake

October & February

## Duration

10 weeks part-time



LAW

# Diploma in Media Law



## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-8:30pm

## Intake

October & February

## Duration

10 weeks part-time

This programme seeks to familiarise students with the basic concepts and structure of media law. Students will look at the various forms of media law today, concentrating on defamation, court reporting and copyright law as it exists in Ireland and the UK. It will further explore more specific issues in relation to awards in defamation cases, privacy and general contract principles as they underlie entertainment law.

## Programme Aims and Objectives

This programme falls into what is known as a private law stream. Its aims are to enable students to develop an understanding of the legal and regulatory background to Irish and UK media law in its political, social and international context and to enable students to demonstrate knowledge of the ways in which publication in the media is affected by legal rules. Students will be able to apply gained legal knowledge to selected legal problems in this area and to draw reasoned conclusions that are supported by legal authority. Furthermore, on completion of the programme, students will be able to demonstrate knowledge of the common law's development in relation to the media in the key areas as outlined above: namely defamation, contempt of court, freedom of expression and privacy.

## Programme Structure

This programme will be delivered by a qualified legal professional and provide an up to date and comprehensive survey of media law in Ireland.

## Programme Content

### Freedom of Expression

The programme will explore the common law beginnings of freedom of expression; trial by jury, the open justice principle, the rule against prior restraint and freedoms from governmental interference. In addition, an examination of the recent legal changes on the law of "blasphemy" and its effect on freedom of expression will be examined.

### Privacy

This much underdeveloped area of law will examine both the Irish and English contexts to include an examination of malicious falsehood, harassment, press complaints commission and the right to respect for private and family life.

### Defamation

This will encompass a review of the new Defamation Act 2009 – focusing on the revised elements, new defences, and the issue of lodgements and survival of actions.

### Court Reporting

Here we will look at access to the courts, reporting restrictions, committal proceedings and the courts and the courts and television. Students will also examine official secrets and the protection of journalist sources.

## Contempt of Court

Students for this section of the programme will be exposed to strict liability contempt to include risk of prejudice, active proceedings and media defences as well as intentional contempt.

## Copyright

This area of the programme will look at the creation of a copyright work, literary, dramatic, musical and artistic works as well as authorship, infringements, performing and broadcasting and adapting.

## Censorship

Censorship laws in Ireland – past and present perspectives; censorship and constitutional rights in a modern republic such as impact on fundamental rights such as freedom of speech, freedom of the press, freedom of thought etc.; the necessity to censor? Censorship law – landmarks and reform.

## Broadcasting

Here the age of convergence will be examined, the freedom to broadcast and finally codes of practice in this area and enforcing such codes will be examined.

## Entertainment Contract Law

General principles of formation, discharge and restraint of trade/exclusivity clauses will be reviewed.

## Assessment

To be awarded the Diploma in Media Law, a student will be required to complete a written assignment (100%).

## Career Progression Opportunities

Students who complete this programme are positioned to fulfil a more rounded role for employers in the media. Participants will greatly enhance their knowledge and understanding of a dynamic subject area thereby optimising their employment potential in a fast paced and ever-changing media environment.

## Student profile

Typically, students participating on the programme have an employment or educational background in one of several areas of the media and wish to enhance and develop their knowledge of a vital and fundamental area of modern media discourse. In addition, students of media law typically come from diverse backgrounds ranging from those with a personal interest in the area and indeed those with a professional interest in the area.



# Diploma in Criminology

This programme introduces students to the study of all aspects of crime in our society. It takes the student from basic theories in criminology through to in-depth analysis of the main causes of crime and the profiles of criminals. It also incorporates an examination of the Criminal Justice System both in a domestic and international context.

## Programme Aims and Objectives

The programme has been designed to cater for individuals who wish to increase their understanding of this fascinating and relevant topic. Students will study modern day criminal statistics and identify the particular sections of the community that commit crime and their victims.

## Programme Structure

The programme is delivered through lectures which promote class interaction and participation in what is a controversial topic that can generate varied and diverse views.

## Programme Content

### Introduction to Criminology

The programme commences by examining the components of crime and seeks to define criminology by exploring some of its basic theories including Classicism and Positivism.

### Media, the Law and Crime Statistics

Here students will examine and discuss the communication of crime in our multi-media world and the impact different methods of reporting can have on our attitudes towards crime. Statistics are an important element in the communication of what is occurring in the criminal world and students will learn how to analyse and assess this information.

### The Irish Justice System

Students will examine the various structures within which our society deals with crime and criminals in a practical context including the Court System, Lawyers, Prisons and the Probation Service.

### Drugs

This topic includes the identification and classification of illicit drugs that are available in Ireland and throughout the world. It also examines the effects they have on individuals, their methods of use, their prevalence, production and marketing.

### Violence

The concept of violence is defined and students will examine what this means in modern Ireland by exploring the various types of violent crime that exist including murder, manslaughter and assault.

### Crime and the Wider Community

Students will be asked to examine and assess the role of the community in crime prevention. While the Gardaí are the main component of the State in this context, students will investigate whether crime prevention has a wider dimension that incorporates each and every citizen.

## Organised Crime

This includes an examination of crime across borders and how Irish criminals now work out of many EU and global bases. In the domestic context students will be asked to assess whether the methods used to tackle organised crime, including the Criminal Assets Bureau (CAB), are working.

## Crime and Young People

Students will examine the various methods used to deal with youth crime including the concept of restorative justice. Various aspects of the youth justice system will also be discussed including The Children's Court and ASBOs

## Forensic Psychology and Criminal Profiling

An examination of the concept of Forensic Psychology and how it works; from basic theories and principles, through research, understanding and explaining results, to the actual application of psychological techniques and how they link to criminal theory. Students will also examine what is meant by criminal profiling, and how the use of scientific methods, logical reasoning, sources of information on people, criminology, victimology and experience or skill is employed to interpret the events that surround the commission of a crime.

## Terrorism

This lecture aims to define terrorism and examines the main methods and strategies employed by modern day terrorists including the relatively recent concept of the suicide bomber. We will also examine who these people are and assess the reasons for the employment of these extreme methods.

## Assessment

To be awarded the Diploma in Criminology a student will be required to complete a written assignment (100%).

## Career Progression Opportunities

This programme while of general interest is of special relevance to those who work within the criminal justice system as it provides a theoretical basis that can complement their practical experience.

## Student Profile

Typically, students participating in the programme have been those working in the legal and social care professions or those who are interfacing with these professions regularly as well as an Garda Síochána.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-8:30pm

## Intake

October & February

## Duration

10 weeks part-time

# Diploma / Advanced Diploma in Legal Studies



## Awarding body

Institute of Commercial Management (ICM)

## Schedule

2 evenings per week,  
6:15-9:30pm

## Intake

October & March

## Duration

1 year part-time



*"I chose to take DBS's Advanced Legal Studies Diploma programme as a post graduate student. I finished my BA and decided that I wanted to become a solicitor but had little or no grounding in the legal field. I used the diploma programme as a stepping stone towards sitting the Law Society entrance exams. The programme gave me a brilliant grounding knowledge in all aspects of the law; the lecturers were fantastic and the staff always very helpful. I would definitely recommend this programme to anyone interested in pursuing a career in law."*

**Aisling O'Leary**  
Advanced Diploma  
in Legal Studies

Legal Studies is a one year Diploma programme designed for those wishing to obtain foundation knowledge of the core principles of Irish Law, perhaps with a view to pursuing a career in the legal field. The Diploma is geared towards students from non-legal backgrounds, together with individuals working in the legal field who have no prior formal legal education.

## Programme Aims and Objectives

The programme will provide an introduction to the core aspects of Irish law and the legal system, as recognised by the legal profession. It is intended to provide an understanding of Constitutional Law Principles, Contract, Tort, Criminal and Company Law issues and the law as it relates to property in Ireland. Students will study the law from a practical perspective and classes will be based on theory combined with problem solving situations. Students may also wish to study a further two modules in order to be awarded the Advanced Diploma in Legal Studies. These eight modules are the areas in which students study in preparation for taking the Law Society Final Examination Part 1 (FE1) and so provide an excellent grounding for students coming from non-legal backgrounds.

## Programme Structure

The Diploma and Advanced Diploma in Legal Studies is held over two evenings per week over one year duration. The lecturing team consists of staff that combines both academic qualifications with substantial practical legal experience, and this practical perspective is reflected in the delivery of the modules. A wide range of teaching techniques include lectures and class interaction, and case studies will form an integral part of the programme.

## Programme Content

### Constitutional Law

Over the course of this programme students will cover the following topics: separation of powers, constitutional interpretation, judicial review, constitutional rights, the Attorney General & Auditor General, Ireland as a nation, state and people, the constitutional relevance of foreign international law and the important constitutional role of the Irish president.

### Criminal Law

This module provides students with a comprehensive understanding of Irish Criminal Law. Over the course of nine lectures students examine the nature and definition of a crime, the burden and standard of proof applicable in criminal trials, rules of evidence and the defences available to an accused person. The programme also explores the jurisdiction of the criminal courts in Ireland and examines the different types of crimes which exist including: fatal, non-fatal, sexual, property and public order offences.

### Company Law

The purpose of Company Law is to familiarise students with the formal requirements of incorporating a limited liability company, to outline the effect of incorporation, to explain the various categories of securities held by a company, as well as the role of various officers, including Directors and shareholders, in the management and day-to-day running of the company. The module also examines how a company can be liquidated.

### Property Law

The aim of this module is to provide students with an understanding of the various methods of ownership of property. It examines such areas as tenures, estates & equitable interests. The module also reviews the limitations of the Landlord and Tenant Acts and the Succession Acts and discusses the formal requirements of wills and the effect of intestacy (where no will is made).

### Tort Law

Torts are concerned with civil wrongs whereby one party causes damage to another party. The module explains the nature and function of torts and then examines certain torts in detail, including negligence, product liability, trespass, defamation, nuisance and liability for animals and fire. The module also discusses the remedies available to a litigant who has suffered damage and the possible defences that can be claimed by the wrongdoer.

### Contract Law

This module is aimed at providing students with a fundamental knowledge of how to create a legally binding contract, the formal requirements of a contract, the various factors that can vitiate consent in a contract, and how a contract can be lawfully discharged as well as the remedies available for breach of contract.

### European Law

This module will explore the history and evolution of the European project from its original incarnation as an economic community (i.e. European Economic Community (E.E.C.)) to the much broader focus of the European Community and European Union. This will involve an examination of the various European Treaties, up to and including the most recent amendments introduced by the Lisbon Treaty, as the EU seeks to deal with an array of challenges, such as the enlargement of the Union and globalisation, and to become more relevant to its citizens and more responsive to their concerns. The relationship between national law and EU law will be examined along with the significant role of the European Court of Justice in developing the "fundamental freedoms"

(e.g. freedom of movement of goods and workers) and the general principles (e.g. fundamental rights and equality) upon which the legal order of the European Union is now based and without which the European Union's objective of creating an internal market, characterised by the abolition, as between Member States, of obstacles to the free movement of goods, persons, services and capital, could never be realised.

### Equity

The law of equity comprises a body of rules and principles originally developed over the centuries by the Court of Chancery in order to mitigate the rigours of the common law. This module examines the general principles of equity, the law relating to private and public or charitable trusts and the administration of trusts, focusing on the powers and duties of trustees. It also covers equitable remedies such as injunctions, specific performance, rescission and rectification and examines the principles relating to tracing and estoppel.

### Assessment

Each module has a 100% exam with students required to answer 5 out of 8 questions on topics discussed in class.

### Career Progression Opportunities

This programme will be of benefit to anybody seeking to further or even begin their legal education. Regardless of whether or not students wish to improve their employment opportunities, the core legal skills and understanding gained from the programme will be beneficial to any person seeking further education in this area.

### Student Profile

A number of students were employees of legal firms who wanted to obtain a legal qualification in order to advance their employment opportunities. Others were members of the Gardaí seeking career advancement. Some were employee with legal aid boards or involved in citizens advice organisations. Other students were simply interested in using the programme to add to their CV and show an understanding of the Irish legal system with a qualification to support it.



*"I currently work in the legal section of a bank so I applied for the Diploma in Legal Studies to increase my knowledge of how the legal system worked. I was apprehensive about studying in the evening but all my fears were put to ease as the course notes were very detailed. The programme itself was structured to suit people in full-time employment (as you study two modules per semester and then sit exams in those modules). The lecturers were very practical and focused on key issues as well as exam preparation. The administration staff was also on hand to help with any queries or concerns you might have. This Diploma programme gave a great insight to the core aspects of Irish law and also improved my day to day understanding of legal issues reported in the media. I would highly recommend it."*

**Alicia Brien**  
Diploma in Legal Studies

# ARTS, PSYCHOLOGY & MEDIA PROGRAMMES

Diploma in Sports Psychology  
Diploma in Addiction Studies  
Diploma in Popular Forensic Psychology  
Diploma in Child Psychology  
Diploma in Crime Scene Investigation  
Diploma in Social Science  
Diploma in Introduction to Psychology  
Diploma in Psychology  
Diploma in Counselling Studies  
Diploma in Psychoanalytic Studies  
Diploma in Sports Journalism  
Diploma in Journalism & Media Studies  
Diploma in Digital Video Production & Post-Production  
Diploma in European & World Cinema





# Diploma in Sports Psychology



This programme is of relevance to anyone with an interest in sport. It is aimed at coaches and athletes alike. The programme explains the theory and techniques used by sport psychologists to help athletes develop their mental skills and improve their performance levels.

## Programme Aims and Objectives

The programme was developed to give anyone with an interest in sport an insight to the often misunderstood subject of sport psychology. The programme provides an ideal opportunity for people to understand exactly what sport psychology is, how sport psychologists work and how athletes use sport psychology to enhance their performance. On completion of the programme, students should have acquired the skills to identify the psychological skills (self-talk, visualisation, concentration, arousal regulation) important for success in sport and the theory based interventions that help to develop these mental skills.

## Programme Content

### Introduction to Sport Psychology

The module will examine the relationship between the mind and the body, the role of the sport psychologist and the route to becoming a sport and exercise psychologist.

### Motivation

Students will approach the different ways there are to motivate teams, individuals and coaches. The various theories of motivation and their relation to performance will be examined. Methods of measuring & increasing motivation will be assessed. The module will also examine the value of material reward in the world of sport.

### Stress & Anxiety

This module will investigate sources, symptoms and causes of anxiety and stress in athletes, and how such emotions can affect performance. Ways of measuring anxiety will be outlined. Methods of controlling emotions both before and during performance will be discussed.

### Goal Setting

A number of facets of goal setting will be covered, including how to set goals, why goal setting is important in sport and there will be an exploration of techniques/approaches used in applied settings to set goals.

### Imagery and Mental Rehearsal

Various forms of imagery and mental rehearsal, and their role in athletic preparation will be examined. The student will study the role, value and effectiveness of mental rehearsal and visualisation in sport in relation to different tasks facing both the individual and team performers.

### Concentration and Attention

The differences between these constructs will be outlined, and methods of testing and training these skills will be discussed. In particular, differences in

concentration type and level required for various sports will be examined. Expert-novice differences in these skills will be highlighted.

### Self-Confidence

This module will examine theories of self-confidence, including sources of confidence for athletes, ways of measuring it, and methods of improving it. Self-talk and the ability to control and regulate thoughts will be outlined also.

### Specific Issues in Team Sports

Although all modules will involve discussion of topics surrounding both team and individual sports, this module will assess team-specific issues such as group cohesion, leadership, relationship management and the home advantage phenomenon. Discussion of issues specifically relating to team sports will constitute two modules.

### Psychological Disorders in Sport

Issues such as depression and substance abuse and their prevalence amongst sporting populations will be explored. The area of athletic retirement and the challenges inherent in this will also be examined.

### Assessment

To be awarded the Diploma in Sports Psychology, a student will be assessed on the basis of an assignment that is completed within the 10 weeks. 90% of the course marks will be awarded for the written assignment, with 10% going towards an oral presentation of work completed.

### Career Progression Opportunities

This programme is particularly beneficial for coaches who want to broaden their knowledge base and add a unique dimension to their coaching CV. Athletes/sportspeople will also benefit from this programme by gaining an understanding of the mental requirements of their particular sport and learning about their own psychological strengths and areas of improvement.

### Student Profile

Students vary widely in age, sporting interest and involvement in sport. Coaches, managers, sports parents, current or retired athletes are catered for. The programme is relevant to any sport, whether team or individual, amateur or professional.

### Further Study Options

As this Diploma programme provides students with a foundation in the area of psychology students many wish to proceed to study one of the DBS Psychology diplomas or the BA (Hons) in Psychology degree at DBS (minimum entry requirements will apply).

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"I would strongly recommend this course to anybody with a natural interest in sport and indeed the depths of psychology. This course outlines the key factors in how to get more out of athletes and how to enhance their performance across the board in all areas of their game. Professionally, I have improved as a coach and player. On a personal note, I have found myself more confident in my abilities to motivate others in everyday life not just in sport. The lecturer was a great inspiration for me to further my studies in the area of psychology of which I am doing so in DBS."*

**Michelle Byrne**  
Diploma in Sports Psychology

# Diploma in Addiction Studies

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"The course was very well structured and delivered. It covered a substantial number of different perspectives on the theories, sources, problems and effects of addiction. Participation is actively encouraged in the class. The course is ideal in terms of providing a structured base as an introduction for further study or as a useful tool to supplement professional involvement."*

**Declan Murphy**

Diploma in Addiction Studies

The programme provides a comprehensive introduction to the field of addiction studies. It is relevant for anyone involved in addiction service provision or for anyone interested in working in this area. It also informs anyone who encounters the challenges of dealing with addiction in their work or personal lives.

## Programme Aims and Objectives

The Diploma addresses head-on the very serious challenge addiction throws at Irish society today. It responds to the changing landscape of addiction treatment by providing a sound theoretical knowledge as well as discussing practical and social issues. It provides indicators for further study and training in the field. This programme provides students with an understanding of the major theories of addiction and the models of treatment of addiction. These range from the pharmacological maintenance approach to the therapeutic community/abstinence approach. It looks at the theories of the cause of addiction as well as at how theories inform treatment practice and social policies.

## Programme Content

- ▶ The Meaning and Nature of Addiction
- ▶ Predominant Theories of Causation – Biological, Psychological, Sociological and Cultural
- ▶ Theoretical Orientations in the Treatment of Addiction – Medical, Pharmacological, Spiritual, Psychological and Psychoanalytic
- ▶ Models of Treatment
- ▶ Dual Diagnosis, Psychiatry and Addiction
- ▶ Familial Effects of Addiction – Family Issues, Co-dependency and Therapeutic Interventions
- ▶ Societal Effects – Health, Gender Issues, Drug Using Subculture, Deviance and Criminality, Social Policy and National Drugs Strategy
- ▶ Contemporary Concerns – The Extent to Which Addiction Influences Behaviours such as Gambling, Sexual Behaviour, Self-Harming, Eating Disorders, Internet Use and so Forth.

## Assessment

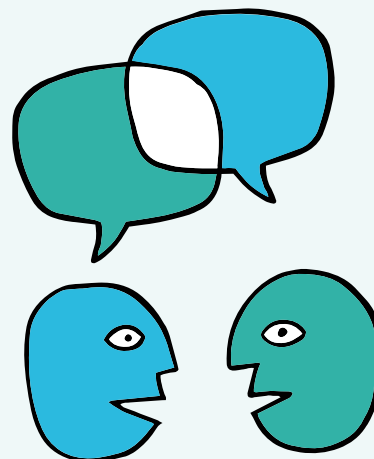
To be awarded the Diploma in Addiction Studies, a student will be required to complete a written assignment (100%).

## Career Progression Opportunities

This programme provides stimulating questions for students which relate directly to their various educational and professional activities whether that be in the area of health and social care, business, arts, law or education.

## Further Study Opportunities

On successful completion of this programme, students already holding a primary honours degree award in any humanities or social science discipline from a recognised third level institution may consider applying for the MA in Addiction Studies (Level 9) at DBS.



# Diploma in Popular Forensic Psychology

The term “forensic” is generally used to refer to psychologists who work with offenders, and/or victims of crime. Forensic psychology is concerned with the application of psychological principles within the judicial system, as it examines the interface between criminal justice and psychology. The focus of this programme aims to train students to apply psychological insights, concepts and skills to the understanding and functioning of the legal and criminal justice system.

## Programme Aims and Objectives

Due to its diverse nature, this programme aims to present ten lectures designed for the student to gain a knowledge and understanding of the practical application of psychological principles in a forensic setting. The many facets of the work of a forensic psychologist are explored. Students will obtain knowledge on crime and criminal behaviour and study the concept of “the psychopath” and various other types of criminal offenders, which include sexual offenders and those who murder.

## Programme Structure

The programme will be delivered on a lecture/workshop basis, with practical exercises, which illuminate the area and provide the basis for an interactive session. Emphasis will be placed on interaction and participation throughout the programme and multimedia methods will be used to reference case studies and contemporary issues in forensic psychology.

## Programme Content

### Introduction to Forensic Psychology

An overview of the many areas of criminal and forensic psychology, its history, the settings in which forensic psychologists might work, careers in the field and requirements for employment is provided.

### Psychology of Criminal Behaviour

The background to criminal behaviour is examined. Theories of crime are proposed and the effectiveness of various approaches in explaining criminal behaviour is assessed.

### Psychology of the Victim

The area of victimology is examined, with a particular focus on children as victims.

### Clinical and Forensic Assessment of Psychopathy

The clinical and forensic assessment of “psychopaths” is studied. The varying definitions of psychopaths, antisocial personality disorder and sociopaths are explored.

### Sexual Offenders

Paedophilia and sexual offenders are researched. Societal responses to child sexual abuse and children as witnesses are explored.

## Psychological Profiles of Homicidal Offenders

The area of investigative psychology is pursued. The nature of murder and the history, classification and motivation of homicidal offenders is explored.

## Risk Assessment for Criminal Offenders

Current trends in the assessment of risk and dangerousness are outlined. The evaluation and treatment of offenders is presented and the management of psychopaths in prison is discussed.

## Assessment

To be awarded the Diploma in Forensic Psychology, a student will be required to complete a case study assignment (30%) and a written essay type assignment (70%).

## Further Study Options

As this Diploma programme provides students with a foundation in the area of psychology students many wish to proceed to study one of the DBS diploma or degrees in Psychology (minimum entry requirements will apply).

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

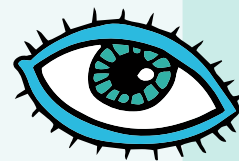
October & February

## Duration

10 weeks part-time

*“As an introductory course this gives a fascinating insight into the working life of a forensic psychologist. The range and depth of topics and cases discussed are equalled only by the variety of teaching approaches used. Both make for an enthralling combination; the classes were always fun, never dull – I would highly recommend this course for anyone who has an interest in the field of forensic psychology.”*

**Susan Gray**  
Diploma in Popular Forensic Psychology



# Diploma in Child Psychology

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"This course gave me a great insight into the area of child psychology. The course gives a really good foundation if you are wishing to further your career or if you just have an interest in the area. The course is very informative and kept my interest throughout. Having completed this course, I will definitely look into furthering my studies in psychology."*

**Lindsey Downey**  
Diploma in Child Psychology

This Diploma will be of benefit to anyone with an interest in the psychology and development of the child. From those with experience in the field to anyone with experience of children from the classroom to the home. It is an introduction to the world of the child and the discipline of psychology. This programme introduces the theoretical aspects of psychology and applies them to practical areas of child psychology and development.

## Programme Aims and Objectives

The aim of this programme is to give participants a grounding in the area of child psychology. Necessary to this is accessing the language, methods and ethics of psychology as applied to child development. Specifically the student will gain an insight into the cognitive, social and emotional development of the child. This progression will build into areas of applied child psychology. This programme covers material for students who work in the fields of childcare, special needs and the teaching fields but may not have access to a dedicated programme in psychology. The programme develops from general to applied issues in psychology and is also suitable for anyone with an interest child development. In completing the programme the student will be informed on the current methods and practice of child psychology as well as gaining access to the language and methods of psychology as a whole.

## Programme Structure

The programme is delivered through a series of lectures and uses a variety of video and multimedia tools to provide examples of childhood behaviour and development. There are occasions for group work and analysis. Interaction and debate are encouraged and expected. Current debates in child psychology provide a positive platform for student input and discussion. The background and experience of the student in relation to children is welcome in terms of informing discussion and debate. All students will have contributions to make from their experiences with children be it as a parent, relative or from their own childhood.

## Programme Content

### Introduction to Child Psychology

This lecture addresses historical views on the child. There is an exploration of the ideas surrounding the definition of children by culture, society and the law. Following this discussion, there is an examination of the methods, language and practice of child psychology. The lecture also addresses how psychology studies children and the sensitivities of assessing and studying this age group.

### Physical Development & Attachment

This lecture charts the physical development of the child from conception to birth and the development of the infant to 2 years of age. The lecture also introduces the concept of 'attachment' and describes the different attachment styles that develop between an infant and the primary caregiver.

### The Emergence of Mind: Consciousness and Language

Cognitive psychology refers to the study of how humans access information in the world, how that information is stored and finally how it is used. The linking of cognitive psychology to the study of children is one of the most important steps in child psychology. The lecture develops to examine language as one of the most important abilities for human beings, facilitating a wide range of activities including thinking and communication.

### Cognition

This lecture looks at the development of thinking (i.e. cognition) and focuses on how the internal world of the child develops. Two theories will be examined, firstly that of Piaget's stage-theory of cognitive development in childhood and adolescence. The second framework is that of social-cognitive theory and contemporary contextualism.

### Social Development

This lecture addresses the world of the child in relation to the family and the peer group. The child's social development is heavily influenced by parental ideas, attitudes and beliefs. The lecture will examine practical aspects of the social world linking to issues of attachment. Practical matters such as children's experiences of separate are examined.

### Aggressive Behaviour and Bullying

An important aspect of the social world of the child is aggressive behaviour and the phenomenon of bullying. This lecture examines current psychological theories and research on aggression and bullying as well as anti-bullying interventions. It considers these behaviours from the perspectives of both the bully and the victim.

### Intelligence & Attainment

The concept of intelligence is a controversial issue in child psychology in terms child and adult performance. The issue of whether intelligence is the product of nature or nurture is contentious. This section examines these debates and then charts the link between intelligence and attainment. One of the practical areas for child psychologists is in the area of schooling and education. The lecture also introduces the role of educational psychologists and how they are involved in best practice.





# PSYCHOLOGY

## Educational Psychology and Children with Special Needs

One of the practical areas for child psychology is education. Educational Psychology is concerned with schooling, the curriculum and the school environment and identifying children with special needs or talents with reference to best practice for their education. This lecture addresses roles and functions of an educational psychologist and extends into practical issues concerning developmental delay and special needs. This section examines how special needs are defined and evaluated and outlines psychological programmes and interventions in the field.

## Child Psychology and Psychopathology

Studying child psychology contributes greatly to our understanding of problematic or maladaptive behaviour. Clinical Child Psychology is concerned with diagnosis and intervention in relation to problematic and destructive behaviour. The lecture will examine classification, diagnosis and intervention on psychopathology. It will also draw on previous learning to examine the risk and causation factors of childhood psychopathology.

## Ecology of Development: Context and Ireland

This lecture looks at psychological theories emphasising the importance of 'context' on development. It deconstructs the different environments and the influences of these various environments on the developing child. The place of children in Irish society is a core aspect of this lecture.

## Assessment

Assessment of this Diploma is through an individual course project. The project formulation begins from lecture five and can be developed in conjunction with the instructor. The aim of the project is to allow the student to develop and analyse an area on child psychology using the tools and skills provided by the programme. It facilitates the examination of a wide range of areas while engaging interest. All topics are approved by the instructor and designed to reflect a critical analysis of the discipline of child psychology. The project is 100% of the course grade.

## Career Progression Opportunities

This programme gives the student an overview of the language and practices of psychology. Specifically it examines the area of Developmental Science with particular reference to child psychology. The information, materials and study would provide useful information on progression within the field, detailing work and practice in child psychology. Students in the area may find the Diploma benefits them in their profession, career progression and in applications for future study. Students may use this as a first step when exploring a new career path in terms of psychology generally and the area of child psychology in particular.

## Student Profile

Typically, participant on this programme have come from a wide variety of backgrounds with a range of experience. Teachers, childcare professionals, special needs assistants and even psychology graduates have completed this programme. Students with an interest in the area or parents with children of all age also access the programme. This variety of student has provided a good base for discussion in previous intakes. The range of topics covered in the programme coupled with the flexibility of the project provides students with access to the area in a way that best suits their needs.

## Further Study Options

As this Diploma programme provides students with a foundation in the area of psychology students many wish to proceed to study one of the DBS diploma or degrees in Psychology (minimum entry requirements will apply).

# Diploma in Crime Scene Investigation

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

This Diploma introduces participants to the theory surrounding criminal investigative procedures. There is a particular focus on forensic science and criminal profiling. The programme is designed for those who wish to gain foundation knowledge in and an appreciation of crime scene investigation.

## Programme Aims and Objectives

Upon completion of this programme students should have acquired the skills to:

- ▶ Recognise the importance of evidence in crime scenes including the protection, collection and recording of evidence
- ▶ Comprehend the methods and techniques explained in tracing crimes and criminals
- ▶ Gain some insight into the mind of the serial killer
- ▶ Understand the approach of CSI experts and what information can be deduced from different types of evidence.

## Programme Structure

The programme is delivered in a series of informal lectures and debate on the topics is encouraged. Current high profile cases that may be before the courts are discussed.

## Programme Content

### General Crime Scene Considerations

This area of the programme introduces the student to the basic investigative procedures carried out at any Crime Scene. Areas include:

- ▶ Forensic expertise
- ▶ History of Forensics
- ▶ Forensics on TV, the reality?
- ▶ Types of Crime Scenes and their characteristics
- ▶ Basic equipment of a Crime Scene Investigator
- ▶ Scene Recognition
- ▶ Searching
- ▶ Scene Documentation
- ▶ Evidence Collection Specialised Personnel at the Crime Scene
- ▶ First Officer
- ▶ The Crime Scene Investigator
- ▶ Forensic Scientists
- ▶ Forensic photography
- ▶ Pathologist
- ▶ Toxicologist
- ▶ Document Examiner
- ▶ Fingerprinter

### Fingerprints

- ▶ History of fingerprints
- ▶ Anthropometry
- ▶ Fingerprint patterns and classifications
- ▶ Techniques for taking and reading prints
- ▶ Automated fingerprint identification methods
- ▶ Voice identification
- ▶ Forensic phonetics
- ▶ Spectrographyn Documents and forgeries

### Blood

- ▶ Blood pattern analysis (BPA)
- ▶ Types of spatters
- ▶ Blood staining from gunshots
- ▶ Reconstructing a crime scene
- ▶ Blood typing

### DNA and Sexual Assault

- ▶ What is DNA
- ▶ What DNA is made from and its structure
- ▶ The Human genome
- ▶ DNA profiling
- ▶ Should Ireland have a DNA database
- ▶ Paternity testing
- ▶ Low copy DNA, the future?
- ▶ Sexual assault
- ▶ Rape kit

### Trace and Impression Evidence

- ▶ Shoeprints
- ▶ Tyre tracks
- ▶ Tool marks
- ▶ Locards principle
- ▶ Analytical instruments
- ▶ Hair
- ▶ Fibres
- ▶ Glass
- ▶ Paint
- ▶ Soil

### Murder Investigation

- ▶ Causes and mechanism of death
- ▶ Four manners of death
- ▶ Murder or manslaughter
- ▶ Forensic pathology
- ▶ Forensic Autopsy
- ▶ Identifying a body
- ▶ Skeletal remains
- ▶ Estimating time of death
- ▶ Types of wound and injuries

### Firearms and Arson

- ▶ Handguns, rifles and shotguns
- ▶ Types of bullets
- ▶ Calibre and gauge
- ▶ Rifling and striations
- ▶ Gunshot residue
- ▶ Why commit arson
- ▶ How to start a fire
- ▶ Accelerants
- ▶ Asphyxia
- ▶ Explosives

### Criminal Psychology

- ▶ Clinical versus forensic psychology
- ▶ Testing a suspect
- ▶ Recognising a liar
- ▶ Eyewitnesses and false confessions
- ▶ Defining insanity
- ▶ Serial offenders
- ▶ Offender profiling
- ▶ Trophies, modus operandi and signature
- ▶ Victimology

### Drugs and Toxicology

- ▶ Misuse of Drugs Act 1977, 1984
- ▶ The Irish court system
- ▶ Classification of drugs
- ▶ Toxicology and poisons
- ▶ Forensic toxicologist
- ▶ Alcohol

### Overview and Infamous Cases

- ▶ OJ Simpson versus forensic science

### Assessment

To be awarded the Diploma in Crime Scene Investigation, students will be required to complete a case study assignment (100%).

### Career Progression Opportunities

This programme is beneficial to anyone who is contemplating a career in forensic science or the wider criminal justice system.

### Student Profile

Participants who have found this programme useful include barristers, solicitors, police enforcement, scientists, journalists, academics and people who have a general interest in the area.



# Diploma in Social Science

Interested in social care, professional social research or policy analysis?

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

September & January

## Duration

1 year part-time

*"In 2011 I decided it was time to take the initiative and act upon my interest in Social Science. This diploma sounded really interesting and allowed me to get a proper taster for what studying Social Science would be like without having to make a long term commitment. The Diploma is informative, enlightening, challenging and gives you a new and relevant perspective on everyday issues in Irish and international society. I enjoyed it so much that in September 2012 I went straight into the degree programme in DBS and haven't looked back. The friendly and approachable staff and city centre location were also major factors in my return!"*

**Glenn Elmes**  
Diploma in Social Science

Whether you wish to pursue a general interest in the social sciences or are seeking an introduction to studying within the multidisciplinary field of the social sciences, the Diploma in Social Science is the programme for you. Social Science is the interdisciplinary study of human society. It draws upon disciplines such as sociology, psychology, anthropology, and applied social studies, and this range of disciplines is represented in the programme.

## Programme Aims and Objectives

The Diploma in Social Science allows students to complete two core modules from the BA (Hons) Social Science degree in DBS School of Arts and explore their own learning in a manner that allows them to exit, if they wish, after a year of study with a DBS diploma or continue as a part-time Social Science student on the BA (Hons) Social Science (to progress to the degree programme students must meet minimum entry requirements for modular students). Two key areas of Social Science are studied: Introduction to Social Science and Crime and Society. Students study a demanding set of topics along with other part-time students and are assessed on their knowledge. The objective is to gain and demonstrate an understanding of core topic areas of Social Science and explore how Social Scientists research and interpret human and societal phenomena, such as crime.

## Programme Structure

The Diploma in Social Science aspires to a learner centred approach to learning and teaching. Learning and teaching methods that may be utilised include lectures, seminars, tutorials and workshops. Each module is organised in a variety of ways so as to best encourage the engagement, development and collaboration of learners. Learners are actively encouraged and assisted to manage their own studies outside of lectures. This is facilitated by the teaching styles and methods adopted within each module and by placing greater emphasis on practically focused assessment.

## Programme Content

### Introduction to Social Science

This module introduces the central concerns of Social Science. The emphasis is on presenting an individual in both a psychological and sociological perspective. This interdisciplinary approach is concerned with showing how individuals are shaped by internal and external mechanisms, how they find themselves in complex social structures (class, ethnic, gender) and the way these structures are organised. Theories discussed throughout the module will be applied to particular fields of Social Science such as: developmental psychology, the process of socialisation, family, poverty, social stratification, social policy, migration and demographic change. Special effort is made to outline and discuss these issues in relation to contemporary Irish society.

### Crime and Society

The Crime and Society module explores the historical background of crime and its contextual relation to society from the 18th Century and also explores how society currently understands crime. The various theories of crime and criminal behaviour and the study of contemporary criminology are discussed. The contribution of Social Science theory and knowledge is illuminated, and contemporary issues relating to crime and society are further explored and debated.

### Assessment

To be awarded the Diploma in Social Science a student will be required to complete continuous assessment for each of the two modules. The Introduction to Social Science and Crime and Society modules are both 100% continuous assessment.

### Career Progression Opportunities

Students will be able to apply the skills they have learned during the Diploma programme to a variety of areas of work, especially in the public sector, including social care, social work, community youth work, and community development work. Others working in policing and nursing vocations will also find the components of the programme of value. Indeed, many students find that studying these modules increases their awareness and knowledge of salient issues affecting society, thereby increasing their confidence in discussing and debating such important topics.

### Further Study Options

On successful completion of this programme and all related assessment, students may choose to progress onto the BA (Hons) Social Science evening degree at DBS School of Arts and receive an exemption from the two modules at degree level (minimum entry requirements apply).

### Student Profile

Typically participants on the programme have a general interest in the area of the social sciences and consequently wish to pursue this interest by entering and completing the Diploma in Social Science. Other students undertake the diploma as an introduction to studying in the multidisciplinary field of the social sciences and then, having successfully completed the diploma (and having met minimum entry requirements for modular students), proceed to study on the BA (Hons) Social Science in DBS School of Arts.



# Diploma in Introduction to Psychology

The Diploma in Introduction to Psychology introduces students to the most widely recognised and popular topics in the field of psychology, and does so in an entertaining and intellectually stimulating way. Successful completion of the diploma results in one exemption from the BA (Hons) Psychology degree programme and is therefore ideal for those wishing to explore psychology on a 'return to learning' basis.

## Programme Aims and Objectives

The overall aim of the programme is to provide a lucid introduction to the area of psychology. The goals of the Diploma in Introduction to Psychology are to inspire an appreciation for an empirical approach to human behaviour, to produce intelligent consumers of psychological information and to address the role of psychology in promoting human welfare and solving social problems.

## Programme Structure

During the programme it is hoped that students will draw on their own life experiences and that communication will be two way rather than lecture driven. It is intended that classes will be supplemented by multi-media learning including practical experiments. The emphasis will be at all times on interaction and participation. The Diploma will provide an opportunity for a variety of learner-focused activities and will also provide a further opportunity to support and develop learner engagement with the programme.

## Programme Content

### Introduction to Psychology

This lecture introduces students to the topic of psychology and highlights the scientific nature of the study of mind and behaviour.

### Cognitive Psychology

This lecture introduces students to the area of sensation and perception. It demonstrates the role of perception through the use of visual illusions.

### Development across the Lifespan

This aspect of the programme takes students through the development of the person from birth right through to old age, along with the various problems that they encounter whilst developing.

### Learning

This topic introduces students to one of the key concepts in Behavioural Analysis, and demonstrates its role in everyday life.

### Stress & Coping

This section of the programme will look at the causes, the factors that influence and the effects of stress along with the various coping strategies used to deal with it.

### Personality

This area of the programme will examine the various theories of personality and discuss the central debates in the area.

## Psychological Disorders

This topic will focus on providing an overview of the various psychological disorders and their prevalence in society today.

## Social Influence and Conformity

This area of the programme focuses on one of the key concepts in Social Psychology, which are applicable to everyday life.

## Assessment

To be awarded the Diploma in Introduction to Psychology, a student will be required to complete a written assessment (100%) during the programme. The assessment may take the form of an essay, in class short answers, presentations, group work, poster presentations or writing up a mini-experiment.

## Career Progression Opportunities

Students will also be able to apply the skills they have learned during the programme to a variety of areas including careers in the public sector, especially social services, caring professionals, legal areas or nursing vocations. Others in the management and business fields will also find the components of the programme extremely valuable.

## Further Study Options

As this Diploma programme provides students with a foundation in the area of psychology students many wish to progress on to the BA (Hons) in Psychology Evening Degree (minimum entry requirements will apply).

## Student Profile

Typically, participants on the programme can be divided into two categories. Some students have a general interest in the area of the psychology and consequently wish to pursue this interest by entering and completing the Diploma in Introduction to Psychology. Other students undertake the diploma as an introduction to studying in the field of the psychology and then, having successfully completed the diploma (and having met minimum entry requirements for modular students), proceed to study on the BA (Hons) in Psychology in DBS School of Arts.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

*"I found the Diploma in Introduction to Psychology to be an excellent foundation course in the area which allows you to dip your toe into the water to explore psychology in a fun and interactive learning environment. It was also a useful stepping stone for me, to help me decide to further my education in psychology."*

**Nicola O Doherty**  
Diploma in Introduction  
to Psychology

# Diploma in Psychology

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

September & January

## Duration

1 year part-time

*"A great introduction to the world of psychology, I found the Diploma in Psychology to be an extremely interesting programme which opened a whole new world for me. The lecturers were very supportive and I am now progressing to the BA (Hons) in Psychology at DBS."*

**Christine Tannam**  
Diploma in Psychology

Psychology is one of the most exciting and interesting subjects to study at third level. It is the study of human behaviour in all its forms, normal and abnormal, nature and learned, productive and destructive. It is a modern and progressive area of study and, despite having a 150-year history, is currently experiencing unprecedented growth and development in Ireland and internationally.

## Programme Aims and Objectives

The Diploma in Psychology allows students to complete three core modules within the BA (Hons) in Psychology degree in DBS School of Arts and explore their own learning in a manner that allows them to exit, if they wish, after a year of study with a diploma or continue as a part-time psychology student (to progress to the degree programme students must meet minimum entry requirements for part-time students). Across the programme, three key areas of psychology are studied: Introduction to Psychology, the History and Schools of Psychology, and Social Psychology. Psychology is clearly wide-ranging, and this variety is represented in the programme. Students take modules in theoretical and applied aspects of psychology. The objective is to inspire an appreciation of empirical methods of research into human behaviour.

## Programme Structure

The Diploma in Psychology favours a student centred learning approach under which lecturers introduce students to subject areas and act as guides and facilitators to students in their study of the subject. Within each module there will be plenty of scope for traditional lectures, seminars, practical and tutorial sessions. The emphasis will be at all times on interaction and participation. These lectures, seminars, practical and tutorial sessions will provide an opportunity for a necessary variety of learner-focused activities and will also provide a further opportunity to support and develop learner engagement with the programme.

## Programme Content

### Psychological Foundations

This module is intended to introduce first time students to the variety of subjects covered within the area of psychology. An important part of this module is learning about the scientific method which will explain some of the methods used to carry out research in psychology as well as much of the terminology that is used in the discipline. The aim of the module is to give a critical account of the history of the discipline of psychology as well as some insight into its status today.

### Foundations in Social Psychology

This module will examine the basic principles and themes within Social Psychology as well as recent research, trends and findings. Students will explore the contributions made by Social Psychology to the understanding of the individual, the interpersonal processes and group processes.

## Developmental Psychology

This module will introduce the topic of developmental psychology, which can be defined as the systematic study of the developing person across the lifespan. Learners will discover the changes that occur across different domains of development throughout infancy and childhood, developmental theories and concepts, and the methods involved in developmental research. The module will touch upon some of the key critical issues and frameworks that shape our understanding of development, including nature versus nurture, continuity versus discontinuity and biological, social and cognitive factors interact and influence development.

## Assessment

To be awarded the Diploma in Psychology, students will be required to complete continuous assessment for all three subjects and two end of year examinations. Assessments may include essays, multiple-choice questionnaire, short answer in-class exam, oral presentation, group work, and poster presentations. End of year examinations are typically held in late April/early May for the September intake and early December for the preceding January intake.

## Career Progression Opportunities

Students will also be able to apply the skills they have learned during the programme to a variety of areas including careers in the public sector, especially social services, caring professions, legal areas or those in the policing or nursing vocations. Others in the management and business fields will also find the components of the programme extremely valuable.

## Further Study Options

On successful completion of this programme and all related assessment, students may choose to progress onto the BA (Hons) in Psychology evening degree at DBS School of Arts and receive an exemption from the three modules at degree level (minimum entry requirements apply).

## Student Profile

Typically, participants on the programme can be divided into two categories. Some students have a general interest in the area of the psychology and consequently wish to pursue this interest by entering and completing the Diploma in Psychology. Other students undertake the diploma as an introduction to studying in the field of the psychology and then, having successfully completed the diploma (and having met minimum entry requirements for modular students), proceed to study on the BA (Hons) in Psychology in DBS School of Arts.

# Diploma in Counselling Studies

The Diploma in Counselling Studies introduces students to the pioneers and theories of some of the major traditions in the field of Counselling and Psychotherapy. Students will study the fundamental concepts of counselling and psychotherapy practice as well as being informed of the relevance of this work in contemporary Ireland. The programme is designed to provide a basis for further study and training in the field or it can serve as a basis to enter into counselling or psychotherapy.

## Programme Aims and Objectives

The programme aims and objectives are to provide an introduction to the work of the pioneers in counselling and psychotherapy as well as allowing insights into a range of approaches in the field. The programme also addresses practical questions around training for the profession. On completion of the 10-week programme, students will have developed an understanding of the relevance and application of counselling and psychotherapy.

## Programme Structure

The programme is delivered over a series of lectures by professionally qualified practicing Psychotherapists with vast teaching experience.

## Programme Content

- ▶ History of Counselling and Psychotherapy
- ▶ Humanistic/Person-Centred Psychotherapy: Rogers
- ▶ Gestalt Psychotherapy: Perls
- ▶ Psychodynamic Psychotherapy
- ▶ Psychoanalysis
- ▶ Body work and Psychotherapy
- ▶ The Family Systems
- ▶ Cognitive Behavioural Therapy
- ▶ Integrative Psychotherapy
- ▶ Counselling versus Psychotherapy: Time/ Practice/Training

## Assessment

To be awarded the Diploma in Counselling Studies, students will be required to successfully complete a written essay of 2,500 words (100%).

## Career Progression Opportunities

The Diploma in Counselling Studies will aid those working in the health, social care and education professions as well as in management and human resources.

## Further Studies Options

On successful completion of this programme students may choose to apply for the four-year part-time BA (Hons) Arts in Counselling and Psychotherapy (minimum entry requirements apply). Students holding a primary honours degree award of at least pass level in a non-cognate discipline from a recognised third level institution may apply for the Higher Diploma in Counselling and Psychotherapy (Level 8) which in conjunction with the Masters in Psychotherapy (Level 9) comprises a full postgraduate core psychotherapy training. Alternatively they may be interested in the Higher Diploma in Psychoanalytic Studies (Level 8).

## Student Profile

Typically, participants on the programme are either currently involved in the caring professions or have aspirations for such involvement.

## Awarding body

Dublin Business School

## Schedule

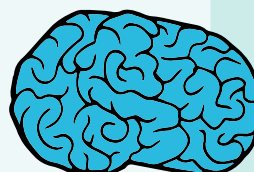
1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time



**ARTS**

# Diploma in Psychoanalytic Studies

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

The Diploma in Psychoanalytic Studies introduces students to the fundamental concepts of Psychoanalysis. It looks at how these have been applied to just about every aspect of human life because they stem from and are rooted in the human condition. While the Diploma stands on its own as an informative introduction to the field of psychoanalysis, it can also serve as a basis for those who might be eligible and interested in applying for the Higher Diploma in Arts in Psychoanalytic Studies.

## Programme Aims and Objectives

The Diploma in Psychoanalytic Studies looks at the fascinating world of the unconscious mind and how it is implicated in every aspect of human life. It provides a way to begin to appreciate the fundamental concepts of psychoanalysis, as laid out in the work of Sigmund Freud, while also paying particular attention to the remarkable work of Jacques Lacan.

## Programme Content

- ▶ Introduction to Freud and Psychoanalysis
- ▶ The Unconscious Mind and the Conscious Mind
- ▶ The Slip of the Tongue and Other Everyday Psychopathologies
- ▶ Freudian Dream Analysis
- ▶ Neurosis and Psychosis in Psychoanalysis
- ▶ Sexuality and Perversion in Psychoanalysis
- ▶ On the Couch – the Practice of Psychoanalysis
- ▶ Desire, Pleasure and Enjoyment
- ▶ The Human Family
- ▶ Psychoanalysis in the Today's World

## Assessment

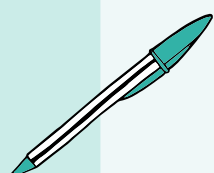
To be awarded the Diploma in Psychoanalytic Studies students will be required to write a 2,500 word essay (100%).

## Further Study Options

On successful completion of this programme students who meet the general requirements for entry onto Higher Diplomas, may choose to continue onto the Higher Diploma in Arts in Psychoanalytic Studies. Otherwise the content of the programme may prompt students to look at entering into analysis. Without doubt the programme will provide stimulating questions for students which relate directly to their various educational and professional activities whether that be in the area of health and social care, business, arts, law or education.

## Student Profile

Typically, participants on the programme are either currently involved in the caring professions or have aspirations for such involvement.



Our emphasis is  
on the building of  
knowledge.



# Diploma in Sports Journalism

The Diploma in Sports Journalism employs an intensive and unique approach to sports writing and reporting in the modern era. It incorporates breaking news, features, interviews, pitching ideas, writing columns, handling press conferences and match reports. The programme embraces the electronic media, providing the student with an ideal and direct path into the industry after just 10 weeks.

## Programme Aims and Objectives

The programme caters for participants of all ages who are interested in breaking into sports journalism, writing in some capacity or a career in the broader communications industry. It teaches students the key elements and disciplines of the industry and hands them a distinct advantage when trying to break into the area or when trying to secure employment. The student will learn all aspects and requirements of being a sports journalist and will also develop the necessary practical skills to secure employment in the industry. The student will gain an insight into the culture of the industry, recent trends and changes, and how to get an idea of what newspaper editors require. There is a blend of both theory and practice, and both competencies are key to forging a career in the industry.

## Programme Structure

The programme is divided into a series of modules, whereby students will learn to identify angles, develop ideas and see how the various writing disciplines unfold. The programme will make use of guest lecturers which in the past have included Sports Writers of the Year, Denis Walsh and Vincent Hogan, while leading authors Damian Lawlor, Michael Foley, Stephen Finn, Jackie Cahill, Paul O'Hehir, Alan Neary, Cian Murphy and Alan Milton have also presented topics within the programme. Broadcasters such as Darren Frehill, Oisín Langan and Ciaran Murphy have also featured in previous programmes.

## Programme Content

- ▶ Compiling News Stories
- ▶ Covering Matches and Compiling Match Reports
- ▶ Composing Meaningful and Thoughtful Features
- ▶ Previewing Games and Fixtures
- ▶ Writing Opinion Pieces

## Assessment

To be awarded the Diploma in Sports Journalism, students will be required to submit a written assignment (100%) at the end of the programme.

## Career Progression Opportunities

Previous participants on the programme are working as producers with Newstalk and researchers with TV3. Others have gained full time employment as sub-editors or with Regional publications. Others have set up their own websites, while some are covering games at the weekend, mixing their passion with full-time jobs. Some students have moved back to their native area to gain employment with local papers while others work as PR and Communications Managers with companies who hold interest in the sports market.

## Student Profile

Typically, participants on the programme have had an interest in writing, broadcasting or who have a love of sport.

## Further Study Options

Students wishing to continue with their studies in the area of Journalism may wish to progress onto the BA (Hons) Journalism in DBS School of Arts.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

A qualification that  
meets the needs of  
the media industry  
in Ireland.

# Diploma in Journalism & Media Studies

## Awarding body

Institute of Commercial Management (ICM)

## Schedule

2 evenings per week,  
6:15-9:30pm + 6 Saturdays

## Intake

September

## Duration

1 year part-time

The creative world of journalism continues to attract many people. However, like many types of creative work, journalism is not based simply on initiative and enthusiasm but on fundamental skills and knowledge. Newcomers to the profession must be able to produce work worthy of being published or broadcast. Students will attain skills such as writing and presenting the news, knowledge of the media and media law.

## Programme Aims and Objectives

The aim of the Diploma in Journalism & Media Studies is to provide these skills so that students can demonstrate their creative abilities. As part of this process students will be provided with a thorough grounding in the role of the journalist; the skills to research, write and present effective copy; skills in presenting publications for the market place; and an awareness of the legal environment in which the media operate. The Diploma aims to reflect this diversity by providing students with a set of key journalistic skills enhanced by a wide ranging knowledge base.

## Programme Structure

The programme will be delivered by means of a wide range of teaching techniques including lectures, DVD's, workshops, seminars and case studies.

## Programme Content

### Newspaper Journalism

#### What is Journalism?

What makes a good journalist?; the skills of a good journalist; roles in journalism

#### Gathering News

News room; contacts & news leads; investigative reporting; developing story ideas

#### Interviewing

Preparation; establishing confidence; coaxing answers; controversial interviews; vetting copy

#### Newspaper Language

Newspaper English; journalese; sequence & structure; storytelling techniques; bad habits; style; punctuation; quotes; grammar

#### News Reporting

Politics; crime; business; industrial disputes; demonstrations; press conferences; speeches; sport

#### Ethics

Code of practice; press complaints; accountability; the production of news in an age of technology and social media.

### Broadcast Journalism

#### News Gathering

What is news; news sources; getting the story

#### Writing for Broadcast

Conversational Writing; News writing; Broadcast Style Book

## Interviewing

The Interview; Setting up the Interview; Vox Pops

## Broadcast News Programmes

Presenting the News; Duties & Dilemmas; Discussion and Magazine Programmes

## Radio

Development of Public Service Broadcasting; RTÉ and BBC Radio News Coverage; equipment; principles of recording; using sound recorders; editing

## Television

Television news; studio roles; fieldwork; chasing pictures; piece to camera; compiling the report

## News Studio

The set; control room; cameras; lights; sound; fieldwork

## Compiling the Report

Editing the image; visuals.

## Sub-Editing

Students are provided with a firm grounding in sub-editing, primarily dealing with the physical handling, editing, cutting and re-writing of copy, along with proof-reading copy, writing headlines, stand firsts and captions. The module also equips students with the skills to handle a running story, using style guides, and avoiding clichés. Writing techniques, industrial, legal and ethical issues, examining newspaper design as well as a basic introduction to desktop publishing are also covered in this module.

## Freelance & Feature Writing

This module is designed to equip students with the fundamental skills of feature writing, exploring the disciplines many guises, including reviews, opinion pieces, colour pieces, columns and analysis across a range of topics. The module equips students with research techniques and interview skills for writing feature articles. During this programme, students are also introduced to freelance journalism, the advantages/potential pitfalls of being a non-staff reporter, how to make a 'pitch' to commissioning editors, building your contacts list, finding an original angle etc. This module will also examine the media landscape in Ireland and writing for specialist publications.

## Media Law & Ethics

Working within the media industry in Ireland today requires knowledge of the legal issues associated with defamation and all its many forms. This module addresses areas such as copyright, regulations in respect of permitted advertising and racial hatred.

## Assessment

Assessment for the Diploma in Journalism and Media reflects the range of students' learning and uses a variety of information-gathering activities and strategies which allow students a range of opportunities to demonstrate their learning. Assessment includes short essays, in-class news writing activities; practical assignments and examinations.

## Career Progression Opportunities

This diploma helps prepares you for a wide range of careers in newspapers, magazines, radio, and TV, as well as other professional and positions in communications, marketing and public relations industries. Our graduates have gone on to a wide range of media related careers, from newspapers and magazines to local radio and television as well as PR.

## Student Profile

The programme is likely to appeal to those considering a career in journalism as well as those already successfully employed in the media, not just as journalists, who wish to further investigate and further develop their knowledge and practice in the industry.

## Further Study Options

Student wishing to continue with their studies in the area of Journalism may wish to progress onto the BA (Hons) Journalism in DBS School of Arts.



*"This course was a fantastic experience for me both personally and professionally. Not only did I engage with like-minded individuals who all had a passion for the world of journalism and media but it allowed me the opportunity to gain work experience in one of the country's fastest growing regional radio stations. The course with DBS has given me the sufficient tools and a solid basis for pursuing a career in freelance journalism. The lecturers were incredibly helpful and interesting professionals who made the course all the more enjoyable every week."*

**Aideen Byrne**  
Diploma in Journalism & Media  
Studies Graduate and ICM  
Student of the Year 2012



# Diploma in Digital Video Production & Post-Production



## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time

This programme is designed specifically as an introduction to digital video production and post-production and is aimed at those with no previous experience. The programme will begin by equipping students with basic skills in video production technology. The programme will introduce students to skills required for camera operation, lighting a film and recording sound. In keeping with standard industrial processes, the emphasis of the diploma will be on collaboration and group-work. Students will then be given the opportunity to script, develop and shoot a short video project. Finally, students will then be given the opportunity to edit and complete their collaborative project at the post-production stage.

## Programme Aims and Objectives

The aim of this programme is to offer a hands on introduction to the basic principles of video production and post-production. From initial instruction in the operation of camera, lighting and sound equipment to a further introduction to the principles and processes of post-production students will be given an opportunity to be involved in the development of a short video project. Training will also be provided in sound recording and the preparation of scripts from an audio perspective. In keeping with standard industrial processes, the emphasis of the programme will be on collaboration and group-work. The diploma will be taught by an industry professional.

On completion of this programme the student should have acquired the skills to:

- ▶ Show an awareness of the production cycle (pre-production, production, post production) and the way in which a short digital video project can be developed for production
- ▶ Demonstrate core skills in camera operation along with an elementary understanding of the skills required for lighting a film and recording sound
- ▶ Demonstrate an understanding of the basic skills involved in the post-production process
- ▶ Demonstrate an awareness of the core features of Final Cut Pro
- ▶ Work collaboratively on a short digital video project, understanding production crew roles and responsibilities.

## Programme Structure

The programme is delivered through a series of practical production workshops. Production workshops are equipped with JVC GYHD ProHD, Sony NEXFS100 Camcorders, Sennheiser film audio equipment and dedicated studio space equipped with Arri and Kino flo lighting. A dedicated editing suite is provided for post-production workshops with all Apple machines running Final Cut Studio.

## Programme Content

- ▶ Digital Video Project Treatment and Development
- ▶ Introduction to Camera, Lighting and Sound Operation
- ▶ Digital Video Project Production
- ▶ Principles of Editing
- ▶ Cutting Room Procedure
- ▶ Sound and Post-Production
- ▶ Completing a Project.

## Assessment

To be awarded the Diploma in Digital Video Production & Post-Production, a student will be required to complete small practical assignments throughout the programme and collaborate in the completion of a short video project (100%).

## Career Progression Opportunities

The Diploma in Digital Video Production & Post-Production is designed to serve as an introduction to the practical production and post-production skills required for involvement in a collaborative digital video project. It is aimed at anyone interested in developing their interest in these areas.

Study film,  
television  
and radio



# Diploma in European & World Cinema

The Diploma in European and World Cinema is an opportunity for film-lovers to watch and discuss many of the major milestones in the history of European and World cinema. Each week a film will be introduced and then viewed in its entirety. Students will then be given an opportunity to reflect upon the film and the issues that it raises

## Programme Aims and Objectives

This diploma is designed to offer an introductory overview of significant developments in the history of the medium. In order to do this the diploma will also consider issues of national identity, personal endeavour, industrial development and critical reception with a view to developing an understanding of how cinema might be understood today.

Upon completion of the programme students should have acquired the skills to:

- ▶ Identify key issues in the history of European and World cinema
- ▶ Identify critical milestones in the development of the medium
- ▶ Position individual films within their cultural, industrial and political context
- ▶ Show understanding of the contributions made by individual directors to this history
- ▶ Identify certain defining features of individual national cinemas and discuss them with a degree of confidence.

## Programme Structure

Each week a relevant film is introduced and then viewed in its entirety. Once the film is finished, students on the Diploma will engage in a tutor-led discussion of the film and the issues that it raises.

## Programme Content

- ▶ Art Films and Auteurs
- ▶ Documentary and National Identity
- ▶ New Waves in European Cinema
- ▶ Avant-garde and Experimental Cinema
- ▶ European Genre Cinema
- ▶ Nostalgia and Heritage
- ▶ Post-war Japanese Cinema
- ▶ Cinema and Censorship.

## Assessment

To be awarded the Diploma in European & World Cinema, a student will be required to complete a written assignment (100%) at the end of the programme. The assignment will take the part of a critical review of one film, director or issue considered on the Diploma.

## Student Profile

Participants on the programme all have one thing in common, a love of film.

## Awarding body

Dublin Business School

## Schedule

1 evening per week,  
6:15pm-9:30pm

## Intake

October & February

## Duration

10 weeks part-time



Understand  
Hollywood?

Write a script?

# Additional Programmes Offered by DBS

DBS offers a wide range of full-time and part-time undergraduate, postgraduate, professional and executive programmes. Through our various programmes we offer a wide variety of complementary areas of study in which we have built a considerable reputation. All programmes come under the 'Lifelong Learning' Initiative. Flexibility in the learning environment is strongly emphasised, meaning students are able to learn with minimal disruption to their work, family and social life. We have something to ignite your imagination whether you take one class for one semester to see how you get on or whether you take an entire programme over four years or more.

## DBS School of Arts

The School of Arts offers the following full-time and part-time Undergraduate programmes:

### Honours Bachelor Degrees (Level 8)

- ▶ BA (Hons) in Arts
- ▶ BA (Hons) in Journalism
- ▶ BA (Hons) in Film Studies
- ▶ BA (Hons) in Media & Cultural Studies
- ▶ BA (Hons) Psychology – PSI accredited
- ▶ BA (Hons) Counselling & Psychotherapy – IACP recognised
- ▶ BA (Hons) Social Science

### Ordinary Bachelor Degrees (Level 7)

- ▶ BA in Social Studies
- ▶ BA in Film & Media
- ▶ BA in Journalism & Media

### Certificate (Level 6)

- ▶ Certificate in Cultural Studies

## DBS School of Business

The School of Business offers the following full-time and part-time Undergraduate programmes:

### Honours Bachelor Degrees (Level 8)

- ▶ BSc (Hons) in Computing
- ▶ BA (Hons) in Accounting & Finance
- ▶ BA (Hons) in Business Studies (Psychology)
- ▶ BA (Hons) in Business Studies (Business Management)
- ▶ BA (Hons) in Business Studies (Human Resource Management)
- ▶ BA (Hons) in Business Studies (Project Management)
- ▶ BA (Hons) in Business Studies
- ▶ BA (Hons) in Financial Services
- ▶ BA (Hons) in Business Information Systems
- ▶ BA (Hons) in Business Information Systems (Cloud Computing)
- ▶ BA (Hons) in Marketing

- ▶ BA (Hons) in Marketing (Event Management)
- ▶ BA (Hons) in Marketing (Digital Media)
- ▶ BA (Hons) Marketing (Digital Media & Cloud Computing)

### Ordinary Bachelor Degrees (Level 7)

- ▶ Bachelor of Business
- ▶ Bachelor of Business in Accounting
- ▶ Bachelor of Business in Marketing
- ▶ Bachelor of Business in Retail Management

### Higher Certificates (Level 6)

- ▶ Higher Certificate in Business
- ▶ Higher Certificate in Business in Accounting
- ▶ Higher Certificate in Business in Marketing

## DBS School of Law

The School of Law offers the following full-time and part-time Undergraduate programmes:

### Honours Bachelor Degrees (Level 8)

- ▶ Bachelor of Laws (Hons)
- ▶ BA (Hons) in Business Studies (Law)

### Ordinary Bachelor Degrees (Level 7)

- ▶ BA in Legal Studies
- ▶ BA in Legal & Business Studies

### Higher Certificates (Level 6)

- ▶ Higher Certificate in Legal Studies
- ▶ Higher Certificate in Legal & Business Studies

## DBS Postgraduate School

The DBS Postgraduate School offers the following full-time and part-time programmes:

- ▶ Master of Business Studies (MBS)
- ▶ MSc Marketing
- ▶ MSc Human Resource Management
- ▶ MSc Marketing with Digital Media
- ▶ MSc International Accounting & Finance

- ▶ MSc International Banking & Finance
- ▶ MBA with specialist streams in Business Management, Marketing, HRM, Finance, Project Management, Information Systems or Cloud Computing
- ▶ MBA in Executive Leadership
- ▶ MSc in Management Practice
- ▶ MSc Computing and Information Systems
- ▶ MA in Addiction Studies
- ▶ MA in Psychoanalytic Psychotherapy – APPI recognised
- ▶ MA in Psychotherapy
- ▶ Higher Diploma in Counselling and Psychotherapy
- ▶ Higher Diploma in Arts in Psychology
- ▶ Higher Diploma in Arts in Psychoanalytic Studies
- ▶ Higher Diploma in Business
- ▶ Higher Diploma in Business (Human Resource Management)
- ▶ Higher Diploma in Business (Business Information Systems)

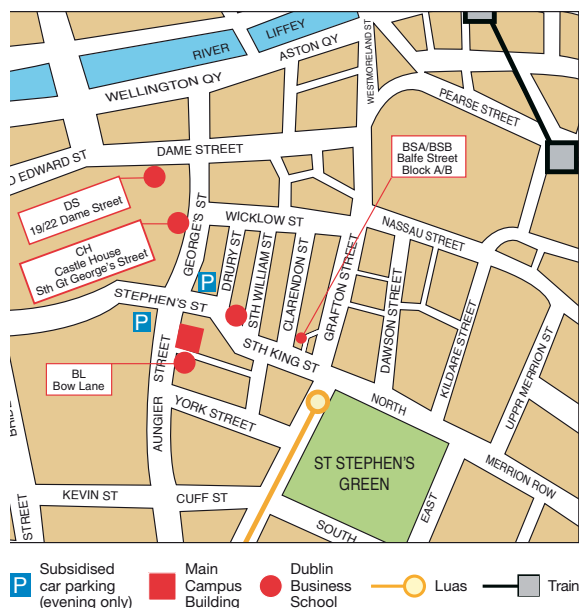
## DBS Professional School

The DBS Professional School offers tuition for the following professional bodies:

- ▶ Association of Chartered Certified Accountants (ACCA)
- ▶ Chartered Institute of Management Accountants (CIMA)

# VISIT US!

You can call into the College to talk to a member of the Admissions team anytime between 8:45am and 5:15pm, Monday to Friday. Alternatively come along to our next Open Event where you can also meet with lecturers, Students Services and check out the college facilities.



A mere two minute walk from St. Stephens Green, the Luas and all main bus routes, DBS is truly in the heart of Dublin city. Our educational sites in the prime city centre locations of Aungier Street, Balfe Street, Dame Street and South Great George's Street are all within a few minutes walking distance of each other. Buses servicing Aungier Street directly are 16, 16A, 19, 9, 65, 65B, 83 or 122. All bus, DART, Luas and rail services have terminals close to the college.

**The Admissions Office**  
13/14 Aungier Street, Dublin 2

T: +353 1 4177500  
F: +353 1 4177543  
E: [admissions@dbi.ie](mailto:admissions@dbi.ie)  
W: [www.dbi.ie](http://www.dbi.ie)

*Dublin Business School reserves the right to alter or withdraw any of the modules, programmes or programmes described in this document. While every effort has been made to ensure the information contained in this document is correct, the College is not liable for any errors and omissions.*



'Like' DBS on facebook:

[www.facebook.com/DublinBusinessSchool](http://www.facebook.com/DublinBusinessSchool)



Follow us on Twitter:

[www.twitter.com/dbicollege](http://www.twitter.com/dbicollege)



Find us on LinkedIn:

Dublin Business School

Visit our website:

[www.dbi.ie](http://www.dbi.ie)

For further information contact:

Dublin Business School,  
13/14 Aungier Street, Dublin 2

**T:** 01 4177500

**F:** 01 4177543

**E:** [admissions@dbb.ie](mailto:admissions@dbb.ie)

**W:** [www.dbb.ie](http://www.dbb.ie)

