





# MSc Design and Development of Digital Business


## The Programme at a Glance


 **95%** of graduates gained immediate employment after graduation

 **67%** International Students

 **EU FEES** €10,630  
**NON EU FEES** €18,500

 **INTAKE & DURATION** September  
Full Time - 12 months

 **SCHOLARSHIPS** Available

 **28** Class Size (3 Year average)

## About the Programme

The MSc Design and Development of Digital Business (DDDB) is a 12-month taught postgraduate course for creatively-minded students from non-technical backgrounds. The course provides students with the design skills and technical knowledge to explore interesting real-world problems and create innovative new digital products and services.

## Unique Aspects

- The only course for non-IT graduates to do software development in CUBS.
- The programme includes an innovative design and development CAPSTONE project, based on design thinking and sprint methodology, that reflects the way modern organisations work.
- The programme integrates industry experts through guest talks, workshops, mentorships and course evaluations.
- The course leverages best practice design methodologies and collaboration tools.

## Notes on Entry Requirements

Second Class Honours Grade 2 (2.2) in a primary honours degree (NFQ, Level 8) in any discipline except those with high levels of software development content (e.g. computer science, business information systems, etc.)

## Programme Structure

### Part I

Electronic Business Models and Systems | Business Models for Disruptive Technology | Systems Analysis and Application Modelling | e-Business Strategy Formulation | Programming for Web Application and Services 1 | Programming for Web Applications and Services 2 | Fundamentals of Interaction Design | Foundations of Object-Oriented Programming using Java | Introduction to Mobile Application Development | Database Analysis and Design | Databases for Management Information Systems | Service Design Thinking

### Part II

Digital Design and Development Project

## Contact

### EU Students:

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### Non-EU Students:

Tarik El Amoud: tarik.elamoud@ucc.ie

## Graduate Careers Roles

Our graduates are currently working as:

Product Manager

UX Researcher/Designer

Business Analyst

Technology Consultant

Software Developer

## Student Profile

“My course provided me with a well-rounded experience to succeed professionally. The course taught me to apply theoretical frameworks in practice, while working with established companies on projects of strategic importance. The lecturers equipped me with the knowledge and skills to develop a comprehensive understanding of digital intelligence, journey optimisation, and designing innovative products and services that are tailored to the user’s needs”

### Ezequiel Cirilo

Global Reviews