



Duration: 11 Weeks, Part-time
 Thursdays - 6.30pm - 9.30pm
 Start dates: March/May 2023
 Study mode: Online/On-campus
 Fees**: Online - € 980
 On-Campus - €1,395

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Human Resources Management Diploma



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Human Resources Management Diploma

Learn how to align and link HR management to business strategy throughout this practical and interactive programme. You will develop a strong understanding of recruitment and training, helping you to become an adept HR professional.

This programme will enable you to enhance your career and employment prospects in the area of HR management. As a result, you can pursue the following career paths: HR assistant, HR officer or HR recruitment assistant.

"I work in retail concession as a manager and this course gave me excellent skills in supporting my team in their roles and drive the business. The lecturer was very inspiring."

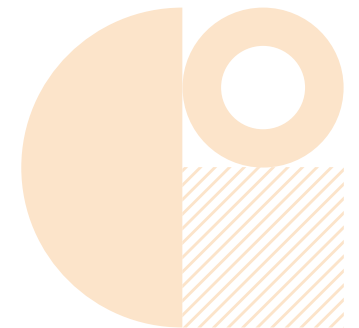
Jessica Bezerra
 HR Management Diploma graduate

What will I experience?

You will develop your skills as a HR professional enabling you to become responsible for making decisions that have a strategic impact on an organisation. Specifically, there will be a focus on training and recruitment.

What will I learn?

- HR Legal environment
- Managing team development
- Motivation and leadership
- Recruitment, selection and probation
- Grievance and disciplinary processes



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Duration: 11 Weeks, Part-time
 Wednesdays 6.30pm – 9.30pm
 Start date*: June/Sep 2023
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Business Analysis and Transformation Diploma



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Business Analysis and Transformation Diploma

The landscape of the business world is changing and with that, the methods of achieving key business objectives. Learn how to navigate complex business situations and find innovative solutions with our Diploma in Business Analysis and Transformation.

Studying this course can lead you down a number of potential career paths including: business analyst, commercial business analyst and human resource manager.

“Implementing change and managing the change was the best part of the course.”

Noreen Flynn
 Business Analysis and Transformation Diploma graduate

What will I experience?

Through a mix of lectures, workshops and practical applications, you will work in a team on a simulated project to provide solutions to business problems that reflect real-life situations you might face. You will need to learn how to identify stakeholder’s needs and transform these into appropriate business strategies in order to present your recommendations to the lecturer at the end of your course.

What will I learn?

- Defining a new business model
- Understanding the strategic context
- Cost-Benefit analysis
- The framework for business analysis activities
- Identifying IS/IT requirements



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Tuesdays 6.15pm - 9.30pm
Duration: 11 weeks
Start date*: April/June 2023
Study mode: Online/On-campus
Fees**: Online - € 990
On-campus - € 1,395

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Project Management Diploma (PMI Approved)



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Project Management Diploma (PMI Approved)

Equip yourself with the skills needed to manage a project from start to finish. Throughout this project, you will learn the principles behind project management as well as how to identify issues at each stage of a project that may affect its outcomes.

Studying this diploma will provide you with the knowledge and skillset to access a range of different career opportunities including: IT project manager, planning manager and technical project manager.

“Our lecturer had industry expert knowledge and shared his experience from both an analytical and practical perspective.”

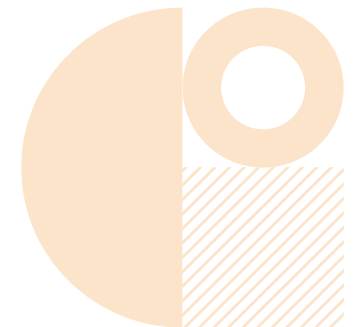
Maidier Arrausi
Diploma in Project Management

What will I experience?

You'll learn how to effectively manage the different phases of a project: initiating, planning, executing, monitoring and controlling and close-down. The programme is delivered in partnership with the Project Management Institute (PMI) which recognises the industry-standard of the qualification.

What will I learn?

- Initiating project planning
- Control and monitoring resources
- Project closure
- Managing project teams
- Budgeting



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Duration: 10 Weeks, Part-time
Tuesdays 6.30pm – 9.30pm
Start date*: September 2023
Study Mode: On-campus
Fees**: € 1,700

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Professional Diploma in Digital Marketing (DMI)



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Professional Diploma in Digital Marketing (DMI)

Whether you're a complete beginner, business owner or marketing professional looking to upskill, this course will help you with customer conversions and much more, considerably adding to your digital marketing skillset.

Studying the Digital Marketing DMI will equip you with the skills needed to progress onto higher-level studies or to enter one of the following roles: advertising account manager, channel marketing manager or senior marketing executive.

“When I decided to rejoin the workforce, I recognised the digital skills gap in my CV and knew it needed to be addressed before approaching potential employers.”

Sinead Brophy-Holmes
Digital Marketing Diploma graduate

What will I experience?

Throughout the programme, you will develop your understanding of the consumer experience in a digital world whilst building digital marketing skills in components such as mobile marketing, social media marketing and SEO.

What will I learn?

- Content marketing
- Social media marketing
- Search engine optimisation
- Paid search and google ads
- Website optimization



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Duration: 14 weeks
Saturdays 10.00am-4.00pm
or Tuesdays 6.30pm-9.30pm
Start date*: March/May/June 2023
Study mode: Online/On-Campus
Fees**: Online - € 850
On-campus - € 1,090

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Bookkeeping and Payroll Diploma



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Bookkeeping and Payroll Diploma

Bookkeepers and payroll administrators fulfil demanding roles at the heart of any company; in order to be successful in this career you should be able to handle the basics of these roles, which is as much about personality as it is talent.

This course is designed to help those wanting to access a career in bookkeeping and payroll, or further their studies in the fields of accounting and finance. Possible career paths include: bookkeeper, credit controller, finance assistant and payroll administrator/coordinator.

“The course gave me a great introduction to the Irish taxation system and has broadened my knowledge of ERP systems.”

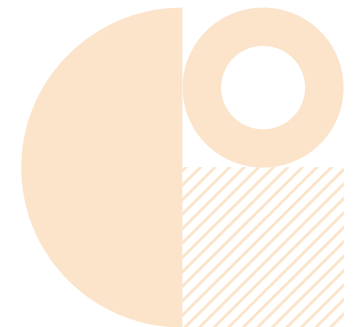
Juliana Figueiredo
Bookkeeping and Payroll Diploma graduate

What will I experience?

You will learn how to undertake standard, day-to-day, duties of a payroll administrator. You will develop your understanding of how to make economically viable decisions to maintain a company's financial health.

What will I learn?

- Tracking and recording employee work hours and annual leave
- Calculating pay, taxes and social insurance
- Incorporating variables, like overtime, sick-pay, holidays and expenses
- Processing and paying salaries and wages — by cash, cheque or EFT
- Issuing payslips to employees
- Addressing problems and answering queries
- Issuing P45s, P60s and other related tasks



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Duration: 11 weeks
Wednesdays 6.30pm-9.30pm
Start date*: June/Aug 2023
Study mode: online or on-campus
Fees** : online - € 850
on-campus - € 1,100

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Event Management Diploma



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Event Management Diploma

This Diploma course introduces you to a broad event management landscape, with essential learnings from event concept to delivery.

Gain an events management skillset and learn how to organise events of all sizes.

This course will Teach you:

- the fundamental skills to thrive in an in-demand industry
- Open doors to a multitude of employment opportunities within various industry sectors
- Introduce you to a broad event management landscape, with essential learnings from event concept to delivery
- Develop your industry knowledge through a career-focused experience delivered by experienced industry professionals
- Take you through the event planning process and the different event types, styles and formats.

What will I experience?

You will learn how to undertake standard, day-to-day, duties of a payroll administrator. You will develop your understanding of how to make economically viable decisions to maintain a company's financial health.

What will I learn?

- Tracking and recording employee work hours and annual leave
- Calculating pay, taxes and social insurance
- Incorporating variables, like overtime, sick-pay, holidays and expenses
- Processing and paying salaries and wages — by cash, cheque or EFT
- Issuing payslips to employees
- Addressing problems and answering queries
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Duration: 11 weeks
Tuesdays 6.30pm-9.30pm
Start date*: June/Sep 2023
Study mode: online or on-campus
Fees**: Online - € 850
On-campus - € 1,090

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Diploma in Blockchain for Business



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Diploma in Blockchain for Business

The Diploma in Blockchain for Business aims to provide learners with insight into the world of Blockchain, how it works and how businesses can benefit from it. Emphasis is on what business people need to know about this exciting technology, and the considerable value-add there is in business from deploying Blockchain in an organisation. The challenges and downsides of Blockchain are also addressed, giving learners a well-rounded perspective on blockchain technology.

On successful completion of this Diploma, learners will be able to:

1. Discuss how Blockchain technology works.
2. Contextualise the practical social and legal considerations of Blockchain for business.
3. Evaluate use cases for Blockchain from a business perspective.
4. Analyse the processes and activities involved in introducing and using Blockchain technology in a business context.
5. Guide an organisation through the adoption and deployment of Blockchain, addressing challenges and obstacles.

What will I experience?

Get insights of Blockchain world, how it works and how businesses can benefit from it. Emphasis is on what business people need to know about this exciting technology, and the considerable value-add there is in business from deploying Blockchain in an organisation.

What will I learn?

- Introduction to Blockchain: what Blockchain is, why it is so prevalent.
- Opportunities, challenges and the disruptive affordances of Blockchain: the transformative power (both good and less good) of Blockchain.
- Legal, regulatory and social considerations: privacy, security, regtech and compliance.
- Digital disruptions with Blockchain: driving efficiencies, digital transformation, innovation and competitive advantage in business.



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Duration: 11 weeks
Tuesdays 6.30pm-9.30pm
Start date*: March/may 2023
Study mode: online or on-campus
Fees**: online - € 1,200
on-campus - € 1,300

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Diploma in Leadership



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Diploma in Leadership

This programme is for you if you are moving into a coaching or leadership role, or moving to a more senior leadership role in an organisation. The Diploma can help those considering such a move to explore their own skills as a leader and learn how to hone and enhance them.

A leadership role requires skills, knowledge and ability to manage people, teams, and situations teams effectively and with due consideration of the context the leader is leading in. Leadership roles in organisations can be both formal and informal, the leadership principles on display shape and guide the organization in specific units, departments and projects. Excellent leaders can positively influence others using their abilities and influence to achieve an optimum result for all.



What will I experience?

- Discuss the theories and practices of leaders and leadership.
- Influence and engage those around them, particularly in a team environment.
- Assess their own leadership abilities and skills, identifying areas for development.
- Apply a range of self-leadership skills and skills for leading others in a variety of contexts.

What will I learn?

Key syllabus items in this Diploma include;

- Theories and principles of leadership and leadership styles
- Theories of human behaviour
- Leadership vs. management
- Leaders vs. followers
- Leading and building teams
- Eengendering trust
- Engaging and inspiring others
- Leading change in an organisation
- Emotional and social intelligence
- Coaching and mentoring.

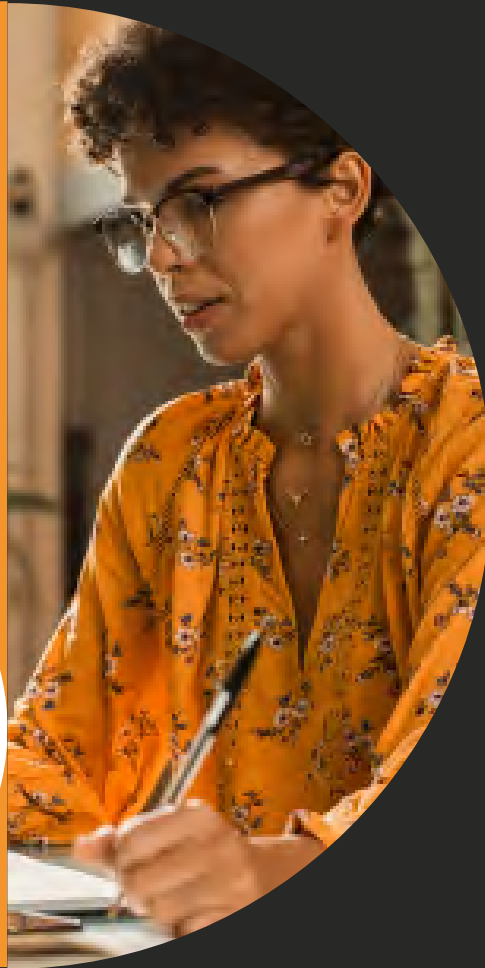
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Duration: 11 weeks, Part-time
Tuesdays 6.30pm – 9.30pm
Start date*: Apr/June 2023
Study mode: online or on-campus
Fees**: online - € 925
on-campus - € 1,195

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Psychology Diploma



Kickstart your career
in the field of psychology.

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Psychology Diploma

During this programme, learn about various approaches to psychology and improve your understanding of human behaviour.

This diploma will equip you with the skills needed to progress onto further qualification in psychology including a bachelor's degree. You should also consider enrolling on the diploma if you are interested in pursuing a career in human resources, psychotherapy and social work.

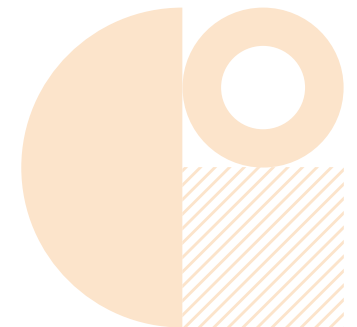
Be part of a culturally diverse
student mix at IBAT college,
with learners from over
30 different countries.

What will I experience?

Throughout the diploma, you will develop your understanding of how we think and how external factors influence our everyday behaviour. You will build your knowledge of different psychology approaches including social psychology, development psychology and cognitive psychology.

What will I learn?

- To demonstrate your knowledge of key theoretical perspectives in the main approaches of psychology
- To understand the way social and cultural factors can impact a person's psychology
- To demonstrate how a person's psychology evolves within their lifetime



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Duration: 11 weeks
Tuesdays 6.30pm-9.30pm
Start date*: Mar/June 2023
Study mode: Online/on-campus
Fees**: Online - € 980
On-campus - € 1,295

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Diploma in Occupational Psychology



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Diploma in Occupational Psychology

Work Psychology is a field of psychology that applies psychological theories in organisations. Psychology is a study of mind and behaviour. Work Psychology then attempts to consider how employees' attitudes and motivations influence each other and the entity that they work in.

Most of us will spend a considerable amount of time as part of a workforce. It is critical then that we enhance our understanding of the psychology of work as it is directly relevant to all of us.

What will I experience?

The programme affords the opportunity of exploring IBM Enterprise Design Thinking philosophy and obtaining their associated Practitioner Badge. Enterprise Design Thinking is a framework to solve users' (employees, managers, customers, business partners, etc.) problems at the speed and scale of the modern enterprise.

What will I learn?

Key syllabus items in this Diploma include;

- Occupational Psychology in context.
- Individuals with individual differences working together.
- Socio-cognitive approaches to differences among individuals in the workplace.
- Job Design and Job Analysis theories.
- Attitudes and motivation influencing behaviour in the workplace.
- Working together, the psychology of teams, leaders and followers.
- IBM Enterprise Design Thinking.
- The technology-enhanced world of work (HCI, mobile / remote work, online communications).
- Organisational dynamics and behaviour, structures and culture, psychology at organisational level.



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Duration: 11 weeks
Wednesdays 6.30pm-9.30pm
Start date*: Mar/June 2023*
Study mode: Online/on-campus
Fees**: Online - € 980

On-campus - € 1,295

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Diploma in Consumer Psychology



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Diploma in Consumer Psychology

The Diploma provides you with insights and analysis of the key individual and group orientated factors that drive consumer consumption, addressing the question of why consumer behave as they do. You will dissect, analyse and debate theoretical perspectives and apply them to real world contemporary examples. The Diploma specifically aims to integrate the main changes in consumption in recent times and ties together emerging trends in buyer behaviour and marketing with existing traditional perspectives. Classes are designed to be interactive with a strong emphasis placed on application.

What will I experience?

Graduates can explore a career in psychology, specifically consumer psychology. They can work in the consumer research end of marketing materials design, assessing what might or might not have an impact on consumers or achieve the required response from consumers. The programme is also useful for those from a business background looking to move into the field of psychology.

What will I learn?

- On successful completion of this Diploma the learner will be able to:
1. Analyse key consumption theories and models, with their informal and academic perspectives.
 2. Apply consumer behaviour theory to real-life cases, drawing out the underlying psychology themes at play.
 3. Evaluate various buyer behaviour perspectives within the context of marketing and the wider field of society.
 4. Describe the current trends in online consumer behaviour and activities, and their implications for society.
 5. Evaluate individual consumer identity and wider group identity from a social psychology perspective.



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Computer Programming with Java

Duration: 11 weeks,
one evening per week
Delivery: Online, On-campus
Intakes*: May/Sep 2023
Fees**: Online - € 765
On-campus - € 995

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This introductory-level computer programming course is designed for those with little or no previous experience in the area. It provides learners, regardless of their background, to feel justifiably confident in their ability to write code and is ideal for any learner with an interest and motivation to embark in a career in software development.

Students will learn the fundamental concepts and terminology of software development and develop skills in designing and writing computer programs. Start with the basics and go on to write your own programs and integrate input and output, calculations, decision making, and loops.

Course structure

- Introduction to Computer Programming
- Set Up Java Installations
- Run Your First Programme
- Learn About Primitive Data Types
- Introduction to creating classes and objects, attributes and methods
- Introduction to data variables, data input and writing a programme
- Using Java for Decision-Making Process
- Java Loping Structures and Enumerated Data Types
- Handling Exceptions in Java
- Class Methods and Debugging Process
- Introduction to GUI Programming
- Basics of OOPS Concepts Inheritance, Overriding, Polymorphism
- Overview of the Java SE7 Certification

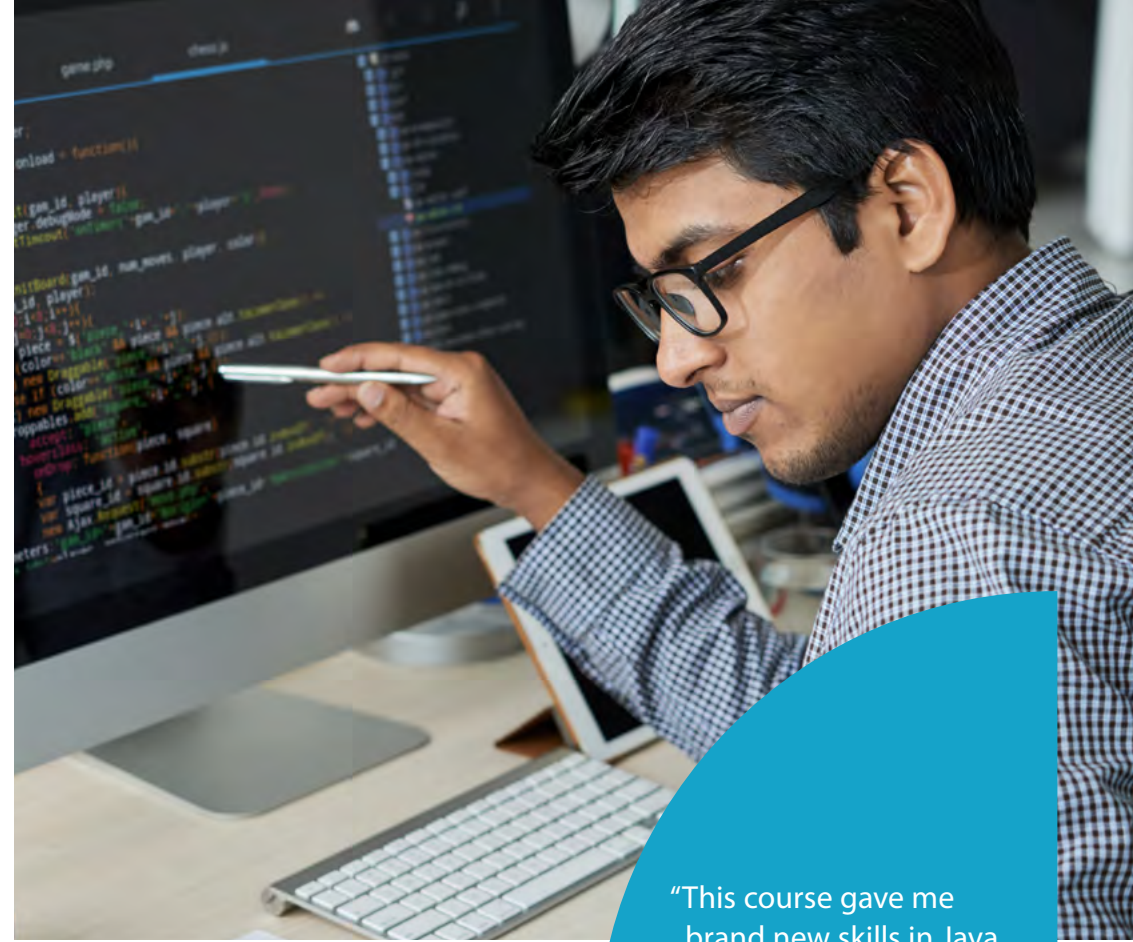
Participants will be required to successfully complete a web project worth 100% of the grade.

Career opportunities

Computer Programming is often the first port of call for anyone looking to move into a full-time role in software development. This course will serve as an excellent and comprehensive introductory foundation in programming and will help to secure entry-level positions across the IT sector for roles including but not limited to software testing and junior developer.

Entry requirements

Basic to moderate understanding of windows and using a PC is required for this course.



"This course gave me brand new skills in Java, in a relatively short space of time. It opened up new doors to learning other programming languages."

Zhivko Stankov
Graduate

Lecturer profile: Brian Rodgers

Brian is a software developer and software development trainer with over 20 years' experience with extensive knowledge over a large portfolio of software development platforms and tools including being a Java Developer, Software Architect and Designer, and a Trainer in Net(C# and VB.Net), C/ C++, SQL, Oracle, MySQL, Python, Web Development , HTML/CSS/JavaScript, PHP, Ruby, MS Access Database.

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Diploma in Data Analytics using Python

This introductory-level course is designed for those with little or no previous experience in the area. It helps learners, regardless of their background, to feel confident in their ability to write code. You'll go from a beginner with no prior experience to having a solid understanding of the Python language.

You'll begin by completing basic exercises that focus on the core concepts. As you progress, you'll use variables to store, retrieve and calculate information. Then move conditional execution, iteration and other functions, lists, list processing, objects custom types and, handling exceptions.

With over 12,000 vacancies across the Irish technology industry, Python programming ranked 6th among the most 'in demand' skills.



Duration: 11 weeks,
one evening per week
Delivery: Online, On-campus
Intakes*: May/Sep 2023
Fees**: Online - € 952
On-campus - € 1,000
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Course outcome

- A fundamental understanding of programming and the different techniques and languages
- A firm base in procedural programming using Python
- A fundamental understanding of Python Object Orientated Programming
- Practical knowledge on how to import, manipulate and save data to CSV files
- A sound knowledge of the major libraries used for data analysis (NumPy, Pandas, Matplotlib, Seaborn)
- Ability to use relevant tools to output data in tabular and graphical format
- Recognise the power of Jupyter Notebooks to carry out, report and demonstrate sophisticated and complex data analysis



Academic progression opportunities

Students who complete the Diploma and are interested in furthering their study in the area of programming are eligible to progress onto the more Advanced Diploma in Computer Programming (Advanced Java) or Mobile App Development.

Career opportunities

Developers with Python skills are in high demand given the speediness with which Python programme can be developed. Reducing project time has a positive benefit to all development projects. Data scientists and analysts also embrace Python as a language. It has an extensive set of libraries and APIs for data analysis and visualisation.

Entry requirements

This course is aimed at beginner programmers. No previous knowledge of programming is required. However, to ensure sufficient digital literacy students should be familiar with the core applications such as word-processing, and spreadsheets, at ECDL level or equivalent.

Lecturer profile: Morgan

Morgan currently teaches on a number of programming courses in both DCU and IBAT college which include a number of development languages such as JavaScript, PHP and Python.

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Web Design Diploma

Duration: 11 weeks,
one evening per week
Delivery: Online, On-campus
Intakes*: Apr/June 2023
Fees**: Online - € 665
On-Campus - € 850

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This course starts with the basics, using HTML code to build a site, giving you a solid foundation in how a website is designed. The course then moves you into how to use a HTML editor for code, markup and prose. The final section introduces you to GIMP — GNU Image Manipulation Program. Learning this tool allows you to manipulate images to make them suitable for online platforms.

Course structure

- HTML5
- Bootstrap Front-End Framework
- Design, Construct and Maintain Web Pages and a Website
- Support the Building, Testing and Refining of Web Pages and Sites
- Elements of Web Design
- Sublime Text Editor
- GNU Image Manipulation Program (GIMP)
- Bootstrap Front-End Framework
- Good Site Management
- FTP
- Search Engines and Meta Tag

Participants will be required to successfully complete a web project worth 100% of the grade.

Career opportunities

In addition to providing a solid foundation in professional web design, this Diploma Course will equip graduates with career-boosting skills for pursuing opportunities in areas such as the following: In addition to providing a solid foundation in professional web design, this Diploma Course will equip graduates with career-boosting skills for pursuing opportunities in areas such as the following:

- UI/UX design
- Web content creation
- Digital, email and social media marketing
- e-Commerce and Search Engine Optimisation (SEO)
- Front-end software development



Entry requirements

The programme is ideally suited if you are just starting to work in the area of web design, or would like to do so. No prior academic qualification or professional experience in web design is required.

Lecturer profile: Brendan Munnelly

Brendan has developed high SEO-performing websites that serve three million page views annually and typically rank 96%+ for user experience on Google PageSpeed Insights. His educational IT books have sold over 100,000 copies in five languages and earned multiple five-star Amazon reviews.

*More intakes available. Get in touch to find out more.

“This course gave me a good understanding of using HTML which hugely helped when setting up my own blog.”

Aisling Ni Cheallaigh
Graduate

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Duration: 11 weeks,
one evening per week
Delivery: Online, On-campus
Intakes*: June 2023
Fees**: Online - € 925
On-campus - € 1,195

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Diploma in Front End Web Development

This course has been specifically designed for aspiring or existing web developers who wish to expand their knowledge of web development. The main objective is to upskill to the latest techniques in JavaScript, JavaScript frameworks, layout, tooling (Git, Node) and cloud deployments.

During the course you will be taken from the initial development of a website product listing and booking platform that is using a CSS grid system.

Course structure

- Javascript Basics 1 (Variables, Arrays, Loops)
- CSS Review
- Javascript Basics 2 (HTML 5, Local Storage, Functions)
- Bootstrap CSS
- JQuery 1 (JSON, Ajax)
- JQuery 2 (Git)
- Class Project 1 (JSON, Ajax, Bootstrap)
- Heroku
- Angular 1 (Javascript Development Tools: Node, Grunt, SASS)
- Angular 2 (Firebase)
- Angular 3

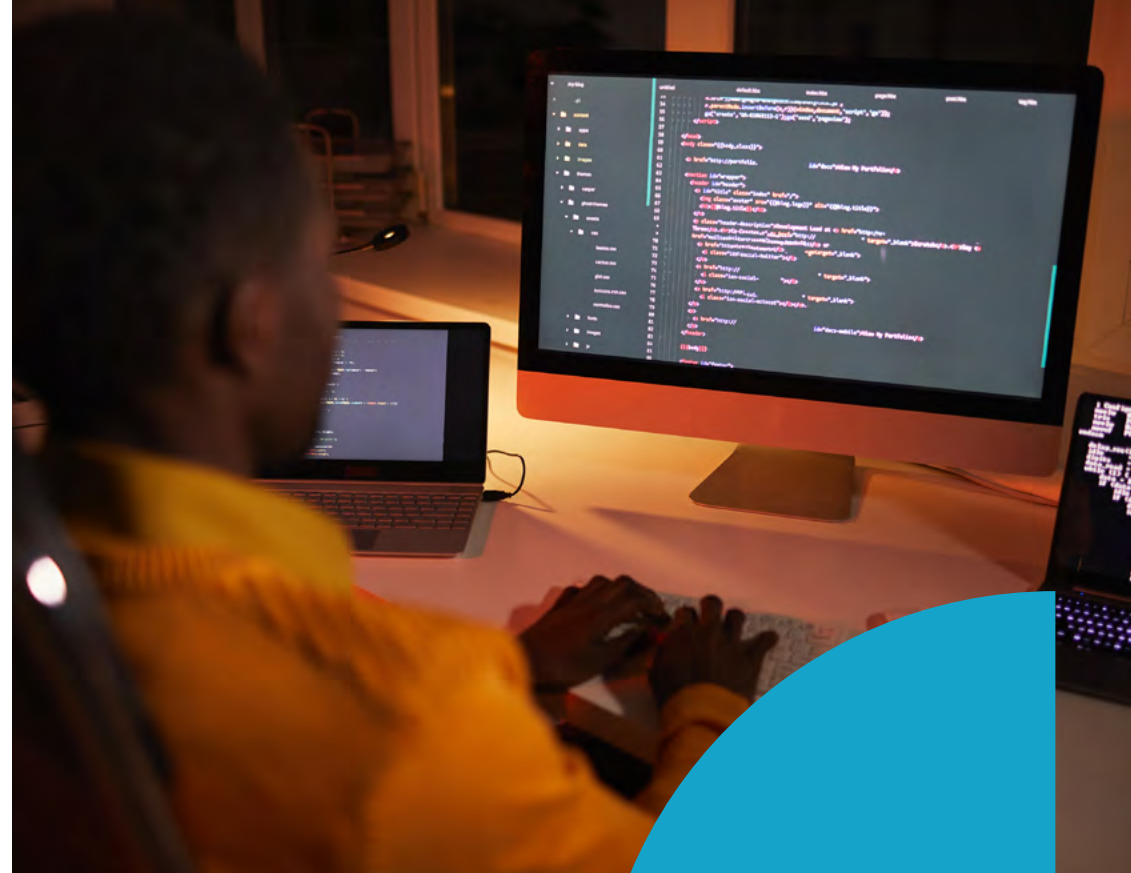
Dynamic assessment is conducted weekly based on relevant topics.

Career opportunities

- Mobile App Developer
- IT Agency Support
- Web Developer — Mobile focus

Entry requirements

The course assumes a basic level of knowledge of website development equivalent to our Web Design Diploma. It is not suitable for a beginner web developer, students should be able to demonstrate a proficient knowledge of development.



Lecturer profile: John Rowley

John's career spans web development (LAMP), web manager and corporate spokesman (Ryanair), 11 years in software management and development (Symantec, Corel), technical training (PHP, Perl, XML, C#, CSS Javascript, MySQL), technical writing (C++, Java), news journalism and documentation management. He was the first PHP developer in Ireland to achieve Zend PHP certification and the first technical writer in Ireland to document C++ compiler and application frameworks.

"This course got me up to speed with some of the latest technologies and has given me the confidence to go for a new job in this area."

David Monahan
Graduate

*More intakes available. Get in touch to find out more.



Diploma in Desktop Publishing

Duration: 11 weeks,
one evening per week
Delivery: Online, On-campus
Intakes*: May/Sep 2023
Fees**: Online - € 765
On-Campus - € 995

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This programme will be of interest to you if you are an existing desktop publisher/graphic designer, are a beginner looking to gain skills in the Adobe suite of applications (Adobe InDesign, Adobe Illustrator, Adobe Photoshop and Adobe Acrobat), or are seeking to upskill your career into the following creative areas, desktop publishing, graphic design, advertising, marketing, online digital publishing.

The knowledge gained will bring your skills up to industry-level standards in the area of graphics and design. It will provide you with additional skill to aid you in your marketing career, and the kind of knowledge that would be an important asset in the printing and publishing sectors.

Course structure

The course consists of four modules which cover the four main applications:

- Adobe InDesign — Used to design and layout publications such as brochures, magazines and posters.
- Adobe Illustrator — A vector graphics editor and is used for illustration design for logos, graphics and simple layouts.
- Adobe Photoshop — A graphics editing programme that is used to edit, retouch and prepare images for publishing on the Web and in print.
- Adobe Acrobat — An editor that can view, create and manipulate Portable Document Formats (PDF).

During the programme, there is a strong emphasis on the importance of a clear understanding of the print industry so that you not only know how to use the applications but also fully understand how to send the files to print. The course also examines the design, colour and layout of documents/images for print.

You will have to successfully complete coursework to be awarded the diploma.

Career opportunities

- Graduate Graphic Designer
- Desktop Publisher
- Freelance Designer
- Marketing Communications



Lecturer profile: Anthony O'Flynn

Anthony has extensive teaching experience specialising in graphics design. He also works freelance and has been involved in various television projects for RTÉ, independent production companies and advertising agencies.

He has worked on projects with private clients including New Ireland Assurance, IBEC and Bacardi, including editing and designing of opening and incidental graphics, working with composers and commissioning music for sequences, typographic design and animation.

*More intakes available. Get in touch to find out more.

"I've gained enough knowledge and experience from this course to allow me set up my own online business."

Stephen Paterson
Graduate

enquiry@ibat.ie
+353 1 8075 055
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Duration: 11 weeks,
one evening per week
Delivery: Online, On-campus
Intakes*: June/Aug 2023
Fees**: Online - € 965
On-campus - € 1,250
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Diploma in Predictive Data Analytics

This course will introduce you to many of the popular advanced statistical techniques used in the field of marketing and financial predictive analytics. You will learn the multivariate techniques used to transform information from large data-sets into actionable insights. You will gain hands-on experience using RapidMiner — software platform for data preparation and predictive model generation — and prepare to be a part of this growing field.

You will also be introduced to both 'big' and 'small' data; learn how to manipulate, analyse and interpret it in sophisticated ways; and realise how to present this in a persuasive and influential manner. It will teach you how to identify situations in which predictive analytics can add value by better meeting customer needs, through the smarter allocation of marketing budgets and by improving financial decisions.

Course structure

- Business Intelligence and Data
- Power BI
- Data Mining
- SQL
- Types of Analytics
- Python/Jupyter

RapidMiner

- Data Preparation
- Modelling and Performance
- Modelling: Decision Trees
- Modelling: Knn, Confusion Matrix
- Modelling: K Means clustering, Association rules
- Text/Sentiment Analysis

Participants will be required to successfully complete project work worth 100% of the grade. The work will be based on real-world case studies.

Career opportunities

According to Brian Mooney (Irish Times, 07 March 2017)'Data analytics was the fastest-growing skill in demand in 2015 and demand is set to continue in the years ahead.'

Data Analysts are in strong demand in industries as diverse as: pharmaceuticals, marketing, finance and insurance, as well as cloud computing.



Prospective employers, therefore, include any company that requires detailed, robust analysis of data sets; some examples include:

- ICT companies (e.g. Google, eBay, Facebook, Amazon, Paddy Power),
- The pharmaceutical industry (e.g. Jansen, Merck, GSK),
- The financial services industry (e.g. Bank of Ireland, AXA, EY, Accenture, Deloitte)

Entry requirements

This programme is suited for individuals with a variety of different experience levels, and while there is no academic requirement for entry, all applicants should demonstrate an interest in and an aptitude for data analytics. Basic computer literacy is a requirement with a digital literacy certificate or equivalent.

It should be noted that while this is not a statistics course, all the techniques are based on the theory of statistics and you will need

to understand basic business statistical concepts, including:

- mean/average
- standard deviation
- normal distribution

Lecturer profile: John Rowley

John's career spans web development (LAMP), web manager and corporate spokesman (Ryanair), 11 years in software management and development (Symantec, Corel), technical training (PHP, Perl, XML, C#, CSS Javascript, MySQL), technical writing (C++, Java), news journalism and documentation management. He was the first PHP developer in Ireland to achieve Zend PHP certification and the first technical writer in Ireland to document C++ compiler and application frameworks.

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Duration: 10 months,
Two evenings per week
Delivery: On-campus
Intake*: August 2023
Fees**: € 5,000

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Diploma in Software Quality Assurance (QA)

Quality Assurance (QA) is one of the most important areas in the world of information systems development. Against this background, the software testing profession has evolved to ensure that during the system development, continuous work processes will be integrated that maintain stability and enable the evolving technology to function properly.

The work processes include planning according to structured methodologies, working according to work procedures and integrating testing tools and their application to work processes. It is important to implement these processes as part of an overall quality approach, as it ensures the survival and relevance of organizations in today's business environment. For this reason, the software testing profession has become one of the most sought-after professions in organisations.



Ireland is the 2nd largest exporter of computer and IT services in the world, with over 97% of domestic production sold in international markets.

The sector accounts for over €50 billion of exports from Ireland each year.



Course structure

Introduction

- Knowledge of the Computing World
- Introduction to LINUX Operating System
- Communications and Networks
- Introduction to Information Systems

Manual QA

- Introduction to the World of Software Testing
- Introduction to Software Quality Assurance
- ALM and Software Testing
- Types of Testing
- Software Testing Documents — The Stages of the Software Testing Process and Its Products
- Adapting the Testing Methodology to the Development Methodology
- Introduction to Databases, Use of Assembly and Database Planning, SQL Query Writing
- Using the Microsoft MTM Software Testing Tool
- Web Testing
- Cyber and Software Testing
- Mobile Testing

Automation QA Master

- Object Oriented Programming and Java Language (Java Web & REST)
- Introduction to Testing Automation
- JUnit
- CI — Testing Automation with Jenkins

Career opportunities

Those who successfully complete the programme can explore related programmes in our Professional Diploma suite, or seek an industry position.

Entry requirements

This course is intended for those with no computing background who want to integrate as software testers in organisations. However, applicants should have a high level of technical literacy and evidence of willingness to integrate into the world of computing.

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Duration: 11 weeks,
one evening per week
Delivery: Online, On-campus
Intakes*: April/June 2023
Fees**: Online - € 965
On-campus - € 1,250

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Diploma in Cyber Security

This diploma examines how the internet has grown as a global phenomenon over the past twenty years, bringing with it the threat of crime in a variety of forms. Decision makers must be familiar with the basic principles and best practices of cyber security to best protect their enterprises, and digital assets. The programme will discuss the laws that are in use to try and regulate the internet and assess the various threats posed by internet crime in its many varieties.

This course is suitable if you wish to obtain a broad understanding of cyber security. An engineering or computing background is not required.

Course structure

- Introduction to Information Security Fundamentals and Best Practices
- Protecting Your Computer and Its Contents
- Securing Computer Networks — Basics of Computer Networking Theory
- Ethics in Cyber Security and Cyber Law
- Secure Communications and Information Security Best Practices
- Privacy Guidelines and Safe Internet Usage
- Intellectual Property
- Professional Ethics
- Internet Fraud
- Cybercrimes
- Secure Software and Browser Security
- Cookies and Browser Storage
- Managing a Business

Information Continuity Plan

- Vulnerabilities and Controls
- Information Risk Management
- Risk Response Development and Control
- Security Policy, Compliance, and Business Continuity
- Cyber Incident Analysis and Response

Career opportunities

- ICT Cyber Security Analyst
- Cyber Security Team Member/Lead
- Advisory Consultant — Cyber Security
- Cyber Security Analyst
- Cyber Security Engineer
- Cyber Security Manager



Entry requirements

This course has been developed for those with little or no prior cyber and digital security experience, but a desire to understand appropriate approaches for risk management and best practices in relation to cyber and digital security.

An engineering or computing background is not required to benefit from this course.

Lecturer profile: Thomas Owen

Thomas has been working in information technology and security for over 20 years of which 18 have been spent in supervisory and

management roles. Throughout his extensive career, he has gained an expert knowledge of cybersecurity in financial services, higher education and the healthcare sector. Thomas holds the following professional qualifications: CISSP, HCISPP, CEH, C|CISO, Security+, Network+, CCENT, MCA, MCP, MCTS, PCIP, PCI-ISA, CISA, CISM, CRISC, CGEIT.

*More intakes available. Get in touch to find out more.



Duration: 11 weeks,
one evening per week
Delivery: Online, On-campus
Intakes*: June/Sep 2023
Fees**: Online - € 765
On-Campus - € 1,000

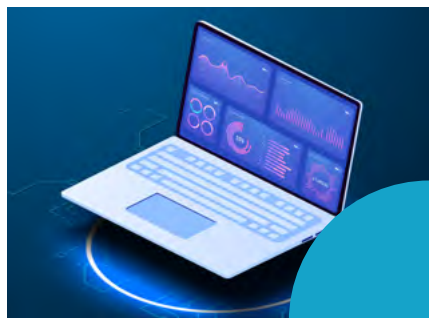
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Diploma in Data Analytics using Tableau

The sheer volume of digital data in the world today is astounding. A problem is that the sheer scale of the growth of this data makes it difficult to analyse using traditional tools. This is answered by an explosion in various data analytics tools translating data into insight.

Tableau is a powerful data visualization tool used in the business Intelligence industry. Tableau empowers people in organisations to ask questions of their data and answer them visually. Extracting value from the data can be done in real-time, leading to more timely decision-making. Hidden patterns can emerge when data sets are blended and combined for analysis.

You will learn the core concepts and techniques in Tableau for analysing and visualising data. You'll work with dashboards, carry out various forms of data analysis and present them visually. You don't need technical background to do this, and the programme does not require programming skills.



Course structure

- Introduction
- Tableau and Data
- Data Visualisations 1
- Dashboards
- Analytics Concepts 1
- Databases and Data Connections
- Data Visualisations 2
- Analytics Concepts 2
- Data Visualisations – Mapping
- Analytics and Visualisations Together



Career opportunities

Graduates can work in data insights teams, applying data analytics tools and visualisation techniques to address business problems and develop and present data insights. Roles include data scientist, business intelligence (BI) analyst, data visualisation specialist, Tableau professional and more.

Entry requirements

This course is intended for anyone with an interest in working with quantitative data. A specific technical or analytical background is not needed, but you are expected to have digital literacy to navigate through Tableau.

Lecturer profile: Conor Fingleton

with over 8 years' experience working in data analytics consulting. He has 7 years' experience working with Deloitte and has worked with clients including Revenue Commissioners, Bank of Ireland, AIB, HCL, Pfizer and Lifestyle Sports. He specialises in BI development and has extensive knowledge of Tableau and Alteryx.

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Duration: 11 weeks,
one evening per week
Delivery: Online, On-campus
Intakes*: April/May 2023*
Fees**: Online - € 940
On-campus - € 1,200

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Diploma in UX & UI Design

In today's digital age, the importance of UX (User Experience) and UI (User Interface) design cannot be overstated. A well-designed product or service can make or break a business, and UX/UI design is key to ensuring that users have a positive experience with a brand's digital offerings.

UX design focuses on creating products that are intuitive, user-friendly, and meet the needs of the user. UI design, on the other hand, is focused on the visual and interactive elements of a product, such as layout, typography, and color.

Effective UX/UI design can lead to a number of benefits, including increased user engagement, improved customer satisfaction, and even increased revenue. A well-designed product can help build brand loyalty, while a poorly-designed product can result in frustration and negative reviews.



Course structure

- Introduction
- User Considerations
- The Psychology of Design
- Usability Goals
- The Design Process
- User Experience Evaluation
- Structure and Navigation
- Interfaces & Devices
- Visual Style & Aesthetics
- Design Considerations
- The Future of UX / UI



Career opportunities

The field of UX/UI design is rapidly growing and offers numerous opportunities in various industries. It is a highly in-demand skill and a top 10 most in-demand hard skill, according to LinkedIn. Salaries for UX/UI designers in Ireland range from €50,000 per year for a median salary to €80,000+ for senior designers. Creative employment in Ireland is growing by 23% year on year, and the UX/UI talent pool has been gradually rising.

Entry requirements

This course is intended for anyone with an interest in UX and UI designing. A specific technical or analytical background is not needed, but you are expected to have digital literacy to navigate through the various Tools taught.

You will also require access to a standard laptop or desktop computer and a broadband Internet connection.

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