International BSc Degrees in Digital Skills

One Year | Online | Part-Time

The world’s leading online degrees in integrated digital technology, digital business and digital design

- Bachelor of Science (Honours) in Digital Technology, Design & Innovation
  Next Intake: October 9, 2017
- Bachelor of Science in Digital Technology and Design
  Next Intake: October 31, 2017
Digital Skills Academy releases programme information in advance of the commencement date for the intake to which applies. We make every effort to ensure that the information provided is correct at the time of publication. However, programme content - including modules, streams, tracks and electives - is subject to occasional change in response, for example, to digital market developments and changing customer requirements.
About Digital Skills Academy

Digital Skills Academy is an established, innovative leader of digital industry-linked higher education & training programmes. We have a proven track record in delivering high levels of successful career advancement outcomes for our graduates, and rapid transformational skills development for corporate workforces.

Our programmes are focused on serving working professionals through twelve-month degree programmes that are closely aligned with the needs of industry. They provide participants with opportunities to demonstrate and prove their capabilities by working on digital projects with our respected Industry Partners and Corporate Clients.
We promote active participation, learning by experiencing, doing and reflecting.

Our programmes deliver high-quality online eLearning, virtual team-working and online project workshops.

We utilise the latest pioneering developments in online learning and virtual team-working technologies. Each participant works in a cross-functional virtual team (Coders, Data Scientists, Managers, Marketers, Sales professionals and Designers, working together). We employ continuous project-based assessment methodologies.

Our programmes teach key transformation skills to provide the capabilities needed to drive an organisation forward as well as the skills needed to implement cutting-edge digital products and services.

We combine academic learning with the practical skills of ‘doing’, through applying learning directly in industry-assigned projects.

These projects are sourced from our respected international Corporate and Industry Partners.
We produce:

- Graduates equipped with the latest relevant technologies and tools, and the ability to develop and deliver quality digital customer experiences

- Graduates with extensive experience of working in cross-functional virtual teams (Coders, Data Scientists, Managers, Marketers, Sales Professionals and Designers, skilled in working together), a skillset increasingly sought after by employers around the world

- Graduates with advanced skills in problem-solving, decision-making, and design thinking

- Graduates who are industry-optimised with key soft skills, gained through extensive team-based practical experience, from working on industry-assigned projects with businesses and organisations
Our programmes are one-year add-on degree programmes with 60 European Credit Transfer System (ECTS) credits accredited by DIT (Dublin Institute of Technology).

The 60 ECTS credits awarded by the programmes are internationally recognised. This means that the qualification sits within international grading scales and is recognised internationally by academic institutions.

DIT is a member of the European University Association and has a long and proud tradition of combining the academic excellence of a traditional university with career-focused learning.

With our globally-recognised accreditation partner, Dublin Institute of Technology, Digital Skills Academy has developed a rigorous project-based assessment system. This is overseen by our Graduate Assessment Board which is led by Dr Eoin O’Neill, Professor of Entrepreneurship, Trinity College Dublin.

Awards
Bachelor of Science (Honours) Degree in Digital Technology, Design and Innovation

Bachelor of Science Degree in Digital Technology and Design

Credits
Each programme offers 60 ECTS (European Credit Transfer System) credits.
Summary of Programmes

BSc (Honours) Degree in Digital Technology, Design and Innovation

Next programme commencement: October 9, 2017
Delivery mode: online
Duration: part-time over twelve months

BSc Degree in Digital Technology and Design

Next programme commencement: October 31, 2017
Delivery mode: online
Duration: part-time over twelve months

Time Commitment
There is a minimum of eight hours a week online learning time required on our programmes. In addition to these online teaching and online team-meeting hours, participants are expected to undertake reading, research and project work.

Participant Profile
The part-time and online programmes facilitate work in international teams on industry-assigned projects via virtual platforms. Our programmes attract working professionals from across the globe who each bring a wealth of cultural, career and academic experience to the programme. The average age of our participant is thirty five.

Countries our participants come from:
Programme Streams and Modules

Bachelor of Science (Honours) in Digital Technology, Design & Innovation

All participants take a number of Shared Modules and one Specialisation Stream

Shared Modules

- User Experience (UX) and Solutions Design
- Innovation & Agile Development
- International Industry Team & Entrepreneurship Team Projects

Specialisation Streams

- Digital Designers and Developers Stream
- Application Development Stream
- Data Science Stream
- Digital Business Stream
- Digital Marketing Stream
Take all of the following three modules:

**User Experience (UX) & Solutions Design**
This module introduces the principles, processes and international user experience (UX) design best practice for digital products, as well as the theory and techniques needed to define and undertake solutions design.

**Innovation & Agile Development**
This module introduces participants to the principles and processes used to plan, implement and review project workflows using agile methodologies. It takes participants through the project cycle, where they will learn how to lead change, manage and plan for uncertainty.

**International Industry Team & Entrepreneurship Team Projects**
This component of the programme consolidates the learning and skills developed in the shared and specialist modules. It provides a framework to apply learning and to use the skills gained.
Digital Designers and Developers Stream

Select Track 1 or Track 2:

User Interface Design (Track 1)
This module covers the theory, process and practices needed to understand, evaluate and undertake effective and smart interface design.

Or

Big Data Visualisation (Track 2)
This module introduces participants to the tools and techniques used to present big data in a visual way. A data specialist armed with an understanding of statistics, narrative and visual design can help business leaders make informed decisions.

And take the following three modules:

Applied Design Technologies – Part 1
This module provides participants with the theory and knowledge of graphic design production for the web and mobile devices.

Applied Design Technologies – Part 2
This practical module aims to equip participants with the skills and knowledge necessary to conceive, create, capture, manipulate, and publish graphic content for use on the web and mobile devices.

HTML5 Design Technologies
HTML5 has quickly proven itself as the new ubiquitous platform for web and mobile sites and applications. This module provides participants with knowledge of current HTML5 design technologies as well as the skills required to evaluate and use emerging tools and techniques in this fast moving field.

And choose one of the following electives:

Computational Thinking
This module provides participants with the ability to apply decision theory in practice, combining social psychology and behavioural economics to real world business scenarios. They will experience adaptive problem solving techniques that enable them to successfully overcome the complexity of change while delivering business results.

Or

Industry, Entrepreneurship, Creativity & Innovation
This module provides participants with the ability, knowledge, critical analysis and creative skills required of thinking entrepreneurs for today’s competitive marketplace.
Application Development Stream

Take all of the following six modules:

**Front-End Development for Web & Mobile – Part 1**
With the rise of HTML5 technologies and the emergence of robust frameworks, front-end development has become more powerful and accessible to developers. This module provides participants with knowledge of current HTML5 development technologies and teaches the skills required to design and develop HTML5 content.

**Front-End Development for Web & Mobile – Part 2**
Participants will work with current front-end frameworks and libraries to build dynamic client side web apps, while also applying these technologies in practical applications and exercises.

**Mobile and Device Development – Part 1**
This module introduces participants to the theory and techniques needed to define and undertake Mobile Development. The module will examine the various approaches to mobile development at a high level, including mobile web applications, hybrid apps and native apps.

**Mobile and Device Development – Part 2**
This module allows participants to work in more detail with the theory and techniques needed to define and undertake Mobile Development. The learner will examine and work with a number of client-side Javascript frameworks and development methodologies with a view towards building a robust, flexible and modular mobile web application.

**MVC Application Frameworks**
The aim of this module is to provide the participant with skills to develop a modern web application in PHP. Participants will work with an industry standard PHP framework to design and build a RESTful web service based on a robust MVC pattern.

**Computational Thinking**
This module provides participants with the ability to apply decision theory in practice, combining social psychology and behavioural economics to real world business scenarios. They will experience adaptive problem solving techniques that enable them to successfully overcome the complexity of change while delivering business results.
Programme Streams and Modules

Data Science Stream

Take all of the following six modules:

**Data Science – Part 1**
This module introduces the learner to the rapidly growing and interdisciplinary field of Data Science. Participants will work with the collection, analysis, interpretation, presentation, and organisation of data. On completion of the module, participants will have covered the foundations of statistical analysis and the modelling and interpretation of data.

**Data Science – Part 2**
On completion of the module, participants will be able to apply their earlier learnings to aspects of probability models, pattern recognition and learning, visualisation, predictive analytics and machine learning.

**Programming for Big Data – Part 1**
This module builds on the theoretical knowledge gained in the Data Science module. A variety of programming languages will be examined at a high level, and participants will have the opportunity to work in depth with the Python language to implement a Map Reduce algorithm on a real world data set.

**Programming for Big Data – Part 2**
This module focuses on the practical applications of working with Big Data. Participants will be prepared to work more deeply with the Python language following Programming for Big Data I and therefore will be well placed to examine a real world Big Data problem, select an appropriate methodology to solve it and finally implement their designs in the Python language.

**Data Analytics and Data Insights**
The aim of this module is to provide the participant with skills to evaluate and apply concepts and practices in Data Analytics & Data Insights to maximise an online business offering.

**Computational Thinking**
This module provides participants with the ability to apply decision theory in practice, combining social psychology and behavioural economics to real world business scenarios. They will experience adaptive problem solving techniques that enable them to successfully overcome the complexity of change while delivering business results.
**Digital Business Stream**

**Take the following six modules:**

**Digital Leadership & Management**
This module provides participants with skills to focus on the relationship between talent management, organisational design, business strategy and performance. It also provides them with the skills to develop and manage talent in an international team working across diverse locations.

**Technical Project Management**
This module aims to equip participants with the tools and techniques for digital technology project management. It will focus on the practical application of project management processes and methodologies to digital development projects.

**Business Analysis for Digital**
The overall aim of the module is to ensure that participants acquire a knowledge of the systemic and interactive nature of Business Management problems in digital development projects, including the relationship of those problems to the market place.

**Data Analytics and Data Insights**
The aim of this module is to provide the participant with skills to evaluate and apply concepts and practices in Data Analytics & Data Insights to maximise an online business offering.

**Computational Thinking**
This module provides the necessary skills to move beyond general capabilities to develop the fundamental competencies for adding value and so become key in contributing to strategic and innovative processes.

**Industry, Entrepreneurship, Creativity & Innovation**
This module provides participants with the ability, knowledge, critical analysis and creative skills required of thinking entrepreneurs for today's competitive marketplace.
Digital Marketing Stream

Take all of the following six modules:

Skills for Global Digital Marketing
The module provides students with skills to evaluate and apply concepts and practices in marketing and selling digital products and services to compete in global markets.

Data Analytics & Data Insights
The aim of this module is to provide the participant with skills to evaluate and apply concepts and practices in Data Analytics & Data Insights to maximise an online business offering.

Computational Thinking
This module provides participants with the ability to apply decision theory in practice, combining social psychology and behavioural economics to real world business scenarios.

Industry, Entrepreneurship, Creativity & Innovation
This module provides participants with the ability, knowledge, critical analysis and creative skills required of thinking entrepreneurs for today’s competitive marketplace.

Digital Product Management
This module examines the importance of effective market and customer research using a data driven approach in defining and developing a value proposition for an online product.

Digital Marketing Strategy and Planning
This module provides participants with a range of tools, techniques and methodologies to successfully plan and implement digital marketing strategies and campaigns.
Digital Skills Academy is committed to an ‘active learning’ environment. Applying learning in cross-functional teams is central to this approach. Our International Team Projects are a unique aspect of the international degree programme, offering participants the opportunity to demonstrate their skills acquisition through delivering work-products.

- **Ideation Project**: Set by Corporate Clients, or by Digital Skills Academy lecturers and mentors. Project duration circa 10 weeks.

- **Major Industry Team Project**: Participants work on an International Team Project, which is set by an Industry Partner or Corporate Client. Project duration circa 20 weeks.

Or

- **Major Entrepreneur Project**: Participants work on an Entrepreneurial Project for their business. Project duration circa 20 weeks

Cross-functional teams are established in line with project requirements. Each team meets online and typically has six members.

Projects are co-ordinated through online team meet-ups with members, mentors and advisors. Our internationally-respected Industry Partners include: Allianz, BT (British Telecom), Telefonica, EY (Ernst & Young), Oracle, KPMG and Standard Bank.

The project development team is mentored and guided by digital industry experts to deliver the following types of projects:

- Websites
- Mobile Apps
- Web Services
- Digital Marketing Campaigns
- Software Development
- New Process Design
Entry Requirements

Bachelor of Science (Honours) in Digital Technology, Design & Innovation

Applicants require an ordinary degree, or equivalent, directly related to one of the specific programme disciplines (such as Computer Science, Electronic Engineering, Business, Marketing, Digital Media, Graphics etc.)

OR

An honours degree, or equivalent, in a discipline not directly related to, but sharing, aptitudes and skillsets with one of the specific programme occupational roles (such as Construction Studies, Music, English, Social Sciences, Textile Design etc.)

Transcripts of examinations, diplomas, certificates and awards are required.

- Our Enrolment Advisors provide assistance and help assess participant eligibility for the programme.

- For applicants whose first language is not English, proof of English language competency may be required.

- An interview or aptitude test may also be required, if deemed necessary by the Admissions Board.

We have a proactive policy on Recognition of Prior Learning (RPL) for applicants who have previous career experience equivalent to the achievement of these formal qualifications. Our Admissions Board assesses and evaluates applications based on RPL.
All participants take a number of Shared Modules and one Specialisation Stream

Shared Modules

- Entrepreneurship, Creativity & Innovation
- User Experience (UX) & Concept Design
- International Team Industry Projects

Elective: Digital Industries & Career Development

Or

Elective: Training & Facilitation for Digital Teams

Specialisation Streams

- Digital Technology & Coders Stream
- Digital Business Stream
- Digital Designers & Developers Stream
Shared Modules

Take the following three modules:

**International Team Industry Projects**
This component of the programme consolidates the learning and skills developed in the shared and specialist modules. It provides a framework to apply learning and to use the skills gained.

**Entrepreneurship, Creativity & Innovation**
This module provides participants with the ability, knowledge, critical analysis and creative skills required of thinking entrepreneurs for today’s competitive marketplace.

**User Experience (UX) & Concept Design**
This module introduces the principles, processes and international user experience (UX) design best practice for digital products, as well as the theory and techniques needed to define and undertake concept design.

And choose one of the following two electives:

**Elective: Digital Industries & Career Development**
This module provides participants with an overview of the digital technology industries and sub-sectors and develops a robust plan for career growth in the digital industry.

Or

**Elective: Training & Facilitation for Digital Teams**
This module introduces participants to major theories of adult learning and learning programme design and delivery. Participants will also acquire the skills to facilitate teams working online in multiple locations.
Digital Technology & Coders Stream

Take all of the following three modules:

**Web & Device Programming**
This module introduces participants to website development and programming. The module covers basic website development starting with HTML & CSS and then progressing to JavaScript and frontend frameworks.

**Mobile & Web Applications**
This module introduces participants to the theory and techniques required to build Mobile Web Applications. Mobile Web Applications have significant constraints and differences with respect to traditional web development, and this module will prepare the learner for this style of development by focusing on best practices and established methodologies.

**Server-Side Web Development**
This module provides participants with the skills and knowledge to identify and understand the core components and architecture of a web-based application and develop a dynamic web application. It introduces participants to a range of server-side web technologies and languages used in the creation of web-based applications.
Digital Business Stream

Select One Track of Specialisation

Track 1 - Project Management Specialisation

Take all four of the following modules:

**Agile Project Management**
In this module participants develop the skills for managing digital technology projects using Agile methodologies, including Scrum. Participants learn the fundamentals of project management with a focus on team building, communications, problem solving, risk assessment and monitoring systems.

**Technical Project Management**
This module aims to equip participants with the tools and techniques for digital technology project management. It will focus on the practical application of project management processes and methodologies to digital development projects.

**Business Analysis for Digital**
The overall aim of the module is to ensure that participants acquire a knowledge of the systemic and interactive nature of Business Management problems in digital development projects, including the relationship of those problems to the market place.

**Digital Marketing Campaign Management**
This module provides participants with a range of tools, techniques and methodologies to successfully plan and implement digital marketing strategies and campaigns.
Digital Business Stream

Select One Track of Specialisation

Track 2 - Marketing & Sales Specialisation

Take the following two modules:

**Digital Marketing Campaign Management**
This module provides participants with a range of tools, techniques and methodologies to successfully plan and implement digital marketing strategies and campaigns.

**Skills for Global Digital Marketing & Sales**
The module provides students with skills to evaluate and apply concepts and practices in marketing and selling digital products and services to compete in global markets. Participants will analyse global marketing opportunities and develop appropriate marketing and sales strategies for the target market sector.

And choose one of the following two electives:

**Elective: Technical & Specialist Sales**
The module equips participants with a range of sales planning and customer engagement skills, before empowering them to propose, present, negotiate and close successfully. Participants will also be able to use various standard selling tools and systems.

Or

**Elective: Digital Marketing & Website Optimisation**
This module provides participants with an understanding of the application of strategies, tools and techniques in Digital Marketing for businesses and organisations and also an understanding of how to analyse web presences with an aim to improve their function, design and conversions.
Digital Designers & Developers Stream

Take all of the following three modules:

**Front-end Web Development**
This module introduces participants to advanced front-end design and development for Web and mobile applications. In this module participants will build upon existing design skills to allow the development of interactive Web pages and user interfaces for mobile and desktop browser clients.

**Web Graphics Design & Production**
This practical module equips participants with the skills and knowledge necessary to conceive, create, capture, manipulate, and publish integrated graphics, digital photography and textual content to be used in desktop and mobile web applications.

**Digital Marketing Campaign Management**
This module provides participants with a range of tools, techniques and methodologies to successfully plan and implement digital marketing strategies and campaigns.
Our Industry Projects

Digital Skills Academy is committed to an ‘active learning’ environment. Applying methods of active participation within teamwork oriented environments is central to this approach.

Our Industry Project Based Work Placement is a unique aspect of the international degree programme, offering participants the opportunity to work on industry-assigned projects.

- **Ideation Project**: Set by Digital Skills Academy lecturers and mentors. Project duration circa 10 weeks.

- **Major Industry Team Project**: Participants work on an International Team Project, which is set by an Industry Partner. Project duration circa 20 weeks.

Cross-functional teams are established in line with project requirements. Each team meets online and typically has six members.

Projects are co-ordinated through online team meet-ups with members, mentors and advisors.

Our internationally respected Industry Partners include: Allianz, BT (British Telecom), Telefonica, EY (Ernst & Young), Oracle, Standard Bank and KPMG.

The project development team is mentored and guided by digital industry experts to deliver the following types of projects:

- Mobile App Development
- Website Development
- Software Development
- Prototype Development
- Digital Marketing & Social Media Campaigns
Entry Requirements

Bachelor of Science in Digital Technology and Design

Applicants require a Higher Education Certificate or Diploma directly related to one of the specific programme disciplines, (such as Computer Science, Electronic Engineering, Business, Digital Marketing, Digital Media, Graphics etc.)

OR

An Ordinary Degree or higher in a discipline not directly related to, but sharing aptitudes and skill sets with one of the specific programme occupational digital roles (such as Construction Studies, Music, English, Social Sciences, Textile Design etc.)

Transcripts of examinations, diplomas, certificates and awards are required.

- Our Enrolment Advisors provide assistance and help assess participant eligibility for the programme.

- For applicants whose first language is not English, proof of English language competency may be required.

- An interview or aptitude test may also be required if deemed necessary by the Admissions Board.

We have a proactive policy on Recognition of Prior Learning (RPL) for applicants who have previous career experience equivalent to the achievement of these formal qualifications. Our Admissions Board assesses and evaluates applications based on RPL.
97% of participants recommend our programme to friends and colleagues.

- 2016 participant survey

“Digital Skills Academy is a real pioneer in creating this global digital capability. It’s extremely relevant to this marketplace.”

- Carlo Baptista
  Head of Change Governance, Barclays
Graduate Testimonials

“...a flexible online programme is really good for me because it enables me to work anytime or in my own free time”.
- Darren Hill (United Kingdom)
  Web Developer

“I was so impressed with how involved I felt at all points in the programme, interacting with the other participants, the lecturers, and the staff at Digital Skills Academy”.
- Ciara Shields (Ireland)
  TechInnovate Fellow – NUI Galway

“The ability to work with a cross-sector, geographically-diverse team was a useful skill, as it is very similar to the demands of my own job”.
- Andrés Espinosa Aceves (United Kingdom)
  Director - ProMéxico

“I’m getting all the skills I need to help me succeed in Digital Media, the digital field where I want to move”.
- Gerard Dass (United States)
  Integration Lead - NBS

“What it gave me was new skills and to be able to design for users and the UX theory we were taught just helped us produce better products”.
- Amanda Lucas (Ireland)
  Graphic Designer

“...to be able to perform a qualification like this part-time so you can still keep a job was a really great fit for me”.
- Eric Jacobson (South Africa)
  Learning Solutions Manager - MTN
Barry is Academic Leader across our International BSc Degree programmes and has over 18 years experience designing and developing digital games, animations and eLearning products. He has considerable experience providing services for large international organisations, such as Intel and the BBC, as well as leading international educational publishers.

Barry leads academic standards, strategy and culture. He lectures, mentors and advises participants in several subject areas, including user centred design, user experience and responsive design. Barry is passionate about Digital Skills Academy participants and constantly strives to ensure they get the best possible experience and outcomes during their time on our programmes.

Alan Dargan
Curriculum Lead

Alan is our curriculum lead on the Digital Designers & Developers stream. He has worked in digital design and development for over 10 years during which time he has kept working to the cutting-edge with technologies in web, mobile, animation and video.

Daniel Griffin
Curriculum Lead

Daniel is our curriculum lead on the Digital Technology Coders Stream. He has been working as a full stack developer and engineer since the earliest days of the web and holds post graduate qualifications in Multimedia Technology, Computer Science, Data Communications and Business Appraisal.
Meet Some of Our Team

Antonio Palacios
Learning Experience Manager

Antonio Palacios is the Learning Experience Manager at Digital Skills Academy. Antonio specialises in e-learning design and deployment, creation of e-learning curriculum, and agile learning solutions design. Antonio has over ten years of experience in designing and delivering training to international distributed teams in high-tech environments that include classroom, blended, synchronous and asynchronous online delivery.

Damien Downes
Curriculum Lead

Damien is our curriculum lead on the Digital Business Managers & Marketers Stream, and he also delivers our entrepreneurship module and mentors the Entrepreneurial Major Projects. Damien has over 20 years commercial experience across numerous sectors, is currently finishing his PhD in Entrepreneurship and really enjoys helping any prospective entrepreneur/start-up validate their value proposition and reach their goals.

Randall Glick
Curriculum Lead

Randall Glick is the curriculum lead for Digital Marketing and also mentors the Industry Partner Major Projects. Randall has been working in the digital sector since 1999 and has worked with start-ups, SMEs, international and multinational organisations dealing with their digital strategy, online optimisation, eCommerce, web analytics and digital marketing.

Clifford Brown
Head of Admissions

Clifford has an M.Ed and has worked in higher education for 15 years lecturing and tutoring bachelors and masters degree level students of education. He oversees the processes of the Admissions Office and enrolment of participants. He is also a member of the Admissions Board. In this RPL evaluation work Clifford is guided by the principle of determining the candidates “capacity to succeed and benefit”.

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