

## Certificate in

# Business Models and Emerging Technologies



Course Title	Credits	NFQ Level	Campus	Duration	Course Fee	Application Closing Date
Certificate in Business Models and Emerging Technologies	10	8	ATU Mayo, Sligo and Letterkenny	1 Year, Part-Time, Blended Learning	€300	16th December 2022



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## Why Undertake this Course?

This course is part of a Human Capital Initiative (HCI) that will demonstrate to participants how business models and emerging technologies will enable organisations to be innovative and create value for the customer.

- Greater understanding of how to apply business models and emerging technologies in practice to industry
- Work in teams to engage in problem solving exercises
- Learn from a network of professionals from academia and industry.

## What to Expect

Lectures will be delivered online and onsite. This programme is to be delivered on a blended basis. You will be required to attend two days in term 1 in ATU Mayo (Castlebar), and two days in term 2 in ATU Sligo for a residential weekend and one day in ATU Letterkenny for an experiential workshop. The online component will be available weekly.

## Course Content

### Business Models and Emerging Technologies

This module will demonstrate to learners that to succeed in today's environment, organisations need to improve their ability to capture and analyse an immense amount of data to develop timely customer, competitive, and operational insights. They need to embed innovation within their core business to continually develop new ways of creating and delivering value to customers in the most cost-effective way. And finally, they must use the latest technologies as business innovation enablers and create an agile culture, organisation, and asset base to thrive in an environment of change.

This module will also analyse how business and non-business professions work today and explores what work will look like tomorrow. It will also demonstrate how industries will collaborate with each other to prepare for tomorrow's world.



## When?

January 2023 – December 2023

Start Date: Wednesday, 25th January 2023

## Entry Requirements

Applicants must have a completed a level 7 programme or the equivalent. Applications are opened to all professions. Applicants can also be admitted using Recognition of Prior Learning (RPL). If you are unsure of whether you meet the entry requirements, please do get in touch with us.

## How to Apply

Applications can be made online at

<https://www.gmit.ie/study/professional-development-cpd/professional-development-cpd-applications>

or

[https://ssb.gmit.ie/ssb8/bwskalog.P\\_DisLoginNon](https://ssb.gmit.ie/ssb8/bwskalog.P_DisLoginNon)

## Need any Assistance Applying?

Please contact our Graduate Studies and Professional Development (GSPD) team who will guide you through the process.

Email [learn.galwaymayo@atu.ie](mailto:learn.galwaymayo@atu.ie) and reference the course you're interested in applying for in your message.

I want to know more.  
Who can I talk to?

**Michael Gill** Head of Department of  
Organisational Development

T 094-9043174 E [michael.gill@atu.ie](mailto:michael.gill@atu.ie)

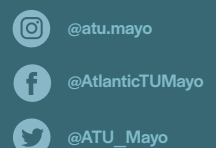
**Declan Hoban** Project Lead

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Or find out more at [www.atu.ie](http://www.atu.ie)



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