

Masters in Professional Practice

A Guide for
Potential
Candidates



Design,
Print &
Packaging

Skillnet,





The Design, Print and Packaging Skillnet is a training network which works with companies in the design, print, packaging, signage and label sectors to deliver training solutions which will improve business performance.

Building on the work of the Design Ireland Skillnet and the Print and Packaging Skillnet, this network will continue to provide excellence in training opportunities to our members.

The focus of the Design, Print and Packaging Skillnet is to **provide strategic and cost-effective training solutions** which will assist members to reduce costs and enhance competitiveness through enhanced skills and expertise.

All of the training provided is in response to the expressed needs of companies in our industry. The network work with companies through a training needs analysis process to define and prioritise the training needs each year.

Companies can access our range of subsidised programmes and influence what programmes are provided.

.....

Brian Colleran

T 087-292-8900 **E** brian@dppskillnet.ie

W www.dppskillnet.ie



Dublin Institute of Technology is distinguished by commitment to their students' success. To this they bring creativity, experience, expertise and scholarship, combining the academic excellence of a traditional university with career-focused learning.

Studying with DIT you will gain the knowledge and abilities to contribute successfully to a complex and ever-changing world. When you graduate you will be among the thinkers, doers and leaders who can navigate a globally interdependent and technologically-advanced society.

Who is it for?

If you have been considering doing a Masters programme this year but have been put off by lengthy academic programmes and concerns about going back to education when you're trying to run a small business, the DIT awarded Masters in Professional Practice, kicking off this November, is just the right programme for you.



This highly regarded programme has three major advantages over other taught Masters programmes:

- 1 ▶ **TIME:** Taking just 11 months, it is one of the most condensed Business Masters programmes available in Ireland.
- 2 ▶ **SUBSIDISED COST:** Supported by the Design, Print & Packaging Skillnet it is heavily subsidised, costing just €4,500. This is less than half the cost of comparable Masters programmes in Ireland!
- 3 ▶ **EXPERIENCE:** The DIT accredited Masters in Professional Practice is designed specifically for experienced professionals who are now seeking a practical yet challenging programme to build their business skills in the latest digital marketing and strategic marketing techniques and to provide the business communications and coaching skills, finance and leadership skills to bring their career to the next level.



What to Expect

What graduates of the DIT Masters in Professional Practice say about the programme

The smaller size group ensures practical learning is achieved through shared professional experiences. The Masters programme has also given me a greater insight into past decisions, outcomes, and experiences. I highly recommend this course.

- Eoin Daly MA

The Skillnet Masters program in Professional Practice was a fabulous learning opportunity for me. It provided me the opportunity to analyse, research and discuss topics with like-minded individuals sharing business and life experiences on the way. Anyone interested in personal development should take the opportunity to participate in the program and work with excellent enthusiastic tutors. I believe it has given me a greater awareness of Leadership, Communication, Finance, Empathy and effective management.

Niall Fitzgerald MA -

A game-changer. Everything I learned during the Masters course has informed how I run my business and relate to clients. The qualification has opened doors to new business for me. A sound investment.

- Michael Fitzpatrick MA



The Masters programme changed my approach to my job. I redefined my own role, rewrote our marketing and financial strategy and learned a whole new approach to coaching and leadership. Without the support of Skillnet I could not have done a Masters, it was perfect for what I wanted to focus on and what I could afford in terms of time and budget. Every day I apply something if what I learned on the course.

- Diarmuid Everard MA



Team Development, Coaching & Communication Skills

This module has three components which introduces students to the essential elements of **Team Development and Communications Skills** with a focus on the individuals listening, questioning, building rapport, assertiveness and conflict for persons in **Small to Medium Sized Enterprises**. It also introduces and develops the skills of 'manager as coach'.

Module Aim

- 1 ▶ To give students practical ideas and concepts to understand what makes a team successful using techniques in team building and development.
- 2 ▶ To equip participants with a set of principles and effective coaching competencies to deploy with their own people in Small to Medium Sized Enterprises.
- 3 ▶ To provide participants with the knowledge and skills, for the varying levels of communication techniques that should be employed when dealing with people, internally and externally.

Learning Outcomes

At the end of the module students will be able to:

- 1 ▶ Develop strong awareness of your own and others' role using the Belbin Team Role diagnostic.
- 2 ▶ Learn the concepts and skills in building and developing teams and understand the challenges of effective teamwork and how to overcome them.
- 3 ▶ Identify why one-to-one coaching is a highly effective and powerful process of communication with particular emphasis on Active Listening and powerful Questioning.
- 4 ▶ Understand the key components of effective coaching, develop a range of skills as you work through the coaching process with your programme colleagues and ultimately with your staff.
- 5 ▶ Develop key techniques for communicating with clarity, ease and effectiveness.
- 6 ▶ Understand the importance of non verbal communication.
- 7 ▶ Understand and manage conflict and its influence on communication.
- 8 ▶ Learn how to offer effective and constructive feedback as a key communication technique.

