

## CERTIFICATE OF VALIDATION

New validation

Validation Process: **New**

<b>Provider Name</b>	Kerry Education and Training Board
<b>Date of Validation</b>	01-Dec-22

	<b>Code</b>	<b>Title</b>	<b>Award</b>	<b>Exit Only</b>
<b>Principal Programme</b>	PG25146	Level 5 Specific Purpose Certificate in Building Digital Business Skills	Specific Purpose Certificate (Special Purpose Award at NFQ Level 5) 5S21869 10 credits	N/A
<b>Embedded Programme</b>	PG25149	Certificate in Digital Business Solutions	Certificate (Minor Award at NFQ Level 5) 5F21871 5 credits	No
<b>Embedded Programme</b>	PG25150	Certificate in Social Media for Digital Marketing	Certificate (Minor Award at NFQ Level 5) 5F21873 5 credits	No

	<b>First Intake</b>	<b>Last Intake</b>
<b>Enrolment Interval</b>	Jan-23	Jun-27

### Principal Programme

	<b>Full Time</b>	<b>Part Time</b>	<b>Delivery Mode: full-time / part-time</b>	Part Time
<b>Intakes per Annum:</b>	0	3		
<b>Minimum Learners per Intake:</b>	0	10		
<b>Maximum Learners per Intake:</b>	0	12		
<b>Duration (months)</b>	N/A	3		

### Target Learner Groups

The Building Digital Business Skills (Level 5, 10 credits) micro-qualification programme targets learners who wish to gain essential knowledge and skills across Digital Business Solutions and Social Media for Digital Marketing. The programme is relevant to those businesses that are both consumer and B2B facing, aiming to achieve a competitive advantage by introducing appropriate digital solutions.

#### Primary target

This programme primarily targets employed, and self-employed applicants seeking to develop their digital skills and competencies and apply them within their workplace. Enhanced employee digital skills will facilitate the business in developing a digitised approach to their customer and supplier interactions and communications, as well as sales, marketing, and related business processes.

Applicants must have obtained a qualification at level 4 on the National Framework of Qualifications (or equivalent). Applicants will be sufficiently competent in using ICT to participate and engage with the programme effectively.

A minimum English language and literacy competency of B2 in writing, reading, listening, and speaking on the Common European Framework of Reference for Languages (CEFR) or similar is required at entry to the programme for speakers of English as a second or other language.



## Brief Synopsis of the Programmes

This programme leads to a Special Purpose Award in Building Digital Business Skills at NFQ level 5 comprising of two standalone 5 credit modules - Digital Business Solutions and Social Media for Digital Marketing. These modules are also stackable, allowing learners to undertake both to achieve the Special Purpose Award.

The aim of the programme is to facilitate learners to develop the knowledge skills and competencies required to work with a range of digital tools and business applications within a business environment and to use these applications, including social media, to create and enhance the digital footprint of a business through its sales and marketing strategies.

Learners will also develop knowledge and skills in transferrable areas such as business writing, communications, and customer experiences.

The programme offers both theoretical and practical work, with a focus on skills development.

Upon successful completion of this programme, learners will be able to apply their skills and knowledge effectively and be able to integrate business digital skills into planning and decision-making in a business. They will be well-positioned to pursue the creation of strategies to support a business' marketing campaign whilst ensuring an effective customer experience.

### Teaching and Learning Modes

1. Directed Learning
2. Group Discussions/Interactions
3. Self Directed Learning
4. Tutorials

### Approved Countries

Ireland

### Physical Resource Requirements

Learners will require access to:

- A suitable classroom
- A computer or digital device with internet access, and access to digital applications
- Access to IT facilities such as computers/laptops/iPads, printers and scanners, projector and/or whiteboard
- Facility for watching DVD and/or online video

Staff Profiles	Qualifications and Experience	WTE
Instructor/Tutor	Instructing/teaching staff will hold a relevant major award at NFQ level 6 or higher and either a teaching/instructing qualification or five or more years of teaching/instructing experience on cognate programmes at NFQ Level 6 [ISCED 0619].	1
Programme Manager	The Manager is responsible for the overall management of the programme. He provides academic leadership for the programme through conducting biannual review meetings and addressing any quality issues relating to teaching, learning and assessment that may emerge.	0.25

Approved Centres	Centre	Minimum Number of Learners per Intake per Centre	Maximum Number of Learners per Intake per Centre
	079084 Kerry College of Further Education & Training, Monavalley Campus	10	12



Additional Locations	Location Name	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	N/A		

Learner Teacher Ratios	Learning Activity	Ratio
	Tutorials	1:12
	Formative Feedback	1:12
	Case Studies	1:12
	Classroom supported group discussion	1:12
	Group collaboration	1:12

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	N/A		



## Embedded Programme

Validation Process: **New**

Code	Title	Award	Exit Only
PG25149	Certificate in Digital Business Solutions	Certificate (Minor Award at NFQ Level 5) 5F21871 5 credits	No

	Full Time	Part Time	Delivery Mode: full-time / part-time	Part Time
Intakes per Annum:	0	3		
Minimum Learners per Intake:	0	10		
Maximum Learners per Intake:	0	12		
Duration (months)	N/A	1.5		

### Target Learner Groups

The Building Digital Business Skills (Level 5, 10 credits) micro-qualification programme targets learners who wish to gain essential knowledge and skills across Digital Business Solutions and Social Media for Digital Marketing. The programme is relevant to those businesses that are both consumer and B2B facing, aiming to achieve a competitive advantage by introducing appropriate digital solutions.

#### Primary target

This programme primarily targets employed, and self-employed applicants seeking to develop their digital skills and competencies and apply them within their workplace. Enhanced employee digital skills will facilitate the business in developing a digitised approach to their customer and supplier interactions and communications, as well as sales, marketing, and related business processes.

Applicants must have obtained a qualification at level 4 on the National Framework of Qualifications (or equivalent). Applicants will be sufficiently competent in using ICT to participate and engage with the programme effectively.

A minimum English language and literacy competency of B2 in writing, reading, listening, and speaking on the Common European Framework of Reference for Languages (CEFR) or similar is required at entry to the programme for speakers of English as a second or

### Brief Synopsis of the Programmes

At the end of the programme, the learner will have a 5-credit minor award at NFQ level 5 and be able to use digital business tools and applications to enhance customer experience and business productivity.

Teaching and Learning Modes	<ol style="list-style-type: none"> <li>1. Directed Learning</li> <li>2. Group Discussions/Interactions</li> <li>3. Self Directed Learning</li> <li>4. Tutorials</li> </ol>
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Approved Countries	Ireland
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## Physical Resource Requirements

While there are no Special Validation Requirements (SVRs) the following are required:

Learners will require access to a computer with internet access for elements of both the directed learning and self-directed learning to access certain on-line tools, videos, documents, etc.

Staff members will require access to a computer with internet access, access to the relevant e- learning platform to enable sharing of resources such as on-line tools, videos, documents, etc. for elements of both the directed learning, self-directed learning and assessment.

Staff Profiles	Qualifications and Experience	WTE
Instructor	Instructing/teaching staff will hold a relevant major award at NFQ level 6 or higher and either a teaching/instructing qualification or five or more years of teaching/instructing experience on cognate programmes at NFQ Level 6 [ISCED 0619].	1
Programme Manager	The Manager is responsible for the overall management of the programme. He provides academic leadership for the programme through conducting biannual review meetings and addressing any quality issues relating to teaching, learning and assessment that may emerge.	0.25

Approved Centres	Centre	Minimum Number of Learners per Intake per Centre	Maximum Number of Learners per Intake per Centre
	079084 Kerry College of Further Education & Training, Monavalley Campus	10	12

Additional Locations	Location Name	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	N/A		

Learner Teacher Ratios	Learning Activity	Ratio
	Tutorials	1:12
	Formative Feedback	1:12
	Case Studies	1:12
	Classroom supported group discussion	1:12
	Group Collaboration	1:12

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	N/A		



## Embedded Programme

Validation Process: **New**

Code	Title	Award	Exit Only
PG25150	Certificate in Social Media for Digital Marketing	Certificate (Minor Award at NFQ Level 5) 5F21873 5 credits	No

	Full Time	Part Time	Delivery Mode: full-time / part-time	Part Time
Intakes per Annum:	0	3		
Minimum Learners per Intake:	0	10		
Maximum Learners per Intake:	0	12		
Duration (months)	N/A	1.5		

### Target Learner Groups

The Building Digital Business Skills (Level 5, 10 credits) micro-qualification programme targets learners who wish to gain essential knowledge and skills across Digital Business Solutions and Social Media for Digital Marketing. The programme is relevant to those businesses that are both consumer and B2B facing, aiming to achieve a competitive advantage by introducing appropriate digital solutions.

#### Primary target

This programme primarily targets employed, and self-employed applicants seeking to develop their digital skills and competencies and apply them within their workplace. Enhanced employee digital skills will facilitate the business in developing a digitised approach to their customer and supplier interactions and communications, as well as sales, marketing, and related business processes.

Applicants must have obtained a qualification at level 4 on the National Framework of Qualifications (or equivalent). Applicants will be sufficiently competent in using ICT to participate and engage with the programme effectively.

A minimum English language and literacy competency of B2 in writing, reading, listening, and speaking on the Common European Framework of Reference for Languages (CEFR) or similar is required at entry to the programme for speakers of English as a second or other language.

### Brief Synopsis of the Programmes

At the end of the programme, the learner will have a 5-credit minor award at NFQ level 5. The learner will be able to enhance the sales and marketing approach of a business by using social media for digital sales and marketing.

Teaching and Learning Modes	<ol style="list-style-type: none"> <li>1. Directed Learning</li> <li>2. Group Discussions/Interactions</li> <li>3. Self Directed Learning</li> <li>4. Tutorials</li> </ol>
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Approved Countries	Ireland
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## Physical Resource Requirements

While there are no Special Validation Requirements (SVRs) the following are required:

Learners will require access to a computer with internet access for elements of both the directed learning and self-directed learning to access certain on-line tools, videos, documents, etc.

Staff members will require access to a computer with internet access, access to the relevant e- learning platform to enable sharing of resources such as on-line tools, videos, documents, etc. for elements of both the directed learning, self-directed learning and assessment.

Staff Profiles	Qualifications and Experience	WTE
Instructor	Instructing/teaching staff will hold a relevant major award at NFQ level 6 or higher and either a teaching/instructing qualification or five or more years of teaching/instructing experience on cognate programmes at NFQ Level 6 [ISCED 0619].	1
Manager	The Manager is responsible for the overall management of the programme. He provides academic leadership for the programme through conducting biannual review meetings and addressing any quality issues relating to teaching, learning and assessment that may emerge.	0.25

Approved Centres	Centre	Minimum Number of Learners per Intake per Centre	Maximum Number of Learners per Intake per Centre
	079084 Kerry College of Further Education & Training, Monavalley Campus	10	12

Additional Locations	Location Name	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	N/A		

Learner Teacher Ratios	Learning Activity	Ratio
	Group Collaboration	1:12
	Classroom supported group discussion	1:12
	Case studies	1:12
	Formative Feedback	1:12
	Tutorials	1:12

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	N/A		

# Conditions of Validation of the Programmes Covered by this Certificate of Validation

## Part 1: Statutory Conditions of Validation

The statutory (section 45(3) of the 2012 Act) conditions of validation are that the provider of the programme shall:

1. Co-operate with and assist QQI in the performance of QQI's functions in so far as those functions relate to the functions of the provider,
2. Establish procedures which are fair and consistent for the assessment of enrolled learners to ensure the standards of knowledge, skill or competence determined by QQI under section 49 (1) are acquired, and where appropriate, demonstrated, by enrolled learners,
3. Continue to comply with section 65 of the 2012 Act in respect of arrangements for the protection of enrolled learners, if applicable, and
4. Provide to QQI such information as QQI may from time to time require for the purposes of the performance of its functions, including information in respect of completion rates.

## Part 2 Conditions of Validation Established by QQI Under section 45(4)(b) of the 2012 Act)

### Part 2.1 Condition of Validation Concerning a Change in the QQI Award or Award Standard

1. Where QQI changes an award title, an award specification or an award standard that a programme depends upon, the provider shall not enrol any further learners on the affected programmes unless informed otherwise in writing by QQI (e.g. by the issue of a revised certificate of validation). The programme is considered validated for learners already enrolled on the affected programme.

### Part 2.2 Condition of Validation Concerning the Duration of Enrolment

1. The duration of enrolment is the interval during which learners may be enrolled on the validated programme.

Validation is determined by QQI for a specified number of years of enrolment appropriate to the particular programme as indicated on the certificate on validation subject to unit 9.2.1. It is a condition of validation that the programme does not enrol any new learners outside this interval. A typical duration would be five years.

If a provider wishes to continue to enrol learners to the programme beyond this interval the provider must arrange in good time for it to be validated again by QQI, or exceptionally the provider may apply for extension of the duration of enrolment (unit (14)). In this context the provider may apply for validation of the programme from first principles or, alternatively, the provider may avail of the process for revalidation (unit (13)) by QQI.

### Part 2.3 General Condition of Validation

The provider of the programme shall:

1. Ensure that the programme as implemented does not differ in a material way from the programme as validated; differing in a material way is defined as differing in any aspect of the programme or its implementation that was material to QQI's validation criteria.
2. Ensure that the programme is provided with the appropriate staff and physical resources as validated.
3. Implement in respect of the programme its written quality assurance procedures (as approved by QQI).
4. Make no significant change to the programme without the prior approval of QQI. (See unit (8)).
5. Unless otherwise agreed by QQI in writing, start implementing the programme as validated and enrol learners within 18 months of validation.
6. Continue in respect of the validated programme to comply with section 56 of the 2012 Act in respect of procedures for access, transfer and progression.
7. Implement the programme and procedures for assessment of learners in accordance with the Approved Programme Schedule and notify QQI in writing of any amendments to this arising from changes to the programme; see unit (9).
8. When advertising and promoting the programme and awards, use the programme title as validated, and the correct QQI award title(s), award type(s) and award class(es) indicating the level of the award(s) on the National Framework of Qualifications.





9. Adhere to QQI regulations and procedures for certification.

10. Notify QQI in writing without delay of: a. Any material change to the programme; a. Anything that impacts on the integrity or reputation of the programme or the corresponding QQI awards; b. Anything that infringes the conditions of validation; or c.

Anything that would be likely to cause QQI to consider reviewing the validation.

11. Notify QQI in writing to determine the implications for the provider's validated programmes, where the provider is likely to, or planning to, merge (amalgamate) with another entity or to acquire, or be acquired by, another entity (see unit (12.5)) .

12. Report to QQI, when required or requested, on its implementation of the programme and compliance with the conditions of validation.

#### **Part 2.4 General Condition of Validation Arising from Specialised Validation Policy and Criteria**

1. N/A

#### **Part 2.5 Special Conditions of Validation**

1. N/A



## Programme and stage schedules

### PG25146 Level 5 Specific Purpose Certificate in Building Digital Business Skills

Name of Provider		Kerry Education and Training Board													
Programme Title		PG25146 Level 5 Specific Purpose Certificate in Building Digital Business Skills													
Award Title		Specific Purpose Certificate							Exit Award Only		N/A				
Teaching and learning modalities		Tutorials; Self Directed Learning; Group Discussions/Interactions; Directed Learning													
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage		Stage NFQ Level		Stage Credits		First Intake		ISCED Code			
Part time	Special Purpose	5	4	Award Stage		5		10		Jan 2023		06.1.9			
Module					Total Student Effort Module (Hours)					Allocation of Marks					
Title			Semester	Status	Credit	Total Hours	Class Contact Hours	Direct e-learning	Hours of independent learning	Work-based learning efforts	C.A. %	Project %	Skills demonstration %	Exam %	% Workbased
Digital Business Solutions			Not Applicable	M	5	50	36	0	14	0	30	70	0	0	0
Social Media for Digital Marketing			Not Applicable	M	5	50	36	0	14	0	40	60	0	0	0



## PG25149 Certificate in Digital Business Solutions

Name of Provider		Kerry Education and Training Board													
Programme Title		PG25149 Certificate in Digital Business Solutions													
Award Title		Certificate							Exit Award Only		No				
Teaching and learning modalities		Self Directed Learning; Tutorials; Group Discussions/Interactions; Directed Learning													
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage		Stage NFQ Level		Stage Credits		First Intake		ISCED Code			
Part time	FE Minor	5	4	Stage 1		5		5		Jan 2023		06.1.9			
Module					Total Student Effort Module (Hours)					Allocation of Marks					
Title			Semester	Status	Credit	Total Hours	Class Contact Hours	Direct e-learning	Hours of independent learning	Work-based learning efforts	C.A. %	Project %	Skills demonstration %	Exam %	Workbased %
Digital Business Solutions			Not Applicable	M	5	50	36	0	14	0	30	70	0	0	0



## PG25150 Certificate in Social Media for Digital Marketing

Name of Provider		Kerry Education and Training Board													
Programme Title		PG25150 Certificate in Social Media for Digital Marketing													
Award Title		Certificate								Exit Award Only		No			
Teaching and learning modalities		Directed Learning; Group Discussions/Interactions; Self Directed Learning; Tutorials													
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage		Stage NFQ Level		Stage Credits		First Intake		ISCED Code			
Part time	FE Minor	5	4	Award Stage		5		5		Jan 2023		06.1.9			
Module					Total Student Effort Module (Hours)					Allocation of Marks					
Title			Semester	Status	Credit	Total Hours	Class Contact Hours	Direct e-learning	Hours of independent learning	Work-based learning efforts	C.A. %	Project %	Skills demonstration %	Exam %	Workbased %
Social Media for Digital Marketing			Not Applicable	M	5	50	36	0	14	0	40	60	0	0	0