

CERTIFICATE OF VALIDATION

New validation

Validation Process: **New**

Provider Name	City of Dublin Education and Training Board
Date of Validation	10-Apr-25

	Code	Title	Award	Exit Only
Principal Programme	PG26373	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
Embedded Programme	PG26374	Certificate in Social Media for Digital Marketing	Certificate (Minor Award at NFQ Level 5) 5F21873 5 credits	No
Embedded Programme	PG26375	Certificate in Digital Business Solutions	Certificate (Minor Award at NFQ Level 5) 5F21871 5 credits	No

	First Intake	Last Intake
Enrolment Interval	May-25	Jun-27

Principal Programme

	Full Time	Part Time	Delivery Mode: full-time / part-time
Intakes per Annum:	0	3	Part Time
Minimum Learners per Intake:	0	5	
Maximum Learners per Intake:	0	16	
Duration (months)	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.

Secondary target

The secondary target group is applicants with work experience/prior knowledge who wish to develop their digital competence and skills to enhance employability.

Applicants must have obtained a qualification at level 4 on the National Framework of Qualifications (or equivalent). Applicants seeking entry to the programme through work experience will attend an interview to assess their level of knowledge, skills, and competence against the programme's requirements. 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 (CEFRL) 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 proposed micro qualification programme leads to a Special Purpose award in Building Digital Business Skills at NFQ level 5. This programme comprises two standalone 5 credit modules - Digital Business Solutions and Social Media for Digital Marketing. These modules are also stackable, allowing learners to undertake both in order 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.

Minimum Intended Programme Learning Outcomes

On completion of this programme the learner will be able to:

1. Demonstrate knowledge of customer types and the key features of an effective digital customer experience
2. Map out a customer journey within a business to develop an effective digital customer experience strategy to increase sales
3. Identify a range of digital business solutions and relevant business communication techniques and apply an appropriate application to improve efficiencies across business processes
4. Identify social media platforms, analytics and e-tools appropriate for a particular business's sales and marketing needs, and the process and benefits of developing a social media marketing strategy
5. Create, maintain and monitor a social media account for a business

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
Centre/Programme Manager	Centre/Programme Manager will have previous experience coordinating similar programmes	1:16
Learning Practitioner	<p>Learning practitioners on the proposed programme must hold a Level 6 digital skills qualification, at a minimum, and at least 3 Years relevant post qualifications experience. The following is a sample list of qualifications that would complimentcomplement their level 6 qualification</p> <ul style="list-style-type: none"> • ECDL/ICDL • Microsoft Certified Trainer • Accounts Technician • Graphic Design qualification • CompTIA Certified Technical Trainer • Cloud ESS & Cloud + • Adobe Certificated Associate/Professional • Visual Design Specialist • Journalism • Marketing • Sales • Communications 	1:16
Support staff	<p>Support staff must have appropriately qualified/experienced in the area in which they are providing support:</p> <ul style="list-style-type: none"> • Guidance/access support officers • Administration • IT support 	.1:16

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	079052 CDETB Ballyfermot Training Centre	5	16
	079202 CDETB Finglas Training Centre	5	16
	70170U Crumlin College of Further Education	5	16
	70190D Coláiste Ide College of Further Education	5	16
	70220J Inchicore College of Further Education	5	16
	70230M Cathal Brugha FET Campus	5	16
	70280E Rathmines College of Further Education	5	16
	70290H CDETB Ballsbridge College of Further Education	5	16
	70300H Pearse College Of Further Education	5	16
	70310K Plunket College	5	16
	70320N Whitehall College of Further Education	5	16
	70340T Liberties College	5	16
	70342A Ballyfermot College of Further Education	5	16
	722366 CDETB Finglas Training Centre - Community Training	5	16
	76094O Coláiste Dhúlaigh College of Further Education	5	16

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

Learner Teacher Ratios	Learning Activity	Ratio
	Group Collaboration	1:16
	Class supported group discussions	1:16
	Tutorials	1:16

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

Embedded Programme

Validation Process: **New**

Code	Title	Award	Exit Only
PG26374	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	5		
Maximum Learners per Intake:	0	16		
Duration (months)	N/A	1.5		

Target Learner Groups

The 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 aiming to achieve a competitive advantage by introducing appropriate digital solutions and applies to both consumer and B2B facing businesses. Primary target

This programme primarily targets those applicants who are currently employed and seek 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.

Secondary target

The secondary target group is applicants with work experience/prior knowledge who wish to develop their digital competence and skills to enhance employability.

Applicants must have obtained a qualification at level 4 on the National Framework of Qualifications (or equivalent). Applicants seeking entry to the programme through work experience will attend an interview to assess their level of knowledge, skills, and competence against the programme's requirements. 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.

Minimum Intended Programme Learning Outcomes

On completion of this programme the learner will be able to:

1. Describe the importance and benefits to a business of using social media marketing to enhance a business's sales and marketing approach.
2. Identify a variety of social media platforms currently available for a business's digital marketing requirements and e-tools to manage those platforms
3. Identify the purpose of, and steps involved in, compiling a digital marketing strategy for social media.
4. Set up a social media business account for a business's digital marketing strategy, to include appropriate branding, choosing content appropriate to target audience and use of social media content calendar.
5. Use social media for the purpose of selling products or services online
6. Examine, interpret, and apply essential social media analytics used within digital marketing.

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

<p>Learners will require access to:</p> <ul style="list-style-type: none"> • 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
Centre/Programme Manager	Centre/Programme Manager will have previous experience coordinating similar programmes	1:16
Learning Practitioner	<p>Learning practitioners on the proposed programme must hold a Level 6 digital skills qualification, at a minimum, and at least 3 Years relevant post qualifications experience. The following is a sample list of qualifications that would complimentcomplement their level 6 qualification</p> <ul style="list-style-type: none"> • ECDL/ICDL • Microsoft Certified Trainer • Accounts Technician • Graphic Design qualification • CompTIA Certified Technical Trainer • Cloud ESS & Cloud + • Adobe Certificated Associate/Professional • Visual Design Specialist • Journalism • Marketing • Sales • Communications 	1:16
Support staff	<p>Support staff must have appropriately qualified/experienced in the area in which they are providing support:</p> <ul style="list-style-type: none"> • Guidance/access support officers • Administration • IT support 	.1:16

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

Learner Teacher Ratios	Learning Activity	Ratio
	Group Collaboration	1:16
	Class supported group discussions	1:16
	Tutorials	1:16

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

Embedded Programme

Validation Process: **New**

Code	Title	Award	Exit Only
PG26375	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	5		
Maximum Learners per Intake:	0	16		
Duration (months)	N/A	1.5		

Target Learner Groups

The 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 aiming to achieve a competitive advantage by introducing appropriate digital solutions and applies to both consumer and B2B facing businesses. Primary target

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Brief Synopsis of the Programmes

A 5-credit programme to enable the learner to understand the digital customer experience and how digital business tools/applications can be used to enhance customer experience.

Minimum Intended Programme Learning Outcomes

On completion of this programme the learner will be able to:

1. Outline the key features of an effective digital customer experience
2. Identify customer types and map the customer journey
3. Identify a range of appropriate digital business solutions to enhance business's digital interactions with customers, suppliers, and other businesses.
4. Explore how digital applications make business processes more effective and efficient and apply the use of a spreadsheet application as a digital business solution
5. Respond appropriately to a variety of customer and other business communications through digital applications to enhance stakeholder experience
6. Develop a digital customer experience strategy for a business

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

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	Tutorials	1:16

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

Part 2.5 Special Conditions of Validation

Programme and stage schedules

PG26373 Level 5 Specific Purpose Certificate in Building Digital Business Skills

Name of Provider		City of Dublin Education and Training Board													
Programme Title		PG26373 Level 5 Specific Purpose Certificate in Building Digital Business Skills													
Award Title		Specific Purpose Certificate							Exit Award Only		N/A				
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	Special Purpose	5	4	Award Stage		5		10		May 2025		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

PG26374 Certificate in Social Media for Digital Marketing

Name of Provider		City of Dublin Education and Training Board													
Programme Title		PG26374 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		May 2025		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

PG26375 Certificate in Digital Business Solutions

Name of Provider		City of Dublin Education and Training Board													
Programme Title		PG26375 Certificate in Digital Business Solutions													
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		May 2025		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