

Student view

Name: Edison Balen

Programme: Bachelor of Business in Management



‘I would recommend this course to anyone who is interested in learning about business, especially those who are seeking to improve their communication, financial and marketing skills’

I was born in Brazil and I came to live in Ireland in 1999, when Ireland’s economy was booming. I found it easy to get a job but soon started to realise that my previous qualifications would not be sufficient to meet the market needs. I come from a family that values entrepreneurship and I have always been interested in gaining further knowledge in the field of business management.

In 2005, I decided to study at ITT Dublin because of its reputation in the local community but also because of my manager’s positive reaction when I mentioned I was interested in enrolling in the Bachelor of Business in Management course. I knew that working during the day and studying during the evening would be challenging but I was confident that the course would boost my chances of promotion, especially given the increasingly competitive nature of the Irish market. I knew at that moment that I would have to improve myself to be able to meet the needs of a continually shifting market.

Both the college and my fellow students were very helpful and welcoming. The subjects covered, from human resource management to financial management, gave a broad yet in-depth knowledge of the dynamics of business.

I would recommend this course to anyone who is interested in learning about business, especially those who are seeking to improve their communication, financial and marketing skills.

Student view

Name: Leanne Cullen

Programme: Honours Bachelor of Business in Management

“There is a big emphasis on teamwork and a hands-on approach to business practices.”



I completed my Leaving Certificate in 2003. In September of that year I started Computer Science in DIT but unfortunately after a few months I realised it wasn't the course for me. I dropped out and got a full-time office job which I really enjoyed. I knew I didn't want to go to college full-time so I started looking into colleges that provided part-time business courses.

Location was important to me: I didn't want to be trekking in and out of town. I had a few friends that studied courses at ITT Dublin and they recommended it, so I attended an open night to find out more information. I was very impressed and decided to do a part-time business management degree as it would enable me to gain a qualification whilst working full time.

I started the course in 2004. Over the four years there was a comprehensive range of subjects covered including law, management, finance and innovation. The lecturers were understanding and very encouraging. I found the continuous assessment system very helpful as it balanced the workload throughout the year and made for an even spread of study each year. Another advantage of the course is that it isn't solely focused on theory; there is also a big emphasis on teamwork and a hands-on approach to business practices which has been a big benefit to me.

After doing my finals last May, I travelled during the summer and then got a job with Tallaght based Helix Health, where I work as executive assistant to the CEO. I see this as an interim step while I decide what I ultimately want to do.

In November 2008 I graduated with an Honours Bachelor of Business in Management.

During my time as a part-time student I was also involved with the ITT Dublin Badminton Club. I played in the league and also attended badminton tournaments - winning a few medals along the way. I made a lot of lifelong friends on the court and in the classroom. So, needless to say, I would absolutely recommend the Institute's part-time courses to prospective students.

Student view

Name: Michael O'Donnell

Programme: BA in Technology Management



‘The programme is not overly technical; the focus is more on commercial aspects of running a business’

I'd been looking around for a suitable part-time course. I wanted a challenge and also something that would be good for my career. I work as a vatting technician for Irish Distillers and felt if I had an additional qualification it might help me get to the next level. My previous qualifications were very specialist and I wanted to gain a more general qualification that would be relevant to a wider range of industries.

I chose the Technology Management programme because it was the closest match to what I was looking for. Since I work nearby in Ballymount, the location suited me perfectly as well. The campus is a very nice place to be. It has a relaxed feel and the whole setup is really good.

A lot of the material on the course relates to how production happens in major organisations and how technology can be incorporated into that. The programme also covers areas such as management accounting (two modules), quality management, IT, business information systems and manufacturing systems & logistics. The broad range of modules makes this a good course as far as I'm concerned.

The focus is on the science (or art) of management, as opposed to building technical computer skills. I think it's particularly suited to those who want to work in production or quality management, especially within a technology or pharmaceutical environment. A lot of the people on the course were from the likes of Wyeth and Intel and they found it very helpful. I see production as one area I could move into given the skills I picked up on the course.

I did the programme over 18 months, finishing last May. It can be done in just a year by going to lectures three nights a week. Although I decided not to take up that option, it's good that flexibility is there.

We had a really good set of lecturers - very approachable and modern in their outlook. For example they would set up groups on email to circulate lecture notes. It's a simple thing, maybe, but it's not done in other places.

Overall, I think it was a really enjoyable course and I've no doubt it will be good for my career.

Student view

Name: Peter Duggan

Programme: Honours Bachelor of Science in Technology Management

“The course heavily emphasises future trends and needs such as innovation.”



I'm a marketing manager with an avid interest in technology and its business applications. I've recently completed an honours degree in Technology Management.

What attracted me to the course was its emphasis on technology and business strategy and having met the course co-ordinator I was persuaded of its merits. ITT Dublin also suited me because it's easy to get to from where I live and work.

Lectures take place three nights a week, four hours a night. The work requires long-term commitment but it can be done. As you become used to the workload you gain a focus and capacity to work you didn't think you had.

The course content is broader than anticipated but enjoyable nonetheless. It covers all major themes of technology application and management in a business environment. It's emphasis on future trends and innovation management make the course content highly applicable to the changing nature of the modern workplace and rapidly changing economy.

The course allows students to place technology-based problems in a business and strategic framework which they otherwise would not see. This means they can understand how and why existing companies have chosen the path they have. More importantly, it equips them with an awareness of how technology-based implementations and problems can be addressed using case studies and core theories.

The degree has also sparked an interest in further study. Down the line I hope to pursue a masters degree in a related field.