Maynooth University School of Business
Analytics & IT
MSc IT-Enabled Innovation

Why study IT-Enabled Innovation?

A significant portion of yearly IT investments yield minimal returns. Projects are often late, over budget, or fail to contribute to the overall strategic goals of the organisation. In addition, enterprises today regardless of their size, are faced with the challenge of how to beneficially adopt digital technologies like Artificial Intelligence, Big Data Analytics, Blockchain, Augmented and Virtual Reality (AR & VR) ethically and responsibly.

This programme addresses the need for educational offerings in the management and governance of both traditional IT and emerging digital technologies leveraging the educational content of the School of Business and the expertise at the Innovation Value Institute (IVI), a research institute in the university. Working with leading industry partners in Ireland and internationally over the years, IVI has developed a wealth of knowledge on what constitutes the critical digital technologies management and governance challenges today and how these challenges can be tackled.

Why this programme?

The philosophy underpinning the course is the belief that IT or digital technology is embedded in the business environment and cannot be separated from work, processes, and the systemic properties of intra- and inter-organizational processes and relationships. This view stresses work context and systemic relationships and mutual interdependencies. In this socio-technical view, business and IT are entangled and IT-enabled work and business processes are treated as one.

The MSc in IT Enabled Innovation programme contributes to the development needs of future IT managers and executives, business analysts, technology consultants and employees in both public and private sector organisations. Providing graduates with disciplinary expertise in IT with an additional set of management and business tools will significantly enhance their employment and career development potential.

How will this help my career?

This programme is primarily for graduates of any discipline who wish to pursue a career in digital transformation in the private, public, and other sectors of the economy. The programme assumes no prior knowledge of IT or management topics but does assume the capacity for study and development of an honour's degree graduate. The programme is extensive and fast-paced bringing the students on a high growth learning experience across the 12 months of the programme, or 24 months for part-time students.

What are the entry requirements?

The programme assumes no prior knowledge of IT, business, or management topics, but does assume the capacity for study and rapid development associated with an honour's degree graduate. Candidates should have a minimum 2.2 grade, honours (level 8) degree.

In exceptional circumstances, consideration will be given to candidates who do not hold a primary degree, but who do have significant relevant work experience at least 3 of which must be in a management position. Minimum English language requirements: please visit Maynooth University International Office website for information about English language tests accepted and required scores. The requirements specified are applicable for both EU and non-EU applicants.

Course Structure

The programme is intensive and fast-paced, bringing students on a high growth learning experience across the 12 months of the programme. We have two semesters of taught modules, during which each module is taught over four days. These four days will be time-tabled three to four weeks apart so that learning can occur between the individual teaching days and permits reflection on content and the completion of projects and tasks.

Module Themes

> Digital Business

> Strategic Management

> Career Planning and Development

> Analytics Live

> Disruptive & Emerging Digital Technologies

> Introduction to Sustainability in Business

> Financial Management

> Evidence Based Management

> Digital Technology Governance

Summer Semester Options: Business Consulting Project (BCP)/Placement Project/Dissertation.

Course Fees

See www.maynoothuniversity.ie/student-fees-grants

How to apply?

See www.maynoothuniversity.ie/study-maynooth/ how-apply for more information.

Where can I find more information?

For more information on the MSc in IT-Enabled Innovation, please contact:

Dr Zohreh Pourzolfaghar – Programme Director

✉ zohreh.pourzolfaghar@mu.ie or business@mu.ie

↳ www.maynoothuniversity.ie/school-business.