Case Study of Good Practice

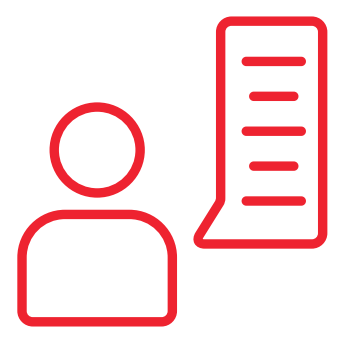## Title: Higher Diploma in Languages and Global Software Business
Presenter: Dr Patrick Crowley, School Of Languages, Literatures & Cultures

Case Study Synopsis

The demand for language graduates within the software industry has dramatically increased over the past decade. The Higher Diploma in Languages and Global Software Business answers an urgent need within the Irish job market.

It provides language graduates with an enhanced skill set that will enable them to enter the Information Technology and Software industries.
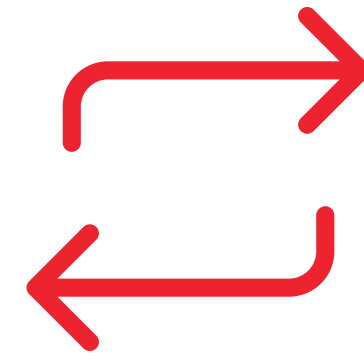We know from Katherine Fitzpatrick (former Director of International Relations at Cork Chamber) and Siobhán Bradley (Regional Skills Manager, South-West at Department of Education and Skills) that the Software and IT industry in Ireland needs language graduates to drive the business end of things – the localisation of a product, for example, demands specific linguistic and cultural competencies.

The Irish Government, recognising this, launched the Human Capital Initiative in 2019 https://hea.ie/skills-engagement/human-capital-initiative/. Higher Education Institutes across Ireland were invited to submit proposals for Postgraduate programmes that would be heavily subsidised by the government. At UCC, the School of Languages, Literatures and Cultures collaborated with our colleagues in the Department of Business Information Systems (BIS) bringing together the best of both our worlds in designing this new Higher Diploma.).

Key Impacts

- The impact of the Higher Diploma in Languages and Global Software Business is significant in terms of training, as it provides a complementary set of skills that will give graduates an enhanced skill set that will enable them to enter the Information Technology and Software industries.
- We launched the Higher Diploma in Languages and Global Software Business in July of 2020 and attracted a great group of graduates who were willing to get into the very different work of the software industry. They have already secured work in global companies such as Red Hat, Cloudbeds, Nuance, MicroFocus, Amazon, TikTok, and this is even before they graduate!

Intended Changes

- Through the Business Information Systems modules and the expertise of their staff, students develop competencies in relation to the ICT, software sales, technical support and localisation skills which are necessary for managing global relationships in the ICT sector. They learn the language of software business, of problem solving and the importance of the localisation industry. The localisation industry is the practice of translating and adapting a product or a service to a particular language, culture, and geographic market, has emerged as key to global marketing.
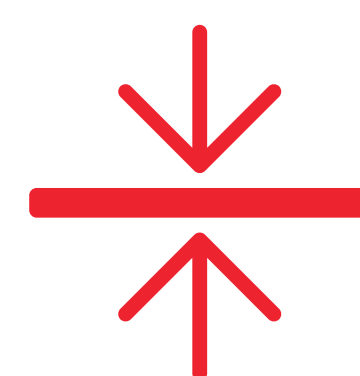
Additional Information

Irish Examiner Article links:

https://www.irishexaminer.com/sponsored/arid-40045427.html

https://www.irishexaminer.com/sponsored/arid-40352270.html

Area of Alignment

Learning & Teaching
Student Success

Video Links | Graphics

Student testimonial video links:

https://www.ucc.ie/en/study/postgrad/taughtcourses/hci/languagesandglobalsoftwarebusiness/

UCC POSTGRADUATE COURSES
Higher Diploma in Languages and Global Software Business