



UCD  
INNOVATION  
ACADEMY



# UCD Professional Diploma in Creativity, Innovation and Leadership

(PDRES001)



Springboard+ is co-funded by  
the Government of Ireland  
and the European Union.



Riálas na hÉireann  
Government of Ireland



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HEA | HIGHER EDUCATION AUTHORITY  
AN t-ÚDARÁS um AFD-OIDEACHAS



13 years of UCD Innovation Academy

10,000+

learners on our courses

1000+

industry projects

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# Welcome to UCD Innovation Academy

Congratulations on being selected to take part in this exciting in-person learning experience.

We are living through the most profound period of change in society. Rapid developments in technology, demographics, globalisation and the environment are creating complex problems, as well as opportunities.

Coping with change is challenging for all of us, as individuals, families, community members, NGOs, companies and governments. Inside the organisations where we work, we need to think and act differently. We need to think and act with a more creative, leadership-oriented mindset

We hope to offer you a unique learning environment, one that will invite you to step outside your comfort zone and also support you to develop your professional practice as a creative leader. We encourage you to bring your whole selves to the course, to be open and curious and to truly engage with your colleagues in every moment.

You will have a chance to explore and develop new approaches to creative leadership. You will have the time and space to reflect upon and re-imagine your professional practice. Overall, we will challenge you, support you and trust in you.

We look forward to embarking on this programme together.

Best wishes,

Eina McHugh & Fergal Brophy



# Overview



## When?

Classes will take place on the following dates:

Module 1 - Oct: 10th, 11th, 12th, 17th & 18th.

Module 2 - Nov: 28th, 29th, 30th, Dec: 5th & 6th.

Module 1 & 2 classes

Tuesday classes are from 11 am-4.30 pm.

Wednesday classes are from 9.30 am-4.30 pm.

Thursday classes are from 9.30 am-1.30 pm.

Module 3 - Jan: 12th, Feb: 9th, March: 8th, April 5th.

Module 3 classes take place from 9:30am to 4:30pm.

## Who?

The course is designed and facilitated by Entrepreneurial Specialists Eina McHugh, Fergal Brophy & Maurice Knightly.

You can read more about them and the rest of the team at [innovationacademy.ie/team/](https://innovationacademy.ie/team/)

## Where?

This fully immersive learning experience is a classroom based, in person programme, delivered on campus in The Shackleton Lounge, UCD Innovation Academy, O'Brien Centre for Science, Belfield, Dublin 4.

You can find information on our location at [ucdestates.ie/information/ucd-maps/](https://ucdestates.ie/information/ucd-maps/)

## Commuting

You can find information on how to get to UCD at [ucdestates.ie/commuting](https://ucdestates.ie/commuting).

## Parking at UCD

Please see [ucdestates.ie/commuting/faqs/](https://ucdestates.ie/commuting/faqs/) for information on parking at UCD.

## What?

Each phase of the programme will focus on a different area. All activities are intended to help you develop your Creative Leadership Capacity.

1. Creativity & Innovation
2. Leadership & Influencing
3. Teamwork & Collaboration
4. Achieving Creative Results
5. Communication Skills
6. Developing Networks
7. Community of Practice
8. Self-Care & Resilience

## How?

The course takes a practical, action-based approach to online learning. The course is also purposely flexible to provide space for participants to add ideas and 'co-create' the course.



## A Professional Community Leading Change

A key aspect of this and all of our courses is the establishment of a supportive professional learning community. While on this course you will meet colleagues from different backgrounds who bring different experiences and perspectives. These are relationships that you can build upon. Students at The Innovation Academy form strong friendships, and often build collaborations that last beyond the duration of the course.

To help you maintain these relationships and to develop your ideas further you will be invited to join the Innovation Academy Alumni Network and LinkedIn to stay in touch by attending events.



## What We Expect From You

While you participate at UCD Innovation Academy we request that you accept our core values of: respect for all, equality of opportunity, valuing diversity, trust-based approach, openness, integrity, curiosity and joy of learning.

Participation is ALL. We expect you to arrive on time, to attend and contribute fully during the activities and to teamwork. We invite you to step out of your comfort zone and to at least try new approaches and activities.

We ask you to lead your own learning. You will join a group of like-minded peers and meet leaders from different sectors and beyond – we encourage you to build a learning community and a network of change-makers. Finally, we ask that you submit all your deliverables on time.

### Important Note

IA40310 Creative Thinking and Innovation (Module 1) and IA40340 Leadership Development (Module 2) consist of 10 days in class in total. Missing days can mean that successful completion of the module is not possible as students cannot catch up in their own time. Any absence must be by consent – of course there might be an emergency or illness, these things do happen – just make sure to communicate with your facilitator if this arises.



### A couple of notes from the team:

1. Your student number should be included in all correspondence and all deliverables must include your name and student number in the file name..
2. From registration onwards, all correspondence to/from students will be made to your UCD email address (@ucdconnect.ie). You can forward emails from this account to another mail but please make sure that you are getting the emails as they contain important information.
3. The UCD Student Advisory Service is a point of contact, support and referral for all UCD students throughout their studies. You can find out more details at [www.ucd.ie/studentadvisers/](http://www.ucd.ie/studentadvisers/)
4. We expect full participation. This means attending on time, taking part in group activities, being generous with giving and receiving feedback and being prepared to try new things.



“Participating in this course was perhaps the single most rewarding thing I’ve done in my professional career. This course gave me the confidence to grasp new opportunities and believe I can succeed.”

2019 Course Graduate



# Programme Structure and Deliverables

## IA40310 Creative Thinking and Innovation (Module 1 - 5 ECTS)

The aim of this module is to help participants to access their innate ability for independent creative thinking and innovation in its broadest sense, as well as to help develop an entrepreneurial mindset in exploring ideas in a multidisciplinary team environment. This module is delivered through activity-based exercises and interactive challenges at both individual and group level. The module encompasses three primary areas of skill development and learning, as follows:

- Developing confidence in creative thinking. The objective is to introduce students to the inherent risk of failure in creative thinking and how to learn through prototyping and iteration. Participants are encouraged to use various sources of inspiration in recognizing opportunities and considering where ideas come from.
- Evolution of innovative ideas in multidisciplinary teams introduces team working in a creative context. Here, openness to new ideas and passion for ideas presented come into creative conflict. Several approaches to teamwork are introduced and explored to give participants an understanding of their own skills in relation to teamwork.
- How to translate ideas into value. We draw upon the Design Thinking framework in learning how to work through a process of understanding your user/customer, generating ideas, prototyping, and testing. Consideration is also given to the importance of being able to clearly define value and pitch an idea.

### Deliverables:

Attendance and participation in classroom challenges & exercises (70%)  
Self-reflection report (30%) (2 to 4 pages)

## IA40340 Leadership Development and Creativity (Module 2 - 5 ECTS)

The Leadership Module introduces participants to the mindsets, skills and practical tools necessary to develop a creative leadership practice, one that cultivates a workplace culture where creativity and innovation flourish. To navigate challenges such as the sustainability crisis, technological disruption, changing working life and shifting global complexity, today's leaders require the mindsets, skills, and tools to seize opportunity and lead creative innovation. The World Economic Forum's Future of Jobs Report 2023 names Creative Thinking as among the top two most important skills for workers, recognising the importance of the ability to adapt to disruption. Attitudes such as empathy, active listening, leadership and social influence, are identified as key.

This module explores a new kind of leadership which unlocks creativity and innovation. On completion the learner should be able to:

- Unlock creativity in self, teams and workplaces
- Collaborate with others in ambiguous or unpredictable environments
- Cultivate skills for influencing, negotiating and creative problem solving
- Develop a capacity for self-awareness and self-reflection
- Build an ongoing creative leadership practice, act with creative confidence in the world.

### Deliverables:

Attendance and participation in classroom challenges & exercises (40%)  
Presentation (30%)  
Self-reflection report (30%)

## IA40210 Professional Practice (Action Learning Project - Innovation in the Workplace) (Module 3 - 10 ECTS)

Participants will be given the opportunity to undertake independent project work in a professional environment, either as



an extension of their original Innovation Academy project proposal or on a project identified as directly deriving value from their field of interest. The project provides the opportunity to draw from prior learning around creative thinking and innovation and consider how it can be applied in their organisation and the real-world.

Delivered over 4 months, this Module combines project work, structured mentoring classes attended by all students, meetings and supportive peer mentoring sessions. Students undertake an individual or group project, approved by their facilitator, titled an 'Action Learning Project'. The module culminates in a final Action Learning Project presentation on 5 April 2024.

### Deliverables:

Action Learning Project Report & Presentation (70%)  
Self-reflection report (30%) (4 to 8 pages)

Note: Deliverables are mandatory for each module.



# Fees, Student Card and Student Desk

## Fees

The course is 100% funded for eligible job seekers, returners, carers and those who are formerly self-employed. It is 90% funded for eligible applicants who are employed or self-employed. Students who are 90% funded must pay 10% (€260).

The balance on your account will be reduced by either 90% or 100% accordingly. The full balance will remain on your account until you have reregistered on the HEA Springboard+ system about half way through the course and payment is made by the HEA.

If you are not eligible for Springboard+, the course fees are €2,600 (EU Citizens) | €5,200 (Non-EU Citizens)

You can pay your programme fees by logging onto your SISweb account where you can make a payment using your debit/credit card. This is credited to your account straight away. Please ensure that you quote your student number as a reference:

<https://www.ucd.ie/students/fees/howtopay/>

## Student Cards

Your student card is normally ready for collection on campus in the UCard office shortly after you have completed registration and uploaded a photo to the system. See [ucd.ie/ucard/](http://ucd.ie/ucard/) for more details on uploading your photos and UCard office location.



# Grades, Transcripts and Closing Event

## Grades

Once you have uploaded your deliverables onto UCD BrightSpace, the facilitators will review and enter your grade on the UCD system. As part of the academic process, grades need to be ratified by the UCD Exam Board before final results are available. There are three periods where the university undertakes official processes to ratify all student grades - these take place in January, June and September (the end of each Trimester).

It is only at this point that you have officially completed the course. You will receive an email to your ucdconnect email to let you know that your results have been released and you can check them on the system.



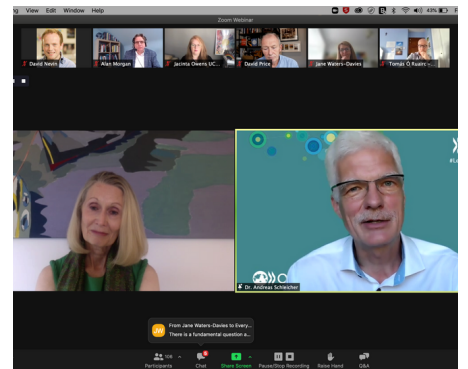
## Transcripts

Students who have passed the course and have no holds on their account can download their official transcript from the system on by clicking on the link below and following these steps [www.ucd.ie/students/studentdesk/documents/](http://www.ucd.ie/students/studentdesk/documents/)

- Log into SISWeb (your username is your UCD Student number. If you have never changed your password, it will be your 6 digit date of birth in the format ddmmyy. If you can't remember your student number or if you have changed your password and can't remember it, please contact [www.ucd.ie/students/studentdesk/contact/](http://www.ucd.ie/students/studentdesk/contact/).
- Navigate to Registration, Fees and Assessment > My Official Documents > Electronic Documents.
- "Enable" your Academic Transcript for verification by clicking the "click to enable access" button to the right of the document.
- Click on "Academic Transcript" to download a pdf of the document.

You can see the Online Documents section for more information on UCD's electronic documents.

For any students who have been funded through the HEA Springboard+ Initiative, the team will update their status from enrolled on [springboardcourses.ie](http://springboardcourses.ie) once grades are ratified. Please note - it is not possible to apply for another Springboard+ course while still enrolled on the Professional Diploma in Creativity, Innovation and Leadership and it is not possible to change the status until after grades have been ratified.



## Closing out your programme

Each student of UCD Innovation Academy receives an official parchment from UCD however please be aware that the issuing of these parchments can occur a number of months after the completion of the programme; this is a central process we do not have control over.

Formal graduation ceremonies do not take place for short programmes at UCD. Instead, we aim to organise regular Innovation Academy alumni events to mark our students achievements and we will let you know more about these when they arise.





# General Information

## Information & Support

As a registered UCD Student you will be entitled to a number of services and support. Information on key campus services and supports can be found at:

- UCD Student's Union [ucdsu.ie](https://ucdsu.ie)
- UCD Library Services [ucd.ie/library](https://ucd.ie/library)
- Careers Network [ucd.ie/careers](https://ucd.ie/careers)
- Counselling Services [ucd.ie/studentcounselling](https://ucd.ie/studentcounselling)
- Graduate Studies Life on Campus [ucd.ie/graduatestudies/studywithus/lifeoncampus](https://ucd.ie/graduatestudies/studywithus/lifeoncampus)

## Libraries

With your student card, you will have access to the 5 main UCD libraries. The libraries most relevant to you are the James Joyce Library (Belfield) and the Smurfit Library (Blackrock). Please see [ucd.ie/library/](https://ucd.ie/library/) for information.

## Communication during the course

Please use your @ucdconnect.ie. and include your student number in all correspondence.

If you are experiencing any difficulties with with accessing any UCD systems, please contact the Student Desk or visit them on the ground floor of the Tierney building. You can find full details at [ucd.ie/students/studentdesk/](https://ucd.ie/students/studentdesk/)

## For academic queries please contact your facilitator -

Eina McHugh  
E: [eina.mchugh@ucd.ie](mailto:eina.mchugh@ucd.ie)

Fergal Brophy  
E: [fergal.brophy@ucd.ie](mailto:fergal.brophy@ucd.ie)

Maurice Knightly  
[maurice.knightly@ucd.ie](mailto:maurice.knightly@ucd.ie)

## For other student queries, please contact -

Giuliana Rocca  
E: [giuliana.rocca@ucd.ie](mailto:giuliana.rocca@ucd.ie)





I have no special talents. I am only passionately curious."

Albert Einstein

