



## MSc IT-Enabled Innovation School of Business

**EU Tuition Fees (2020/21)**  
€8,300 (full-time) / €5,200 p.a. (part-time)

**International Fee (2020/21)**  
€15,000 (full-time)

### Why study IT-Enabled Innovation?

Information Technology is crucial to every aspect of the modern organisation. However, much of IT Investments every year produce little return. Projects are often late, over budget, or fail to contribute to the overall strategic goals of the organisation. To unlock the true potential of IT and create a global standard for IT management, Maynooth University partnered with Intel and the Boston Consulting Group to create the Innovation Value Institute (IVI). Working with leading industry partners, the IVI developed the **IT Capability Maturity Framework (IT-CMF)** which is an empirically proven and industrially validated set of best practices for IT and the world's most comprehensive IT Management framework. The MSc in IT-Enabled Innovation Integrates sound IT management and governance practices with the best of business and management education in an exciting course suitable for business and IT graduates as well as IT professionals.

### Why this programme?

This course differs from many other IT programmes because of its leading industry inputs and also because it sets IT management in the context of the business environment. This is not a programme to develop stand-alone technical specialists. Rather, this course develops the capacity for participants to understand how IT operates both as a function and as a key strategic resource to drive organisational transformations. This involves understanding people, work processes, relationships, organisation structures, and organisation strategies, and how all of these impact on and are impacted by Information Technology. This course focuses on IT-enabled innovation as a foundational concept central to the success of organisations today. We adopt a broad appreciation of IT-enabled innovation which allows for a variety of teaching styles for the learning outcomes. This approach accommodates a range of different types of innovation (i.e. process, product, and business model innovation, as well as service innovation), and multiple stages for the innovation process (i.e. ideation, development, diffusion, adoption, and impact). Because of the rapid pace of IT innovation, this highly regarded programme is revised annually and its value is reflected in it being **shortlisted for the 2018 and 2019 Irish Postgraduate Course of the Year Awards**.



### How will this help my career?

Students graduating from this programme will have a distinctive and career defining capability. Students will be afforded a unique opportunity to explore and address current critical IT-Enabled Innovation challenges, learning from the lessons of many leading global organisations. The course contributes to the career development needs of current and future IT executives in both public and private sector organisations. The teaching material takes a broad, cross-sectoral, and international approach. This course also provides graduates with the tools to continue their professional development long after they graduate through a specially designed career planning and development module. All students on this MSc are entitled to free Graduate membership of the IMCA (Institute of Management Consultants & Advisors) for the duration of the programme and for the 12 months following completion.



## What do our graduates say?



*"I chose this course because I would like to be more competitive on the labour market. The IVI expert's guest lecture on IT governance was a real highlight."*

**Yuliia Yehorova**



*"This course enhanced my education and became a fundamental part of my career journey. It is one of very few courses that stays relevant for a long period in IT."*

**Jonathan D'Arcy**

## 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 honours 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 three years of which must be in a management position.

## Course Structure

The programme is intensive and fast-paced, bringing students on a high growth learning experience across the full-time programme (12 months, typically delivered in blocks of two full days every two weeks) or the part-time programme (24 months, delivered two full days every 4 weeks). Students are encouraged to learn independently, through significant reading and assignments, both on their own and working in teams, prior to a class and afterwards.

## Module Themes



Summer Semester Options; Business Research Project / Dissertation / Work Placement

## How to apply?

**Apply online** at [www.pac.ie](http://www.pac.ie), choose Maynooth University  
PAC Code: MH84D full-time / MH85D part-time

## Where can I find more information?

For more information on the MSc in IT-Enabled Innovation, please contact [business@mu.ie](mailto:business@mu.ie) or the Programme Director, Dr Adegboyega Ojo, at [adegboyega.ojo@mu.ie](mailto:adegboyega.ojo@mu.ie), or visit [www.maynoothuniversity.ie/school-business](http://www.maynoothuniversity.ie/school-business).