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Digital 4 Business

Evolving your digital future

Discover a new Master’s redefining digital upskilling in Europe

We’re delighted to invite you to the Irish launch of the Digital4Business Master’s in Advanced Digital Technologies for Business, on Thursday, June 12, 2025, at the National College of Ireland (NCI), Dublin.
This event marks the official opening of applications for a bold new Master’s programme designed to meet Europe’s urgent need for advanced digital skills. Developed through a unique collaboration between top European universities and industry leaders, Digital4Business is a launchpad for the next generation of digital innovators, problem-solvers, and leaders.

Discover our Master's Programme

Why this programme matters

Digital4Business is designed for professionals who want to lead and transform in fields such as AI, cybersecurity, cloud computing, data science, blockchain, and digital transformation. It's flexible, fully online, and internationally accredited, with hands-on projects, mentoring, and pathways tailored to working professionals and ambitious graduates.
Whether you're seeking to upskill, future-proof your role, or explore a new direction, this programme offers the tools, support and credibility to help you make it happen.

What to expect at the launch
Join us for a morning of insight and discussion. We will begin with registration and networking from 10:30–11:00am, followed by:

- **Welcome address and programme overview**
  Discover the structure, goals and origins of Digital4Business — how it was shaped by employer needs, EU digital priorities, and academic expertise.

- **Panel discussion featuring experts from business and education**
  Explore the challenges and opportunities facing the European workforce, and how initiatives like this are creating tangible pathways to growth and resilience. Panelists will share perspectives from enterprise, education, and the employment sector — and reflect on how initiatives like Digital4Business can help build a stronger, more resilient workforce.

- **Audience Q&A and networking**
  Ask questions, get practical information about the application process, and connect with fellow attendees over coffee and refreshments.

Register to attend our launch event

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DIGITAL EUROPE PROGRAMME