

Technology
Ireland
DIGITAL

T OLLSCOIL TEICNEOLAÍOCHTA
BHAILE ÁTHA CLIATH
DUBLIN
TECHNOLOGICAL
UNIVERSITY DUBLIN

Skillnet,



Sports
Tech
Ireland

Technology
Ireland DIGITAL
Skillnet
Funding
Available

For Sport, Tech & Data Professionals

Postgraduate Diploma in Sports Analytics, Technology and Innovation

Postgraduate Diploma | NFQ Level 9 | September 2026

A Technology Ireland DIGITAL Skillnet programme, in partnership with the Technological University Dublin Enterprise Academy and SportsTech Ireland

Technology Ireland DIGITAL Skillnet is co-funded by Skillnet Ireland and network companies. Skillnet Ireland is funded from the National Training Fund and the European Union through the Department of Further and Higher Education, Research, Innovation and Science.



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The cutting edge of SportsTech

Ireland's SportsTech sector is growing fast, driven by FDI, local innovation and the rapid adoption of AI across every layer of the industry. From performance and fan engagement to operations, commercial strategy and product, AI and data are reshaping how the best organisations make decisions.

This programme develops strategic leaders. Professionals who can set AI and data strategy, drive digital transformation, and build technology-led cultures with confidence.

Programme benefits

Graduates gain:

- Strategic AI fluency to lead data and AI initiatives across your organisation
- Expertise in digital transformation, data analytics and SportsTech innovation
- Access to a global network of industry leaders and peers, with practical insights from top researchers and professionals
- A deep, applied understanding of the SportsTech landscape and where it is heading
- Leadership capability to drive change and innovation

Organisations gain:

- AI leadership: people who can set strategy and drive adoption across functions
- Immediate ROI through assessments built around real organisational challenges
- Real-time application of advanced analytical techniques for sharper decision-making
- Stronger system-building and problem-solving capability through hands-on projects



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Programme modules

DIGITAL TRANSFORMATION AND SPORTS ECOSYSTEMS

Explore how AI, data and emerging technologies are reshaping SportsTech businesses. Learn to evaluate, integrate and lead the adoption of new tools to create efficiencies, unlock revenue and drive innovation across the sports ecosystem.

SPORTS INTELLIGENCE PLATFORMS

Discover how sports intelligence platforms aggregate and apply data to surface trends, predict outcomes and inform decision-making. Examines their role in business integration, AI-driven insight and competitive advantage.

DATA STRATEGY AND ARCHITECTURE

Learn how data-driven and AI-ready decision-making fuels competitive advantage. Covers data flows, architecture thinking and the tools needed to extract real insight from large, complex sports datasets, built for leaders, not engineers.

EVOLVING TECHNOLOGIES IN SPORT

Understand how AI, IoT, VR/AR, 5G and emerging fan engagement platforms are transforming the industry. Build the frameworks to evaluate and adopt new technologies before competitors do.

STRATEGY & BUSINESS MODELS

Gain the frameworks and tools needed to develop and commercialise data and AI-driven products and services. Understand how data shapes business value and how to craft validated commercial strategies.

SPORT AND HUMAN FACTORS

Understand how AI and data tools interact with human behaviour, cognitive load and decision-making. Critical for leaders building data products that coaches, analysts and staff actually adopt and trust.

APPLIED DESIGN THINKING

Harness design thinking, a transformative approach to problem-solving in business and society. Equips you with the skills, tools and perspectives to drive innovation effectively in AI and data-led environments.



"Theory combines with real-world sports projects, creating skills valuable well beyond the sports industry."

Paul Flanagan, Software Engineering Manager at Fanatics



"The perfect balance of academic theory and practical output to supplement professional projects"

Kate Harris, VP AI Operations, Stats Perform

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Who is this programme for?

- Professionals in business, product or commercialisation within SportsTech
- Data, analytics or tech experts seeking a career in AI and SportsTech innovation
- Business professionals in or aspiring to roles in sport, digital or sports media
- Leaders in SportsTech or sporting organisations looking to drive AI adoption and innovation
- Former athletes, professionals or coaches exploring entrepreneurship or the future of sports technology

Programme Chair & Academic Lead - Dr Kieran Collins

Director, Gaelic Sports Research Centre & Future Skills Research Centre Assistant Head of School, Biological, Health and Sports Sciences, TU Dublin

Dr Kieran Collins is an applied practitioner and researcher with 20 years of experience leading sports technology and analytics work across elite team sport. He has led two TU Dublin research centres, supervised 11 MSc and PhD researchers, and published 116 peer-reviewed papers in sports analytics, performance science and digital transformation. His recent industry collaborations include AI and GPS work with Microsoft and a digital transformation project with Google, alongside ongoing partnerships at every level of elite team sport.

Applications close 30 June 2026
Programme starts September 2026.



"What makes this programme special is the connections you build with your classmates. We learn as much from each other."

Sarah Hawkshaw, Applied Performance Specialist, Danu Sports & Player and Captain, Hockey Ireland



"I wanted to speak on technical advancements in sport more fluently to give really good counsel to my clients."

Rob Pearson, Director, Teneo Sports Advisory

Apply Now

Key Details

Programme start: September 2026
Delivered part-time — online Thursday evenings, in-person Fridays at TU Dublin
Level 9 NFQ | Postgraduate Diploma
| *Co-funded for qualifying candidates according to Digital Skillnet policy | Co-funded by the Government of Ireland and the European Union

Get in Touch

To discuss group enrolment, eligibility, fees, or cohort dates:
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