



Fees are
part-funded by
Technology Ireland
DIGITAL Skillnet

Postgraduate Diploma in Sports Analytics, Technology and Innovation

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.



The cutting edge of SportsTech

Ireland's dynamic SportsTech sector is growing, driven by FDI and local innovation. Advances in data mining, analytics, IoT, and 5G are unlocking new solutions and revenue opportunities.

Developed by industry leaders in sports and technology, this programme is backed by Ireland's thriving SportsTech cluster of 80+ companies. Its faculty blends experts in sports science, tech, business, and data, with top international consultants from leading SportsTech markets.

Programme benefits

Graduates gain:

- Expertise in digital transformation, data analytics, and SportsTech innovation
- Access to a global network of industry leaders and peers
- Practical insights from top researchers and professionals
- A deep, applied understanding of the SportsTech landscape

Organisations gain:

- Immediate application of new technologies for better business outcomes
- Real-time adoption of advanced analytical techniques for deeper insights
- Strengthened system-building and problem-solving capabilities through hands-on projects

"This programme will equip you and your organisation with deep insights into sports tech and analytics - and how to maximise their impact".

THE SPORTS TECH ECOSYSTEM IS DEEPER THAN YOU THINK



Programme modules

APPLIED DESIGN THINKING

Learn to harness the power of design thinking—a transformative approach to problem-solving in business and society. This module equips you with essential skills, tools, and perspectives to drive innovation effectively.

STRATEGY & BUSINESS MODELS

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

DIGITAL TRANSFORMATION AND SPORTS ECOSYSTEMS

Explore the technologies driving SportsTech businesses and innovation in sports. Learn to evaluate, integrate, and leverage new tools to create efficiencies and opportunities.

SPORTS INTELLIGENCE PLATFORMS

Discover how sports intelligence platforms aggregate data to identify trends, challenges, and emerging needs. This module examines their role in business integration and decision-making processes.

EVOLVING TECHNOLOGIES IN SPORT

Explore how digital fan engagement, sports media, Esports, and emerging technologies like VR/AR are transforming the industry. Understand the trends and challenges shaping the future of SportsTech.

DATA STRATEGY AND ARCHITECTURE

Learn how data-driven decision-making fuels competitive advantage in sports. This module covers data flows, architecture, and the tools needed to extract insights from large sports-related datasets.

SPORT AND HUMAN FACTORS

Understand how human factors analysis is applied in the evolving, tech-driven sports ecosystem. Explore how data and technology assess physical, cognitive, social, and emotional characteristics to optimize user experience and performance.



We learnt as much from each other as we did from the lectures - discussing challenges and sharing similar experiences. It's created an incredible sense of community.

Sarah Hawkshaw, Applied Performance Specialist at Danu Sports



Who is this programme for?

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

Further details

For further details regarding eligibility, fees, application details, programme costs and dates please contact michelle.hesso@digitalskillnet.ie



The intersection of sport and technology presents an exciting range of career opportunities for commercial, technical and sports professionals in Ireland.

Maire Hunt, Technology Ireland DIGITAL Skillnet



Sports
Tech
Ireland



Technology
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