



Waterford Institute *of* Technology
INSTITIÚID TEICNEOLAÍOCHTA PHORT LÁIRGE

EXCHANGE SUBJECT GUIDE



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Studying in **Waterford**

Waterford, the oldest city in Ireland, is today a modern and vibrant port city located in the beautiful South-East of Ireland.

Founded in 914 AD by Viking settlers, Waterford is an ancient walled city with many interesting historic sites and attractive buildings.

Reginald's Tower is the oldest urban civic building in Ireland, and the oldest monument to retain its Viking name. To this day, it remains Waterford most recognisable landmark.

Waterford is the designated gateway to the South-East region, with excellent shopping, a lively social scene and facilities for sport and recreation.

It is connected to the capital, Dublin by motorway and is easily accessible by train or bus. There are also daily flights to London and other UK cities from Waterford regional airport.

The city's most famous export is the unique Waterford Crystal. You can see this world renowned product being crafted at the House of Waterford in the heart of the city's Viking quarter.

Waterford is located 10 kilometres from the coast which means there are superb opportunities for swimming and surfing. The cost of living (accommodation, food, travel) in Waterford is much lower than that of Dublin and other Irish cities.

Waterford is above all a safe and friendly student city and the perfect destination for your student exchange.

Why **WIT**?



WIT is a state sector, university level college which is funded directly by the Irish government. This means that its facilities and infrastructure are of excellent quality.

It operates within the National Qualifications authority of Ireland (NQAI) which means that all its course are quality assured and all its staff have high level qualifications.

WIT currently caters for over 10,000 students of which 6,000 are full time and 3,500 are part time. There is a rapidly growing community of international students from over 60 different countries. The Institute also has partnership agreements with over 85 different countries.

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School of Business

Autumn Semester Modules

September- December



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Bachelor of Business (Honours) - (WD_BBUSI_B) - Level: 8

Year 2

Semester 1	Semester 2
Cost Accounting	Management Accounting Techniques
Human Resource Management 1	Human Resource Management 2
Introduction to Marketing	Marketing Mix
Principles of Macroeconomics	Macroeconomics
	European Integration the EU
	Probability and Operations Management

Year 3

Semester 1	Semester 2
Auditing Theory	
Business Finance	
Company Law 1	
Enterprise Software Skills	
Consumer Behaviour	
Design and Deliver Training	
Principles of Employment Law	
Employment Resourcing	
Entrepreneurship	
Financial Management	
Financial Reporting	
Integrated Marketing Communications	
International Trade Policy	
Leadership in Organisations	
Managerial Economics	
Marketing Research Theory	
Organisational Psychology	
Principales of Organisational Design	
Quality Management	
Quantitative Techniques	

Year 4

Semester 1	Semester 2
Business Strategy	Advertising Management
Conflict and Teams	Corporate Strategy
Economic Policy Issues	Developing Leadership Skills
International Marketing	Global Strategic Marketing
Services Marketing	International Risk Management
Sponsorship & Event Marketing	Open Economy Macroeconomics
Decision Making	Strategic HRM
Financial Economics	Investments
MIS and e-Business	

Bachelor of Arts (Honours) in Marketing – (WD_BMKTG_B) - Level: 8	
Year 2	
Semester 1	Semester 2
Consumer Psychology	Marketing Research Practice
Marketing Communications	The Consumer Environment
Marketing Research Theory	
Year 3	
Semester 1	Semester 2
Financial Management	Advertising Strategy
Introduction to Advertising	International Marketing
Strategic Public Relations	Selling and Sales Management
Business to Business Marketing	
Year 4	
Semester 1	Semester 2
	Global Strategic Marketing
	Strategic Brand Management
Bachelor of Arts (Honours) in International Business – (WD_BINTB_B) - Level: 8	
Year 2	
Semester 1	Semester 2
European Union Introduction	Intercultural Business Context
Human Resource Management 1	International Trade Law 1
Understanding the Irish	Human Resource Management 2
Year 4	
International Institutions	International Management
International HRM	International Political Economy
Supply Chain Management	Global Strategic Marketing
International Trade Law 2	Corporate Strategy
Business Strategy	
Bachelor of Arts (Honours) in Accounting – (WD_BACCT_B) - Level: 8	
Year 2	
Semester 1	Semester 2
Professional Oral Communications	The Global Economy
Year 3	
Semester 1	Semester 2
Business Finance	Corporate Investment Analysis
Business Strategy	Corporate Strategy
Bachelor of Business (Ordinary) – (WD_BBUSI_D) - Level: 7	
Year 3	
Semester 1	Semester 2
Managing for Professionals	Employee Relations & HRM
Applied Marketing Research	Economics for Business
Management Science	Leadership Skills for Management
Finance for Business	Project Management
	Managerial Accounting

	Managing Business Ethics
	Ireland in the European Union
	Introduction to International Business

Autumn Semester Modules – September to December

Bachelor of Business (Honours)

Cost Accounting

Programme and Module Code: Bachelor of Business (Honours) Year 2, ACCB 0040

This module will provide students with an understanding of all elements of the product cost in order to establish unit costs of output and the cost methods available to each type of business structures.

Learning Outcomes

On successful completion of this module, a student will be able to:

Explain the importance of accounting to the organisation; Describe the basic procedures used to determine product and service costs; Calculate the cost of materials and labour using a variety of approaches; Prepare cost statements for allocation and apportionment of overheads and calculate overhead absorption rates using the traditional method;

Identify product and service costs using specific order and process costing methods;

Assessment method - 2 hour exam

Human Resource Management 1

Programme and Module Code: Bachelor of Business (Honours) Year 2, HRMB 0040

The purpose of this module is to introduce students to the concept, theories and language of HRM, and the functional activities of employee resourcing and employee development.

Learning Outcomes

On successful completion of this module, a student will be able to:

Discuss the theories and concepts of HRM and comprehend the strategic role HRM plays within the organisation;

Explain the process of HRP and identify the sources of information for this process;

Distinguish between recruitment and selection and identify the key stages in the effective resourcing of employees; Demonstrate skills and competencies in defining people requirements, HRP, Recruiting and selection employees; Evaluate the role of training and development and describe the process involved in training and developing employees; Assess the various methods of training and identify the methods most suitable to Organisations today.

Assessment method – 100% Continuous Assessment

Introduction to Marketing

Programme and Module Code: Bachelor of Business (Honours) Year 2, MARK 0028

The purpose of this module is to introduce students to the concept, theories and practice of Marketing, focusing in particular on the marketing process and market analysis.

Learning Outcomes

On successful completion of this module, a student will be able to:

Discuss the role of marketing in the organisation; Identify and discuss the factors necessary for effective marketing planning; Outline the environmental forces that affect the company's ability to

serve the market; Describe the steps and compare the tools involved in the marketing research process; Comprehend the impact of buyer behaviour in the marketing decision; Evaluate market segmentation, targeting and positioning.

Assessment method - 2 hour exam

Principles of Macroeconomics

Programme and Module Code: Bachelor of Business (Honours) Year 2, ECOB 0041

The aim of this module is to introduce the student to the basic principles of macroeconomics and examine the relationships between consumers, firms and government in the macroeconomic.

Learning Outcomes

On successful completion of this module, a student will be able to:

Explain the meaning of key macroeconomic indicators and concepts;

Demonstrate an understanding of the macroeconomic framework within which business operates;

Describe how government can achieve its macroeconomic goals using fiscal policy;

Construct and interpret, clear and accurate diagrams, to illustrate the material covered in the module.

Assessment method - 2 hour exam

Auditing Theory

Programme and Module Code: Bachelor of Business (Honours) Year 3, ACCB 0044

The purpose of this module is to outline the role and organisation of the accounting profession, financial statements audits, legal, ethical and professional responsibilities. Audit objectives, planning, materiality, controls and risk and substantive procedures are also examined.

Learning Outcomes

On successful completion of this module, a student will be able to:

Explain the role of the auditor and their operating framework;

Identify the main components of the planning process;

Evaluate the concepts of materiality and risk.

Assessment method - 2 hour exam

Business Finance

Programme and Module Code: Bachelor of Business (Honours) Year 3, FINA 0014

Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0017

The purpose of this module is to introduce students to the principal aspects of the financing decisions in business organisations. The module explores the principal methods and sources of finance companies use to finance their business. This module also explores the principal considerations in the management of working capital.

Learning Outcomes

On successful completion of this module, a student will be able to:

Discuss the responsibilities and challenges presented by the financial environment.

Appreciate and develop knowledge of the principals involved in the financing decision
Recommend methods of funding investments
Appreciate the structure and operations of stock markets.
Implement and control policies for short-term asset management.

Assessment method - 2 hour exam

Company Law 1

Programme and Module Code: Bachelor of Business (Honours) Year 3, LAWB 0014

The purpose of this module is to introduce students to the legal rules within which companies operate. The student will develop a working knowledge of the common law and statutory rules applied in modern private and public companies and will develop an understanding of limited liability, the memorandum and articles of association and contractual capacity of a company.

Learning Outcomes

On successful completion of this module a student will be able to:

Develop a working knowledge of companies' constitutional documents;

Recognise the limits of a company's contractual capacity and elucidate the principles of the ultra vires doctrine; Determine the scope of directors' powers and duties and the consequences of breaching these duties; Distinguish between different forms of company and comprehend the concept of limited liability and the consequence of incorporation.

Assessment method - 2 hour exam

Enterprise Software Skills

Programme and Module Code: Bachelor of Business (Honours) Year 3, BUSI 0098

This module will enable students to use and manage enterprise software packages. It introduces the students to the concepts behind the construction and utilisation of an ERP system and applies this knowledge to the practical utilisation of an accounting package to develop proficiency for the workplace.

Learning Outcomes

On successful completion of this module, a student will be able to:

Describe the modules of the SAP R/3 system and perform business transactions in a simulated company. Use the SAP package for development, storage and extraction of pertinent information related to company operations, primarily from a financial perspective.

Assessment method – 100% Continuous Assessment

Consumer Behaviour

Programme and Module Code: Bachelor of Business (Honours) Year 3, MARK 0030

This module intends to introduce students to the field of consumer behaviour and its practical implications for businesses and marketers. The module attempts to establish the importance of understanding consumer behaviour in the context of developing effective marketing strategies.

Learning Outcomes

On successful completion of this module, a student will be able to: Demonstrate a knowledge of consumer behaviour and its applications in marketing; Illustrate the importance of understanding the consumer as an individual, by exploring consumer needs, motivation, personality and psychographics; Explain how social and cultural factors affect the attitudes and behaviour of individuals; Demonstrate an understanding of consumer decision making and the impact of informal social communication on the consumer decision making process.

Assessment method - 2 hour exam

Design & Deliver Training

Programme and Module Code: Bachelor of Business (Honours) Year 3, HRMB 0042

The purpose of this module is to develop in students the knowledge, skills and competencies to design and deliver effective training interventions in various organisational contexts.

Learning Outcomes

On successful completion of this module, a student will be able to:

Identify and evaluate the context within which training and development occurs;

Analyse the training needs at an organisational, job and individual level using traditional methods and competency frameworks; Explain the stages in the design of a training & development intervention; Discuss the various training methods and strategies and the factors that influence the trainers choice of method and strategy; Recognise the important role and functions of technology in training; Discuss the value and methods of performing an evaluation that is meaningful and useful to all stakeholders.

Discuss the value and methods of performing an evaluation that is meaningful and useful to all stakeholders. Demonstrate training core competencies through the design and delivery of and effective training event.

Assessment method – 100% Continuous Assessment

Principles of Employment Law

Programme and Module Code: Bachelor of Business (Honours) Year 3, LAWB 0092

The purpose of this module is provide a sound knowledge of the legal framework surrounding contracts of employment and termination of employment, to develop legal reasoning and the ability to interpret and analyse current and future legislation.

Learning Outcomes

On successful completion of this module, a student will be able to: Demonstrate a sound knowledge of the principles and practice of employment legislation governing contracts of employment; Interpret legislation governing formation and termination of the contract of employment and apply to practical employment scenarios; Demonstrate legal reasoning and apply to practical employment situations; Formulate contracts of employment and disciplinary procedures that comply with employment legislation;

Advise on and evaluate the likely impact of actual and intended legislation on the organisations policies, procedures and resources.

Assessment method - 2 hour exam

Employment Resourcing

Programme and Module Code: Bachelor of Business (Honours) Year 3, HRMB 0044

The purpose of this module is to enable students to understand employment resourcing strategies (in particular recruitment and selection) and issues in a variety of organisations and national and international contexts.

Learning Outcomes

On successful completion of this module, a student will be able to:

Assess the major issues relating to employment resourcing; Comprehend link between employment resourcing and business strategy; Demonstrate knowledge and implications of Human Resource planning; Develop skills in the area of recruitment and selection including interviewing; Discuss ethical implications in recruitment and selection.

Assessment method – 100% Continuous Assessment

Entrepreneurship

Programme and Module Code: Bachelor of Business (Honours) Year 3, ENTR 0009

Across the world, young entrepreneurial firms are creating new products and services that make our lives easier, enhance our productivity at work, improve our health and entertain us like never before, this is your opportunity to understand the process of entrepreneurship.

Learning Outcomes

On successful completion of this module, a student will be able to:

Explain the difference between an opportunity and an idea; Identify the four environmental trends that are most instrumental in creating business opportunities; Identify the non-traditional barriers to entry that are especially associated with entrepreneurial firms; Discuss the importance of having a clearly articulated business model; Identify the personal attributes that strengthen a founders chances of launching a successful new firm; Gain an understanding of how different types of entrepreneur might be distinguished; Describe why is important to position a company's products on benefits rather than features;

Assessment method – 100% Continuous Assessment

Financial Management

Programme and Module Code: Bachelor of Business (Honours) Year 3, MGTB 0099

Programme and Module Code: Bachelor of Arts (Honours) in Marketing – Year 3, MGTB 0096

The purpose of this module is to give students an introductory overview of the principal decisions in financial management including the financial decision, the investment decision and the dividend decision. This will be achieved by providing students with a balanced and comprehensive framework that is relevant to their own particular specialist area, to enable them to acquire the requisite knowledge and skills to understand the basic aspects of financing in an organisation.

Learning Outcomes

On successful completion of this module, a student will be able to:

Understand the financial objectives of a business; Understand the general principals involved in the financing decision including sources and costs of finance; Recommend methods of funding investments; Implement and control policies for short term asset management; Appraise simple

investment decisions – using both discounted and non-discounted appraisal techniques; Prepare cash budgets and use them to control the level of cash income and outflow in the organisation; Analyse and interpret financial reports and information.

Assessment method - 2 hour exam

Financial Reporting

Programme and Module Code: Bachelor of Business (Honours) Year 3, ACCB 0043

The aim of this module is to introduce the student to Financial Reporting by explaining the regulatory framework that exists and by covering some of the more basic International Financial Reporting Standards at a practical and conceptual level:

Learning Outcomes

On successful completion of this module, a student will be able to:
Comprehend and discuss the regulatory framework within which Financial Reporting operates;
Prepare financial statements for Partnerships; Comprehend and practically apply a selection of International Financial Reporting Standards; Prepare financial statements for Companies, based on material covered in the module.

Assessment method - 2 hour exam

Integrated Marketing Communications

Programme and Module Code: Bachelor of Business (Honours) Year 3, MARK 0031

This module will study and strategically analyse the communication tools at the disposal of marketers, providing an appreciation of integrating all communication elements. In depth study of Advertising, Sales promotion, Public relations, Sponsorship, Direct Marketing, Personal selling, packaging, on-line promotion Strategy and application.

Learning Outcomes

On successful completion of this module, a student will be able to:
To acquaint the student with the significant role which integrated marketing communication plays within the marketing process of the firm;
To provide students with an understanding of the individual elements of the marketing communications mix; To examine the ways in which the individual elements of the marketing communications mix may be collectively combined or integrated;
To emphasise the development, management and evaluation of the marketing communications mix elements in an interrelated and integrated manner.

Assessment method – 100% Continuous Assessment

International Trade Policy

Programme and Module Code: Bachelor of Business (Honours) Year 3, ECOB 0025

The purpose of this module is to study relevant theory, policy and current events in international trade and economic integration between nations.

Learning Outcomes

On successful completion of this module, a student will be able to:

Understanding and distinguish between competing theories of international trade and economic integration;
Apply the relevant theory to interpret real world policy issues and events in the areas of trade and integration;
Access and analyse relevant economic data for on-going trends and likely future developments.

Assessment method - 2 hour exam

Leadership in Organisations

Programme and Module Code: Bachelor of Business (Honours) Year 3, MGTB 0054

This purpose of this module is to enable learners to gain an appreciation of leadership theory and practice and to develop the ability to evaluate leadership styles. This module will also provide learners with the opportunity to consider the impact and consequences that leadership has for the organisation at all levels.

Learning Outcomes

On successful completion of this module, a student will be able to:

Discuss his/her own reflection on the concept of leadership, including its meaning and role in the organisation. Evaluate different leadership styles and identify the appropriateness of each style for different situations. Outline key theories of leadership, and discuss their practical application in business organisations. Illustrate how followers can contribute to effective leadership and discuss various theories of followership
Recognise and use power to influence appropriately

Assessment method – 100% Continuous Assessment

Managerial Economics

Programme and Module Code: Bachelor of Business (Honours) Year 3, ECOB 0026

The purpose of this module is to apply economic principles and analysis to business problems and decisions faced by managers so that optimal managerial decisions can be made in the face of constraints.

Learning Outcomes

On successful completion of this module, a student will be able to:

Apply economic theory and the tools of decision science to examine how an organisation can achieve its aims and objectives most efficiently;
Use elasticity's to analyse demand and identify the main variables that affect the demand for an organisation's product/service;
Use regression analysis to obtain reliable estimates of the effect of a change in the determinants of demand for a product/service; Demonstrate an understanding of the usefulness of forecasting techniques to organisations in reducing risk and uncertainty and in making better business decisions;
Calculate the optimal price and output combination for an organisation's product/service using different pricing techniques; Construct and interpret diagrams to illustrate the material covered in the module.

Assessment method – 100% Continuous Assessment

Marketing Research Theory

Programme and Module Code: Bachelor of Business (Honours) Year 3, MARK 0032

The purpose of this module is to introduce students to marketing research theory and process.

Learning Outcomes

On successful completion of this module, a student will be able to:

Describe the nature and scope of marketing research theory; Discuss the role and importance of information in the management decision process; Describe the steps in the marketing research process; Explain the sources of secondary data and the criteria to judge its reliability and validity; Formulate (1) Management decision problem and appropriate research problem, and (2) relevant research objectives and hypotheses; Explain thoroughly the type and application of various primary research methods; Prepare a research proposal.

Assessment method - 100% Continuous Assessment

Organisational Psychology

Programme and Module Code: Bachelor of Business (Honours) Year 3, MGTB 0055

The purpose of this module is to develop an awareness of the importance of understanding human behaviour in the workplace.

Learning Outcomes

On successful completion of this module, a student will be able to:

To provide an appreciation for the wide variety of behaviours that occurs in the workplace; To understand the principles and methods of psychology which are used to address real-world issues of human behaviour at work; To apply behavioural knowledge of psychological theory to solve many problems and meet the needs of the workplace; To appreciate the factors influencing and determining interpersonal and intergroup interaction in an organisational context; To understand the process by which the thoughts, feelings and behaviours of Individuals are influenced by the presence of others; To comprehend the dynamics of individual and group interaction in the work place.

Assessment method – 100% Continuous Assessment

Principles of Organisational Design

Programme and Module Code: Bachelor of Business (Honours) Year 3, MGTB 0052

The purpose of this module is to familiarise students with the key concepts and theories of organisation design.

Learning Outcomes

On successful completion of this module, a student will be able to:

Describe organisations and organisational effectiveness.
Indicate the role that stakeholders and managers play in organisations and the importance of ethics.
Discuss the organisational environment and organisational domain with respect to managing in a changing global environment
Recognise the challenges of organisational design. Describe the issues of authority and control relating to organisational structure

Discuss the issues of specialisation and coordination with respect to designing organisational structure. Describe decision-making and organisational learning in the context of organisation structure and design.

Assessment method - 2 hour exam

Quality Management

Programme and Module Code: Bachelor of Business (Honours) Year 3, MGTB 0053

The purpose of this module is to introduce students to the concept, purposes and theory associated with managing quality and familiarise students with contemporary quality management issues influencing managers in organisations

Learning Outcomes

On successful completion of this module, a student will be able to: Explain quality management concepts; Discuss the management process involved in implementing a quality initiative in organisations; Assess the role of quality management in organisations today;

Assessment method - 2 hour exam

Quantitative Techniques

Programme and Module Code: Bachelor of Business (Honours) Year 3, STAT 0012

The purpose of this module is to provide students with an appreciation and application of operational research techniques such as networks, linear programming, simulation and inventory. Also more advanced statistical analysis such as ANOVA, decision theory and advance testing of regression and correlation.

Learning Outcomes

On successful completion of this module, a student will be able to:
Draw and analyse the graphical solution to linear programming; Formulate and interpret simplex solutions; Discuss inventory models, obtain solutions to related problems;
Solve and interpret simulation modules;

Assessment method - 2 hour exam

Business Strategy

Programme and Module Code: Bachelor of Business (Honours) Year 4, BUSI 0040

Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0048

The purpose of this module is to introduce students to the main concept and theories surrounding business strategy and to provide students with frameworks of analysis relevant to strategic formulation and implementation.

Learning Outcomes

On successful completion of this module a student will be able to:
Evaluate the role and importance of strategic management to contemporary business firms;
Demonstrate an awareness of the integrative role of strategic management, its concepts and theories;
Identify and explain the creative process in strategy formulation;

Demonstrate awareness and application of strategy concepts and analytical tools;
Assess the strategic situations of organisations and their competitors;

Assessment method – 100% Continuous Assessment

Conflict & Teams

Programme and Module Code: Bachelor of Business (Honours) Year 4, MGTB 0081

The purpose of this module is to develop an awareness of the occurrence and management of organisational conflict and introduce the students to the concept of teamwork.

Learning Outcomes

On successful completion of this module a student will be able to:

- Discuss the dynamics of interpersonal and intergroup conflict;
- Identify positive and negative conflicts;
- Classify the principal methods for conflict management and resolution;
- Critically assess the dynamics of team working in organisations;
- Identify the problems associated with teams in organisations.

Assessment method – 100% Continuous Assessment

Economic Policy Issues

Programme and Module Code: Bachelor of Business (Honours) Year 4, ECOB 0059

This module will examine current economic policy issues facing the Irish economy within the context of the European Union and the broader global economic environment.

Learning Outcomes

On successful completion of this module a student will be able to:

- Demonstrate an understanding of the major economic policy issues facing the Irish economy; Discuss the nature and role of economic planning and management in the Irish economy within an EU/EMU context;
- Examine the implementation and outcomes of current Irish economic policy; Evaluate the effectiveness of government policy in a number of key economic policy areas.

Assessment method – 2 hour exam

International Marketing

Programme and Module Code: Bachelor of Business (Honours) Year 4, MARK 0103

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 4, MARK 0053

The purpose of this module is to develop in the student an in-depth understanding of the theories, concepts and methods employed in International Marketing analysis, selection and entry.

Learning Outcomes

On successful completion of this module a student will be able to:

- Synthesise the scope and challenges involved in internationalisation;
- Appraise potential international markets by evaluating international marketing environments;

Critically assess the potential of international markets and develop the analytical skills required for international market selection;
Critically analyse international market entry strategies;
Evaluate the cultural context of international markets.

Assessment method – 2 hour exam

Services Marketing

Programme and Module Code: Bachelor of Business (Honours) Year 4, MARK 0102

The purpose of this module is to enable students to apply the concepts of Services Marketing to different service organisations. The focus of this module is to determine how the process of marketing intangible services is differentiated from the marketing of tangible products. This module will also cover the areas of Customer Care, Database Marketing and Service Demand Management.

Learning Outcomes

On successful completion of this module a student will be able to:

Demonstrate an understanding of the concepts, theories & practices involved in services marketing;

Apply marketing activities involved in market analysis, relationship marketing & the marketing planning process in a services marketing context;

Illustrate the role & impact of internal marketing in the marketing of services;

Analyse the areas of Customer Care and Service Quality;

Assessment method - 2 hour exam

Sponsorship & Event Marketing

Programme and Module Code: Bachelor of Business (Honours) Year 4, MARK 0106

To introduce the student to advanced principles of sponsorship and event marketing; in support of understanding the commercial and not-for-profit environments in which they are utilised. A broad review of the mechanisms, and environment in which they are utilised, is undertaken; with practical case studies concurrently analysed.

Learning Outcomes

On successful completion of this module, a student will be able to:

Demonstrate a knowledge and comprehension of the fundamental principles of sponsorship and event marketing; in support of understanding the marketing environment in which they are utilised;

Demonstrate a knowledge and comprehension and ability to apply knowledge gained in analysing case studies presented; Present and appraise the varying forms of sponsorship across the alternative environments in which they are utilised;

Propose and defend event marketing strategies across the varying environments in which they are utilised; Construct and defend Integrated Marketing Campaigns utilising sponsorship and/or event marketing tools.

Assessment method – 100% Continuous Assessment

Decision Making

Programme and Module Code: Bachelor of Business (Honours) Year 4, MGTB 0083

This module will further develop the cost methods and techniques from earlier studies to include relevant costs, risk and uncertainty, optimum pricing and use of the learning curve. It will also introduce the student to management accounting in the modern business environment.

Learning Outcomes

On successful completion of this module, a student will be able to:

Understand the concept of relevant costing and its application to decision making techniques;

Evaluate the effect of risk and uncertainty in the decision making process;

Discuss the different approaches to pricing; Calculate the effect of the learning curve on price setting and decision making and the implications for standard cost; Demonstrate an understanding of the changing role of the management accountant in the modern business environment.

Assessment method - 2 hour exam

Financial Economics

Programme and Module Code: Bachelor of Business (Honours) Year 4, FINA 0055

To introduce the student to the theories and empirical methods used by financial economists in the analysis of speculative assets prices in the stock, bond and foreign exchange markets.

Learning Outcomes

Demonstrate an understanding of the basic tools of analysis used in the financial literature;

Demonstrate an understanding of the hypothesis of Efficient Markets and the behaviour of rational traders; Analyse and determine the predictability and volatility of stock returns and prices; Analyse how rational bubbles can cause divergences between the stock price and its fundamental value;

Discuss the stock market anomalies and the impact that noise traders and chaos will have on stock prices; Compare and illustrate the different trading strategies involved in the options market; Analyse and interpret the chart patterns of stock prices and anticipate the future movement of these prices.

Assessment method - 2 hour exam

MIS & E-Business

Programme and Module Code: Bachelor of Business (Honours) Year 42, COMP 0159

The purpose of this module is to develop an understanding of approaches to security & control of computer system.

Learning Outcomes

On successful completion of this module, a student will be able to:

To describe the role of e-commerce.

Evaluate the importance of decision-making systems

Examine the social, ethical and legal implications of developments in information and communication technology, Evaluate the role of the Internet and identify the drives and barriers to e-commerce

Assessment method - 2 hour exam

Bachelor of Arts (Honours) in Marketing

Consumer Psychology

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 2, MARK 0041

This module intends to introduce students to the field of consumer behaviour and its practical implications for businesses and marketers. In particular, the module focuses on the inner psychological processes that affect consumer behaviour and examines the implications for marketing strategy.

Learning Outcomes

On successful completion of this module, a student will be able to:

Demonstrate knowledge of the origins of consumer behaviour and the importance of segmentation and consumer research in consumer behaviour.

Explain the impact of needs, motives and perception on marketing strategy.

Demonstrate comprehension of the main personality theories and the influence of personality on consumer behaviour. Illustrate how buyers learn and demonstrate comprehension of the role of attitudes in consumer behaviour.

Assessment method - 100% Continuous Assessment

Marketing Communications

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 2, MARK 0040

This module will study the communication tools at the disposal of marketers, providing an appreciation of integrating all communication elements. In depth study of advertising, sales promotion, public relations, sponsorship, direct marketing, personal selling, packaging, on-line promotion strategy and practice.

Learning Outcomes

On successful completion of this module, a student will be able to:

Discuss all elements of the communications mix; Describe the strategic planning and implementation of all the communication elements; Craft communication through the tools available;

Assessment method - 100% Continuous Assessment

Marketing Research Theory

Programme and Module Code: Bachelor of Business (Honours) Year 3, MARK 0042

The purpose of this module is to introduce students to marketing research theory and process.

Learning Outcomes

On successful completion of this module, a student will be able to:

Describe the nature and scope of marketing research theory; Discuss the role and importance of information in the management decision process; Describe the steps in the marketing research process; Explain the sources of secondary data and the criteria to judge its reliability and validity;

Formulate (1) Management decision problem and appropriate research problem, and (2) relevant research objectives and hypotheses; Explain thoroughly the type and application of various primary research methods; Prepare a research proposal.

Assessment method - 100% Continuous Assessment

Financial Management

Programme and Module Code: Bachelor of Business (Honours) Year 3, MGTB 0099

Programme and Module Code: Bachelor of Arts (Honours) in Marketing – Year 3, MGTB 0096

The purpose of this module is to give students an introductory overview of the principal decisions in financial management including the financial decision, the investment decision and the dividend decision. This will be achieved by providing students with a balanced and comprehensive framework that is relevant to their own particular specialist area, to enable them to acquire the requisite knowledge and skills to understand the basic aspects of financing in an organisation.

Learning Outcomes

On successful completion of this module, a student will be able to:

Understand the financial objectives of a business; Understand the general principals involved in the financing decision including sources and costs of finance; Recommend methods of funding investments; Implement and control policies for short term asset management; Appraise simple investment decisions – using both discounted and non-discounted appraisal techniques; Prepare cash budgets and use them to control the level of cash income and outflow in the organisation; Analyse and interpret financial reports and information.

Assessment method - 2 hour exam

Introduction to Advertising

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 4, MARK 0047

The purpose of this module is to provide students with knowledge of both the theoretical and practical aspects of advertising. The module focuses on how advertising works and develops an understanding of the environment in which advertising operates. It also evaluates the role of advertising in business and society.

Learning Outcomes

On successful completion of this module, a student will be able to:

Question the role of advertising within the total communications mix;
Determine how knowledge of the consumer, gained through research can be used effectively in designing advertising; Evaluate the broader environment and regulatory constraints, social impact and global context of advertising;

Assessment method - 2 hour exam

Strategic Public Relations

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 3, MARK 0049

The aim of this module is to introduce students to the theoretical and practical application of Effective Public Relations and its impact on the internal and external environment of any organisation.

Learning Outcomes

On successful completion of this module, a student will be able to:

Explain comprehensively the alternative theoretical approaches to Public Relations;
Discuss the elements of the PR Planning Process;
Explain the format and guidelines for writing press releases and for dealing with the media;

Discuss how organisations may plan in advance of a crisis and explain the techniques for communicating during a crisis; Discuss the relevance of Corporate Image to the Reputation of a Company and explain Corporate PR Strategy; Discuss the Internal Communications Environment of an organisation and strategies for Effective Employee Communication; Explain the elements of an effective Community Relations Programme.

Assessment method - 2 hour exam

Business to Business Marketing

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 3, MARK 0050

The aim of this module is to deepen the student's knowledge of the competitive realities of the business-to-business marketplace including; relationship management, cross-functional decision making processes, product quality, communication strategies, and related areas.

Learning Outcomes:

On successful completion of this module, a student will be able to:

Describe, distinguish and develop the similarities and differences between b2c marketing and b2b marketing; Identify, apply and formulate the characteristics and concepts of b2b marketing; Compile the environment within which business marketing activities occur; Demonstrate and formulate the organisational buying process and comprehend business market opportunities; Propose the business marketing strategies of b2b organisations.

Assessment method – 100% Continuous Assessment

Bachelor of Arts (Honours) in International Business

European Union Introduction

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 2, EURS 0005

The purpose of this module is to introduce students to the evolution and significance of the European Union and its effects on Ireland's economic and political development.

Learning Outcomes

On successful completion of this module, a student will be able to:

Diagnose the motivations for economic and political integration in post-war Europe;
Discuss the main developments in the evolution of integration within the EC/EU framework;
Describe the role and structures of the main institutions of the EU;
Interpret the financial framework of the operations of the EU;

Assessment method - 2 hour exam

Human Resource Management 1

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 2, HRMB 0098

Programme and Module Code: Bachelor of Business (Honours) Year 2, HRMB 0040

The purpose of this module is to introduce students to the concept, theories and language of HRM, and the functional activities of employee resourcing and employee development.

Learning Outcomes

On successful completion of this module, a student will be able to:

Discuss the theories and concepts of HRM and comprehend the strategic role HRM plays within the organisation;

Explain the process of HRP and identify the sources of information for this process;

Distinguish between recruitment and selection and identify the key stages in the effective resourcing of employees; Demonstrate skills and competencies in defining people requirements, HRP, Recruiting and selection employees; Evaluate the role of training and development and describe the process involved in training and developing employees; Assess the various methods of training and identify the methods most suitable to Organisations today.

Assessment method – 100% Continuous Assessment

Understanding the Irish

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 2, BUSI 0131

This module will enable students to understand the cultural environment that defines Ireland today. It will equip the students with the skills and research instruments to investigate relevant cultural forces that shape the Irish world view.

Learning Outcomes

On successful completion of this module a student will be able to:

Demonstrate an understanding of the intercultural principle of cultural beliefs, values and norms; Demonstrate an awareness of the difference between subjective and objective culture; Recognise the forces that shape culture; Demonstrate an understanding of the principles of ethnographic research; Apply the theory of ethnography to the practical investigation of an aspect of life in Ireland.

Assessment method – 100% Continuous Assessment

International Institutions

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 4,

The purpose of this module is to develop within students an appreciation of the influence and overarching context of international organisations on trade and economics.

Learning Outcomes

Describe the development of the emerging international institutional web from the latter half of the 20th century; Analyse the influence of international institutions on global trade and economics; Classify the scope, rationale and underpinnings of regional economic organisations; Assess the geopolitical dynamics of security and economics.

Assessment method – 100% Continuous Assessment

International HRM

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 4,

The purpose of this module is to develop an understanding of HRM strategy, policies and practices in an international context

Learning Outcomes

Explain the key differences between domestic and international HRM; Recognise the key challenges in designing and implementing international HRM strategy and practices; Assess the complexities of dealing with the process of expatriation and repatriation from a HR perspective; Critically evaluate international HRM activities with reference to recruitment and selection; learning and development; performance management and reward management practices.

Assessment method – 100% Continuous Assessment

Supply Chain Management

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 4,

This module introduces the key concepts of supply chain and logistics management. It will prepare students for positions in a range of key industries.

Learning Outcomes

Demonstrate understanding of the strategic value of supply chain management in modern businesses; Assess the role of the supply chain manager; Discuss key issues like supply chain integration and vulnerability; Evaluate the importance of ethics and sustainability in global supply chain management; Explain and apply the financial aspects of operations along the supply chain as well as related practical skills; Apply knowledge of related practical skills.

Assessment method – 100% Continuous Assessment

International Trade Law 2

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 4,

The aim of this module is to provide a more specific and advanced knowledge of business law as it applies to international trade.

Learning Outcomes

Identify further areas of law involved in international trade including intellectual property law and competition law issues; Apply their expanded knowledge of international trade law in an international business context; Explain the nature and operation of international commercial alternative dispute resolution techniques.

Assessment method - 2 hour exam

Business Strategy

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 4, BUSI 0040
Programme and Module Code: Bachelor of Business (Honours) Year 4, BUSI 0040
Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0048

The purpose of this module is to introduce students to the main concept and theories surrounding business strategy and to provide students with frameworks of analysis relevant to strategic formulation and implementation.

Learning Outcomes

On successful completion of this module a student will be able to:
Evaluate the role and importance of strategic management to contemporary business firms;
Demonstrate an awareness of the integrative role of strategic management, its concepts and theories;
Identify and explain the creative process in strategy formulation;
Demonstrate awareness and application of strategy concepts and analytical tools;
Assess the strategic situations of organisations and their competitors;

Assessment method – 100% Continuous Assessment

Bachelor of Arts (Honours) in Accounting

Professional Oral Communication

Programme and Module Code: Bachelor of Arts (Honours) in Accounting - Year 2, PROP 0020

This module will develop the students' ability to present professional business presentations in diverse environments and to evaluate all elements contributing to effective oral communication.

Learning Outcomes

On successful completion of this module a student will be able to:
Prepare plan and execute a working presentation for a business environment;
Identify the different forms of presentations and relevant uses of these in business organisations;
Develop an ability to read aloud both prepared and unprepared materials;
Demonstrate in practical work their comprehension of delivery styles, correct use of visual aids, script, cue cards and other presentational aids;
Identify the key issues in visual and non-visual elements of oral communication;

Assessment method – 100% Continuous Assessment

Business Finance

Programme and Module Code: Bachelor of Business (Honours) Year 3, FINA 0014
Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0017

The purpose of this module is to introduce students to the principal aspects of the financing decisions in business organisations. The module explores the principal methods and sources of finance companies use to finance their business. This module also explores the principal considerations in the management of working capital.

Learning Outcomes

On successful completion of this module, a student will be able to:
Discuss the responsibilities and challenges presented by the financial environment.
Appreciate and develop knowledge of the principals involved in the financing decision
Recommend methods of funding investments
Appreciate the structure and operations of stock markets.
Implement and control policies for short-term asset management.

Assessment method - 2 hour exam

Business Strategy

Programme and Module Code: Bachelor of Business (Honours) Year 4, BUSI 0040

Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0048

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 4,

The purpose of this module is to introduce students to the main concept and theories surrounding business strategy and to provide students with frameworks of analysis relevant to strategic formulation and implementation.

Learning Outcomes

On successful completion of this module a student will be able to:
Evaluate the role and importance of strategic management to contemporary business firms;
Demonstrate an awareness of the integrative role of strategic management, its concepts and theories;
Identify and explain the creative process in strategy formulation;
Demonstrate awareness and application of strategy concepts and analytical tools;
Assess the strategic situations of organisations and their competitors;

Assessment method – 100% Continuous Assessment

Bachelor of Business (Ordinary)

Managing for Professionals

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, MGTB 0103

This module seeks to equip the learner with a practical integration of theory to work life practice to enable them to manage effectively through and with others... It allows the learner to experience at first hand the interpersonal skills needed to operate as a professional in the business environment

Learning Outcomes

On successful completion of this module a student will be able to:
Identify personality attributes and coping strategies which can be developed and utilised in effective management of self and others; Employ techniques that enable successful participation in and leadership of a work team; To demonstrate a professional image when seeking employment;

Assessment method – 100% Continuous Assessment

Applied Marketing Research

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, MARKS 0115

The purpose of this module is to introduce the student to the practice of marketing research; in support of understanding, the marketing research function in the organisation, and the necessary skills to conduct this key function in the market environment.

Learning Outcomes

On successful completion of this module a student will be able to:

Comprehend the steps in the Marketing Research Process; Interpret the similarities and differences between primary and secondary data; Appraise the appropriateness, the strengths and weaknesses of the quantitative and qualitative research techniques in given marketing research situations;

Assessment method – 100% Continuous Assessment

Management Science

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, MGTB 0104

Introduction to the Normal curve; Estimation of Mean and significance test of mean. Appreciation and application of Operational research techniques such as networks, Linear programming, simulation and inventory.

Learning Outcomes

On successful completion of this module a student will be able to:

Describe the main operational models; Draw and analyse different type of networks; Draw and analyse the graphical solution to linear programming; Solve and interpret simulation models

Assessment method – 2 hour exam

Finance for Business

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, MGTB 0105

This module will equip students with the knowledge and practical skills necessary to understand and evaluate the fundamental financial decisions made by an organisation.

Learning Outcomes

On successful completion of this module a student will be able to:

Discuss the role and importance of the finance function within an organisation; Explain the factors affecting an organisation's choice of finance and describe the financing options available; Understand the importance of working capital to an organisation and explain the various aspects that need to be considered; Perform investment appraisal calculations; Interpret financial statement information.

Assessment method - 2 hour exam

Spring Semester Modules – January to May

Bachelor of Business (Honours)

Management Accounting Techniques

Programme and Module Code: Bachelor of Business (Honours) Year 2, ACCB 0041

The module will familiarise students with the cost techniques used to provide decision relevant information to managers.

Learning Outcomes

On successful completion of this module, a student will be able to:

Separate costs into fixed and variable elements for use in breakeven analysis;

Prepare profit maximising solutions to short term decision problems such as limiting factors, make/buy, special order pricing;

Explain the budget process and its role in planning, control and decision – making for the organisation;

Prepare functional budgets, cash budgets and master budget;

Describe the purposes and operation of a standard costing system and calculate basic cost and sales variances;

Assessment method - 2 hour exam

Human Resource Management 2

Programme and Module Code: Bachelor of Business (Honours) Year 2, HRMB 0041

The purpose of this module is to develop the students' knowledge and skills in HRM by introducing them to performance management, reward management and employee relations.

Learning Outcomes

On successful completion of this module, a student will be able to:

Evaluate the importance of performance management within an organisational

Context; Describe the process of performance management;

Discuss the various elements of reward management and identify the factors that

influence reward and subsequent employee performance; Explain the employee relations framework within the Irish context and identify the roles of the state, employers and employees;

Discuss grievance and disciplinary procedures within the legislative framework;

Demonstrate an integrated knowledge and understanding of the importance of HRM strategies and activities.

Assessment method - 2 hour exam

Marketing Mix

Programme and Module Code: Bachelor of Business (Honours) Year 2, MARK 0029

The purpose of this module is to introduce students to the concepts, theories and practices of Marketing, focusing in particular on the marketing mix.

Learning Outcomes

On successful completion of this module, a student will be able to:

Demonstrate an understanding of the concepts of product and branding;
Evaluate the concepts of the product life cycle and the new product development process; Illustrate the possible pricing strategies and apply them appropriately;
Evaluate each of the promotional tools and comprehend integrated Marketing Communications;

Assessment method - 100% Continuous Assessment

Macroeconomics

Programme and Module Code: Bachelor of Business (Honours) Year 2, ECOB 0024

The aim of this module is to develop the student's understanding of the macroeconomic environment within which businesses operate.

Learning Outcomes

On successful completion of this module, a student will be able to:
Demonstrate an understanding of the macroeconomic environment within which businesses operate;
Identify the main macroeconomic indicators and theories and explain how they impact on businesses in practice; Demonstrate an understanding of monetary policy and explain how it used by policymakers to achieve their macroeconomic goals;
Explain and evaluate the use of the fiscal-monetary policy mix to achieve a government's macroeconomic objectives;

Assessment method - 2 hour exam

European Integration - The EU

Programme and Module Code: Bachelor of Business (Honours) Year 2, EURS 0003

This module will introduce students to the evolution and significance of European economic and political integration via the European Union and its effects on Ireland's economic and political development.

Learning Outcomes

On successful completion of this module, a student will be able to:
Diagnose the motivations for and methodology of economic integration in post-war Europe;
Recognise the main developments in the evolution of integration within the EC/EU framework;
Discuss the role and structures of the main institutions of the EU;
Explain the rationale for political integration since 1990's;
Comprehend the financial framework of the operations of the EU;

Assessment method – 100% Continuous Assessment

Probability & Operations Management

Programme and Module Code: Bachelor of Business (Honours) Year 2, STAT 0011

The purpose of this module is to introduce students to the application of probability distributions. Estimation and significance testing for large and small samples. Chi squared test. Basic Operational Management concepts.

Learning Outcomes

On successful completion of this module, a student will be able to:

Draw simple probability trees and evaluate probability via expectation;

Formulate and apply the Binomial and Poisson distributions;

Formulate and apply the Normal Distribution;

Use appropriate confidence limits to estimate populations from sample data for

large and small samples; Apply appropriate significance tests for means large and small samples as well as proportions for large samples; Formulate and apply one-way chi squared tests and contingency tables; Discuss the concepts of operations within the overall structure of organisations;

Recognise the alternative ways in which organisations can reconcile capacity and demand.

Assessment method - 2 hour exam

Advertising Management

Programme and Module Code: Bachelor of Business (Honours) Year 4, MARK 0109

The purpose of this module is to provide students with knowledge of both the theoretical and practical aspects of advertising. The module will investigate the role of advertising in an overall marketing strategy context and will examine the evolving range of promotions options available to management.

Learning Outcomes

On successful completion of this module a student will be able to:

Evaluate the role of advertising within the promotions mix and assess how it works;

Assess the advertising creative process and demonstrate knowledge of how advertisers create their message strategies;

Evaluate the various primary and secondary advertising media that may be used to place the advertising message developed;

Evaluate the broader environment and regulatory constraints, social impact and global context of advertising;

Assessment method – 100% Continuous Assessment

Corporate Strategy

Programme and Module Code: Bachelor of Business (Honours) Year 4, MGTB 0100

Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0047

The purpose of this module is to expose students to the process of strategy development and to evaluate key issues relative to strategy implementation and change.

Learning Outcomes

On successful completion of this module a student will be able to:

Evaluate key issues of strategy implementation in case and real world organisations;

Diagnose strategic problems, evaluate choices and develop options in structured case study situations;

Demonstrate an awareness of the issues involved in leading strategic change;

Apply theoretical knowledge to practical case situations;

Assessment method – 2 hour exam

Developing Leadership Skills

Programme and Module Code: Bachelor of Business (Honours) Year 4, MGTB 0085

This purpose of this module is to develop the learners understanding of the essential leadership skills required in management and to develop the learner's leadership capability through practical activities

Learning Outcomes

On successful completion of this module a student will be able to:

Evaluate the approaches used by organisations to develop leadership competencies and discuss the conditions required to facilitate leadership development;

Demonstrate an understanding of how to create empowering environments and situations, and delegate appropriate tasks and control them in an appropriate manner;

Assume the role of a leader, applying appropriate leadership styles to leading within groups and teams;

Assessment method – 100% Continuous Assessment

Global Strategic Marketing

Programme and Module Code: Bachelor of Business (Honours) Year 4, MARK 0107

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 4, MARK 0099

The purpose of this module is to develop the managerial capabilities and skills of the student to allow them to manage an organisation International Marketing Strategy.

Learning Outcomes

On successful completion of this module a student will be able to:

Develop International Marketing Strategies for an organisation in order to create and sustain international competitive advantage;

Integrate product and brand decisions related to the global marketing mix;

Develop global pricing strategies; Devise appropriate global marketing channels and physical distribution channels. Formulate a global marketing communications strategy;

Assessment method - 100% Continuous Assessment

International Risk Management

Programme and Module Code: Bachelor of Business (Honours) Year 4, FINA 0058

The purpose of this module is to introduce the student to the hedging techniques used by firms and investors to minimise risk in the face of changing macroeconomic and financial conditions.

Learning Outcomes

On successful completion of this module a student will be able to: Identify the risks that threaten the financial position of companies; Discuss, demonstrate and illustrate the hedging techniques used to minimise risk, both internal and external to the company;

Assessment method - 2 hour exam

Open Economy Macroeconomics

Programme and Module Code: Bachelor of Business (Honours) Year 4, FINA 0056

The purpose of this module is to study relevant theory, policy and performance in relation to a range of open-economy and international economic issues.

Learning Outcomes

On successful completion of this module a student will be able to:

Demonstrate an understanding and interpret under varying scenarios key macroeconomic models in an international context;

Apply the relevant theory/models to interpret real world policy issues and events in the international economy;

Access and analyse relevant economic data for on-going trends and likely future developments.

Assessment method - 2 hour exam

Strategic HRM

Programme and Module Code: Bachelor of Business (Honours) Year 4, HRMB 0075

The purpose of this module is to provide an advanced and integrated understanding of the contribution of Human Resource Management to organisational strategy.

Learning Outcomes

On successful completion of this module a student will be able to:

Identify the key theoretical models of Strategic HRM;

Explain the relationship between organisational performance and human resource management practice;

Describe the various roles of the HR practitioner in strategy development, implementation and evaluation;

Identify the various types and levels of HR information within the organisation and its role in developing and monitoring HR strategy;

Assessment method - 2 hour exam

Investments

Programme and Module Code: Bachelor of Business (Honours) Year 4, BUSI 0091

The purpose of this module is to provide a comprehensive overview of the investment environment, the investment process and global investment issues.

Learning Outcomes

On successful completion of this module a student will be able to:

Comprehend the role of modern investment theory in the investment process;

Analyse and evaluate the concept of portfolio management and the asset allocation decision;

Demonstrate a systematic comprehension of the asset pricing theories and the measurement of portfolio performance with asset pricing models; Exercise an assessment of the different investment styles in the investment environment; Evaluate the role of pension funds, hedge funds, sovereign wealth and mutual funds in the investment market;

Comprehend the role of alternative asset classes for investors.

Assessment method - 2 hour exam

Bachelor of Arts (Honours) in Marketing

Marketing Research Practice

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 2, MARK 0045

The aim of this module is to advance the student's marketing research knowledge and skills through applied research.

Learning Outcomes

On successful completion of this module, a student will be able to:

Comprehensively explain sampling design and procedures; Prepare semi-structured and structured data collection instruments; Design and implement a focus group; Perform in-depth interviewing;

Assessment method – 100% Continuous Assessment

The Consumer Environment

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 2, MARK 0044

This module reflects a macro view of consumer behaviour and is concerned with the social and cultural dimensions of consumers and their impact on marketing strategy. The module also explores the various aspects of consumer decision making.

Learning Outcomes

On successful completion of this module, a student will be able to:

Illustrate how social and cultural factors affect the attitudes and behaviour of individuals;
Explain how reference groups in general, and the family in particular, influence consumer behaviour;
Demonstrate the importance of social class, cultural, sub-cultural and cross-cultural influences on the consumer;

Assessment method - 2 hour exam

Advertising Strategy

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 3, MARK 0055

The purpose of this module is to provide students with knowledge of both the theoretical and practical aspects of advertising. The module investigates the issues involved in the development of an advertising strategy and focuses on the evolving range of advertising message and media options available to management.

Learning Outcomes

On successful completion of this module, a student will be able to:

Determine the importance of advertising planning and demonstrate a knowledge of the key components of such a planning process; Assess the advertising creative process and demonstrate a knowledge of the different techniques used in designing an advertising message;
Evaluate the various advertising media options available and demonstrate knowledge of the media planning process; Question the role of advertising within the total communications mix and evaluate how advertising may be interrelated with other specialised promotional tools.

Assessment method – 100% Continuous Assessment

International Marketing

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 3, MARK 0053

The purpose of this module is to develop in the student an in-depth understanding of the theories, concepts and methods employed in International Marketing analysis, selection and entry.

Learning Outcomes

On successful completion of this module, a student will be able to:
Synthesise the scope and challenges involved in internationalisation;
Appraise potential international markets by evaluating international marketing environments;
Critically assess the potential of international markets and develop the analytical skills required for international market selection; Critically analyse international market entry strategies;

Assessment method - 2 hour exam

Selling & Sales Management

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 3, MARK 0051

The purpose of this module is to introduce the student to the advanced principles of selling and sales management; in support of understanding, the selling function in the organisation, and the necessary skills to manage this key communication function in the market environment.

Learning Outcomes:

On successful completion of this module, a student will be able to:
Describe the steps in the personal selling process;
Appraise the environment for the sales management of a marketing organisation;
Construct, process and justify the knowledge and skills necessary for effective selling in the organisation; evaluate the various recruitment and selection mechanisms for salespeople;
Apply the leading motivation theories to the sales management process;
Formulate training and evaluation strategies for the sales team.

Assessment method – 100% Continuous Assessment

Global Strategic Marketing

Programme and Module Code: Bachelor of Business (Honours) Year 4, MARK 0107

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 4, MARK 0099

The purpose of this module is to develop the managerial capabilities and skills of the student to allow them to manage an organisation International Marketing Strategy.

Learning Outcomes

On successful completion of this module a student will be able to:
Develop International Marketing Strategies for an organisation in order to create and sustain international competitive advantage;
Integrate product and brand decisions related to the global marketing mix;
Develop global pricing strategies; Devise appropriate global marketing channels and physical distribution channels. Formulate a global marketing communications strategy;

Assessment method - 100% Continuous Assessment

Strategic Brand Management

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 4, MGTB 0073

The purpose of this module is to enable students to acquire an understanding of the concepts, issues and decisions involved in the strategic management of brands and the tactical execution of such strategies. The module also aims to provide students with an opportunity to apply their learning of these issues to brand marketing strategy.

Learning Outcomes

Discuss the development of theory for brand management and apply this to the successful management of brands in practice; Explain comprehensively the role of strategic vision and planning in the management of brands; Describe the tactical process of brand strategy implementation, and the options for the execution of such strategies; Identify the internal aspects of developing and living brand values, and how this process can be managed.

Assessment method – 2 Hour exam

Bachelor of Arts (Honours) in International Business

Intercultural Business Context

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 2, MGTB 0062

This module will give learners an understanding of their and others' cultural contexts, enable them to develop the skills to communicate successfully in an intercultural context, either in a diverse workplace in Ireland, or in an international company. Students will develop an understanding and appreciation of cultural diversity through analysis of subjective and objective culture, reasons for cultural differences, cultural patterns, and obstacles to intercultural communication, non-verbal communication and management of cultural diversity in organisations.

Learning Outcomes

On successful completion of this module, a student will be able to:
Recognise the importance of intercultural interaction;
Distinguish between objective and subjective culture;
Categorise cultures according to recognised taxonomies;
Apply intercultural principles to communication in multicultural settings;

Assessment method – 100% Continuous Assessment

International Trade Law 1

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 2, LAWB 0023

The aim of this module is to provide a more specific and advanced knowledge of business law as it applies to international trade.

Learning Outcomes

On successful completion of this module, a student will be able to:

Identify areas of law involved in international trade;

Apply their knowledge of international trade law in an international business context.

Assessment method – 100% Continuous Assessment

Human Resource Management 2

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 2, 0099
Programme and Module Code: Bachelor of Business (Honours) Year 2, HRMB 0041

The purpose of this module is to develop the student's knowledge and skills in HRM by introducing them to performance management, reward management and employee relations.

Learning Outcomes

On successful completion of this module, a student will be able to:

Evaluate the importance of performance management within an organisational Context; Describe the process of performance management;

Discuss the various elements of reward management and identify the factors that

Influence reward and subsequent employee performance; explain the employee relations framework within the Irish context and identify the roles of the state, employers and employees;

Discuss grievance and disciplinary procedures within the legislative framework;

Demonstrate an integrated knowledge and understanding of the importance of HRM strategies and activities.

Assessment method - 2 hour exam

International Management

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 4,

This module intends to enable the student to appreciate the complex issues involved in managing a multicultural workforce in the context of the transnational corporation. The module will provide the student with the analytical frameworks necessary to explore and evaluate these management issues and the opportunity to apply this analysis.

Learning Outcomes

Demonstrate awareness and application of management concepts in the transnational and intercultural context; Assess the complexities of managing in the context of a diverse workforce; Discuss the potential impacts of national culture on management processes, including communication, negotiation and leadership; Evaluate situations, particularly intercultural, within an ethical and socially responsible framework; Apply theoretical knowledge to case situations and scenarios.

Assessment method - 2 hour exam

International Political Economy

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 4,

The purpose of this module is to instil in students an appreciation of the interplay between economics and politics in the global arena and to examine both the political bases for economic actions and the economic bases for political actions.

Learning Outcomes

Comprehend the influence of political decisions on economic trends and contexts; Explain the contribution of economic dynamics on political decision-making; Discuss the tensions between economic globalization and state governance; Identify and distinguish between different political economic state choices; Analyse the relationship between the developed and developing countries in a geopolitical and geo-economics context

Assessment method - 2 hour exam

Global Strategic Marketing

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 4,

Programme and Module Code: Bachelor of Business (Honours) Year 4, MARK 0107

Programme and Module Code: Bachelor of Arts (Honours) in Marketing Year 4, MARK 0099

The purpose of this module is to develop the managerial capabilities and skills of the student to allow them to manage an organisation International Marketing Strategy.

Learning Outcomes

On successful completion of this module a student will be able to:

Develop International Marketing Strategies for an organisation in order to create and sustain international competitive advantage;

Integrate product and brand decisions related to the global marketing mix;

Develop global pricing strategies; Devise appropriate global marketing channels and physical distribution channels. Formulate a global marketing communications strategy;

Assessment method - 100% Continuous Assessment

Corporate Strategy

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 4,

Programme and Module Code: Bachelor of Business (Honours) Year 4, MGTB 0100

Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0047

The purpose of this module is to expose students to the process of strategy development and to evaluate key issues relative to strategy implementation and change.

Learning Outcomes

On successful completion of this module a student will be able to:

Evaluate key issues of strategy implementation in case and real world organisations;

Diagnose strategic problems, evaluate choices and develop options in structured case study situations;

Demonstrate an awareness of the issues involved in leading strategic change;

Apply theoretical knowledge to practical case situations;

Assessment method – 2 hour exam

Bachelor of Arts (Honours) in Accounting

The Global Economy

Programme and Module Code: Bachelor of Arts (Honours) in Accounting - Year 2, ECOB 0022

This module introduces students to the global macroeconomic environment within which firms and business operates. Particular emphasis is placed on global issues such as trade, exchange rates and international capital movements.

Learning Outcomes

On successful completion of this module a student will be able to:

Identify the principle economic data sources and analyse the trends in the main economic variables in the global economy; Analyse the economic impact of foreign direct investment on the host and donor countries; Demonstrate an understanding of the balance of payments and theories to explain exchange rate movements;

Assessment method – 100% Continuous Assessment

Corporate Investment Analysis

Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0100

The purpose of this module is to provide a greater knowledge and practical Understanding of the application of financial techniques to the investment decisions of an organisation.

Learning Outcomes

On successful completion of this module, a student will be able to:

Explain the importance of ratio analysis as a financial technique and identify its limitations; Apply ratio analysis techniques to financial statement and interpret the results; Evaluate investment appraisal decisions using analytical techniques and outline The importance, advantages and disadvantages of these techniques; Comprehend the theory underpinning the cost of capital and define the applicable terminology; Illustrate how the long term capital components are calculated and compiled to produce the overall cost of capital of a company; Recognise the importance, incidence and types of merger activity, Describe how mergers and activities may be financed and how defensive actions may be used to mitigate the threat of takeover;

Assessment method - 2 hour exam

Corporate Strategy

Programme and Module Code: Bachelor of Business (Honours) Year 4, MGTB 0100

Programme and Module Code: Bachelor of Arts (Honours) in Accounting Year 3, BUSI 0047

Programme and Module Code: Bachelor of Arts (Honours) in International Business - Year 4,

The purpose of this module is to expose students to the process of strategy development and to evaluate key issues relative to strategy implementation and change.

Learning Outcomes

On successful completion of this module a student will be able to:

Evaluate key issues of strategy implementation in case and real world organisations;

Diagnose strategic problems, evaluate choices and develop options in structured case study situations;
Demonstrate an awareness of the issues involved in leading strategic change;
Apply theoretical knowledge to practical case situations;

Assessment method – 2 hour exam

Bachelor of Business (Ordinary)

Employee Relations and HRM

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, HRMB 0078

The purpose of this module is to develop student knowledge and competence to analyse and influence the conduct of the working relationship between employers, employees, and unions at workplace level.

Learning Outcomes

On successful completion of this module a student will be able to:
Reflect on the dynamic nature of the employment relationship; Evaluate the impact of the different ideological approaches towards managing employees; Identify contemporary employee involvement mechanisms and the influence on organisational performance; Acknowledge the role that unions and collective bargaining play in shaping the employment relationship;

Assessment method – 100% Continuous Assessment

Economics for Business

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, ECOB 0040

This module introduces students to the global macroeconomic environment within which business operates. Particular emphasis is placed on global issues such as trade, exchange rates and international capital movements and their impact on the domestic economic environment. The module will also examine current topics of interest in Economics.

Learning Outcomes

On successful completion of this module a student will be able to:
Identify the principle economic data sources and analyse the trends in the main economic variables in the global economy;
Analyse the economic impact of foreign direct investment on the host and donor countries;
Demonstrate an understanding of the balance of payments and theories to explain exchange rate movements; understand the process of economic growth and identify practical policies to promote economic growth; evaluate economic policies for current economic issues.

Assessment method – 2 hour exam

Leadership Skills for Managers

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, BUSI 0045

The purpose of this module is to enable learners to gain an appreciation of the leadership skills required in a modern organisation and to develop the learner's leadership capability through practical activities.

Learning Outcomes

On successful completion of this module a student will be able to:

- Discuss his/her own reflection on the concept of leadership and its role in the organisation;
- Demonstrate an understanding of how to create empowering environments, delegate appropriate tasks and control them in an appropriate manner;
- Describe the role of a mentor and understand how to perform this role effectively;
- Describe how to introduce new ideas appropriately and create and sell valuable new realities;
- Identify the rational, cognitive, and political dimensions of business problems;

Assessment method – 100% Continuous Assessment

Project Management

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, MGTB 0106

This module aims to provide the student with the ability to develop an understanding of Project Management in context, to show the importance of the planning process in ensuring project success, to provide the student with the ability to define and build project plans, to estimate project durations, using appropriate software tools and to apply appropriate tools and techniques to control and monitor project schedules.

Learning Outcomes

On successful completion of this module a student will be able to:

- Demonstrate a clear comprehension of the many aspects of project management
- Define and build project plans; Estimate project durations using appropriate software tools;
- Use project management software to plan, control and monitor project schedules
- Comprehend the HR aspects of project management - organisation, roles, attributes of the Project Manager, the role of Sponsor etc.; Estimate project costs, produce project cash flow statements, report on earned value, analyse cost variances and produce estimates at completion.

Assessment method – 100% Continuous Assessment

Managerial Accounting

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, ACCB 0076

This module will provide participants with the accounting knowledge and techniques to contribute to managerial accounting decision making in the organisation.

Learning Outcomes

On successful completion of this module a student will be able to:

- Discuss the use of budgeting in an organisational context and perform basic budgeting analysis;
- Calculate and interpret advanced variances; Discuss how a system of measuring divisional performance might be devised; Calculate optimum output and transfer prices in divisionalised companies.

Assessment method – 100% Continuous Assessment

Managing Business Ethics

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, BUSI 0044

This module seeks to provide the learner with an integrative knowledge of the impact of business ethics in its personal, company and societal context.

Learning Outcomes

On successful completion of this module a student will be able to explore the following:
What is business ethics, relevance of business ethics to managers, history and background, recent issues and ethical scandals in business ethics; Ethical Issues for Managers - Whistleblowing, Harassment, Diversity and Discrimination; Ethical Problems for Organisations - Corporate Social Responsibility, Product safety

Assessment method – 2 hour exam

Ireland in the European Union

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, BUSI 0043

This module examines the influence and impact that European Union membership has had on Ireland's political and economic landscape since accession in 1973. It provides an overview of the main EU policymaking institutions which now provide c.60% of Irish legislation; it examines how the EU has acted as an agent of change for the Irish state; and it examines the challenges and opportunities for Ireland as the EU undergoes a period of profound transition.

Learning Outcomes

On successful completion of this module a student will be able to:
Demonstrate an awareness of the institutional and policymaking architecture of the European Union;
Express an insight into the evolving relationship between Ireland and the European Union since 1973;
Appreciate the challenges and opportunities of membership and enlargement for both the Irish state and Irish companies;
Appreciate the implications for citizens and businesses brought about by further integration in Europe.

Assessment method – 2 hour exam

Introduction to International Business

Programme and Module Code: Bachelor of Business (Ordinary) Year 3, MGTB 0102

International business is the cornerstone of Irish economic success. The purpose of this module is to enable the student to understand the dynamic international business environment, and to provide an appreciation of the complex societal, economic and institutional context in which transnational business must operate and compete.

Learning Outcomes

On successful completion of this module a student will be able to: Trace the evolution of international business, and in particular, the globalisation trend; Express an insight into the importance of international business in the context of Ireland; Demonstrate an understanding of the influence of the international business environment on the transnational corporation; Distinguish the potential impacts of national culture on TNC management and processes; Describe the international business environment of a country.

Assessment method – 100% Continuous Assessment