

Modules available in the School of Business and Economics

Module	Description	Semester	ECTS		
EC374	Advanced Econometrics		2	10	
EC506	Econometrics		1	10	
EC515.1	Data Management & Survey Techniques		1	10	*
EC556	Philosophy of Social Science		1	10	*
EC660	Research Seminar I (Advanced Microeconomics)		1	10	
EC661	Research Seminar II (Advanced Macroeconomics)		2	10	
EC572	Health Systems and Policy Analysis		2	10	
EC5120	Economics of Health and Health Care		1	10	
MG5116	Innovation Management		1	5	
MG5117	Innovation & Entrepreneurship		1	10	
MG582	International & Cross Cultural Management		1	10	*
MG6103	Employment Relations and Law		1	10	
MS5101	Research Skills		1/2	10	
MK5103	The Philosophy and Theory of Marketing		1	5	
MK5102	Marketing in Society		1	5	

Those in bold will not run in 2021/22

Not all modules will run every year, please check with the relevant discipline before registering.

** Modules particularly recommended for Yr 1 PhD students, subject to consultation with your supervisor.*

Module descriptors

EC374 Advanced Econometrics

The objective of this course is to help students understand standard econometric tools and several important advanced econometrics techniques in cross-sections, panel data and time-series models and how they can be used in empirical research and practical applications. Emphasis will be placed on appreciating its scope, understanding the essentials underlying the various methods, and developing the ability to relate the methods to important issues faced by a researcher. On successful completion of this module, students will be able to use computer based statistical packages to analyze data, will understand how to interpret the output and will be confident to drive the analysis process. Emphasis is on being able to use the methods effectively, and on understanding the methods, their appropriateness and their limitations.

EC515 Data Management and Survey Techniques

The objective of this course is to familiarise students with fundamental knowledge of statistics and data management upon completion of this course you will be able to:

- Understand basic statistical measures such as mean median, variance etc.
- Understand probability distributions and be familiar with those that are commonly applied in econometrics
- Conduct one and two-tailed tests of hypotheses
- Conduct hypotheses tests in paired samples and independent samples
- Apply non-parametric approaches to hypothesis testing
- Conduct statistical analyses using SPSS
- Create and interpret commonly used indices such as the Laspeyres and Paasche indices

EC506 Econometrics

The principal aim of this module is to provide students with a thorough understanding of the core techniques of econometrics and their application, in order to test economic theories and measure magnitudes relevant for economic policy and other decisions. These skills will provide a foundation for subsequent study of quantitative topics in economics and are one of the key elements in the professional training of an economist. The module differs from the standard approach taken in traditional econometrics courses in that it focuses mainly on the issues and challenges that empirical researchers address when they apply econometric methods. Weekly lab sessions form an integral part of the module and will help to develop students' applied econometric skills and their understanding of the methods presented in lectures.

EC661 Advanced Macroeconomic

This theory module begins with a treatment of modern growth theory and empirics. Topics include the neoclassical growth model, cross-country convergence, and theories of endogenous growth. We then consider theories of business cycle fluctuations, including both real business cycle and new Keynesian approaches. We then develop dynamic treatments of monetary, fiscal and exchange rate policies, with applications to the Irish and euro zone economies. The module concludes with an exploration of political economy models of macroeconomic policy. On successful completion of this module, students should:

- Be able to explain and critically evaluate theories of endogenous growth, neoclassical growth model.
- Use computer based macroeconomic modelling software to analyse and interpret data.

EC660 Advanced Microeconomic Theory

Advanced Microeconomics is intended to introduce students to topics at the frontiers of research in microeconomic theory. Topics may vary from year to year, but it is expected that they will include: social choice theory, game theory, the economics of information, networks, contract theory and political economy. The objective of the course is to write a research paper in microeconomic theory.

EC556 Philosophy of Social Science

Philosophy and Social Science: A Conceptual Framework; Major System of Thought in Philosophy: From

Rationalism to Post-Positivism; The Social Sciences: Emergence and Philosophical Foundations; Major Developments in Contemporary Philosophy of Science and Social Sciences; Neo-Positivism: Dominance and Decline; Hermeneutics: The Philosophy of Interpretation and Understanding; Critical Theory; Post-Positivist Philosophies; Critical Realism; Causal Holism; and Social Constructivism. On successful completion of this module, students should be able to critically evaluate major systems of thought including rationalism and post positivism, the philosophy of interpretation and understanding, Critical Realism; Causal Holism; and Social Constructivism.

EC572 Health Systems and Policy Analysis

This is a module examines the structure, conduct and performance of alternative models of finance and delivery in health care and critically examines the policy approaches developed to tackle key challenges in health and social care. The module builds upon the concept of market failure as it relates specifically to health care; critically appraises methods used to compare system performance and compares alternative systems in terms of performance. The objective of the module is to describe the key aspects of alternative health care systems; explore the evolution of a particular set of systems; examine how system structure relates to its operation and what light this sheds on the performance of those systems.

EC5120: Economics of Health and Health CareHealth economics is the study of how scarce healthcare resources are allocated among competing interventions and among groups in society. This course introduces basic concepts and practical issues faced by decision makers at all levels in the health system in allocating scarce resources so that the choices they make maximise health benefits to the population. The course will introduce some key concepts in health economics (e.g. opportunity costs) and explore how better choices in resource allocation might be made. There will be an introduction to the demand for and supply of health services, the fundamentals of markets and the challenges we face in allocating resources for healthcare. We will also reflect on equity in healthcare.

MG5116 Innovation Management

This module provides students with an understanding of the management and strategy of innovation.

Indicative Content: Introduction to innovation; Theories of Innovation; Sources of Innovation; Building the innovative organization; Innovation Strategy; Innovation contexts; Emerging issues in innovation

On successful completion of this module the learner will be able to:

- Explain the central importance of effective innovation and technology management for success and growth.
- Identify the role of innovation capabilities in the development and implementation of innovation strategy.
- Critically assess the key processes for the effective organisation of innovation and technology

MG5117 Innovation and Entrepreneurship

This module provides students with an understanding of the management and strategy of innovation and innovation driven entrepreneurship.

Indicative Content: Introduction to innovation; Theories of Innovation; Sources of Innovation; Building the innovative organization; Innovation Strategy; Innovation contexts; Models of technology entrepreneurship; Entrepreneurial finance; Design thinking; Emerging issues in innovation and entrepreneurship

On successful completion of this module the learner will be able to:

- Explain the central importance of effective innovation and technology management for success and growth.
- Identify the role of innovation capabilities in the development and implementation of innovation strategy.
- Critically assess the key processes for the effective organisation of innovation and technology within firms.
- Evaluate and validate unmet needs.
- Develop and validate a business model to deliver and capture value from identified opportunities.
- Appraise and select winning approaches in the domains of Strategy, Innovation and People Management and/or their integration.

MG582 International & Cross Cultural Management

This module aims to develop the awareness, skills and knowledge required by managers seeking to work abroad as international executives. The module provides a key grounding in the nature of management in the global context by increasing awareness and understanding of the soft skills in international management, particularly those relating to cross-cultural management. Upon completion of this course you will be able to:

- Understand the importance of cross-cultural management, and of the major theoretical and empirical studies comparing cultures and institutions.
- Understanding a range of international management practices and how culture impacts upon them: work, motivation, performance appraisal, leadership, cross-cultural communication and decision-making, negotiation and trust, conflict and dispute resolution, ethics.
- Knowledge of comparative management models and their implications for management in different national / regional contexts.
- Apply their understanding of cultural and institutional differences to evaluate the challenges and opportunities of doing business in different countries.
- To analyse and critique theory and research on national cultures, and to convert theory and research into practice.
- Display an understanding of cultural difference in interactions with different nationalities.
- Effectively present in written and oral format in a means appropriate to a professional audience.

MG6103 Employment Relations and Law

The foundation of all HRM activity is the employment relationship. Employment law provides a legal framework for the conduct of this relationship. This module will present a critical perspective on the legal aspects of employment relations policy and practice. Learners will be able to assess the impact of employment law on employment relations and HR practice and gain insights into the creation and implementation of effective people management procedures and policies. The module requires students to reflect critically on theory and practice from an ethical and professional standpoint and provides opportunities for applied learning and continuous professional development.

MS5101 Research Skills

This online course provides students with research skills for business research dissertations. Topics may include: research design; research philosophies; formulating research questions; conducting a literature review; academic writing and citing skills; quantitative and qualitative research approaches; research philosophies and methodologies; measurement concepts and research instruments; collecting and analysing data; constructing and writing a dissertation.

MK5103 The Philosophy and Theory of Marketing

We explore the philosophy of marketing theory through the critical examination of the concepts and assumptions which underpin marketing thought and practice, to understand how marketing will develop into the future over your working life time. The main issues are the history of marketing thought and practice, the scope of marketing theory and thought, the philosophy of marketing and marketing as a science.

After this course you should be able to:-

- Critically discuss the conceptual foundations of marketing theory, its scope and domain.
- Argue the case as to the core concept of marketing – exchange.
- Evaluate whether marketing is a science or an art.
- Question and challenge recent developments in the marketing domain and
- Synthesise emerging areas in marketing together with its historical development.

MK5102 Marketing in Society

The study of “Marketing in Society” allows one to “back away” and consider broader questions about the field of Marketing and what it is doing in the world around us. From this perspective, the option of viewing Marketing from the position of society and its members emerges, a different look from that which views Marketing from more narrow vantage points such as the firm and its managers or individual consumers.

Consideration of the “aggregate Marketing system” – that large and complex structure of institutions, actors, and activities that operate to serve the “Marketing” needs of a society is possible. From this perspective, new questions and new discoveries about the field of Marketing arise. The breadth of the societal domain allows for many possible topics and approaches. Reflecting this, separate areas of scholarship have developed over time.

After this course you should be able to:

- Critically examine the conceptual foundations, scope, and domain of Marketing in Society, including boundaries of thought within the study of Marketing.
- Identify the key issues involved in marketing decision making.
- Evaluate the Aggregate Marketing System, and responsibilities of organisations to their wider social and economic stakeholders.
- Assess and challenge recent developments in the Marketing and Society domain.
- Synthesise emerging areas of scholarship within Marketing in Society, together with its historical development.
- Reflect on how these research contributions impact Marketing and Policy decision-makers, and the lives of citizenry.