



OLLSCOIL NA
GAILLIMH
UNIVERSITY
OF GALWAY

Scoil Ghnó agus
Eacnamaíochta J.E. Cairnes
J.E. Cairnes School of
Business and Economics

**FINAL YEAR MODULE INFORMATION
FOR DOUBLE-DEGREE STUDENTS
2023_2024**

Table of Contents

BACHELOR OF COMMERCE (GLOBAL EXPERIENCE)	2
Overview for Double Degree students on final year streams	2
STREAMS (FINAL YEAR)	3
Accounting and Performance Measurement (25 ECTS)	3
Economics & Public Policy (25 ECTS)	3
Marketing Management (25 ECTS)	4
Human Resource Management (25 ECTS)	4
Digital Business & Analytics (25 ECTS)	5
Finance (25 ECTS)	5
Business Law (25 ECTS)	5
International Business (25 ECTS)	6
Enterprise (25 ECTS)	6
ELECTIVES AVAILABLE IN SEMESTER 1	6
ELECTIVES AVAILABLE IN SEMESTER 2	7
MODULE DESCRIPTORS:.....	8
Obligatory Modules	8
Accounting and Performance Measurement Stream.....	8
Economics & Public Policy Stream	9
Marketing Management Stream	12
Human Resource Management Stream	13
Digital Business & Analytics Stream	15
Finance Stream	16
Business Law Stream	17
International Business Stream.....	19
Enterprise Stream	21

BACHELOR OF COMMERCE (GLOBAL EXPERIENCE)

Overview for Double Degree students on final year streams

Students must pass modules to a total of 60 ECTS credits

The 60 ECTS credits must be derived in the following way:

20 ECTS obligatory for all students:

<i>Code</i>	<i>Module</i>	<i>ECTS</i>	<i>Semester</i>
EC423	Ireland in the Global Economy	5	Semester I
MG3120	Ethical, Responsible and Sustainable Business	5	Semester I
MG3119	Strategy	5	Semester II
MG3109	Innovation: Creativity & Enterprise	5	Semester II

Students must select one of the streams listed below and pass modules to a total of **25 ECTS** in that stream:

Accounting & Performance Measurement

Economics & Public Policy

Marketing Management

Human Resource Management

Digital Business & Analytics

Finance

Business Law

International Business

Enterprise

Make up the remaining **15 ECTS** from the list of elective modules.

STREAMS (FINAL YEAR)

Accounting and Performance Measurement (25 ECTS)

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester	Prerequisites
AY308	Taxation I	5	Semester I	
AY321	Management Accounting II	5	Semester I	Mgmt. Acc. I
AY322	Management Accounting III	5	Semester II	Mgmt. Acc. II
AY325.	Int Financial Reporting II	5	Semester I	
AY326	Int Financial Reporting III	5	Semester II	Int.Fin.Rep.II

Additional Accounting modules (which are optional within the stream):

AY314	Business Finance II	5	Semester II	
AY319	Taxation II	5	Semester II	Taxation I

Economics & Public Policy (25 ECTS)

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester
EC3101	Microeconomics and Public Policy	5	Semester I
EC3102	Macroeconomics and Public Policy	5	Semester II

Additional Economics modules in the stream may be taken from the following list of options on offer:

Code	Module	ECTS	Semester
EC3105	Econometrics	5	Semester I
EC345	Health Economics	5	Semester I
EC369	Money and Banking	5	Semester I
EC388	Environmental and Natural Resource Economics	5	Semester I
EC3100	Economics and Philosophy	5	Semester II
EC3104	Agricultural and Food Economics	5	Semester II
EC357	Development Economics	5	Semester II
EC362	Economics of Financial Markets	5	Semester II

EC386	Public Economics	5	Semester II
EC429	Marine Economics	5	Semester II

Prerequisites: Students wishing to pursue postgraduate studies in Economics are advised to take EC3105 Econometrics.

All of these options may not be available each year

Marketing Management (25 ECTS)

The following are the obligatory modules for the stream:

Code	Module	ECTS	
MK3101	Cases in Marketing Strategy	5	Semester I
MK3104	Marketing Research	5	Semester I
MK3105	Marketing Analytics	5	Semester II
MK3103	Digital Marketing Planning	5	Semester II
MK303	Global Marketing	5	Semester II

Additional Marketing modules (which are optional within the stream):

Code	Title	ECTS	
MK311	The Marketing of Services	5	Semester I
MK314	Media & Marketing Communications	5	Semester I
MK341	Brand Management	5	Semester 1

Human Resource Management (25 ECTS)

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester
MG328	Human Resource Management	5	Semester I
MG3101	Contemporary Issues in Work and Organisations	5	Semester I
MG326	Employee Relations: Rights & Obligations	5	Semester I
MG3100	Human Resource Practice	5	Semester II
MG3102	Work in a Global Context	5	Semester II

Additional Human Resource Management modules (which are optional within the stream):

Code	Title	ECTS	Semester
MG323	International Business	5	Semester II

Digital Business & Analytics (25 ECTS)

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester
MS218	Database Technologies	5	Semester I
MS414	Business Intelligence and Analytics	5	Semester I
MS222	Decision Modelling and Analytics	5	Semester II
MS4101	Implementing Digital Innovation	5	Semester II
MS319	Enterprise Systems	5	Semester II

Additional Digital Business and Analytics modules (which are optional within the stream):

MS325	Contemporary Project Management	5	Semester I
-------	---------------------------------	---	------------

Finance (25 ECTS)

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester	Prerequisites
EC369	Money and Banking	5	Semester I	
AY308	Taxation I	5	Semester I	
MG3111	Entrepreneurial Finance	5	Semester I	Business Finance 1
AY314	Business Finance II	5	Semester II	Business Finance I
EC362	Economics of Financial Markets	5	Semester II	

Additional Finance modules (which are optional within the stream):

AY319	Taxation II	5	Semester II	Taxation I
LW374	Banking Law	5	Semester II	Bus. Law I & Bus. Law II

Business Law (25 ECTS)

Students can elect modules from the list for the stream:

Code	Module	ECTS	Semester	Prerequisites
LW427	European Union Law I	5	Semester I	Bus. Law I & Bus. Law II
LW428	European Union Law II	5	Semester II	European Union Law I
LW229	Company Law I	5	Semester I	Bus. Law I & Bus. Law II
LW231	Company Law II	5	Semester II	Company Law I
LW3159	Lawyering, Technology, and Innovation	5	Semester II	Bus. Law I & Bus. Law II
LW423	Advanced Business Law	5	Semester 1	Bus. Law I & Bus. Law II
LW356	Industrial & Intellectual Property Law	5	Semester 1	Bus. Law I & Bus. Law II
LW383	Information Technology Law	5	Semester 1	Bus. Law I & Bus. Law II
LW333	Comparative Competition Law	5	Semester 1	Bus. Law I & Bus. Law II
LW374	Banking Law	5	Semester II	Bus. Law I & Bus. Law II
LW364	International Trade Law	5	Semester II	Bus. Law I & Bus. Law II

All of these options may not be available each year

International Business (25 ECTS)

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester	Prerequisites
MS414	Business Intelligence and Analytics	5	Semester I	
EC369	Money and Banking	5	Semester I	
MG323	International Business	5	Semester II	
MG3102	Work in a Global Context	5	Semester II	
MK303	Global Marketing	5	Semester II	

Enterprise (25 ECTS)

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester	Prerequisites
MG3110	Entrepreneurship	5	Semester I	
MG3113	Megatrends	5	Semester I	
MG3111	Entrepreneurial Finance	5	Semester I	Business Finance 1
MG3112	Entrepreneurial Leadership & Mgmt	5	Semester II	
MG3114	Founder Selling	5	Semester II	

ELECTIVES AVAILABLE IN SEMESTER I

Code	Module	ECTS	Prerequisites
AY325	Int. Fin. Reporting II	5	
AY321	Management Accounting II	5	Mgmt. Acc. I
EC3101	Microeconomics and Public Policy	5	
EC3105	Econometrics	5	
EC369	Money and Banking	5	
EC345	Health Economics	5	
EC388	Environmental and Natural Resource Economics	5	
MS414	Business Intelligence and Analytics	5	
MG3101	Contemporary Issues in Work and Organisations	5	
MG3101	Contemporary Issues in Work and Organisations	5	

MG328	Human Resource Management	5	
MK311	The Marketing of Services	5	
MK314	Media & Marketing Communications	5	
LW229	Company Law I	5	
LW333	Comparative Competition Law	5	Bus. Law I & Bus. Law II
LW356	Industrial & Intellectual Property Law	5	Bus. Law I & Bus. Law II
LW3159	Lawyering, Technology, and Innovation	5	Bus. Law I & Bus. Law II
LW383	Information Technology Law	5	Bus. Law I & Bus. Law II
LW423	Advanced Business Law	5	Bus. Law I & Bus. Law II
LW427	European Union Law I	5	
CI300	Doing Business in China – Lang. & Culture I	5	
ME353	Quality Systems	5	
MG3111	Entrepreneurial Finance	5	Business Finance 1
MG3113	Megatrends	5	
MG3117	Intercultural Encounters	5	
ST311	Applied Statistics 1	5	ST2120 or ST2217

ELECTIVES AVAILABLE IN SEMESTER 2

Code	Module	ECTS	Prerequisites
AY314	Business Finance II		Bus. Finance 1
AY322	Management Accounting III		Management Accounting II
AY326	Int. Fin. Reporting III	5	Int. Fin. Rep. II
EC3102	Macroeconomics and Public Policy	5	
EC357	Development Economics	5	
EC362	Economics of Financial Markets	5	
EC386	Public Economics	5	
EC3100	Economics and Philosophy	5	
EC3104	Agricultural and Food Economics	5	
EC429	Marine Economics	5	
EC3106	Behavioural Economics	5	
MS4101	Implementing Digital Innovation	5	
MG3100	Human Resource Practice	5	
MG3102	Work in a Global Context	5	
MG323	International Business	5	
MK303	Global Marketing	5	
MK341	Brand Management	5	
LW428	European Union Law II	5	European Union Law I
LW231	Company Law II	5	Company Law I
LW364	International Trade Law	5	Bus. Law I & Bus. Law II
MG3112	Entrepreneurial Leadership & Management	5	
MG3114	Founder Selling	5	
CI301	Doing Business in China – Lang. & Culture II	5	Lang. & Cult. I
ST312	Applied Statistics 2	5	ST2120 or ST2217

MODULE DESCRIPTORS:

Obligatory Modules

EC423 Ireland in the Global Economy

Irish Economy. This part of the course explores the following topics: Overview of the Irish economy; Ireland's economic “catch-up” during the 1990s; Economic developments and policy during the “Celtic Tiger”; Ireland's economic crisis; Fiscal policy in Ireland and Budget 2015; Recovery and prospects for the Irish economy. **Global Economy.** This part of the course explores the following topics: Introduction: Understanding the global economy; The Eurozone crisis; the US subprime crisis; experience of other countries including the UK and Iceland; the policy response to the crisis; selected topics in the global economy

MG3120 Ethical, Responsible and Sustainable Business

This module introduces students to the various principles of ethics, governance and corporate responsibility in the contemporary business environment. It is designed to inform and engage students in key ethical issues relating to management and organizations, including social, environmental and sustainability concerns. The module incorporates academic, professional and industry input.

MG3119 Strategy

The primary objectives of this course are as follows: · To provide rigorous exposure to the concepts, theories and techniques on which strategic management in the business sector is based · To explore the application of strategic management concepts, theories and techniques in a wide range of business settings · To examine the design, implementation and maintenance of strategic planning systems and strategic thinking

MG3109 Innovation: Creativity & Enterprise

This course has an underlying theme of innovative practice and is designed to educate students to recognise and develop opportunities for innovation in response to organisational changes. Delivered using a blended learning approach the course combines large-class lectures, small group workshops and a group project. The course will highlight current thinking and practice with respect to innovation, creativity and enterprise.

Accounting and Performance Measurement Stream

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester	Prerequisites
AY308	Taxation I	5	Semester I	

The objective of this course is to introduce students to taxation, provide an insight and appreciation of the impact of taxation on society, individuals and businesses and to provide students with the necessary knowledge and understanding to calculate the taxable income of individuals and companies. The course will provide perspectives from both the un-incorporated (sole trader/ self employed/ employee, etc) and the incorporated (company).

AY321	Management Accounting II	5	Semester I	Mgmt. Acc. I
-------	--------------------------	---	------------	--------------

The purpose of this module is to build on the foundations of the second year introductory module AY207 Management Accounting I, so as further extend the student's understanding of the techniques, concepts, and applications of management accounting, including cost estimation, cost management, and performance management. The second year module Management Accounting I (AY207), or an equivalent introductory course in Cost and Management Accounting, is prerequisite for this module AY321 Management Accounting II

AY322 Management Accounting III 5 Semester II Mgmt. Acc. II

This objective of this course is to provide a detailed understanding of advanced issues and techniques in costing, management control, and management accounting. In doing this, the course builds on the foundations of previous courses in Management Accounting which students have taken. Please note that Management Accounting I (AY207) and Management Accounting II (AY321), or equivalent modules in another university, are prerequisites for this course.

AY325. Int Financial Reporting II 5 Semester I

This course introduces students to a range of more complex problems found in accounting practice. This course must be taken by students pursuing the accounting stream; it is also open to students not taking the accounting stream. International Financial Reporting I is not a formal prerequisite, however, the vast majority of those taking this course will have passed it, so students who have not done so should consult the lecturer. Visiting students should consult the lecturer, as inadequate background has led to a significant failure rate in previous years.

AY326 Int Financial Reporting III 5 Semester II Int.Fin.Rep.II

The objective of this course is develop students' conceptual understanding of advanced problems of financial reporting and their ability to apply complex international financial reporting standards (IFRS) to practical situations. Students will consolidate their ability to prepare and analyse complex financial statements

Additional Accounting modules (which are optional within the stream):

AY314 Business Finance II 5 Semester II

The objective of this second course in Finance is to build on the foundations of the first course in extending your knowledge of the theory and practice of Financial Management.

AY319 Taxation II 5 Semester II Taxation I

The objective of this course is to provide further insights and appreciation of the impact of taxation on business and business decisions and to provide students with the necessary knowledge and understanding to determine the taxable income of business entities. The course will provide perspectives from both the un-incorporated (sole trader/ self employed/ partnerships/ employee etc.) and the incorporated (Company). The course builds on Taxation I.

Economics & Public Policy Stream

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester
EC3101	Microeconomics and Public Policy	5	Semester I

The module provides students with an introduction to topics in advanced microeconomic theory, with applications to public policy where relevant. Topics covered include game theory, oligopoly,

challenges faced by nations and individuals in the developing world. The course covers a range of topics in development economics from a theoretical and an empirical perspective. The course begins with reviewing the theories of economic growth and the development process. It focuses on the role of physical, human and social capital, technology and population growth in economic development. Specific attention is paid to the relationships between inequality, poverty and economic growth. Thereafter, the course covers a set of topics of relevance to developing economies, such as health, education, gender, culture and climate.

EC429 Marine Economics

5

Semester II

This module will use economic analysis to evaluate specific marine policies in the areas of marine tourism and recreation, shipping, offshore energy production, aquaculture, fishing, coastal development, and the protection of marine habitats and biodiversity. The valuation of marine ecosystem services and the bio-economic modelling of the lifecycle of marine species will also be a focus of this module.

Prerequisites: Students wishing to pursue postgraduate studies in Economics are advised to take EC3105 Econometrics.

All of these options may not be available each year

Marketing Management Stream

The following are the obligatory modules for the stream

MK3101 Cases in Marketing Strategy

This course focuses on business level marketing strategy. It builds on concepts introduced in previous marketing courses and focuses on the development and application of value-enhancing strategies utilised by marketing managers. Students will acquire an understanding of the tools that strategists use to assess business situations, and will have the opportunity to use these tools to diagnose situations and generate information from which strategies are formulated and marketing plans are prepared. Much of the course is based on case-based learning situations. This approach helps you to develop diagnostic, critical and communication skills. The course will cover a variety of strategic marketing topics such as, the role of marketing in corporate; business strategy, market research and forecasting, segmentation, targeting & positioning, product planning, pricing, selling, communication, distribution, services delivery, and e-commerce of an organisation including B2B issues.

MK3104 Marketing Research

This module introduces the student to the fundamentals of Marketing Research theory and practice. The course covers all aspects of qualitative and quantitative marketing research for marketing decision making in business and organisational settings.

MK3105 Marketing Analytics

This module provides the students with an introduction to Marketing Analytics. Various tools for generating marketing insights from empirical data in areas such as segmentation, targeting and positioning, customer lifetime analysis, customer choice, and product and price decisions will be studied. This module has a hands-on group component where students apply the tools studied to actual business and organisational situations

MK3103 Digital Marketing Planning

This module builds upon marketing principles and investigate where the internet and other technologies provide opportunities for applications in marketing and business. The module provides an overview of the rapidly changing world of business and technology by addressing what is unique about digital marketing. It explores how these technologies are creating value for customers, as well as the benefits for companies, their products and brands.

MK303 Global Marketing

In an increasingly global environment this module seeks to develop students' understanding of the political, economic, legal, and socio-cultural variables which will impact on international marketing. The module aims to enable students to gain an appreciation of pertinent issues that affect marketing decisions and strategies of organisations in an international context.

Additional Marketing Modules (which are optional within the stream):

MK311 The Marketing of Services

This course outlines the unique features of services and examines how services marketing differs from product marketing. Service encounter frameworks are explored, and the elements of the marketing mix are examined from a services perspective

MK314 Media & Marketing Communications

Organisations seek innovative ways of communicating effectively and efficiently with their target audience or public. Marketing communicators are challenged to use communication methods that break through the clutter, reach audiences with interesting and persuasive messages, enhance brand equity, drive sales and achieve strategic objectives. This course provides a contemporary view of the role and importance of marketing communications by examining the various tools within marketing communications such as, advertising, public relations, sponsorship, and online media.

MK341 Brand Management

This course introduces the student to brands by allowing them to stand in the shoes of the Brand Manager, and to learn the tools for creating powerful brands.

Human Resource Management Stream

The following are the obligatory modules for the stream:

Code Module	ECTS	Semester
MG328 Human Resource Management	5	Semester I

Human resource management (HRM) is the organisational function concerned with sourcing employees, improving their performance and recognising their achievements. Strategic HRM integrates all people management policies aligning them with organisational strategic objectives in a manner that is ethically defensible and legally appropriate. At the same time, critical HRM realises that people do not represent a passive commodity to be used, redeployed and disposed of at will. Employees react and respond to managerial interventions. Careful policy design, implementation and monitoring promotes employee well being and organisational effectiveness. The objectives of this module are to: • introduce you to the contemporary business, strategic, legal and industrial relations environment in which HR professionals practice • provide a foundation to develop knowledge and skills in the HR functional areas of resourcing, performance management and reward

MG3101 Contemporary Issues in Work and Organisations	5	Semester I
--	---	------------

This course focuses on business level marketing strategy. It builds on concepts introduced in previous marketing courses and focuses on the development and application of value-enhancing

strategies utilised by marketing managers. Students will acquire an understanding of the tools that strategists use to assess business situations and will have the opportunity to use these tools to diagnose situations and generate information from which strategies are formulated and marketing plans are prepared. Much of the course is based on case-based learning situations. This approach helps you to develop diagnostic, critical and communication skills. The course will cover a variety of strategic marketing topics such as, the role of marketing in corporate; business strategy, market research and forecasting, segmentation, targeting & positioning, product planning, pricing, selling, communication, distribution, services delivery, and e-commerce of an organisation including B2B issues.

MG326 Employee Relations: Rights & Obligations 5 Semester I

This is a module about employment law. It details the legal rights available to employees in the workplace and the corresponding legal obligations on employers. The objective of this course is to familiarise students with the range of legal instruments available in Ireland, covering both collective and individual aspects of employment. The course also explores the influences of external factors such as the European Union, as well as how legislation affects the practice and process of human resource management. Legal instruments are very technical by nature but it is our aim to focus very much on how the law impacts the working lives of people. This is a 5 ECTS module; it is obligatory for students taking the HR stream.

MG3100 Human Resource Practice 5 Semester II

The aim of this module is to provide students with the opportunity to apply human resource concepts, tools and techniques in practice. The module builds on material studied in other stream modules emphasising the combination of knowledge and skills required for effective HR professionals. The purpose is to begin the process of developing competencies that are essential for HR practice. Therefore, the emphasis is placed on skills development and application. The module is structured around functions, contemporary processes and applied issues in HR.

MG3102 Work in a Global Context 5 Semester II

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. The meaning of culture is explored by drawing on a range of national cultural and institutional models and studies and providing a broad understanding of the international context in which multinational corporations operate. How national culture influences management practice is also considered. In particular the focus will be on the influence of organizational and national cultures on the development and transfer of a wide range of HRM practices for example, in what ways do human resource management and employment practices differ across countries and why? What are the possible underlying cultural and institutional reasons for these differences? The influence of national culture on aspects of organization structure will also be examined. A range of areas in international management will be reviewed including, structure and learning networks, transfer of HRM practices in MNCs, knowledge transfer and corporate social responsibility. Finally, we consider the emerging challenges of international management. The emphasis will be on how individuals, teams and organizations manage these cultural differences

Additional Human Resource Management modules (which are optional within the stream):

Code	Title	ECTS	Semester
MG323	International Business	5	Semester II

This course focuses on the nature of contemporary international business. International Business combines the science and art of business management with many other disciplines such as

economics, socio-cultural anthropology, and political science. The evolution of international business as an identifiable academic discipline is as a direct consequence of the growth of multinational business and the emergence of what is widely termed the global economy. Knowledge in this global economy is rapidly transferred given technological developments in communications. The emergence of new economies particularly in Asia has transformed the centre of gravity of the global economy. International managers operate in this dynamic global environment whether in large multinational firms or SMEs/Born Globals with an international orientation. This course aims to guide the student in understanding the arena in which international business is conducted. It ranges from micro issues of staffing and strategic management to macro issues of globalisation, political, economic, and socio-cultural analysis. It further attempts to build on the knowledge gained in previous or complementary courses by extending the consideration of subject matter to embrace the considerations present in an international environment. By the end of the course, students should be able to identify, analyse, and understand the organisational impact of a wide variety of global management issues. In addition, students should be able to develop broad, strategic solutions and/or plans of action in response to any combination of market, political, socio-cultural, and /or competitive global force.

Digital Business & Analytics Stream

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester
MS218	Database Technologies	5	Semester I

This course introduces the basic concepts of databases and discusses their practical applications (Web/mobile/desktop based applications) and design issues. Emphasis will be given to database design and implementation, with an introduction to related concepts and technologies.

MS414	Business Intelligence and Analytics	5	Semester I
-------	-------------------------------------	---	------------

The objective of this course is to examine how different business intelligence and analytical approaches can improve the performance of organisations, and to analyse the types of business problems that advanced analytical tools can address.

MS222	Decision Modelling and Analytics	5	Semester II
-------	----------------------------------	---	-------------

In today's complex environment, people across many disciplines need to solve a wide variety of business problems in auditing, accounting and finance, marketing, operations, engineering, and IS/IT. This is true of both research and industry. Decision makers are very often faced with an abundance of unstructured and inherently complex data from a variety of sources. This course will enable students to become power users of Excel and to build models of unstructured problems so they can make better decisions and gain insight into the impact various factors have on those decisions. The vehicle used for developing such models is the familiar spreadsheet. Students will learn the creative process of constructing spreadsheet models of business problems and decisions. In class and in the assignments students will apply the skills learned to real problems in their own discipline area e,g, auditing, accounting and finance, marketing, operations, engineering, and IS/IT.

MS4101	Implementing Digital Innovation	5	Semester II
--------	---------------------------------	---	-------------

The objective of this module is to explore the strategy and implementation of digital innovation in contemporary business organisations.

MS319	Enterprise Systems	5	Semester II
-------	--------------------	---	-------------

The objective of the module is to develop students' understanding of Enterprise Systems. It will look at Enterprise Systems from different perspectives: why they are used; how they are used; the different sub-systems (Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management) contained within the Enterprise Systems. It will also deal with how these systems are designed, implemented and updated

Additional Digital Business and Analytics modules (which are optional within the stream):

MS325 Contemporary Project Management 5 Semester I

MS325 provides a comprehensive introduction to contemporary project management in an information technology/information systems context but also applicable to other contexts in which project management principles apply. This module will have contemporary IS project management and IS development methods such as agile at its heart. It will focus on the complexity inherent in IS projects and the challenges associated with scaling project management up to large projects and to the portfolio level in organisations where many projects are carried out simultaneously. MS325 aims to equip you with both the theory and practical skills necessary for the management and implementation of projects. These skills are of paramount importance to improve the performance of your personal projects and later in your professional career where you can expect to be involved in a variety of projects. The course also aims to further your development as a scholar and future business professional by developing your ability to apply critical thinking to complex problems. The course will refine your time management and assist in your research skills. Students are expected to engage in discussions and read the seminal literature in advance and present to the class on it. Case studies will also be used to supplement learning and when possible, internationally renowned experts will contribute to the lectures

Finance Stream

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester	Prerequisites
EC369	Money and Banking	5	Semester I	

This course explores the theoretical and applied foundations of money and banking with a focus on international issues. The introductory part of the course motivates why the study of money and banking may be worthwhile, and provides an overview of international financial systems. Next, details of financial markets are discussed, in particular the behavior of interest rates and their determinants, as well as the classical theory of rational expectations and the efficient markets hypothesis as they pertain to stock markets. The third section of the course focuses on aspects of financial crises, financial institutions, and the theory and practice of central banking. This includes the study of the stages of financial crises, alternative international central banking systems, as well as the strategy and conduct of central bank intervention. The final fourth part of the course discusses international finance and monetary policy theory including the foreign exchange market, aggregate demand and supply analysis, the theory of monetary policy, and the role of expectations and credibility with respect to central banks.

AY308	Taxation I	5	Semester I	
-------	------------	---	------------	--

The objective of this course is to introduce students to taxation, provide an insight and appreciation of the impact of taxation on society, individuals and businesses and to provide students with the necessary knowledge and understanding to calculate the taxable income of individuals and companies. The course will provide perspectives from both the un-incorporated (sole trader/ self employed/ employee, etc) and the incorporated (company).

MG3111 Entrepreneurial Finance 5 Semester I Business Finance 1
 The aim of this class is to enable students to experience an entrepreneurial perspective on financing of new and growing ventures. In addition to the distinct intellectual approach, rooted in real options theory, the class aims to transmit an understanding of cash flow management in young ventures, viable financial structures for young ventures, sources of finance for young ventures and how to access these, and exit/harvest strategies. This class is fundamentally complementary in approach to other finance classes, as 1) it is only concerned with financial management of new and young ventures and 2) it takes a distinct 'entrepreneurial' approach to financing. It would appeal to those who wish to start their own businesses or who are interested in the specialist financing of young ventures, including venture capital.

AY314 Business Finance II 5 Semester II Business Finance I
 The objective of this second course in Finance is to build on the foundations of the first course in extending your knowledge of the theory and practice of Financial Management.

EC362 Economics of Financial Markets 5 Semester II
 A large emphasis is put on making this module quite practical. A lot of what is covered will depend on what is topical in 2016/7. Therefore, we are likely to address such current issues as: - Will 2017 see the top of the current bull run in stock markets? - Which psychological insights are most applicable to investment analysis? - How will central banks (ECB, US Fed) affect global financial markets? - What will the dominant investment strategies of 2017 likely be? - Can you use technology or social media (e.g. Twitter) to analyse equities and financial news? - Can investors use financial derivatives to make profit in volatile markets?

Additional Finance modules (which are optional within the stream):

AY319 Taxation II 5 Semester II Taxation I
 The objective of this course is to provide further insights and appreciation of the impact of taxation on business and business decisions and to provide students with the necessary knowledge and understanding to determine the taxable income of business entities. The course will provide perspectives from both the un-incorporated (sole trader/ self employed/ partnerships/ employee etc.) and the incorporated (Company). The course builds on Taxation I.

LW374 Banking Law 5 Semester II Bus. Law I & Bus. Law II
 This module provides students with a detailed understanding of the role of money and banking in the modern economy, with a sound footing in the legal regulation of the money and banking system, and an ability to critically engage with arguments surrounding the operation and reform of that system of legal regulation

Business Law Stream

Students can elect modules from the list for the stream:

Code	Module	ECTS	semester	Prerequisites
LW427	European Union Law I	5	semester I	Bus. Law I & Bus. Law II
The objectives of this module are to provide students with a knowledge of and an appreciation of the institutional and constitutional foundations of the European Union (EU or Union) legal order, and to provide students with the tools necessary to recognise and apply EU Law				
LW428	European Union Law II	5	semester II	European Union Law I
The objective of this module is to provide students with a clear understanding of the substantive issues of the law of the internal market of European Union and of European competition law				

LW229 Company Law I 5

Semester I

Bus. Law I & Bus. Law II

Today, the vast bulk of the world's commercial activity is conducted by companies. Indeed, the development of the modern industrialised state and the growth of international business have been greatly facilitated by the company legal structure. There is no strict legal definition of the word 'company' although it is generally defined as an association of a number of people for some common object or objects. There are many different purposes for which some people may wish to associate. Most companies are established in order to engage in industrial or commercial activity and to make a profit, however some companies are established for non-commercial or non-profit making purposes. The law facilitates the creation and operation of these types of associations as a matter of public policy and it provides rules which resolve, and deal as fairly as possible with, the conflicts and disputes which inevitably arise where persons conduct joint activities, some of which may result in vast profits or liabilities. The Companies Act 2014 contains the detailed rules relating to the formation and regulation of the operation of companies and their dissolution. In this module, the company's place within the various other forms of business organisation are compared and the history and development of company law is examined. The concept of the company's separate legal personality is discussed and the course then examines a number of aspects of company law which provide the legal framework for businesses and regulate their legal environment. This forms a foundation for further study of aspects of the regulation of companies that are covered in Company Law 2

LW231 Company Law II 5

Semester II

Company Law I

This module aims to build on the solid foundation provided for in Company Law I. It will endeavour to ensure a familiarity with and understanding of the law in relation to following areas, namely restriction and disqualification of directors, fraudulent and reckless trading, company borrowing and the granting and enforcement of security thereon, methods and practice of enforcement of company law, and the concepts of examinership, receivership and liquidation and distribution of assets.

LW3159 Lawyering, Technology,
and Innovation 5

Semester II

Bus. Law I & Bus. Law II

The context and content for the application of the law, and particularly for legal practice, are continually changing. Rapid developments in machine learning and so-called 'artificial intelligence' are significant elements in this process. The aim of this module is provide students with the ability to understand the relationship between law and technology from both a theoretical and practical perspective. It will explore how technology and law are inter-related, with legal automation transforming the nature of legal practice, while law regulates the development of technology. The module seeks to provide students with 'hand-on' experience in developing useful tools for those working with the law, while also giving a grounding in critical perspectives on law and technology and enabling them to make informed decisions about when particular technologies are appropriate.

LW423 Advanced Business Law 5

Semester II

Bus. Law I & Bus. Law II

This module builds on the foundational understanding of the law relating to commercial and business activity gained in Business Law . The course will develop an understanding of company law including: the legal nature of share capital, shares and shareholders, the financial structure of the company, company administration, principles of capital maintenance, corporate borrowing, insolvency principles and the application of relevant legislation. Other topics of importance in a business context are covered including: banking law, agency, and insurance law

LW356 Industrial & Intellectual Property Law 5 Semester 1 Bus. Law I & Bus. Law II
 The aim of this module is to give students an understanding of intellectual property law in context. Students will become familiar with both the major pieces of legislation which govern intellectual property in Ireland today and with relevant case law. This study will also refer to European and international law and will engage with ethical debates, where appropriate. You will also gain an appreciation of the historical, theoretical and global setting of intellectual property law. The intersection between intellectual property and technology (computer and genetic), art and culture is also dealt with in some depth. We will have some hands on experience with how the law is applied and will also have a practical student led workshop to apply knowledge gained in class to artworks, created in class. Whether your goal is to practise law, to lecture, to go on to further study or to advise on policy issues relating to IP, this course will provide a solid practical and theoretical foundation for these future activities.

LW383 Information Technology Law 5 Semester 1 Bus. Law I & Bus. Law II
 The objective of this course is to examine how computers and information and communications technology impact on the law and its administration, and how the law itself has developed new rules to deal with issues raised by these technologies.

LW333 Comparative Competition Law 5 Semester 1 Bus. Law I & Bus. Law II
 The objective of this course is to examine competition law and policy in both the EU and the US. It is designed to provide students with a clear understanding of EU Competition Law and US Antitrust Law. It entails an examination of the substantive and procedural rules of both jurisdictions. The course also aims to provide students with the tools necessary to recognise and apply EU competition law and US antitrust law in situations that they may come across in their future professional capacities

LW374 Banking Law 5 Semester II Bus. Law I & Bus. Law II
 This module provides students with a detailed understanding of the role of money and banking in the modern economy, with a sound footing in the legal regulation of the money and banking system, and an ability to critically engage with arguments surrounding the operation and reform of that system of legal regulation

LW364 International Trade Law 5 Semester II Bus. Law I & Bus. Law II
 The objective of this course is to: provide students with an introduction and a clear understanding of the foundations of international trade law. It examines the legal structure of global trade relations under the auspices of the World Trade Organization (WTO) to provide students with the tools necessary to recognise and apply WTO law. To that end, the module includes: • the study of the history and development of the WTO • the institutional framework of the WTO • the sources of international trade law • dispute settlement in the WTO • the rules of international trade law, with a focus on GATT • regional integration • the relationship between international trade and the environment

All of these options may not be available each year

International Business Stream

The following are the obligatory modules for the stream:

Code	Module	ECTS	Semester
------	--------	------	----------

MS414	Business Intelligence and Analytics	5	Semester I
-------	-------------------------------------	---	------------

The objective of this course is to examine how different business intelligence and analytical approaches can improve the performance of organisations, and to analyse the types of business problems that advanced analytical tools can address.

EC369	Money and Banking	5	Semester I
-------	-------------------	---	------------

This course explores the theoretical and applied foundations of money and banking with a focus on international issues. The introductory part of the course motivates why the study of money and banking may be worthwhile, and provides an overview of international financial systems. Next, details of financial markets are discussed, in particular the behavior of interest rates and their determinants, as well as the classical theory of rational expectations and the efficient markets hypothesis as they pertain to stock markets. The third section of the course focuses on aspects of financial crises, financial institutions, and the theory and practice of central banking. This includes the study of the stages of financial crises, alternative international central banking systems, as well as the strategy and conduct of central bank intervention. The final fourth part of the course discusses international finance and monetary policy theory including the foreign exchange market, aggregate demand and supply analysis, the theory of monetary policy, and the role of expectations and credibility with respect to central banks.

MG323	International Business	5	Semester II
-------	------------------------	---	-------------

This course focuses on the nature of contemporary international business. International Business combines the science and art of business management with many other disciplines such as economics, socio-cultural anthropology and political science. The evolution of international business as an identifiable academic discipline is as a direct consequence of the growth of multinational business and the emergence of what is widely termed the global economy. Knowledge in this global economy is rapidly transferred given technological developments in communications. The emergence of new economies particularly in Asia has transformed the centre of gravity of the global economy. International managers operate in this dynamic global environment whether in large multinational firms or SMEs/Born Globals with an international orientation. This course aims to guide the student in understanding the arena in which international business is conducted. It ranges from micro issues of staffing and strategic management to macro issues of globalisation, political, economic and socio-cultural analysis. It further attempts to build on the knowledge gained in previous or complementary courses by extending the consideration of subject matter to embrace the considerations present in an international environment. By the end of the course, students should be able to identify, analyse, and understand the organisational impact of a wide variety of global management issues. In addition, students should be able to develop broad, strategic solutions and/or plans of action in response to any combination of market, political, socio-cultural, and /or competitive global force.

MG3102	Work in a Global Context	5	Semester II
--------	--------------------------	---	-------------

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. The meaning of culture is explored by drawing on a range of national cultural and institutional models and studies and providing a broad understanding of the international context in which multinational corporations operate. How national culture influences management practice is also considered. In particular the focus will be on the influence of organizational and national cultures on the development and transfer of a wide range of HRM practices For example, in what ways do human

who wish to start their own businesses or who are interested in the specialist financing of young ventures, including venture capital.

MG3112 Entrepreneurial Leadership & Mgmt 5 Semester II

Managing and leading entrepreneurially involves identifying opportunities, articulating a vision of the future that others can commit to, accessing human, technological and financial resources that you do not currently possess, taking decisive action under high risk and uncertainty, effectively leading venture teams and managing people in stressful, changing circumstances, all with the aim of generating significant new value. Entrepreneurial leaders and managers can be found in all sectors, and this module is suitable for participants interested in becoming entrepreneurs in any field, whether it be for profit, social or public sectors.

MG3114 Founder Selling 5 Semester II

The aim of this class is to enable students to become proficient in founder selling: communicating their vision for the new business and understanding how stakeholders (not just customers) value their new offering. Founder selling is what do you do when you need to sell and you have no brand, no marketing backup, no track record, no reference customers and you don't even have a product or service that works yet. Founder selling is different from professional sales and sales management, and research shows that founder selling is critical to new venture development. Yet, entrepreneurs are often unprepared for this challenge. This module was informed by similar modules in US business schools, six one on one interviews with founders and two focus groups with 25 founders and was co-developed with a sales professional.