



## **COLLEGE OF BUSINESS, PUBLIC POLICY AND LAW**

*COLÁISTE AN GHNÓ, AN BHEARTAIS PHOIBLÍ AGUS AN DLÍ*

### **FÉILIRE 2016-17 CALENDAR 2016-17**

The 2016-17 Calendar is valid for that Session. Whilst every effort is made to ensure the contents of the Calendar are accurate, the Calendar is issued for the guidance of students and staff only. The Calendar is not an offer to supply courses of study nor is it in any way to be construed as imposing any legal obligation on the University to supply courses either at all or in part in respect of any subject. No guarantee is given that courses, syllabii, fees or regulations may not be altered, cancelled or otherwise amended at any time. The Calendar confers no rights on any student registered for the Session 2016-17.

**Ollscoil na hÉireann, Gaillimh**  
(Comhollscoil d'Ollscoil na hÉireann)

**National University of Ireland, Galway**  
(Constituent University of the National University of Ireland)

*Postal Address:* University Rd., Galway, Ireland.  
*Main Telephone No.:* 091 – 524411 (national)  
00-353-91-524411 (international)

(Every extension number in the University has a **Direct Dial In Number (D.D.I.)**. Simply prefix the extension number with the digits **49**.  
e.g. Extension 2311 has a Direct Dial In Number (091) 492311.

Telefax No.: 091 – 525700 (national)  
00 – 353 – 91 – 525700 (international)

Website: <http://www.nuigalway.ie>

National University of Ireland, Galway  
(Constituent University of the National University of Ireland)

## Contents

REGULATIONS FOR COURSES OF STUDY AND EXAMINATIONS LEADING TO THE DEGREE OF BACHELOR OF COMMERCE (B.Comm.)	9
BACHELOR OF COMMERCE (GLOBAL EXPERIENCE)	14
BACHELOR OF COMMERCE (INTERNATIONAL EXPERIENCE)	17
SUBJECT STREAMS (FINAL YEAR)	19
BACHELOR OF COMMERCE INTERNATIONAL	24
BACHELOR OF COMMERCE GAEILGE	28
FIRST YEAR COMMERCE SYLLABI OF COURSES	37
SECOND & FINAL COMMERCE YEARS - SYLLABI OF COURSES	40
BACHELOR OF COMMERCE ACCOUNTING (INTERNATIONAL EXPERIENCE)	60
BACHELOR OF SCIENCE	62
(BUSINESS INFORMATION SYSTEMS)	62
PART-TIME BACHELOR OF COMMERCE & DIPLOMA IN BUSINESS	79
DIPLOMA IN SOCIAL GERONTOLOGY (Part-time)	89
DIPLOMA IN INTERNATIONAL BUSINESS & FINANCIAL MARKETS (WITH A LANGUAGE)	93
DIPLOMA IN E-BUSINESS ANALYSIS	96
DIPLOMA IN MARKETING	98
DIPLOMA (SALES AND MARKETING FOR MEDICAL TECHNOLOGIES)	100
POST GRADUATE DIPLOMA IN INTERNATIONAL SELLING AND EXPORT MANAGEMENT	103
M.COMM. DEGREE	105
Candidates for the Degree of Master of Commerce must obtain the permission of the J.E. Cairnes School of Business and Economics before entering on the course. Intending postgraduate students are advised to enquire at the School Office in the first instance. A Second Class Honours Bachelor of Commerce degree, Grade 2 or higher is required for entry to the programme.	105
M. PHIL	106
MASTER OF ACCOUNTING	110

POSTGRADUATE DIPLOMA IN PROFESSIONAL ACCOUNTING	110
MASTER OF ECONOMIC SCIENCE: NATURAL RESOURCE ECONOMICS AND POLICY	114
MASTER OF ECONOMIC SCIENCE: INTERNATIONAL FINANCE	118
EXECUTIVE MASTER OF BUSINESS ADMINISTRATION	121
POSTGRADUATE DIPLOMA IN MANAGEMENT	133
MASTER OF BUSINESS STUDIES (MBS) DEGREE PROGRAMMES	136
MBS (ELECTRONIC COMMERCE)	138
DEGREE OF MBS (PART-TIME)	143
MASTER OF SCIENCE IN CLOUD COMPUTING RESEARCH (FULL-TIME)	144
MASTER OF SCIENCE IN CLOUD COMPUTING RESEARCH (PART-TIME)	147
MASTER OF SCIENCE IN HUMAN RESOURCE MANAGEMENT	149
POSTGRADUATE DIPLOMA HUMAN RESOURCE MANAGEMENT	151
MASTER OF SCIENCE IN STRATEGY, INNOVATION AND PEOPLE MANAGEMENT	155
Postgraduate Diploma in Strategy, Innovation and People Management	157
MASTER OF SCIENCE IN BUSINESS INFORMATION SYSTEMS (FULL-TIME)	161
MASTER OF SCIENCE IN BUSINESS INFORMATION SYSTEMS (PART-TIME)	164
MASTER OF SCIENCE IN FINANCE AND INFORMATION SYSTEMS (Full-Time)	166
MASTER OF SCIENCE IN BUSINESS ANALYTICS (Full-Time)	173
MASTER OF SCIENCE IN HEALTH ECONOMICS	178
MASTER OF SCIENCE IN HEALTH ECONOMICS PART-TIME	183
MASTER OF SCIENCE IN INFORMATION SYSTEMS MANAGEMENT (Full-Time)	186
MASTER OF SCIENCE IN INFORMATION SYSTEMS MANAGEMENT (Part-Time)	192
MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT	194
<b>MASTER OF SCIENCE MARKETING PRACTICE</b>	<b>199</b>

MASTER OF SCIENCE IN MARKETING MANAGEMENT (Full-Time)	205
MASTER OF SCIENCE IN MARKETING MANAGEMENT (Part-Time)	211
MASTER OF SCIENCE IN INTERNATIONAL MARKETING & EXPORTING	217
MASTER OF SCIENCE IN PROFESSIONAL SELLING & SALES MANAGEMENT	223
MASTER OF SCIENCE IN TECHNOLOGY & INNOVATION	229
MASTER OF SCIENCE IN DIGITAL MARKETING	235
<b>MASTER OF SCIENCE IN TECHNOLOGY MANAGEMENT</b>	241
M.PHIL. IN TOTAL QUALITY MANAGEMENT	248
POSTGRADUATE DIPLOMA IN TECHNOLOGY COMMERCIALISATION	251
POSTGRADUATE DIPLOMA IN INNOVATION MANAGEMENT	254
HIGHER DIPLOMA IN BUSINESS STUDIES	257
HIGHER DIPLOMA IN ECONOMIC SCIENCE	263
CERTIFICATE IN MANAGEMENT PRACTICE	270
SPECIALIST DIPLOMA IN CONTINUING PROFESSIONAL DEVELOPMENT	273
STRUCTURED PhD	276
COLLEGE OF BUSINESS, PUBLIC POLICY AND LAW	276
SCHOLARSHIPS AND PRIZES	278
AWARDS DAY 2017	284
ADDITIONAL PRIZES AWARDED	293

# THE J.E. CAIRNES SCHOOL OF BUSINESS AND ECONOMICS

Names in **Bold** are Heads of Cognitive Disciplines.

Names in *Italics* are Administrative Staff.

## SCHOOL OFFICE

*Scoil Ghnó and Eacnamaíocht JE Cairnes*

Located: Top Floor, Cairnes Building

NAME	EXT	E-MAIL ADDRESS
<b>Acton, Dr. Thomas</b>	<b>3074</b>	<b>thomas.acton@nuigalway.ie</b>
<b>Head of School</b>		
<i>Bradley, Ms. Michelle</i>	<i>4339</i>	<i>michelle.bradley@nuigalway.ie</i>
<i>Brinton, Ms. Emma</i>	<i>5066</i>	<i>emma.brinton@nuigalway.ie</i>
Campion, Mr. Michael	5827	michael.campion@nuigalway.ie
<i>Corcoran, Ms. Niamh</i>	<i>5643</i>	<i>niamh.corcoran@nuigalway.ie</i>
<i>McKeon, Ms. Mairéad</i>	<i>2612</i>	<i>mairéad.mckeon@nuigalway.ie</i>
<i>McLoughlin, Ms. Raphael</i>	<i>3620</i>	<i>raphael.mcloughlin@nuigalway.ie</i>
<i>Teahan, Angela</i>	<i>4323</i>	<i>angela.teahan@nuigalway.ie</i>
<i>Kenna, Breda</i>	<i>4323</i>	<i>breda.kenna@nuigalway.ie</i>
<i>Lydon, Teresa</i>	<i>2689</i>	<i>teresa.lydon@nuigalway.ie</i>

## ACCOUNTANCY & FINANCE

*Cuntasaíocht & Airgeadas*

Located: Top Floor, Cairnes Building

NAME	EXT.	E-MAIL ADDRESS
Barrett, Ms. Mary	5233	mary.barrett@nuigalway.ie
Conaty, Mr. Frank	2589	francis.conaty@nuigalway.ie
Cosgrove, Ms. Mary	2576	mary.cosgrove@nuigalway.ie
<i>Cronin, Ms. Katherine</i>	<i>5064</i>	<i>katherine.cronin@nuigalway.ie</i>
Currie, Mr. John	3884	john.currie@nuigalway.ie
Curtis, Dr. Emer	3138	emer.curtis@nuigalway.ie
Lenihan, Patricia	2914	patricia.lenihan@nuigalway.ie
Martyn, Ms. Patricia	2368	patricia.martyn@nuigalway.ie
Mulligan, Dr. Emer	3074	emer.mulligan@nuigalway.ie
Ó Curraoin, Cathal	2309	cathal.ocurraoin@nuigalway.ie
<i>O'Hea, Ms. Melissa</i>	<i>2308</i>	<i>melissa.ohéa@nuigalway.ie</i>
Robbins, Dr. Geraldine	3072	geraldine.robbins@nuigalway.ie
<b>Sweeney, Prof. Breda</b>	<b>3815</b>	<b>breda.sweeney@nuigalway.ie</b>

## BUSINESS INFORMATION SYSTEMS

*Córais Faisnéise Gnó*

Located: Top Floor, Cairnes Building

NAME	EXT.	E-MAIL ADDRESS
Acton, Dr. Tom	3806	thomas.acton@nuigalway.ie
Barry, Mr. Christopher	2306	chris.barry@nuigalway.ie
Conboy, Dr. Kieran	2913	kieran.conboy@nuigalway.ie
Clohessy, Mr. Trevor	2847	Trevor.clohessy@nuigalway.ie
<i>Cronin, Ms. Katherine</i>	<i>5064</i>	<i>katherine.cronin@nuigalway.ie</i>
DeLone, Prof. William		wdelone@america.edu
Golden, Prof. William	3139	willie.golden@nuigalway.ie
Hogan, Ms. Mairéad	3007	mairead.hogan@nuigalway.ie
Hughes, Mr. Martin	3814	martin.hughes@nuigalway.ie
Kelly, Dr. Brent		brent.kelly@nuigalway.ie
Lang, Dr. Michael	3515	michael.lang@nuigalway.ie
Nachev, Dr. Anatoli	3882	anatoli.nachev@nuigalway.ie
<i>O'Hea, Ms. Melissa</i>	<i>2308</i>	<i>melissa.ohoa@nuigalway.ie</i>
<b>Scott, Dr. Murray</b>	<b>5286</b>	<b>murray.scott@nuigalway.ie</b>
Seidel, Prof. Stefan		Stefan.seidel@uni.li
Whelan, Dr. Eoin	4224	eoin.whelan@nuigalway.ie

## ECONOMICS

*Eacnamaíocht*

Located: Cairnes Building

NAME	EXT.	E-MAIL ADDRESS
<b>Ahearne, Dr. Alan</b>	<b>4231</b>	<b>alan.ahearne@nuigalway.ie</b>
Cullinan, Dr. John	3996	john.cullinan@nuigalway.ie
Doherty, Dr. Edel	5325	edel.doherty@nuigalway.ie
Gillespie, Dr. Paddy	5636	paddy.gillespie@nuigalway.ie
<i>Howley, Ms. Imelda</i>	<i>2501</i>	<i>imelda.howley@nuigalway.ie</i>
Hynes, Dr. Stephen	3105	stephen.hynes@nuigalway.ie
Kane, Dr. Aidan	2530	aidan.kane@nuigalway.ie
Kennelly, Mr. Brendan	3094	brendan.kennelly@nuigalway.ie
Lally, Ms. Breda	071- 9135659	breda.lally@nuigalway.ie
Lawson, Dr. Anthony (Adjunct Prof.)		
McHale, Prof. John	4076	john.mchale@nuigalway.ie
McNena, Mr. Stephen	071- 9135651	stephen.mcmena@stacs.edu.ie
Murphy, Dr.. Eithne	3109	eithne.murphy@nuigalway.ie

Noone-Kelly, Ms. Claire	2177	claire.noone@nuigalway.ie
O'Donoghue, Dr. Cathal	3043	Cathal.odonoghue@teagasc.ie
O'Neill, Prof. Ciaran	2409	ciaran.oneill@nuigalway.ie
O'Shea, Prof. Eamon	5457	eamon.oshea@nuigalway.ie
Piggins, Dr. Ashley	2300	ashley.piggins@nuigalway.ie
Raghavendra, Dr. Srinivas	5025	s.raghav@nuigalway.ie
Turley, Dr. Gerard	3095	gerard.turley@nuigalway.ie
Twomey, Mr. Cian	3121	cian.twomey@nuigalway.ie
van Rensburg, Dr. Thomas M.	3858	thomas.vanrensburg@nuigalway.ie

## MANAGEMENT

*Bainisteoireacht*

Located: Cairnes Building

NAME	EXT.	E-MAIL ADDRESS
Campbell, Mr. Gerry	3771	gerry.campbell@nuigalway.ie
Clancy, Johanna		jclancy@nuigalway.ie
Curran, Dr. Deirdre	2521	deirdre.curran@nuigalway.ie
Giblin, Majella	2356	majella.giblin@nuigalway.ie
Grady, Geraldine		geraldine.grady@nuigalway.ie
Hilliard, Dr. Rachel	2932	rachel.hilliard@nuigalway.ie
Holland, Denise		hollandjdj@eircom.net
Igoe, Ms. Josephine	5236	josephine.igoe@nuigalway.ie
Maloney, Ms. Maureen	3922	maureen.j.maloney@nuigalway.ie
McCarthy, Dr. Alma	2846	alma.mccarthy@nuigalway.ie
Moroney, Mr. Mike	3044	mike.moroney@nuigalway.ie
Smith, Adele		asmith@nuigalway.ie

## MARKETING

*Margaíocht*

Located: Cairnes Building

NAME	EXT.	E-MAIL ADDRESS
Daly, Prof. Aidan N. (Adjunct Professor)		aidan.daly@nuigalway.ie
<b>Domegan, Dr. Christine</b>	<b>2730</b>	<b>christine.domegan@nuigalway.ie</b>
Evers, Dr. Natasha	2788	natasha.evers@nuigalway.ie
Fleming, Dr. Declan	2741	declan.fleming@nuigalway.ie
Greaney, Ms. Mary	2546	mary.greaney@nuigalway.ie
Higgins, Orla	2548	orla.higgins@nuigalway.ie
Kelly, Ms. Aoife		aoife.kelly@nuigalway.ie
O'Connell, Ms. Maura		maura.d.oconnell@nuigalway.ie



Russell Bennett, Prof, Rebekah		Rebekah.bennett@qut.edu.au
Torres, Dr. Ann	2710	ann.torres@nuigalway.ie
Wallace, Dr. Elaine	2603	elaine.wallace@nuigalway.ie
Walsh, Ms. Ann	2575	ann.t.walsh@nuigalway.ie
Ward, Prof. James J. (Emeritus Professor)		jim.ward@nuigalway.ie

## **REGULATIONS FOR COURSES OF STUDY AND EXAMINATIONS LEADING TO THE DEGREE OF BACHELOR OF COMMERCE (B.Comm.)**

### **General**

Candidates for the Degree of Bachelor of Commerce shall be required to pass the University examinations of the First, Second and Final years of the programme. The examinations of each year must be passed within two academic years of commencing the programme of study for that year. Students taking the B.Comm. International & International Experience programmes spend Third Year abroad and Fourth Year at NUI, Galway.

### **Regulations for First Year**

1. The First University Examination in Commerce must be passed within two academic years from the date of entering the Course, except that students who are permitted to transfer to First Commerce, having failed in another College, must pass the First University Examination in Commerce within one academic year of entering the Course.

### **2. Modules for First Year:**

#### **Core**

* EC142	Principles of Microeconomics (B.Comm)	5 ECTS	Semester 1
* EC143	Principles of Macroeconomics (B.Comm)	5 ECTS	Semester 2
AY104	Introduction to Financial Accounting	5 ECTS	Semester 1
AY105	Introduction to Management Accounting	5 ECTS	Semester 2
MS120	Business Information Systems	5 ECTS	Semester 1
MS1100	Information Management for Business	5 ECTS	Semester 2
MA119	Mathematics for Business	5 ECTS	Semester 1
ST1109	Introductory Statistics for Business	5 ECTS	Semester 2
MG1110	Contemporary Management Thought	5 ECTS	Semester 1
MK1100	Foundations of Marketing Thought	5 ECTS	Semester 2

### **Optional**

FA1120	Skills for Success	5 ECTS	Semester 1
LW190	Business Law I	5 ECTS	Semester 2

*Or:*

SH140	Spanish Language I (Intermediate)	10 ECTS	Semester 1&2
or			
SH102	Spanish Language I (Beginners)	10 ECTS	Semester 1&2
or			
GR141	German Language I (Advanced)	10 ECTS	Semester 1&2
or			
GR140	German Language I (Beginners)	10 ECTS	Semester 1&2
or			
IT105	Italian	10 ECTS	Semester 1&2

\*Economics modules also available through Irish – subject to demand

**Total credit units required: 60 (50 Core and 10 Optional)**

*Note:* Only a limited number of places are available in German and Spanish (either beginners or advanced). In the event of demand for either language exceeding the number of places available, selection will be based on aggregate points on entry and conditional on having attained at Leaving Certificate at least a Higher Grade C3 in a continental language (French, German or Spanish). Commerce students taking German Language I (Advanced) should have at least a Higher Grade Pass in Leaving Certificate German and those taking Spanish Language I (Intermediate) should have at least a Higher Grade C3 in Leaving Certificate Spanish.

3. A candidate must have successfully completed 60 ECTS in First Year to proceed to the Second Year of the Programme. The Pass standard is 40% in each module .

However a student within marks less than 40% in one or more modules will be deemed to have passed. provided:

- The aggregate mark for all modules of the year is at least 40%
- No mark is below 35%
- Not more than 15 ECTS have marks in range 35 – 39%

*Note:* Where one or more of these conditions have not been met each module where the mark is below 40% must be repeated. Marks of 40% and above are carried forward to the next session and are not repeatable.

4. Honours are awarded only on the aggregate performance to candidates who have successfully completed 60 ECTS, in accordance with the following standard:

First Class Honours, 70%

Second Class Honours Grade One, 60%;

Second Class Honours Grade Two, 50%;

Third Class Honours, 40%.

5. A limited number of those who pass the First Year examination in German, Spanish or Italian at a specified minimum mark, may be permitted to transfer into the Second Year of the B.Comm. International programme (provided the First Commerce examination is passed overall). In the event of demand exceeding the number of available places, selection will be based on performance in the language at the First Commerce examination.

6. After First Year, the European continental language is available only in the B.Comm. International programmes.

7. It shall not be permitted to carry forward continuous assessment marks from one academic year to the next. Where a module has continuous assessment elements, the marks obtained at the first sitting, including a zero mark for non-submission if applicable, will normally be carried forward to the repeat sitting, unless otherwise specified in the module outline. Where it is specified in a module outline that continuous assessment marks will not be carried forward, the module outline should describe the provisions for resubmission. Students who have not presented for the first sitting of a module are effectively sitting the examination for the first time in the Autumn session, so the normal procedures for computing overall marks should be followed i.e. the student must bear the full cost of any deficiencies in continuous assessment elements.

## **Regulations for Second and Final Years**

### **1. Graduation**

To graduate with the B.Comm. Degree, the student must accumulate a total of 60 ECTS credits in both Second and Final Years as follows:

**Second Commerce:** 60 ECTS: 50 obligatory plus 10 optional credits.

**Final Commerce:** 60 ECTS: 15 ECTS credits obligatory, 25 ECTS credits from one stream, and 20 ECTS credits either from the same stream or from the list of electives.

## 2. Honours

Honours in Final Year are calculated on the basis of 30% of the aggregate mark obtained in Second Year and 70% of the aggregate mark obtained in Final Year according to the following table:

H1	70% on the aggregate
H2.1	60% on the aggregate
H2.2	50% on the aggregate
H3	40% on the aggregate

## 3. Compensation

A candidate must have successfully completed 60 ECTS in Second Year to proceed to the Final Year of the Programme. The Pass standard is 40% in each module. However a student with marks less than 40% in one or more modules will be deemed to have passed, provided:

- The aggregate mark for all modules of the year is at least 40%
- No mark is below 35%
- Not more than 15 ECTS have marks in range 35-39%

**Note:** Where one or more of these conditions have not been met each module where the mark is below 40% must be repeated. Marks of 40% and above are carried forward to the next session and are not repeatable.

4. Honours are awarded only on the aggregate performance to candidates who have successfully completed 60 ECTS, in accordance with the following standard:

First Class Honours, 70%;

Second Class Honours Grade One, 60%;

Second Class Honours Grade Two, 50%;

Third Class Honours, 40%

## 5. Repeat Examinations

Repeat examinations are scheduled in August for those students who failed examinations in modules of Semester 1 or Semester 2 or who otherwise had the School's permission to be absent. It is not allowable for students to be absent from the initial examination in a subject without the School's permission.

6. It shall not be permitted to carry forward continuous assessment marks from one academic year to the next. Where a module has continuous assessment elements, the marks obtained at the first sitting, including a zero mark for non-submission if applicable, will normally be carried forward to the repeat sitting, unless otherwise specified in the module outline. Where it is specified in a module outline that continuous assessment marks will not be carried forward, the module outline should describe the provisions for resubmission. Students

who have not presented for the first sitting of a module are effectively sitting the examination for the first time in the Autumn session, so the normal procedures for computing overall marks should be followed i.e. the student must bear the full cost of any deficiencies in continuous assessment elements. Special circumstances can be taken into account by the Examinations Board.

***Note: Owing to pressure on numbers seeking admission, students entering the course leading to the B.Comm. Degree cannot be guaranteed places on the H.Dip.or PME? in Ed./ADO Courses on the completion of their Degree Course.***

B.Comm students continue to page 16.

# **BACHELOR OF COMMERCE (GLOBAL EXPERIENCE)**

## **General**

This is a new programme with first intake in 2016. Candidates for the Degree of Bachelor of Commerce (Global Experience) shall be required to pass the University examinations of the First, Second, Third and Final years of the programme. The examinations of each year must be passed within two academic years of commencing the programme of study for that year.

## **Regulations for First Year**

1. The Marks and Standards for the B. Comm programme shall apply. At degree level honours will be calculated on the basis of 30% of the aggregate mark obtained in Second Year and 70% of the aggregate mark obtained in Final Year according to the following table:

H1	70% on the aggregate
H2.1	60% on the aggregate
H2.2	50% on the aggregate
H3	40% on the aggregate

2. A candidate must have successfully completed 60 ECTS in First Year to proceed to the Second Year of the Programme. The Pass standard is 40% in each module. However a student with marks of less than 40% in one or more modules will be deemed to have passed the year provided:

- The aggregate mark for all modules of the year is at least 40%
- The mark in every module is 35% or more
- Not more than 15 ECTS have marks in range 35 – 39%

Note 1: Where one or more of these conditions have not been met each module where the mark is below 40% must be repeated. Modules with marks of 40% and above are carried forward to the next session and are not repeatable. Note 2: Pass by compensation is not permitted in the language modules.

3. Repeat examinations are scheduled in August for those students who failed examinations in modules in Semester 1 or Semester 2 or who otherwise had the School's permission to be absent. It is not allowable for students to be absent from the initial examination in a module without the School's permission.

4. After First Year, language is available only in the B.Comm. International (language) programmes. A limited number of those who pass the First Year examination in German or Spanish or Italian, at a specified minimum mark,

will be permitted to transfer into the Second Year of the B.Comm. International programme (provided the First Commerce examination is passed overall). In the event of demand exceeding the number of available places, selection will be based on performance in the language at the First Commerce examination.

5. It shall not be permitted to carry forward continuous assessment marks from one academic year to the next. Where a module has continuous assessment elements, the marks obtained at the first sitting, including a zero mark for non-submission if applicable, will normally be carried forward to the repeat sitting, unless otherwise specified in the module outline. Where it is specified in a module outline that continuous assessment marks will not be carried forward, the module outline should describe the provisions for resubmission. Students who have not presented for the first sitting of a module are effectively sitting the examination for the first time in the Autumn session, so the normal procedures for computing overall marks should be followed i.e. the student must bear the full cost of any deficiencies in continuous assessment elements.

## **Schedule of Modules**

### **First Year**

#### **Core**

AY104	Introduction to Financial Accounting	5 ECTS	Semester 1
AY105	Introduction to Management Accounting	5 ECTS	Semester 2
EC142	Principles of Microeconomics	5 ECTS	Semester 1
EC143	Principles of Macroeconomics	5 ECTS	Semester 2
MA119	Mathematics for Business	5 ECTS	Semester 1
ST1109	Introductory Statistics for Business	5 ECTS	Semester 2
MS120	Business Information Systems	5 ECTS	Semester 1
MS1100	Information Management for Business	5 ECTS	Semester 2
MG1100	Contemporary Management Thought	5 ECTS	Semester 1
MK1100	Foundations of Marketing Thought	5 ECTS	Semester 2

#### **Optional**

FA1120	Skills for Success	5 ECTS	Semester 1
LW190	Business Law 1	5 ECTS	Semester 2

#### **OR**

SH140	Spanish Language I (Intermediate)	10 ECTS	Semester 1&2
or			
SH102	Spanish Language I (Beginners)	10 ECTS	Semester 1&2
or			
GR141	German Language I (Advanced)	10 ECTS	Semester 1&2

or			
GR140	German Language I (Beginners)	10 ECTS	Semester 1&2
or			
IT105	Italian	10 ECTS	Semester 1&2

B.Comm Global Experience students continue to page 16.



## **BACHELOR OF COMMERCE (INTERNATIONAL EXPERIENCE)**

1. The B.Comm. (International Experience) is a four-year version of the existing B.Comm. programme involving a one-year period of study at an approved university or third level institution outside the state and/or placement in an approved business environment.
2. The International year is optional. Interested students must apply to the School of Business & Economics in their second year, by a date to be specified. The students selected would spend their third year abroad on placement and on the successful completion of this year would take final B.Comm. in their fourth year.
3. Numbers accepted on the programme will be limited. The School of Business & Economics will determine both the selection of students and the particular university at which the student will spend time abroad. Such decisions are based on the number of places available at host institutions as well as the student's academic and personal record.
4. The number and level of subjects to be taken at the host University must be determined in consultation with the School of Business & Economics. Performance in examinations taken abroad will be integrated into the student's record in "pass"/"fail" terms. Accordingly, in order for students to be admitted to Fourth Year, they must have achieved an overall result of "Pass" in Third Year (year abroad/ Placement).
5. Where the requirements of the Year abroad are not successfully completed, arrangements to proceed on a provisional basis may be applied and the deficiencies must be made up by the students in question presenting for such additional examinations and/or other exercises as determined by the School of Business & Economics
6. The regulations as set out in the Calendar and Marks and Standards for the B.Comm. programme are as follows:

Honours in Final Year are calculated on the basis of 30% of the aggregate mark obtained in Second Year and 70% of the aggregate mark obtained in Final Year according to the following table:

H1	70% on the aggregate
H2.1	60% on the aggregate

H2.2	50% on the aggregate
H3	40% on the aggregate

## Second Year

### *First Semester - Core*

<b>Code</b>	<b>Module Title</b>	<b>ECTS</b>
ST2217	Inferential Statistical Methods for Business	5
MK2100	Marketing Management	5
MG2100	Organisational Psychology	5
EC209	Managerial Economics	5
AY207	Management Accounting I	5
FA206	Skills for Work Life	5

### *Second Semester - Core*

<b>Code</b>	<b>Module Title</b>	<b>ECTS</b>
AY208	Business Finance I	5
MG325	Employment Relations	5
EC213	Macroeconomics	5
MS217	Information and Operations Management	5

### *Optional*

AY209	International Financial Reporting I	5
EC247	Introduction to Financial Economics	5
OR		
EC259	Economics of Public Policy	5
ST2218	Advanced Statistical Methods for Business	5
MG206	Management of Organisational Change	5
MK2101	The Psychology of Consumer Behaviour	5
CI200*	Doing Business in China – Language & Culture I	5
MS117	Information Systems and Project Management	5
LW290*	Business Law II	5

\*(pre-requisite is LW190 Business Law I)

\*CI200 is offered subject to available resources, class size is limited. No change of mind facility offered for these modules.

*Students are required to choose two optional modules from the above list, and are not permitted to choose two options with the same module prefix.*

## Final Year

Students must pass modules to a total of 60 ECTS credits.

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

- (a) 15 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
MG334	Strategic Management	5	Semester II
FA318	Innovation, Creativity & Enterprise	5	Semester II

- (b) Students must select one of the streams listed below and pass modules to a total of 25 ECTS in that stream (including modules indicated as obligatory for that stream):

Accounting  
Economics  
Marketing  
Management of Human Resources  
Business Information Systems

- (c) Make up the remaining 20 ECTS credits either from options from the additional modules listed from the same stream or from the list of elective modules.

**SUBJECT STREAMS (FINAL YEAR)**

**ACCOUNTING**

The following are the obligatory modules for the stream (25 ECTS):

<i>Code</i>	<i>Module</i>	<i>ECTS</i>	<i>Semester</i>	<i>Prerequisites</i>
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. Fin. 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

B.Comm. students who are not registered for the Accounting Stream, but who are registered for 20 ECTS of Law courses, can register for Taxation I to enable them to join the LL.B. programme at Second Year stage.

## **ECONOMICS**

The obligatory modules for this stream are:

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	
	<b><i>Semester</i></b>		
EC3101	Microeconomics and Public Policy	5	Semester I
EC3102	Macroeconomics and Public Policy	5	Semester II

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

EC422	Applied Econometrics	5	Semester I
EC345	Health Economics	5	Semester I
EC369	Money & Banking	5	Semester I
EC388	Environmental and Natural Resource Economics	5	Semester I
EC357	Development Economics	5	Semester I
EC3100	Economics and Philosophy	5	Semester II
EC382	International 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 EC422 Applied Econometrics.

*All of these options may not be available each year.*

## **BUSINESS INFORMATION STUDIES**

The following are the obligatory modules for the stream (25 ECTS):

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>
MS325	Contemporary Project Management	5	Semester I
MS414	Business Intelligence & Analytics	5	Semester I
MS218	Database Technologies	5	Semester I
MS223	E-Business Strategy & Practice	5	Semester II
MS413	Cloud Computing	5	Semester II

**Additional BIS modules** (which are optional within the stream):

MS321	Web and Interactive Media Design	5	Semester I
MS403	Information Systems Strategy And Planning	5	Semester I
MS323	User Experience Design	5	Semester I
MS319	Enterprise Systems	5	Semester II
MS110	Business Systems Analysis	5	Semester I

## **MANAGEMENT OF HUMAN RESOURCES**

The following are the obligatory modules for the stream (25 ECTS):

<b>Code</b>	<b>Module</b>	<b>ECTS</b>	<b>Semester</b>
MG328	Human Resource Management	5	Semester I
MG327	Global Employment Relations	5	Semester II
MG326	Employee Relations: Rights & Obligations	5	Semester I
MG333	Cross Cultural Management	5	Semester II
MG332	Work and Organisations	5	Semester I

## **MARKETING**

The following are the obligatory modules for the stream (25 ECTS):

<b>Code</b>	<b>Module</b>	<b>ECTS</b>	<b>Semester</b>
<b>Prerequisites</b>			
MK3100	Qualitative Marketing Research	5	Semester I
MK3102	Marketing Analytics & Research	5	Semester II
MK303	Global Marketing	5	Semester II
MK3101	Cases in Marketing Strategy	5	Semester I
MK3103	Digital Marketing Planning	5	Semester II

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

<b>Code</b>	<b>Title</b>	<b>ECTS</b>	<b>Semester</b>
MK311	The Marketing of Services	5	Semester I
MK314	Media & Marketing Communications	5	Semester I
MK341	Brand Management	5	Semester II

## ***ELECTIVES AVAILABLE IN SEMESTER I***

<b>Code</b>	<b>Module</b>	<b>ECTS</b>
<b>Prerequisites</b>		
AY325	Int. Fin. Reporting II	5
AY321	Management Accounting II	5
	Mgmt. Acc. I	

EC3101	Microeconomics and Public Policy	5
EC357	Development Economics	5
EC422	Applied Econometrics	5
EC369	Money & Banking	5
EC345	Health Economics	5
EC388	Environmental and Natural Resource Economics	5
MS414	Business Intelligence and Analytics	5
MS321	Web and Interactive Media Design	5
MS323	User Experience Design	5
MG332	Work and Organisations	5
MG328	Human Resource Management	5
MK311	The Marketing of Services	5
MK314	Media & Marketing Communications	5
MS110	Business Systems Analysis	5
ME5101	Quality Management	5
LW3103	Consumer Law and Policy	5
LW427	European Union Law I	5
LW377	Company Law I	5
*LW423	Advanced Business Law	5
**CI300	Doing Business in China – Lang. & Culture I	5

#### *ELECTIVES AVAILABLE IN SEMESTER 2*

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Prerequisites</i></b>
AY314	Business Finance II	5	
AY322	Management Accounting III	5	
AY326	Int. Fin. Reporting III	5	Int. Fin. Rep. II
EC3100	Economics and Philosophy	5	
EC3102	Macroeconomics and Public Policy	5	
EC362	Economics of Financial Markets	5	
EC382	International Economics	5	
EC386	Public Economics	5	
EC429	Marine Economics	5	
MS319	Enterprise Systems	5	
MS223	E-Business Strategy and Practice	5	
MS413	Cloud Computing	5	
MG333	Cross Cultural Management	5	
MG323	International Business	5	
MG327	Global Employment Relations	5	
MK303	Global Marketing	5	
MK341	Brand Management	5	
IE319	Operations Strategy	5	
IE345	Logistics and Transportation	5	
LW364	International Trade Law	5	
LW356	Industrial & Intellectual Property Law	5	

LW428	European Union Law II	5
LW378	Company Law II	5
LW374	Banking Law	5
LW3105	Medical Device Law and Regulatory Affairs	5
**CI301	Doing Business in China – Lang. & Culture II	5 Lang. & Cult. I

\*LW190 and LW290 are pre-requisites for LW423

\*\*CI300 and CI301 are offered subject to available resources, class size is limited to 30 students per module. No change of mind facility offered for these modules.

## **BACHELOR OF COMMERCE INTERNATIONAL**

**B.Comm. International (French)**

**B.Comm. International (German)**

**B.Comm. International (Spanish)**

**B.Comm. International (Italian)**

### **Regulations**

1. A minimum entry requirement is the achievement of a Higher Level B3 in Leaving Certificate French for the French programme, a Higher Level C3 in German for the German programme, and a Higher Level C1 in any continental Language for the Spanish programme.

2. Students do not have an automatic right of transfer from the B.Comm International to the B.Comm. programme. As a norm, the student will be required to have the C.A.O points of entry for the B.Comm. programme. A decision on transfer arrangements will be made by the J.E. Cairnes School of Business and Economics.

3. Spanish/German are available in the first year of the B.Comm. programme. A limited number of students may transfer to the second year of the B.Comm. International on the recommendation of the Discipline concerned and conditional on passing first commerce and achieving a satisfactory performance in the language.

4. The Marks and Standards for the B.Comm. shall apply except that the year abroad will operate on a "pass"/"fail" basis.

Honours in Final Year are calculated on the basis of 30% of the aggregate mark obtained in Second Year and 70% of the aggregate mark obtained in Final Year according to the following table:

H1	70% on the aggregate
H2.1	60% on the aggregate
H2.2	50% on the aggregate
H3	40% on the aggregate



Pass by compensation is not permitted in the following modules: SH102, SH140, GR140, GR141, FR105, IT105, SH212, SH216, SH355, SH358.II, GR222, GR223, GR355, GR356, FR255, FR256, FR355, FR356, IT334, IT341

5. Repeat examinations are scheduled in August for those students who failed examinations in modules of Semester 1 or Semester 2 or who otherwise had the School's permission to be absent. It is not allowable for students to be absent from the initial examination in a subject without the School's permission.

6. The number and level of subjects to be taken at the host International University must be determined in consultation with the J.E. Cairnes School of Business and Economics, NUI, Galway.

7. To graduate with the B.Comm. International students must accumulate a minimum total of 60 ECTS credits in their final year including 15 obligatory credits, 20 credits for the language and 25 other optional ECTS credits.

## **Schedule of Modules**

### **First Year**

AY104	Introduction to Financial Accounting	5 ECTS	Semester 1
AY105	Introduction to Management Accounting	5 ECTS	Semester 2
*EC139	Principles of Microeconomics	5 ECTS	Semester 1
*EC141	Principles of Macroeconomics	5 ECTS	Semester 2
MA119	Mathematics for Business	5 ECTS	Semester 1
ST1109	Introductory Statistics for Business	5 ECTS	Semester 2
MS120	Business Information Systems	5 ECTS	Semester 1
MS1100	Information Management for Business	5 ECTS	Semester 2
MG1100	Contemporary Management Thought	5 ECTS	Semester 1
MK1100	Foundations of Marketing Thought	5 ECTS	Semester 2
FR105	French	10 ECTS	Semester 1&2
<b>or</b>			
GR141	German Language I (Advanced)	10 ECTS	Semester 1&2
<b>or</b>			
GR140	German Language I (Beginners)	10 ECTS	Semester 1&2
<b>or</b>			
SH140	Spanish Language I (Intermediate)	10 ECTS	Semester 1&2
<b>or</b>			
SH102	Spanish Language I (Beginners)	10 ECTS	Semester 1&2

\*Economics modules also available through Irish – subject to demand

**Total credit units required: 60**

## **Second Year**

<i>Semester I</i>	<i>ECTS</i>	<i>Semester II</i>	<i>ECTS</i>
AY207 Management Acc. I	5	AY208 Business Finance I <b>or</b> MG325 Employment Relations	5 5
EC209 Managerial Economics	5	EC213 Macroeconomics <b>or</b> LW190 Business Law 1	5 5
ST2217 Inferential Statistical Methods for Business	5	Language (French, German, Italian or Spanish)	15
MG2100 Organisational Psychology	5		
MK2100 Marketing Management	5		
Language (French, German, Italian or Spanish)	5		

In addition students must select **one** module from the following list of options each of which is valued at 5 ECTS:

- AY209 International Financial Reporting I (Semester II)  
EC259 Economics of Public Policy (Semester II)  
or  
EC247 Introduction to Financial Economics (Semester II)  
ST2218 Advanced Statistical Methods for Business (Semester II)  
MG206 Management of Organisational Change (Semester II)  
MK2101 The Psychology of Consumer Behaviour (Semester II)  
MS117 Information Systems and Project Management (Semester II)

**Total credit units required: 60 (55 obligatory and 5 optional)**

## **Third Year (Year Abroad)**

The number and level of subjects to be taken at the host university must be determined in consultation with the J.E. Cairnes School of Business and Economics, NUI, Galway.

## Final Year

### Obligatory Modules

<i>Semester I</i>		<i>ECTS</i>
EC423	Ireland in the Global Economy	5
	Language (French, German, Italian or Spanish)	5
<i>Semester II</i>		
MG334	Strategic Management	5
FA318	Innovation, Creativity & Enterprise	5
	Language (French, German, Italian or Spanish)	15

In addition, students must select optional modules from the modules as listed in the subject streams and/or list of electives found in the final year of BComm (pg 18).

### Outline of Language provision

Studies in French, German, Spanish and Italian will focus on:-

- (a) the study of the contemporary language in both the written and spoken forms and aural comprehension, with special emphasis being placed on the register and communication skills appropriate to business studies.
- (b) the study of the contemporary society and institutions of the countries whose languages are being studied.

# BACHELOR OF COMMERCE GAEILGE

## General

Candidates for the Degree of Bachelor of Commerce Gaeilge shall be required to pass the University examinations of the First, Second, Third and Final years of the programme. The examinations of each year must be passed within two academic years of commencing the programme of study for that year.

## Regulations

1. A minimum entry requirement is the achievement of H3 in Leaving Certificate Irish.

2. Students do not have an automatic right of transfer from the B.Comm International to the B.Comm. programme. As a norm, the student will be required to have the CAO points of entry for the B.Comm. programme. A decision on transfer arrangements will be made by the JE Cairnes School of Business and Economics.

3. The Marks and Standards for the B.Comm. shall apply except that **Semester 2 in Third Year** (Taithí Oibre) will operate on a 'pass'/'fail' basis.

Honours in Final Year are calculated on the basis of 30% of the aggregate mark obtained in Second Year and 70% of the aggregate mark obtained in Final Year according to the following table:

H1	70% on the aggregate
H2.1	60% on the aggregate
H2.2	50on the aggregate%
H3	40% on the aggregate

Pass by compensation is not permitted in the following modules: Gaeilge & Cumarsáid 1, 2, 3, 4, 5, Bunscoilleana Aistriúchán 1, 2 and Teanga an Ghnó. Students may not compensate in the Irish modules from results in the Commerce modules.

4. Repeat examinations are scheduled in August for those students who failed examinations in modules of Semester 1 or Semester 2 or who otherwise had the School's permission to be absent. It is not allowable for students to be absent from the initial examination in a subject without the School's permission.

5. To graduate with the B.Comm. International students must accumulate a minimum total of 60 ECTS credits in their final year including 15 obligatory credits, 20 credits for the language and 25 other optional ECTS credits.

## Schedule of Modules

### First Year

AY104 Introduction to Financial Accounting	5ECTS	Semester 1
AY105 Introduction to Management Accounting	5ECTS	Semester 2
*EC139 Principles of Microeconomics	5ECTS	Semester 1
*EC141 Principles of Macroeconomics	5ECTS	Semester 2
MA119 Mathematics for Business	5ECTS	Semester 1
ST1109 Introductory Statistics for Business	5 ECTS	Semester 2
MS120 Business Information Systems	5 ECTS	Semester 1
MS121 Business Info. Management	5 ECTS	Semester 2
MG1100 Contemporary Management Thought	5 ECTS	Semester 1
MK1100 Foundations of Marketing Thought	5 ECTS	Semester 2
GA191 Gaeilge & Scileanna Cumarsáide 1	5 ECTS	Semester 1
GA192 Gaeilge & Scileanna Cumarsáide 2	5 ECTS	Semester 2

\*Economics modules also available through Irish – subject to demand

### Total credit units required: 60

\* See further module descriptors later (SYLLABI OF COURSES)

### Second Year

<i>Semester I</i>	<i>EC TS</i>	<i>Semester II</i>	<i>ECTS</i>
AY207 Management Acc. I	5	AY208 Business Finance I <b>or</b> MG325 Employment Relations	5 5
EC209 Managerial Economics	5	EC213 Macroeconomics <b>or</b> LW190 Business Law 1	5 5
ST2217 Inferential Statistics for Business	5	GA2112 Teanga an Ghnó	5
MG2100 Organisational Psychology	5	GF306 Dlí, Eiticí & an Córas Poiblí	5
MK2100 Marketing Management	5		
GA2111 Gaeilge & Scileanna Cumarsáide 3	5		

LN105 Bunscileanna Aistriúcháin 1	5	LN105 Bunscileanna Aistriúcháin 1 <sup>1</sup>	5
-----------------------------------	---	--	---

In addition students must select **one** module from the following list of options each of which is valued at 5 ECTS:

- AY209 International Financial Reporting I (Semester 2)  
 EC259 Economics of Public Policy (Semester 2)  
 Or  
 EC213 Macroeconomics  
 EC247 Introduction to Financial Economics (Semester 2)  
 ST2218 Advanced Statistical Methods for Business (Semester 2)  
 MG206 Management of Organisational Change (Semester 2)  
 MK2101 The Psychology of Consumer Behaviour (Semester 2)  
 MS117 Information Systems and Project Management (Semester 2)

**Total credit units required: 60 (55 obligatory and 5 optional)**

### Third Year

Year 3 will be divided between a 30 ECTS internship programme in an Irish-speaking environment and 30 ECTS of Irish-medium studies at NUI, Galway's Gaeltacht campus at An Cheathrú Rua.

- Seimeastar 1: GA209 Inniúlachtaí Gairme 5 ECTS  
                   GF402 Litríocht na hImlirce 5 ECTS  
                   GA301 Bunscileanna Aistriúcháin 2 5 ECTS  
  
                   GA302 Córtais Faisnéise agus Feidhmchláir  
                   don Ghnó 5 ECTS  
                   GA311 Gaeilge & Scileanna Cumarsáide 4 5 ECTS  
                   GA303 Scileanna Tionscadail agus Fiontraíochta 5 ECTS  
 Seimeastar 2: GA304 Taithí Oibre 30 ECTS

## 6. LANGUAGE MODULES OF THE PROGRAMME

The language modules of the programme are designed to meet the requirements of the Teaching Council with regard to registration as a qualified post-primary teacher of Gaeilge.<sup>2</sup>

---

<sup>2</sup> **TEACHING COUNCIL REQUIRMENTS:** The study of Irish during the degree must show that the holder has acquired sufficient knowledge, skills and understanding to teach the Irish syllabus to the highest level in post-primary education (see [www.curriculumonline.ie](http://www.curriculumonline.ie)). To meet this requirement the degree must include the study of: (a) Irish Language Studies and (b) Irish Literature The degree must incorporate the study of Literature through the medium of Irish comprising of at least 20 ECTS credits and should incorporate at least two of the following areas: i. Poetry ii.

# REGULATIONS FOR COURSES OF STUDY AND EXAMINATIONS LEADING TO THE DEGREE OF BACHELOR OF COMMERCE ACCOUNTING (B.Comm. Accounting)

## General

Candidates for the Degree of Bachelor of Commerce (Accounting) shall be required to pass the University examinations of the First, Second and Final years of the programme. The examinations of each year must be passed within two academic years of commencing the programme of study for that year.

## Regulations for First Year: .

### 1. *Course Modules for First Year:*

#### Semester I:

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
EC139	Principles of Microeconomics*	5
AY130	Financial Reporting	5
MS120	Business Information Systems	5
MA119	Mathematics for Business	5
MG1100	Contemporary Management Thought	5
FA1120	Skills for Success	5

#### Semester II:

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
EC141	Principles of Macroeconomics*	5
AY120	Accounting	5
MS1100	Information Management for Business	5
ST1109	Introductory Statistics for Business	5
MK1100	Foundations of Marketing Thought	5
LW190	Business Law I	<u>5</u>

---

Prose iii. Media/Film Studies iv. Drama. Applicants must have verifiable residential experience of at least two months in an area designated as a Gaeltacht area.

## **Total ECTS = 60**

(\* Economics through Irish is also available).

2. A candidate must have successfully completed 60 ECTS in First Year to proceed to the Second Year of the Programme. The Pass standard is 40% in each subject. However the year may be passed by compensation provided:

- The aggregate mark for all modules of the year is at least 40%
- No mark is below 35%
- Not more than 15 ECTS have marks in range 35 – 39%

**Note:** Where one or more of these conditions have not been met each module where the mark is below 40% must be repeated. Marks of 40% and above are carried forward to the next session and are not repeatable.

3. Honours are awarded only on the aggregate performance to candidates who have successfully completed 60 ECTS, in accordance with the following standard:

First Class Honours, 70%; Second Class Honours Grade One, 60%;  
Second Class Honours Grade Two, 50%; Third Class Honours, 40%.

4. **Repeat Examinations:** Repeat Examinations are scheduled in August for those students who failed the Summer examinations or who otherwise had the School's permission to be absent. It is not allowable for students to be absent from the initial examination in a module without the School's permission.

5. It shall not be permitted to carry forward continuous assessment marks from one academic year to the next. Where a module has continuous assessment elements, the marks obtained at the first sitting, including a zero mark for non-submission if applicable, will normally be carried forward to the repeat sitting, unless otherwise specified in the module outline. Where it is specified in a module outline that continuous assessment marks will not be carried forward, the module outline should describe the provisions for resubmission. Students who have not presented for the first sitting of a module are effectively sitting the examination for the first time in the Autumn session, so the normal procedures for computing overall marks should be followed i.e. the student must bear the full cost of any deficiencies in continuous assessment elements. Special circumstances can be taken into account by the Examinations Board.

## **Regulations for Second and Final Years**

### **1. Graduation:**

To graduate with the B. Comm. (Accounting) Degree, the student must accumulate a total of 60 ECTS credits in each of Second and Final Years.

### **2. Honours**



Honours in Final Year are calculated on the basis of 30% of the aggregate mark obtained in Second Year and 70% of the aggregate mark obtained in Final Year according to the following table:

H1 70% on the aggregate  
H2.1 60% on the aggregate  
H2.2 50% on the aggregate  
H3 40% on the aggregate

### ***3. Compensation***

A candidate must have successfully completed 60 ECTS in Second Year to proceed to the Final Year of the Programme. The Pass standard is 40% in each subject. However the year may be passed by compensation provided:

- The aggregate mark for all modules of the year is at least 40%
- No mark is below 35%
- Not more than 15 ECTS have marks in range 35 – 39%

Note: Where one or more of these conditions have not been met each module where the mark is below 40% must be repeated. Marks of 40% and above are carried forward to the next session and are not repeatable.

4. Honours are awarded only on the aggregate performance to candidates who have successfully completed 60 ECTS, in accordance with the following standard: First Class Honours, 70%; Second Class Honours Grade One, 60%; Second Class Honours Grade Two, 50%; Third Class Honours, 40%.

### ***5. Time Limit***

Students must accumulate a total of 60 ECTS credits in Second Year within two academic years of having passed the First Commerce Examination. The 60 ECTS credits must include the obligatory courses specified.

### ***6. Repeat Examinations***

Repeat examinations are scheduled in August for those students who failed examinations in modules of Semester 1 or Semester 2 or who otherwise had the School's permission to be absent. It is not allowable for students to be absent from the initial examination in a subject without the School's permission.

7. It shall not be permitted to carry forward continuous assessment marks from one academic year to the next. Where a module has continuous assessment elements, the marks obtained at the first sitting, including a zero mark for non-submission if applicable, will normally be carried forward to the repeat sitting, unless otherwise specified in the module outline. Where it is specified in a module outline that continuous assessment marks will not be carried forward, the module outline should describe the provisions for

resubmission. Students who have not presented for the first sitting of a module are effectively sitting the examination for the first time in the Autumn session, so the normal procedures for computing overall marks should be followed i.e. the student must bear the full cost of any deficiencies in continuous assessment elements. Special circumstances can be taken into account by the Examinations Board.

## **Schedule of Course Modules for the Second and Third Years of the B.Comm. (Accounting) Programme**

### **Second Year:**

#### ***Semester I***

<b><i>Code</i></b>	<b><i>Module</i></b>	<b>ECTS</b>
ST2217	Inferential Statistical Methods for Business	5
EC209	Managerial Economics	5
AY207	Management Accounting I	5
FA206	Skills for Work Life	5
AY324	Auditing, Assurance & Governance	5
AY325	International Financial Reporting II	5
		<b>30</b>

#### ***Semester II***

<b><i>Code</i></b>	<b><i>Module</i></b>	<b>ECTS</b>
AY326	International Financial Reporting III	5
AY208	Business Finance I	5
LW290*	Business Law II	5
	*(pre-req. is LW190 Business Law I)	
EC213	Macroeconomics	5
MS217	Information & Operations Management	5

### **One Elective from the following:**

MS117	Information Systems and Project Management	5
MG325	Employment Relations	5
MK2101	The Psychology of Consumer Behaviour	5
EC259	Economics of Public Policy	5
<i>or</i>		
EC247	Introduction to Financial Economics	5
*CI200	Doing Business in China – Language and Culture I	5
ST2218	Advanced Statistical Methods for Business	5
		<b>30 ECTS</b>

\*CI200 is offered subject to available resources, class size is limited. No change of mind facility offered for these modules. Students must attend from the start of week 2 of term at the latest.

### **Third Year:**

#### ***Semester I***

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><u>ECTS</u></b>
AY536	Advanced Financial Accounting	5
AY321	Management Accounting II	5
LW423	Advanced Business Law	5
AY308	Taxation I	<u>5</u>
		<b>20</b>

#### ***Two Electives from the following (subject to timetabling constraints)***

AY327	Accounting Internship	5
EC3101	Microeconomics and Public Policy	5
EC423	Ireland in the Global Economy	5
EC422	Applied Econometrics	5
EC369	Money & Banking	5
EC345	Health Economics	5
ME5101	Quality Management	5
IE309	Operations Research	5
MS321	Web & Interactive Media Design	5
MS414	Business Intelligence & Analytics	5
MS403	Information Systems Strategy & Planning	5
MS325	Contemporary Project Management	5
MG322	Work & Organisations	5
MK2100	Marketing Management	5
MK311	The Marketing of Services	5
MK314	Media & Marketing Communications	5
LW427	European Union Law I	5
LW364	International Trade Law	5
*LW3103	Consumer Law and Policy	5
*CI300	Doing Business in China – Language & Culture I	5
		<b>30</b>

#### ***Semester II***

<b><i>Code</i></b>	<b><i>Module</i></b>	
AY322	Management Accounting III	5

AY314	Business Finance II	5
FA318	Innovation, Creativity & Enterprise	5
AY319	Taxation II	5
		<b>20</b>

*Two Electives from the following:*  
(subject to timetabling constraints)

EC362	Economics of Financial Markets	5
EC382	International Economics	5
EC386	Public Economics	5
EC3100	Economics and Philosophy	5
EC3102	Macroeconomics and Public Policy	5
EC429	Marine Economics	5
MK303	Global Marketing	5
MK341	Brand Management	5
MS319	Enterprise Systems	5
MS223	E-Business Strategy & Practice	5
MG206	Management of Organisational Change	5
MG333	Cross Cultural Management	5
MG323	International Business	5
IE319	Operations Strategy	5
IE345	Logistics & Transportation	5
LW428	European Union Law II	5
LW356	Industrial & Intellectual Property Law	5
LW364	International Trade Law	5
	Medical Device Law and Regulatory	
LW3105	Affairs	5
LW374	Banking Law	5
*CI301	Doing Business in China -	5
	Language & Culture II	
	(Prerequisite: Lang. & Culture I)	
		<b><u>10</u></b>
		<b>30</b>

\*CI300 and CI301 are offered subject to available resources, class size is limited to 40 students per module. No change of mind facility offered for these modules. Students must attend from the start of week 2 of term at the latest.

**The syllabii for non-language courses are as listed hereunder for the First, Second and Final Years of the Bachelor of Commerce degree programmes.**

## **FIRST YEAR COMMERCE SYLLABI OF COURSES**

### *An Mhaicreacnamaíocht*

Baineann Maicreacnamaíocht leis an geilleagar ar fad. Tugann sé tuiscint ar OTI (GNP), an leibhéal praghsanna, dífhostaíocht agus fás eacnamaíocht. Is é aidhm an modúl seo na tuiscint a thabhairt do mhic léinn ar na príomh phrionsabail maicreacnamaíochta. Is é an réimse atá clúdaithe ná: h-athróga maicreacnamaíochta, an geilleagar sa fad téarma, an geilleagar oscailte, luainithe sa gear téarma, agus an Aontas Airgeadais na hEorpa.

### *An Mhicreacnamaíocht*

Is réamhrá é an modúl seo do Phrionsabail na Micreacnamaíochta. Déanann Micreacnamaíocht staidear ar an gcaoi a ndéanann daoine cinntí i gcomhthéacs ganntanas agus an chaoi a gcomhordaíonn an margadh na cinntí seo. Déanann an modúl staidear ar an gcaoi a n-oibríonn margaí agus cén fá go gcliseann margaí uaireanta. Déantar staidear ar iompraíocht táirgeoirí agus tomhaltóirí agus toradh atá ag cur isteach ar an margadh.

### *Business Information Systems*

The objective of the course is to provide students with a broad understanding of the fundamentals, and strategic importance of business information systems. Topics may include: fundamental differences between information systems and information technology; significance of globalisation and technology evolution; importance of information systems with respect to organisational decision-making; the evolution, importance and potential impact of eBusiness.

### *Business Law I*

The aim of this module is to introduce students to the fundamental principles of business law, particularly contract and sale of goods law and the legal framework within which commercial enterprises must operate in this regard. This will first require an understanding of the operation of the legal system in Ireland and the E.U. It is one of a sequential number of modules which highlight areas of commercial and business activity that have important legal implications for those involved.

### *Contemporary Management Thought*

The primary objectives of this course are as follows: - To introduce you to the key tasks of management: planning, leading, organising, and controlling - To examine the challenges of modern management; entrepreneurship, ethics and corporate responsibility, managing change - To provide an understanding of

the management of different types of organisations in different business and global contexts

#### *Foundations of Marketing Thought*

The aims of this module are to introduce the student to the concepts and principles fundamental to marketing theory and to provide a contemporary view of the role and importance of marketing by examining its application in international, European and Irish business situations. Underpinning students study will be the integration of marketing and ethics into the various topics for discussion.

#### *Information Management for Business*

The objective of this course is to advance students' understanding of business information management by focusing on current issues confronting organisations today.

#### *Introduction to Financial Accounting*

The objectives of this course are to develop in students the skills necessary to interpret and use accounting and financial information in a business context. Topics may include but are not limited to: Accounting Information; The demand for financial information; Measurement and reporting of accounting information; The Principles of Accounting; Financial Analysis and Interpretation of financial information including ratio analysis and reporting assessments of financial performance and financial position.

#### *Introduction to Management Accounting*

The objectives of this course are to introduce students to context, theory and practice of Management Accounting. Topics may include but are not limited to: Management uses of accounting information; Costing systems; Cost behaviour; Break-even and Profit-Volume analysis; Relevant costs and short-run decision making.

#### *Introductory Statistics for Business*

This course discusses the nature of statistical data and the use of probability to describe random phenomena. Topics covered include: sampling methods, numerical and graphical summaries, basic ideas of probability, random variables, use of common distributions.

#### *Italian*

The course is designed for students with no previous knowledge of Italian but is also open to non-beginners. It aims to develop communicative competence in relation to the common situations of everyday lively in a lively, student-centred environment.

### *Mathematics for Business*

The objective of this course is to develop in students the skills necessary to apply mathematical methods in a business environment. Topics covered include: Equations and Functions; Linear, Quadratic and Exponential Models; Linear Systems; Mathematics of Finance; Fundamentals of Calculus; and Optimisation.

### *Principles of Microeconomics*

The objective of this course is to introduce the basic concepts and principles of microeconomic theory. Microeconomics is the study of how households and firms make decisions and how they interact in specific markets. In this course students will learn how demand and supply interact to determine market prices and how government intervention can affect market outcomes. Students will also learn how firms make production decisions and will become familiar with different types of market structures, such as monopoly perfect competition.

### *Principles of Macroeconomics*

Macroeconomics is concerned with the behaviour of the economy as a whole and considers aggregate economic variables such as national output, the general level of prices, unemployment and economic growth. The purpose of this module is to introduce students to the basic concepts of macroeconomics and to the principles of macroeconomic theory.

### *Skills for Success*

The objective of this course is to assist students in developing skills that are necessary for success at university and subsequently in their working lives. Delivered using a blended learning approach, the course combines on-line activity, small group workshops and large group lectures to focus on areas such as academic writing, academic research, creative thinking, presentation skills and career planning.

### *Spanish/German*

The study of the contemporary language in both the written and spoken forms, with special emphasis being placed on the register and communication skills appropriate to business studies, and the study of the contemporary society and institutions of the relevant country.

## **SECOND & FINAL COMMERCE YEARS - SYLLABI OF COURSES**

### *Accounting Internship*

Students can choose to participate in an accounting internship between completion of second year and commencing their final year of studies in the B. Comm. Accounting Programme. It is the responsibility of the student to secure the internship position but this must be approved by the Programme Board.

### *Action Marketing*

This course extends the student's understanding of core marketing concepts and practice, embracing the marketing mix, product, price, plan and promotion, marketing planning, services and international marketing. Knowledge of these topics will act as an aid to marketing decision-making during their professional careers.

### *Advanced Business Law*

This course 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. The law of tort, particularly as it applies in the business context including areas such as negligence, professional negligence and occupier's liability is covered at an introductory level. Other topics of importance in a business context are covered including: the nature and legal requirements relating to negotiable instruments, bills of exchange, cheques and promissory notes and the legal framework in which business/commercial enterprises must operate covering topics such as agency, hire purchase, leasing and insurance law.

### *Advanced Financial Accounting*

Advanced topics of financial accounting including some or all of the following: Theoretical concepts in financial reporting; Regulatory issues and ethics for accountants; Advanced consolidation including joint ventures and associates; Cash flow statements, including consolidated cash flows; Accounting for partnerships; Accounts from incomplete records; Accounting for financial instruments; Impairment of assets.

### *Advanced Statistical Methods for Business*

The objective of this course is to develop advanced skills in the application of statistical methods in a business environment. Case studies and practical work will form a major component of this course. Topics may include: Regression



Modelling; Analysis of variance and covariance; Time Series Modelling; Statistics for Quality; Nonparametric statistics; large data sets; new and emerging topics in statistical methods for business.

### *Applied Econometrics*

The aim of this course is to give students a practical introduction to some of the main methods used by Economists to quantify relationships between economic variables. Using appropriate software and real data sets, theory learned in the classroom is quickly put into a practical context. Towards the end of the course students build their own Econometric model.

### *Auditing, Assurance & Governance*

The objective of this course is to build on the student's understanding of the role and function of auditing and assurance services, to further explore the concept and practical expression of good corporate governance and business ethics and to examine the broader discourse on corporate social responsibility.

The module will cover the role of auditing and assurance, codes of practice, professional ethics, societal and stakeholder expectations and the regulatory and legal environment. In addition the module will seek to impart an understanding of the theory and practice of corporate governance, its role in the management of corporations and in the realization of their wider social responsibilities; topics covered will typically include an introduction to the basic principles and historical context of corporate governance, implications of governance failure, corporate governance reform in the UK and Ireland, corporate governance from a legal perspective, the role of the board and institutional investors, corporate governance and internal corporate processes and practices, international corporate governance, corporate governance and corporate social responsibility. Finally the module will explore contemporary issues and challenges with regard to the development of good corporate governance and the role of auditing and assurance.

### *Banking Law*

The legal position and regulation of banks and the banker-customer relationship are explored in this course. The legal duties and liabilities of banks to customers and third parties are examined in relation to banking transactions, the provision of advice, and confidentiality requirements. The legal regulation of both electronic and paper-based banking will be considered.

### *Brand Management*

This course explores the concept of branding through critical examination of the techniques used to build and maintain strong brands. The topic addresses the routes available for brand development, and the strategic options for brand building, from the perspective of the marketing manager. It also examines the role of brand name, design and media in brand building, and examines how brands are managed over time.

### *Business Finance I*

Financial Management; Interpretation of Financial Statements; Management of Working Capital; Sources of Capital; Financial Institutions; The Stock Exchange; Capital structure and cost of Capital; Project Appraisal; Cost/Benefit Analysis: Valuation; Mergers and Acquisitions.

### *Business Finance II*

Capital Structure Theory; Management of Capital Structure; Dividend Policy; Portfolio Theory and Capital Asset Pricing; Investment Decision under conditions of risk and uncertainty; Cost of Capital; Adjustments to Cost of Capital for business risk and financial risk; The Leasing Decision; Mergers and Acquisitions. Long-term Sources of Finance.

### *Business Systems Analysis*

The objective of this course is to develop in students an understanding of the nature and application of systems development analysis and design concepts and techniques. Topics may include: the systems development lifecycle; the role of the systems analyst; project planning (e.g. Gantt charts and network diagrams); feasibility analysis; requirements gathering techniques (e.g. interviews, observation, JAD, prototyping); structured analysis and design techniques, e.g. decision tables, dataflow diagrams, entity relationship diagrams; systems design.

### *Business Intelligence & Analytics*

The objective of this course is to explore how analytics can improve the performance of organisations, and to understand the types of business problems that advanced analytical tools can address. The course introduces the students to core business analytic concepts and technologies such as, big data, data mining, data integration, data warehousing, and business intelligence. Students will also gain practical skills in predictive modelling and text mining.

### *Cases in Marketing Strategy*

Cases in Marketing Strategy is a key Marketing module of the Bachelor of Commerce Marketing Stream. The module examines the processes by which marketing can be managed to create and sustain superior performance in the marketplace. It achieves this by focusing on two key issues in marketing strategy: the identification of target markets and the creation of competitive advantage. The module will also demonstrate the various factors that influence marketing decision-making, and focuses on how the role of marketing is changing in the organisation and in society.

### *Cloud Computing*

The objectives of this course are to develop an understanding of cloud computing in the overall strategy of businesses, and to examine the impacts of cloud computing for individuals and society. Topics may include: salient issues in cloud computing; cloud-based collaboration; cloud management & governance; Software/Platform/Infrastructure as a service; cloud security and identity; data storage in the cloud; mobile cloud; virtualisation; app development for the cloud; transitioning business to the cloud; impacts of cloud computing; emerging topics in cloud computing.

### *Consumer Behaviour*

Determining Buyer decision processes; economic, cultural and demographic influences on consumption, the role of social stratification and reference groups; the nature of the problem recognition process, search behaviour and information sources; alternative evaluation of choice. The course will examine the role of marketing in influencing each stage of the decision process.

### *Consumer Law and Policy*

Consumer law and policy is a significant and rapidly developing area of current Irish and EU Regulation. It crosses the traditional public and private law divide and this module represents an important opportunity to analyse and examine the different types of regulation in diverse areas involving consumer transactions. The subject of consumer protection is embedded in EU policy and most Irish legislation in the last twenty-five years derives from EU directives. A number of major EU initiatives are now part of Irish law including Unfair Commercial Practices, Product Liability, Distance Selling, Unfair Terms and Consumer Credit. The module will initially discuss the meaning of 'consumer' and the rationales for consumer law before examining the regulation of consumer contracts, the law on unfair commercial practices, product liability and consumer credit. Irish consumer law is undergoing change with the proposal for a Consumer Rights Act to consolidate and update the statutory provisions relating to consumer contracts including the supply of digital content. The course will debate and analyse the latest developments in this context.

### *Contemporary Project Management*

This course will provide students with an in-depth understanding of Contemporary Project Management. Topics covered include project management practices, project management methodologies and standards, ethical project management, project performance, emerging and contemporary issues in IS project management.

### *Contemporary Issues in Information Systems*

The objective of this course is to familiarise students with contemporary issues in Information Systems. Topics may include: IS Outsourcing, Globally

Distributed Teams, E-Government, IS Security and Business Ethics, IS to support Innovation, Open Source Software and other emerging topics.

### *Cross Cultural Management*

This module aims to develop the awareness, skills and knowledge required to work in international context. The meaning of culture is explored by drawing on a range of national culture models and studies. These frameworks can be applied not only to national culture, but also to other cultural spheres – regional, industry, corporate and functional / professional. How national culture influences management practice is also explored. In particular the influence of national culture on the development and transfer of a wide range of HRM practices will be examined.

### *Database Technologies*

The objective of this module is to provide students with an understanding of business and technical issues in the development of database systems. Topics may include: database management systems; data modelling techniques e.g. normalisation, entity-relationship modelling, class diagrams; logical and physical database design; data quality and integrity; data definition; Structured Query Language (SQL); transaction management; distributed databases; data security; emerging issues.

### *Development Economics*

This course introduces the student to the major theories of economic development which have influenced the development of contemporary development economics. The central focus is the analysis of factors contributing to economic development in general, but in particular in low-income countries, primarily located in Africa, Asia and Latin America. The major theories examined include: the historicist (linear-stages) theories; structural change (inter-sectoral) theories; neoclassical dependency theories; neoclassical (new political economy) theories; new growth theory. In addition a number of current issues will be examined including: population, trade and development, foreign direct investment, globalization.

### *Doing Business in China – Language and Culture I & II*

China's expanding economy and growing international trade relations make it an attractive consideration for many Western businesses. A knowledge of business culture, business etiquette, meeting protocol and other inter-cultural challenges will be required to maximise business opportunities. These modules are designed to prepare students to address these challenges. They focus on both the development of Chinese language skills and understanding of Chinese culture and business. Chinese for Business – Language and Culture I is a **pre requisite** for Language and Culture II.

### *E-Business Strategy & Practice*

The objective of this module is to explore the strategy and practice aspects of e-business contemporary, business and public sector environments.

Upon completion of this course you will be able to:

- Demonstrate a capacity for critical thinking with respect to eBusiness
- Demonstrate comprehension of the business models and frameworks that underpin e-Business
- Demonstrate a critical understanding of the role of e-business in shaping the macroeconomic environment
- Critically evaluate the innovative impact of e-business for business, education, government, society and the individual
- Discuss the importance on social media for collaborative business
- Evaluate opportunities for establishing e-business ventures
- Demonstrate a broad understanding of the core technologies underpinning current e-business activities
- Competently present, discuss and evaluate several case studies that illustrate aspects of e-Business strategy, implementation and practice

### *Economics of Financial Markets*

The objective of the course is to introduce students to the concepts of financial markets (bond, equity and foreign exchange) and financial instruments as well as interest rate determination for various financial instruments. In addition, economic theories of the short term and the long term interest rate determination will be covered.

### *Economics of Public Policy*

This course is designed to serve three interrelated goals. It provides the analytical foundations for an exploration of the appropriate balance between private and public provision in modern democratic economies. This requires prior examination of models of efficient allocation followed by an exploration of the economic rationale for government intervention. Theories of public production and bureaucracy are part of this exploration. Second, it examines the trade off between efficiency and equity in the formulation and implementation of public policy. This requires consideration of theories of social justice and their application to real world decision-making in the modern welfare state. Finally, the course examines the practice of public policy, including an analysis of selected public expenditure programmes, preceded by a presentation of the theoretical foundations of cost benefit analysis.

### *Economics and Philosophy*

This module will explore the interface between economic analysis and moral philosophy. It will show how insights and analytical tools from economics can contribute to ethics, and demonstrate how an understanding of moral philosophy can improve economic analysis. Topics covered include: rationality and the preferences axioms, welfare, efficiency and

consequentialism, rights, theories of disruptive justice, social choice theory, game theory and decision theory.

### *Employee Relations: Rights and Obligations*

The objective of this course is to familiarise students with the principal Industrial Relations legislation in Ireland, including both collective and individual aspects of labour law, the influences of European legislation, and how this legislation affects the practices and processes in the Management of Human Resources.

Topics include: the contract of employment, working time, dismissal and protection of employment, employment equality, parental leave, occupational health and safety, worker participation, industrial relations and conflict.

### *Employment Relations*

The objective of the course is to introduce students to (a) the system of Industrial Relations in Ireland, (b) International and Comparative Industrial Relations and (c) the functions of the Personnel/HR Department.

Topics include: the contexts of employee relations in late 20th century Ireland; the main participants in Irish I.R.; the principal alternative ideologies; the structures, rules and processes of the Irish system; International and comparative Industrial Relations; the roles and functions of Personnel/HR Management Department.

### *Enterprise Systems*

The objective of this course is to develop students understanding of Enterprise Systems in Business. Topics include: Information systems in the functional areas including information systems to support finance, marketing, human resources, and manufacturing. ERP systems, frameworks for deploying ERP, Benefits realisation in the ERP setting, Strategic enterprise management systems and emerging directions in ERP.

### *Environmental & Natural Resource Economics*

This course looks at the relationship between economic activity and the natural environment. It deals with such topics as the exploitation of natural resources, environmental pollution and the natural environment as a source of enjoyment. It also discusses the notion of sustainable development. 'Development that meets the needs of the present without compromising the ability of future generations to meet their own needs'.

### *European Union Law I*

The course is an introduction to the role of the institutions of the European Union in promoting European integration. Consideration is given in particular to the functions of the Commission, the European Parliament, the Council and the Court of Justice. Comparative reference is made to the institutional development of other European organisations, such as the Council of Europe.

### *European Union Law II*

The course deals with the substantive law of the European Union. Particular emphasis is given to the basic freedoms of Community law: the free movement of goods; the free movement of persons; the freedom of establishment; the freedom to provide services; the free movement of capital; and the free movement of payments. Consideration is also given to Union policies such as competition policy, the common agricultural policy, regional policy, industrial policy and social policy.

### *Inferential Statistical Methods for Business*

This module demonstrates methods in statistical inference with applications in Business, Finance, Marketing and Economics. This is a first course in statistical inference covering sampling distributions, construction of confidence intervals, hypothesis testing, and communication of results of analysis in application.

### *International Financial Reporting I*

The objectives of this course are to complete the development of the accounting skills necessary to allow students to progress to more advanced study of Accounting, and to introduce students to the environment and practice of Financial Reporting.

Topics covered will include: Review of conventional accounting measurement and reporting, the accounting process, and double entry systems; Preparation of Final Accounts from the Trial Balance; Adjustments; Accounts from incomplete records; Computer-based accounting systems. The regulatory Framework of Financial Reporting; Introduction to legislative and other requirements for company reporting; Preparation of final accounts for Companies.

### *International Financial Reporting II*

The objectives of this course are to introduce students to some more complex problems in accounting practice, to review alternatives to conventional historic cost accounting and to provide an introduction to auditing.

Introduction to Group Accounts and to Accounting for Associated Companies; Critical evaluation of selected Accounting Standards; Alternative Income and Valuation Models; Introduction to the external Audit function in relation to company accounts.

### *International Financial Reporting III (prerequisite: Int Fin Reporting. II)*

The objectives of this course are to develop in students an awareness of the methods available for dealing with advanced problems of Financial Reporting and to consolidate their ability to prepare and analyse company financial statements.

Problems in Group Accounts; Accounting for Foreign Currency Translations; Accounting for Leases; Taxation in Company Accounts (particularly Deferred Taxation); Further review of Accounting Standards; Review of the preparation and analysis of Company Financial Statements.

### *Financial Management I*

Financial Management; Interpretation of Financial Statements; Management of Working Capital; Sources of Capital; Financial Institutions; The Stock Exchange; Capital structure and cost of Capital; Project Appraisal; Cost/Benefit Analysis: Valuation; Mergers and Acquisitions.

### *Financial Management II*

Financial strategy development; Financial services legal and regulatory environment and corporate governance; Investment decisions; strategic financing decisions; Risk decisions; Business valuations

### *Financial Management III*

Capital Structure Theory; Management of Capital Structure; Dividend Policy; Portfolio Theory and Capital Asset Pricing; Investment Decision under conditions of risk and uncertainty; Cost of Capital; Adjustments to Cost of Capital for business risk and financial risk; The Leasing Decision; Mergers and Acquisitions. Long-term Sources of Finance.

### *Global Employment Relations*

The objectives of this course are, first, to examine the growing field of international regulation of industrial relations and labour standards and, second, to pursue a comparative analysis of the framework, conduct and performance of industrial relations in a number of selected countries. The international section of the course will document and interpret the emergence of a European 'system' of industrial relations as a counterpart to the development of the single market and the impact on labour market institutions and practices in the member states. It will also study the operation of international bodies such as the International Labour Organisation and review the development of international labour standards. The comparative section of the course will 'benchmark' and compare Ireland's industrial relations system with those of other industrialised countries. By the end of the course, students will have an understanding of the global context of industrial relations, in particular the role of European Union legislation and policy, as well as the institutional framework and operation of industrial relations in a number of EU and non-EU countries. Students will also be aware of the theoretical models used for the comparison and assessment of different industrial relations systems, and their application to Ireland.

### *Global Marketing*

The objective of this course will be to provide students with an introduction to international marketing through study of the international marketing environment and the decisions which are required to develop international markets. The course will focus in particular on analysis of international markets and decision making in the international environment. International market analysis will include study of the data sources currently available on international markets, methods of screening export markets, and export



marketing research. International marketing management-coverage will include product development and adaptation for exporting, international distribution, pricing and promotion strategy formulation and implementation. The course will include an analysis of Irish export marketing performance and will in general have an orientation towards the Irish exporter. The course will be taught mainly by non-lecture forms of instruction. Students will be expected to undertake projects and case studies which will form the major course activities.

### *Health Economics*

This course covers the following topics: health care as an economic commodity; agency in health care; the demand for health; economic evaluation of health care programmes; output measurement for resource allocation, hospitals, technology and the supply of health care; equity in health care; and the financing of health care. In addition, students must do an essay on a specific health economics problem.

### *Human Resource Management*

The objective of this course is to enable students to understand and apply appropriate human resource policies and practices. Topics include: personnel policy choice; human resources and the economics, political, legal and business environments; resourcing; reward, relations; and training and development.

### *Industrial and Intellectual Property Law*

This course will examine the legal protection granted by statute and the common law to industrial and intellectual property. It will examine patent law, copyright and trade mark law, beginning first with an examination of the economic justification for such rights and then proceeding to examine the different sections in detail. Consideration will also be given to breach of confidence and EC competition law as it bears upon intellectual property rights.

### *Information and Operations Management*

The course is designed to develop students' understanding of enterprise information and operations management. Students will learn how firms are managing business processes and enabling innovation with the use of complex technology infrastructures. The course will focus on how information and operations management create, support, and sustain both global and smaller enterprises. Topics will include: Understanding Enterprise and Business Processes; Enterprise Systems; Business Intelligence; Global Collaboration and Social Networking; Innovation and ICT; Information Security and Data Integrity; Supply Chain Management; Designing Operations; Operations Management; and emerging issues in information and operations management.

### *Information Systems Innovation*

The objective of this course is to develop in students an understanding of innovation and innovation strategy, the management of innovation projects, and the impacts of innovation in Information Systems and technology-based contexts. Topics may include: importance of Information Systems and Technological innovation, sources of innovation, innovation types, market entry, developing new enterprises, strategy and systems innovation, protecting innovation, choosing and managing innovation projects, impact of innovation, new and emerging issues in Information Systems and Technological innovation.

### *Information Systems Project Management*

The objective of this course is to develop in students an understanding of the fundamentals of project management in an Information Systems context. Topics may include: Project Planning and Organisation; Project Strategy; Assistive Technologies for Project Management; Project Scheduling, Monitoring and Control; Configuration Management; Project Lifecycles; Success Factors and Risk; Project Maturation; Stakeholders; Leadership; Project Communication; Collaboration and Teamwork; Process Improvement; Project Evaluation; Software Quality Management; emerging topics.

### *Information Systems Strategy and Planning*

The objective of this course is to develop an understanding of the roles of information systems strategy and planning in the overall strategy of businesses. Topics may include: aligning information systems with business and organisational strategy; information systems strategy; strategic information systems planning and management; information systems value creation and appropriation, information systems and the design of work; strategic IT architectures and infrastructures; ethics in IS strategy and planning; emerging topics in information systems strategy and planning.

### *Innovation, Creativity & Enterprise*

Individuals, organisations, society and the economy are impacted at an ever-increasing rate by new and changing products, technologies, services, processes and norms.

This course aims to introduce students to the theory and practice of innovation in organisations, society and the economy. The course will highlight current thinking and recent developments with respect to innovation across a range of business disciplines. While focusing on innovation within organisations, entrepreneurship and the impact of innovation on individuals and society will also be included. It is designed to educate students to recognise and develop opportunities for innovation in response to organisational challenges.

### *International Business*

International Business combines the science and art of business management with many other disciplines such as economics, 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 organisation and the emergence of what is widely termed the global economy. 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 political, economic and sociocultural analysis. By the end of the course, students should be able to identify, analyze, and understand the organizational 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.

### *International Economics*

This course will address issues relating to the causes and consequences of the international exchange of goods, services and money. The effect of government policies on international exchange and the welfare of countries will also be explored. There are two distinct halves to this course. The first part is devoted to the real economy and the approach is microeconomic. The second part looks at macroeconomic aspects of open trading economies with a special emphasis on countries of the European Community.

### *International Trade Law*

This course examines the legal framework of the international trade system. The ways in which a State may encourage or frustrate trade are considered such as most favoured nation clauses, national treatment clauses, escape clauses, dumping and export subsidies. Particular attention is devoted to the roles of the General Agreement on the Tariffs and Trade (GATT), the International Monetary Fund, and, in the context of North-South trade relations, the United Nations Conference on Trade and Development (UNCTAD).

### *Introduction to Financial Economics*

The aim of this course is to provide a general introduction to financial institutions, markets and instruments. The course examines the roles of the principal types of financial institutions in the retail, wholesale and international banking, building society, and finance house sectors; the principal investment institutions; the basic structure and operation of the principal Irish and global financial markets: equity, bond, money, foreign exchange, futures and options markets. This course is also designed to introduce the basic principles of financial economics by examining the relationship between finance and the real resources and objectives of an organization; agency theory; and the theory of the maximisation of shareholder wealth. Finally, the course provides an introduction to investment analysis by developing an understanding of the economic characteristics of the principal

forms of financial instrument issued or used by companies and the ways in which they may be issued and valued; and the characteristics and uses of financial futures, options, and swaps.

### *Ireland in the Global Economy*

This course draws upon economic theory and empirics to consider Ireland's evolving role in the global economy, insofar as this constitutes an essential part of the context within which government, enterprises and citizens operate, and their behaviour understood and evaluated. Central themes in the course are the nature and extent of the integration of product and factor markets, the operation of domestic and supra-national institutions in managing that integration and their conduct of economic policy. Particular themes may include a survey of contemporary developments in the Ireland and the global economy, the applied economics of economic growth and innovation, the economics of human capital and labour markets, fiscal policy institutions and strategies, and European economic and monetary integration.

### *Lean Principles for the IS Professional*

The objectives of this module are to examine, in-depth, the role of the IS Professional in contemporary organisations and to develop an understanding of how Lean principles can be applied in the IS role. Contemporary IS managers are required to blend technical competence with business knowledge in highly complex and fast changing environments. This requires the IS Professional to have developed a diverse set of management and operative skills.

### *Logistics and Transportation*

This course deals with the logistics and transportation approach to the management of business. The students will study the supply chain and learn how elements of the supply chain work together and integrate with other organisational aspects.

### *Macroeconomics*

Basic concepts of National Income Accounting. Aggregate Demand and Supply. Equilibrium and disequilibrium. Saving-Investment relationship. Consumption function. The multiplier. The determinants of investment. Liquidity preferences and theory of interest. The principle of acceleration. The Government sector and National Income and Output. Foreign trade and the national income. Balance of payments. Exchange rates. Incomes, output, employment, prices. The classical theory. Keynesian and Post-Keynesian theories. General Price Level. Index numbers. The inflationary process. Economic growth. Investment and employment. Cyclical fluctuations. Monetary and fiscal policies.

### *Macroeconomics and Public Policy*

Macroeconomics is concerned with the major economic issues such as unemployment, inflation, and the interrelation between income distribution and economic growth. Several theoretical models have been developed in the literature to study the fundamental causes of these issues. Many of these models serve as analytical frameworks in which applied economic policy analysis is conducted. Examples include the Keynesian structural macroeconometric models in the 1970s and the New Keynesian DSGE models in the current period. This module considers dominant economic policy regimes since the post-world war II period and examines the macroeconomic theoretic principles and the analytical framework that underpins these policy regimes.

### *Management Accounting I*

The objective of this course is to introduce students to the concepts and techniques of Management Accounting. Topics considered will include Profit-Volume Analysis; Accounting Data for Decisions; Marginal Cost and Cash Flow Concepts in Decision Making; Long-run Decisions; Standard Costing and Budgetary Control Systems; Behavioural Aspects of Control.

### *Management Accounting II (prerequisite: Management Accounting I)*

The objective of this course is to extend the student's understanding of the concepts and techniques of management accounting. Topics covered will include: Cost Estimation and forecasting techniques, including regression and learning curve models. Product cost accounting: absorption and variable costing, service department costs, joint and by-product costing. New technology and costing systems: backflush costing, throughput accounting, and activity-based costing. Non-financial performance measures. Control systems, behavioural implications of control, incentive schemes. Performance reporting and control in divisionalised companies.

### *Management Accounting III (prerequisite: Management Accounting II)*

The objective of this course is to provide students with a detailed understanding of advanced issues in costing, control and management accounting.

Topics covered will include: Transfer pricing. Contingency theory. Process costing. Cost information and uncertainty: value of information, competitive bidding, variance investigation. Portfolio analysis, multiple-product cost-volume-profit analysis under uncertainty. Agency theory. Accounting controls and non-accounting controls in organisations. Theoretical structures of management accounting. Emerging issues in management accounting.

### *Management of Organisational Change*

The objective of the course is to provide students with a broad introduction to the disciplines of Organisational Development and the management of change. Topics include: The diagnosis of organisational position in the environment; History of Organisational Development (O.D.); O.D. consulting process; The

introduction, adoption and implementation of successful change in organisations.

### *Managerial Economics*

Review of microeconomic aspects of First Year Course in Introductory Economics, and in greater detail the following:— Demand Analysis: Individual consumer behaviour, market, demand, cross demand, elasticity. Utility approach: Indifference curve analysis. Production: production functions, cost of production, isoquants, application of supply and demand analysis. Market Structures: purely competitive market, market equilibrium, the theory of the firm, monopoly pricing and output decisions under monopoly and under perfect competition, imperfect markets, monopolistic competition. Income distribution: factor markets and determination of factor prices. General equilibrium. Welfare economics.

### *Marine Economics*

This module will introduce students to economic analysis used to evaluate specific marine policies in the areas of marine tourism and recreation, shipping, offshore energy production, aquaculture, fishing, coastal development, and marine ecosystem service provision.

### *Marketing Analytics and Research*

Successful organisations direct all their efforts to giving customers what they want, while still earning a profit. The critical factor in such market dominance is the extensive use of data from Marketing Research. To be truly marketing orientated, companies have to make data work and be information driven. Marketers must actively engage with data searches, analyse, summarisation, interpretation, visualisation and presentation for intelligent marketing decision making and action. The purpose of this course is to achieve a theoretical and practical understanding of the what, how, where, when and why of the quantitative Marketing Research, including Marketing Analytics.

### *Marketing Management*

The objective of this course is to build, expand and deepen key marketing concepts, principles and their application in both an Irish and International context, and thereby bridge the gap between theory and practice.

### *Media and Marketing Communications*

Marketing and promotions methods; the nature of communication; consumer behaviour implications; promotional objectives and budgeting; advertising, including theme development; media choice and strategy; message content and measuring advertising effectiveness; personal selling; management of sales promotion and merchandising; public relations; planning, implementing and controlling a promotional programme. An evaluation of how certain Irish businesses and organisations use promotional methods. Throughout the course emphasis will be placed on the promotional methods that could be used by smaller Irish companies.

### *Medical Device Law And Regulation*

The objective of this course is to examine how the sale and use of Medical Devices are regulated in the market place and examine how regulation itself has been utilised to balance the public interest with that of Medical Device Manufacturers.

### *Microeconomics and Public Policy*

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 and regulation, collective decision making and criteria for social choice, general equilibrium and the welfare theorems, uncertainty and information, contracting and externalities. We will consider the appropriate economic role for the State that emerges from an analysis of these topics.

### *Money and Banking*

The objective of the course is to discuss the significance of financial intermediaries in modern financial structures and the issues arising from bank regulation and deregulation. In addition, theories of money supply, money demand and the impact of monetary policy on economic activity and inflation will be discussed.

### *Operations Research*

Mathematical modelling approach to managerial decision making; Problem Formulation; Linear Programming, Network Analysis; Special algorithms of linear programming; Integer Programming; Dynamic Programming; Decision making under uncertainty.

### *Operations Strategy*

Operations and production management as a competitive weapon; Long term benefits of modern manufacturing in the areas of quality, flexibility, market response and customer satisfaction; product/process decisions; management of technology; productivity and its measurement in modern manufacturing and service industries. Components of operations strategy; Use of analytical techniques; Writings of Hayes, Meredith, Porter, Schroeder, Skinner and Wheelwright. Case Studies.

### *Organisational Psychology*

The behaviour of individuals in the workplace is affected by a range of individual, group, and organisational factors which in turn impact on a range of outcomes at different levels. The purpose of this module is to provide students with an understanding of why people behave the way they do in organisations and at work to give students the knowledge of how human behaviour affects organisational functioning.

### *Public Economics*

The aim of this module is to introduce students to the role that public sector plays in influencing resource allocation in a market economy. We will focus on the set of normative rules to guide public sector decision-making using tools of modern welfare economics. On the other hand, we will also show that public economics involves the positive study of how the activities of government (for example taxation, transfers, expenditures) influence resource allocation, relative forces and welfare in the economy.

### *Qualitative Marketing Research*

This module introduces the learner to the key fundamentals of Marketing Research Methods with particular focus on qualitative research techniques.

### *Quality Management*

Quality Control/Assurance, Quality Management Systems, documentation, audits, standards (ISO9000:2000). Total Quality Management, human resource issues, sourcing policy. Quality Costs. Problem solving tools. Benchmarking and Quality Function Deployment.

### *Skills for Success*

This one-semester course is designed to improve student employability and preparation for the workplace by developing a set of practical skills that form the basis for effective working life. Delivered using a blended-learning approach the course combines; on-line activity, small group workshops and large group lectures to focus on areas such as; self-awareness, communication, teamwork, presentation and career management skills. Learning and skill development from this course is then integrated into other courses that are part of the commerce degree programme.

### *Strategic Management*

This course covers the content, context and process of strategy in different organisational contexts. The course explores the concepts, theories and techniques on which strategic management in the business sector is based and explores their application in a wide range of business settings. The design, implementation and maintenance of strategic planning systems and strategic thinking are central issues of concern throughout the course.

### *Strategic Management Accounting*

Accounting information for strategic management. Cost information for strategic purposes, including target costing, value chain costing, and activity based cost management. Strategic pricing and revenue management. Customer accounting. Strategic performance management. Competitor accounting. Emerging issues in strategic management accounting.

### *Taxation I*

The purpose of this course is to introduce students to the principles and practice of taxation. Principles of taxation. Structure and administration of the Irish tax



system. Practical application of the principles of Irish tax legislation and case law in relation to Income tax and Value added tax. Introduction to pay related social insurance and levies. Basic principles of Corporation tax.

### *Taxation II (prerequisite: Taxation I)*

The objective of this course is to extend the student's knowledge of the areas of taxation covered in Taxation I and to introduce the student to the Capital Taxes.

Topics covered will include: Principles of Taxation. Practical application of the principles of Irish tax legislation and case law in relation to Income Tax, Corporation Tax, Value Added Tax, and Capital Gains Tax. International aspects of taxation, including double taxation treaties.

### *Taxation III*

Corporation tax including tax credits for R&D; Anti-avoidance legislation; Losses; Companies in Liquidation; Distributions; Dividend withholding tax; Groups; Capital Gains and Taxation of Investment Companies.

Capital Acquisitions tax including the meaning of gifts and inheritance; territoriality rules; computation of liabilities; exemptions and reliefs; interaction with CGT; treatment of certain limited interests, free use of property; disclaimers and accountable persons rules; gifts from companies. Administration, payment and filing.

Stamp duty including general principles, rates, treatment of gifts and sales of assets; property transactions, Reliefs; Administration, payment and filing.

### *The Marketing of Services*

Services is now the dominant and growing sector of most economies. Services Marketing however is subtly different and more complex than marketing physical products. This course examines the key issues in Services Marketing including External, Relationship and Internal Marketing; Service Quality; Marketing Research in Services; The Services Marketing Mix; Possible Organisation Structures; Marketing Professional Services; Future Trends.

### *User Experience Design*

This module provides an applied course concentrating on the effective design and development of Information Systems. Topics covered may include: principles of interactive design; the process of interaction design; usability engineering; identifying needs and requirements; understanding users; interaction paradigms and user interface design; design issues for new technologies; data gathering and analysis; user-centred design; lifecycle models; design and prototyping including techniques such as scenarios, use-cases, user profiles; evaluation of interactive systems including usability testing, field studies, inspections and predictive models; usability legislation and directives; emerging topics and issues.

### *Web and Interactive Media Design.*

The objective of this course is to provide students with applied skills in web and multimedia development and production. Topics may include: advanced HTML (e.g. DHTML and XHTML); Web and Multimedia development tools (e.g. DreamWeaver, Flash,); multimedia databases; multimedia development and production concepts; interaction design; usability; web and multimedia project management; graphics development (e.g. Fireworks, Photoshop); animation; audio and video production and editing; new and emerging topics.

### *Work and Organisations*

The objective of this course is to enable students to understand and apply critical labour process perspectives to contemporary management practices. It will focus on the modern workplace and assess the impact of organisational structure and design on the nature of the work. Topics include: the context of work in modern organisations; labour market and societal changes; control, consent and resistance in organisations; power; teamworking; and empowerment and industrial democracy.



## **BACHELOR OF COMMERCE ACCOUNTING (INTERNATIONAL EXPERIENCE)**

The B.Comm. Accounting (International Experience) is a four-year version of the existing B.Comm. Accounting programme involving a one-year period of study at an approved university or third level institution outside the state and/or placement in an approved business environment.

The International stream is optional. Interested students must apply to the School of Business & Economics in their second year, by a date to be specified. The students selected would spend their third year abroad and on the successful completion of this year would take final B.Comm. Accounting in their fourth year.

Numbers accepted on the programme will be limited. The School of Business & Economics will determine both the selection of students and the particular university at which the student will spend the year abroad. Such decisions are based on the number of places available at host institutions as well as the student's academic and personal record.

The number and level of subjects to be taken at the host University must be determined in consultation with the B.Comm. Accounting Programme Director. Performance in examinations taken abroad will be integrated into the student's record in "pass"/ "fail" terms. Accordingly, in order for students to be admitted to Fourth Year, they must have achieved an overall result of "Pass" in Third Year (year abroad).

Where the requirements of the Year abroad are not successfully completed arrangements to proceed on a provisional basis may be applied and the deficiencies must be made up by the students in question presenting for such additional examinations and/or other exercises as determined by the School of Business & Economics

The regulations as set out in the Calendar and Marks and Standards for the B.Comm. Accounting programme shall apply as follows:

Honours in Final Year are calculated on the basis of 30% of the aggregate mark obtained in Second Year and 70% of the aggregate mark obtained in Final Year according to the following table:

H1	70% on the aggregate
H2.1	60% on the aggregate
H2.2	50% on the aggregate
H3	40% on the aggregate

Fourth Year:

**Semester I**

<b>Code</b>	<b>Module</b>	<b>ECTS</b>
AY536	Advanced Financial Accounting	5
AY321	Management Accounting II	5
AY308	Taxation 1	5
LW423	Advanced Business Law	5
		20

In addition, students must select two optional courses with a combined credit weighting of 10ECTS from the modules listed in the 3rd year Semester I electives.

**Semester II**

<b>Code</b>	<b>Module</b>	<b>ECTS</b>
AY322	Management Accounting III	5
AY323	Strategic Management Accounting	5
AY314	Business Finance II	5
FA318	Innovation, Creativity and Enterprise	5
		20

In addition, students must select two optional courses with a combined credit weighting of 10 ECTS from the modules listed in the 3rd year B. Comm. Accounting Semester II electives.

# **BACHELOR OF SCIENCE**

## **(BUSINESS INFORMATION SYSTEMS)**

### **General**

Candidates for the Degree of Bachelor of Science (Business Information Systems) shall be required to pass the University examinations of the First, Second, Third and Fourth years of the programme. Candidates must complete all examination requirements each year before proceeding the programme of studies of the following year. The examinations of each year must be passed within two academic years of commencing the programme of study for that year.

### **Regulations for First Year**

1. The First University Examination must be passed within two academic years from the date of entering the Course.

2. *Courses for First Year:* Students must present themselves for examination at the end of their first academic year in the following subjects:

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
AY104	Introduction to Financial Accounting (Sem 1)	5
EC139	Principles of Microeconomics (Sem 1)	5
MS115	Business Information Systems (Sem 1)	5
MS110	Business Systems Analysis (Sem 1)	5
MS113	Information Systems Technology (Sem 1)	5
MS111	Business Application Development I (Sem 1)	5
AY105	Introduction to Management Accounting (Sem 2)	5
MS112	Business Application Development II (Sem 2)	5
MS117	Information Systems & Project Man. (Sem 2)	5
MS119	Business Data Communications (Sem 2)	5
EC141	Principles of Macroeconomics (Sem 2)	5
MS114	Bus Systems Design & Implementation (Sem2)	5

### *3. Standards:*

Honours are awarded only on the aggregate performance to candidates who have successfully completed 60 ECTS, in accordance with the following standard:

First Class Honours, 70%; Second Class Honours Grade One, 60%;  
Second Class Honours Grade Two, 50%; Third Class Honours, 40%.

4. A candidate must have successfully completed 60 ECTS in First Year to proceed to the Second Year of the Programme. The Pass standard is 40% in each subject. However the year may be passed by compensation provided:

- The aggregate mark for all modules of the year is at least 40%
- No mark is below 35%
- Not more than 15 ECTS have marks in range 35 – 39%

Note: Where one or more of these conditions have not been met each module where the mark is below 40% must be repeated. Marks of 40% and above are carried forward to the next session and are not repeatable.

### *5. Material Assessed at Repeat Examinations*

It shall not be permitted to carry forward continuous assessment marks from one academic year to the next. Where a module has continuous assessment elements, the marks obtained at the first sitting, including a zero mark for non-submission if applicable, will normally be carried forward to the repeat sitting, unless otherwise specified in the module outline. Where it is specified in a module outline that continuous assessment marks will not be carried forward, the module outline should describe the provisions for resubmission. Students who have not presented for the first sitting of a module are effectively sitting the examination for the first time in the Autumn session, so the normal procedures for computing overall marks should be followed i.e. the student must bear the full cost of any deficiencies in continuous assessment elements.

## **Regulations for Second, Third and Fourth Years**

### *1. Graduation*

To graduate with the B.Sc. (Business Information Systems) Degree, the student must accumulate a total of 60 ECTS credits in each of Second, Third and Fourth Years.

### *2. Standards*

(a) The pass mark in all modules is 40%.

(b) Honours in Final Year are calculated on the basis of 30% of the aggregate mark obtained in Third Year and 70% of the aggregate mark obtained in Final Year according to the following table:

H1	70% on the aggregate
H2.1	60% on the aggregate
H2.2	50% on the aggregate
H3	40% on the aggregate

### *3. Compensation*

The Pass standard is 40% in each subject. However the year may be passed by compensation provided:

- The aggregate mark for all modules of the year is at least 40%
- No mark is below 35%
- Not more than 15 ECTS have marks in range 35 – 39%

Note: Where one or more of these conditions have not been met each module where the mark is below 40% must be repeated. Marks of 40% and above are carried forward to the next session and are not repeatable.

### *4. Material Assessed at Repeat Examinations*

It shall not be permitted to carry forward continuous assessment marks from one academic year to the next. Where a module has continuous assessment elements, the marks obtained at the first sitting, including a zero mark for non-submission if applicable, will normally be carried forward to the repeat sitting, unless otherwise specified in the module outline. Where it is specified in a module outline that continuous assessment marks will not be carried forward, the module outline should describe the provisions for resubmission. Students who have not presented for the first sitting of a module are effectively sitting the examination for the first time in the Autumn session, so the normal procedures for computing overall marks should be followed i.e. the student must bear the full cost of any deficiencies in continuous assessment elements.

### *5. Repeat Examinations*

Repeat examinations are scheduled in August for those students who failed examinations in modules of Semester 1 or Semester 2 or who otherwise had the School's permission to be absent. It is not allowable for students to be absent from the initial examination in a subject without the School's permission.

### *6. Study Abroad Programme in Second Year*

Students may be eligible to engage in a study abroad programme available in semester two of second year, and running from January to May. Students in this programme will attend pre-defined taught course modules in an international host University on a full time basis. Credits will be awarded to the student by NUI, Galway based on examination performance in the host University. Entry to third year will be conditional on achievement of the overall requisite number of credits in the second year of study. The overall number of places available will be limited.

### *7. Professional Experience Programme (PEP) in Third Year*

Students will be placed on a Professional Experience Programme (PEP) in an organisation by the University's Placement Office. Students are required to



satisfactorily complete the PEP requirements including a work experience period of at least 3 months. Participants in the Professional Experience Programme will be supervised by designated executives who will work in conjunction with the Placement Office.

## Programme Structure

### Year 2

#### Semester 1

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
MA208	Quantitative Techniques for Business	5
AY207	Management Accounting I	5
MS321	Web and Interactive Media Design	5
MS218	Database Technologies	5
MS220	Advanced Application Development I	5
Optional:		
FA206	Skills for Worklife	5
Or		
MK204	Marketing Principles	<u>5</u>
		30

#### Semester 2

MS223	E-Business Strategy & Practice	5
AY208	Business Finance I	5
MS319	Enterprise Systems	5
MS217	Information & Operations Management	5
MS221	Advanced Application Development II	5
MS222	Decision Modelling and Analytics	5

*or*

MS230	International Study Programme	30
-------	-------------------------------	----

### Year 3

#### Semester 1

MS216	Networks and Communications	5
MS314	Applied Systems Analysis	5
MS322	Advanced Database Technologies	5
MS320	E. Business Technologies	5
MS325	Contemporary Project Management	5

FA206	Skills for Worklife	5
OR		

MK204	Marketing Principles	5
Semester 2		
MS3103	Professional Experience	10
MS3102	Professional Development	20

## OR

MS3101	Additional International Study	30
--------	--------------------------------	----

## Year 4

In 4<sup>th</sup> year students must take all obligatory courses. They must also select 2 optional 5-credit subjects from the electives available in semester 1 and 2 optional 5-credit subjects from the electives available in semester 2.  
All such electives may not be available each year.

<b>Semester 1</b>	<b>Obligatory Courses</b>	
MS323	User experience design	5
MS414	Business Intelligence & Analytics	5
MS403	Information Systems Strategy and Planning	5
MS405	Project	5

The course descriptions for the following electives are the same as specified for the B. Comm.

<b>Semester 1</b>	<b>Electives</b>	
<i>Code</i>	<i>Course Title</i>	<i>ECTS</i>
EC209	Managerial Economics	5
MK314	Media & Marketing Communications	5
IE309	Operations Research	5
*CI300	Doing Business in China – Lang. & Culture I	5

<b>Semester 2</b>	<b>Obligatory Courses</b>	
MG323	International Business	5
MG334	Strategic Management	5
MS405	Project	5
MS413	Cloud Computing	5

<b>Semester 2</b>	<b>Electives</b>	
<i>Code</i>	<i>Course Title</i>	<i>ECTS</i>
EC213	Macroeconomics	5

EC247	Introduction to Financial Economics	5
EC259	Economics of Public Policy	5
MG206	Management of Organisational Change	5
MG333	Cross Cultural Management	5
MK303	Global Marketing	5
IE345	Logistics and Transportation	5
IE319	Operations Strategy	5
FA318	Innovation, Creativity & Enterprise	5
*CI301	Doing Business in China – Lang. & Culture II (Pre requisite Lang. & Cult. I)	5
MS324	Lean Principles for the IS Professional (class size limited to 25 places for MS324)	5

\*CI300 and CI301 are offered subject to available resources, class size is limited to 20 students per module. No change of mind facility offered for these modules. Students must attend from the start of week 2 of term at the latest.

***Note: Each year will consist of 60 ECTS.***

## **Course Syllabii**

### **First Year**

#### *Principles of Microeconomics*

The objective of this course is to introduce the basic concepts and principles of economic theory, and to illustrate how these principles can be used to analyse various issues and problems in everyday economic life. The following topics will be covered: decision making of individual households and firms; opportunity cost and trade; supply and demand; markets for goods and factors of production; public goods and externalities; market structures; game theory.

#### *Principles of Macroeconomics*

The objective of this course is to introduce the basic concepts and principles of economic theory, and to illustrate how these principles can be used to analyse various issues and problems in everyday economic life. The following topics will be covered: national income accounting, models of the macro economy, theories of inflation, money supply and money demand, economic growth, short-run macroeconomics. Various topics will be analysed using macroeconomic theory.

### *Introduction to Financial Accounting*

The objectives of this course are to develop in students the skills necessary to interpret and use accounting and financial information in a business context. Topics may include but are not limited to: Accounting Information; The demand for financial information; Measurement and reporting of accounting information; The Principles of Accounting; Financial Analysis and Interpretation of financial information including ratio analysis and reporting assessments of financial performance and financial position.

### *Introduction to Management Accounting*

The objectives of this course are to introduce students to context, theory and practice of Management Accounting. Topics may include but are not limited to: Management uses of accounting information; Costing systems; Cost behaviour; Break-even and Profit-Volume analysis; Relevant costs and short-run decision making.

### *Business Systems Analysis*

The objective of this course is to develop in students an understanding of the nature and application of systems development analysis and design concepts and techniques. Topics may include: the systems development lifecycle; the role of the systems analyst; project planning (e.g. Gantt charts and network diagrams); feasibility analysis; requirements gathering techniques (e.g. interviews, observation, JAD, prototyping); structured analysis and design techniques, e.g. decision tables, dataflow diagrams, entity relationship diagrams; systems design.

### *Business Application Development I*

The objective of this course is to develop in students a formative understanding of business software development and programming techniques and approaches. Topics may include: visual and object-oriented software development languages and integrated development environments; software application development for Windows and the Web; principles and concepts of software design; user interface design; software testing and debugging; writing code; data types; variables and constants; arithmetic and relational operators; procedures and functions; emerging issues.

### *Business Application Development II*

The objective of this course is to further develop an understanding of business software development and programming techniques and approaches. Topics may include: visual and object-oriented software development languages and integrated development environments; cross-platform software development for Windows, UNIX and the Web; designing applications for the Web; database-driven application development; code reusability; file-based applications; logical operators; arrays; software security; advanced development concepts; emerging issues.

### *Business Systems Design and Implementation*

The objective of this course is to develop in students an understanding of software design and implementation. Topics may include: user interface design; sources of software (e.g. outsourcing, off-the-shelf); database design (e.g. normalisation); systems implementation and operation; systems testing techniques; systems maintenance and support; emerging systems development methodologies (e.g. agile methodologies); object-oriented analysis and design (e.g. use case modelling).

### *Business Information Systems*

The objective of this course is to develop in students the skills necessary to apply core Information Systems (IS) concepts in a business environment. Topics may include: historical development of IS in business; IS and management strategy; management of IS resources; knowledge management; IS innovation; business process management; IS security; IS ethics; spreadsheet modelling techniques; new and emerging issues.

### *Information Systems and Project Management*

The objective of this course is to develop students' understanding of how to manage an IS function within an organisation to create business value for the business. That is - how IS are managed in organisations, the impact of IS within organisations, how to manage IS so that it contributes to business value, and how to manage the IS/IT capability. Topics covered may include topics such as: Alignment between IS and the rest of the organisation; IS Governance; how IS projects are managed

### *Information Systems Technology*

The objective of this course is to provide students with an introduction to the underlying technologies of information systems. The course covers the basic concepts of business technologies, operating systems and focuses on how businesses use such systems. Topics may include: Computer Development; Computer Systems, Categories and the Representation of Information; Computer Hardware; Computer Software; Operating Systems; Computer Security; Network and Internet Security; emerging topics and issues.

### *Business Data Communications*

The objective of this course is to provide students with an introduction to the fundamentals of computer networks in a business context. The course covers the basic concepts of network computer networks & communications and focuses on how businesses use such systems. Topics may include: the OSI model; Transmission Media; an introduction to Network Transmission Protocols; Network Topologies; Network Hardware; WANs; Wireless Networking; Network Operating Systems and VOIP; emerging topics and issues.

## **Second Year**

### *Advanced Application Development I*

The objective of this course is to refine students' understanding of interactive application development in a business context using Java. Topics may include: object-oriented application development in Java; constants and variables; abstract data types; operators in Java; classes; properties and methods; conditional logic and loops; Java functions and procedures; selection and iteration; recursion; arrays; file handling; access to database files; web-based application development in Java; emerging topics and issues.

### *Management*

The course will provide an overview of the process and principles of management, mainly in business organisations. The primary focus of the course will be on the management functions of planning, decision-making, organising, leading and control. The course will also address the nature and scope of management, in addition to managerial roles and skills.

### *Quantitative Techniques for Business*

The objective of this course is to introduce students to a range of applied quantitative techniques for the manager. The course will address both general mathematical and applied statistical modelling. Particular topics may include, methodological aspects of mathematical modelling, applied calculus, optimisation techniques, multi-equation models using matrix techniques, issues in sampling design, and simulation techniques for the business environment. Some topics may require the use of dedicated software packages.

### *Management Accounting*

The objective of this course is to introduce students to the concepts and techniques of Management Accounting. Topics considered will include Profit-Volume Analysis; Accounting Data for Decisions; Marginal Cost and Cash Flow Concepts in Decision Making; Long-run Decisions; Standard Costing and Budgetary Control Systems; Behavioural Aspects of Control.

### *Web and Interactive Media Design*

The objective of this course is to provide students with applied skills in web and multimedia development and production. Topics may include: advanced HTML (e.g. DHTML and XHTML); Web and Multimedia development tools (e.g. DreamWeaver, Flash,); multimedia databases; multimedia development and production concepts; interaction design; usability; web and multimedia project management; graphics development (e.g. Fireworks, Photoshop); animation; audio and video production and editing; new and emerging topics.

### *Database Technologies*

The objective of this module is to provide students with an understanding of business and technical issues in the development of database systems. Topics may include: database management systems; data modelling techniques e.g. normalisation, entity-relationship modelling, class diagrams; logical and physical database design; data quality and integrity; data definition; Structured Query Language (SQL); transaction management; distributed databases; data security; emerging issues.

### *Decision Modelling and Analytics*

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

### *E-Business Strategy & Practice*

The objective of this module is to explore the strategy and practice aspects of e-business contemporary, business and public sector environments.

Upon completion of this course you will be able to:

- Demonstrate a capacity for critical thinking with respect to eBusiness
- Demonstrate comprehension of the business models and frameworks that underpin e-Business
- Demonstrate a critical understanding of the role of e-business in shaping the macroeconomic environment
- Critically evaluate the innovative impact of e-business for business, education, government, society and the individual
- Discuss the importance on social media for collaborative business
- Evaluate opportunities for establishing e-business ventures
- Demonstrate a broad understanding of the core technologies underpinning current e-business activities
- Competently present, discuss and evaluate several case studies that illustrate aspects of e-Business strategy, implementation and practice

### *Enterprise Systems*

The objective of this course is to develop students understanding of Enterprise Systems in Business. Topics include: Information systems in the functional areas including information systems to support finance, marketing, human resources, and manufacturing. ERP systems, frameworks for deploying ERP, Benefits realisation in the ERP setting, Strategic enterprise management systems and emerging directions in ERP.

### *Business Finance I*

Financial Management; Interpretation of Financial Statements; Management of Working Capital; Sources of Capital; Financial Institutions; The Stock Exchange; Capital structure and cost of Capital; Project Appraisal; Cost/Benefit Analysis: Valuation; Mergers and Acquisitions

### *Information Systems and Project Management*

The objective of this course is to develop students' understanding of how to manage an IS function within an organisation to create business value for the business. That is - how IS are managed in organisations, the impact of IS within organisations, how to manage IS so that it contributes to business value, and how to manage the IS/IT capability. Topics covered may include topics such as: Alignment between IS and the rest of the organisation; IS Governance; how IS projects are managed

### *Information and Operations Management*

The course is designed to develop students' understanding of enterprise information and operations management. Students will learn how firms are managing business processes and enabling innovation with the use of complex technology infrastructures. The course will focus on how information and operations management create, support, and sustain both global and smaller enterprises. Topics may include: Understanding Enterprise and Business Processes; Enterprise Systems; Business Intelligence; Global Collaboration and Social Networking; Innovation and ICT; Information Security and Data Integrity; Supply Chain Management; Designing Operations; Operations Management; emerging issues in information and operations management.

### *Advanced Application Development II*

The objective of this course is to provide an advanced understanding of business application development using Java. Topics may include: Java arrays; file handling in Java; inheritance; polymorphism; exceptions and exception handling; application interactions with databases using Java; advanced web-based application development in Java; emerging advanced topics and issues in Java, Javascript, PHP.

### *International Study Programme*

The International Study Programme (ISP) is available in semester two of second year and will run from January to May. This module provides students with the option of pursuing a period of international study in core Business Information Systems subjects. This module can only be taken as a substitute for the second year second semester modules.

*Eligibility:* Students who have completed First Year with an aggregate mark of at least 55% and a satisfactory attendance rate, as determined by the programme board, will be eligible to apply for inclusion in the ISP. The overall



number of places available will be limited and preference will be given to applicants on the basis of academic merit or such other criteria as the programme board may decide.

*Requirements for Successful Completion:* Students partaking in the ISP will attend pre-defined modules in an international host institution on a full-time basis.

Credits will be awarded to the student by NUI Galway based on examination performance in the host institution. This will be via a single transcript entry where the grade will be the average of all modules taken in the host institution. A formal record of modules taken and grades obtained will be available from the host institution. Students should note that some partner institutions have no provision for second (i.e. repeat/deferred) examination sittings, so in the event that a student fails or defers a module, it may be necessary to repeat the entire year. As the ISP will have been failed as a whole a student will be required to take all six modules of second year semester II in their repeat year.

## **Third Year**

### *Marketing Principles*

The functions of marketing; The nature of consumption; Consumer motivation; The marketing mix — product, price, promotion, distribution and service, market research; marketing management.

### *Applied Systems Analysis*

The objective of this course is to develop in students an understanding of the advanced aspects of Systems Analysis. Topics include: the role of a system's analyst; the use of computer-aided systems engineering (CASE) tools; individual and group interviewing techniques and skills; alternative requirements determination techniques; project and systems documentation; detailed aspects of project planning and control; advanced systems modelling; case studies in systems analysis and design.

### *Skills for Work Life*

This one-semester course is designed to improve student employability and preparation for the workplace by developing a set of practical skills that form the basis for effective working life. Delivered using a blended-learning approach the course combines; on-line activity, small group workshops and large group lectures to focus on areas such as; self-awareness, communication, teamwork, presentation and career management skills. Learning and skill development from this course is then integrated into other courses that are part of the commerce degree programme.

### *Contemporary Project Management*

This course will provide students with an in-depth understanding of Contemporary Project Management. Topics covered include project management practices, project management methodologies and standards, ethical project management, project performance, emerging and contemporary issues in IS project management.

### *Advanced Database Technologies*

The objective of this course is to develop in students an understanding of advanced aspects to database systems. Topics may include: Structured Query Language (SQL); views; forms; reports; triggers; object database management systems; web technology and database management systems; data administration; databases and business intelligence; data security; unstructured data in social networking; emerging issues.

### *E. Business Technologies*

The objective of this course is to develop an enhanced knowledge among students of the potential of information technology to enable electronic business. The course contains both theoretical and applied content. Topics may include: electronic payment systems and online transaction management, electronic retailing, e-banking technologies, online publishing, enabling technologies for electronic commerce, implementation of electronic commerce systems, emerging issues.

### *Network and Communications*

The objective of this course is to provide an understanding of technologies used in organisational interconnectivity. Topics may include: Internet administration; Internet connectivity, Internet communication model TCT/IP; network and transport layer protocols; domain name system; routing techniques; application layer protocols and services (e.g. http, smtp, pop, imap, mime, ftp, telnet, snmp); building Web servers (e.g. IIS, Apache); Web server administration, management, and security policy; streaming technologies; voice over IP; Internet security and protocols; attachk prevention systems; VPNs; emerging topics and issues.

### *Professional Experience Programme (PEP) or Additional International Study (AIS)*

The PEP occurs in Semester II of third year and consists of an industry placement, arranged by the Career Development Centre in conjunction with the Business Information Systems discipline. All students are required to complete either a PEP or Additional International Study (AIS). AIS is subject to the approval of the programme board. Students who wish to pursue the AIS option must have solid career objectives for doing so and must formally register for AIS in September. No change of mind will be permitted.

*Eligibility:* To be eligible for **paid** placement opportunities, students must have obtained an aggregate mark of at least 55% **and** a satisfactory attendance rate in both the first and second years of the programme, as determined by the programme board. Students who do not meet these criteria may be offered unpaid opportunities but are also free to organise their own paid placement subject to the approval of the programme board.

*Payment:* The PEP may be paid or unpaid and places are offered on a competitive basis. It is the responsibility of the Career Development Centre to provide placement opportunities but it is the student's responsibility to secure a placement. At the point when opportunities for paid placement become fully exhausted, students who have yet to secure a placement will be offered, and required to take, an unpaid placement.

*Duration:* The minimum duration for a paid placement will be 12 weeks and the minimum duration for an unpaid placement will be 8 weeks. The termination date of the placement may be extended by mutual consent of all parties but must not be later than the date of commencement of academic year for the student's fourth year.

*International Placement:* It is possible for students to conduct their placement internationally. The Career Development Centre normally offer a small number of international placements. Students are also free to organise their own international placement subject to the approval of the programme board.

*Successful Completion:* To successfully complete the PEP, students are required to complete evaluation activities as specified by the Business Information Systems discipline and to fully comply with the Career Development Centre's procedures, employer procedures, the University Code of Conduct, and other such other rules as may apply.

### *Professional Development*

This module aims to enhance the professional development of the student.

### *Professional Experience*

This module aims to provide students with a period of industry placement in order to gain professional experience.

### *Additional International Study (AIS)*

This module provides students with the option to take additional business modules in foreign institutions. This module can only be taken as a substitute for both the Professional Experience and Professional Development modules.

## Fourth Year

### Course Descriptions for Optional Modules listed under B.Comm.

#### *Business Intelligence & Analytics*

The objective of this course is to explore how analytics can improve the performance of organisations, and to understand the types of business problems that advanced analytical tools can address. The course introduces the students to core business analytic concepts and technologies such as, big data, data mining, data integration, data warehousing, and business intelligence. Students will also gain practical skills in predictive modelling and text mining.

#### *Cloud Computing*

The objectives of this course are to develop an understanding of cloud computing in the overall strategy of businesses, and to examine the impacts of cloud computing for individuals and society. Topics may include: salient issues in cloud computing; cloud-based collaboration; cloud management & governance; Software/Platform/Infrastructure as a service; cloud security and identity; data storage in the cloud; mobile cloud; virtualisation; app development for the cloud; transitioning business to the cloud; impacts of cloud computing; emerging topics in cloud computing.

#### *Chinese for Business – Language and Culture I & II*

China's expanding economy and growing international trade relations make it an attractive consideration for many Western businesses. A knowledge of business culture, business etiquette, meeting protocol and other inter-cultural challenges will be required to maximise business opportunities. These modules are designed to prepare students to address these challenges. They focus on both the development of Chinese language skills and an understanding of Chinese culture and business. Chinese for Business – Language and Culture I is a **pre requisite** for Language and Culture II.

#### *Contemporary Issues in Information Systems*

The objective of this course is to familiarise students with contemporary issues in Information Systems. Topics may include: IS Outsourcing, Globally Distributed Teams, E-Government, IS Security and Business Ethics, IS to support Innovation, Open Source Software and other emerging topics.

#### *International Business*

International Business combines the science and art of business management with many other disciplines such as economics, 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 organisation and the emergence of what is widely termed the global economy. 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 political, economic and sociocultural analysis. By the end of the course, students should be able to identify, analyze, and understand the organizational 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.

### *Lean Principles for the IS Professional*

The objectives of this module are to examine, in-depth, the role of the IS Professional in contemporary organisations and to develop an understanding of how Lean principles can be applied in the IS role. Contemporary IS managers are required to blend technical competence with business knowledge in highly complex and fast changing environments. This requires the IS Professional to have developed a diverse set of management and operative skills.

### *Project*

A major project will be undertaken under the supervision and direction of a member(s) of staff. The project will normally be undertaken on a group basis. Projects must be based on a substantial topic in management information systems. The project will normally involve the development of an information system, a software system or an aspect of management information systems. It may have a technical, commercial or product focus. Students may propose the subject of their project.

### *Information Systems Strategy and Planning*

The objective of this course is to develop an understanding of the roles of information systems strategy and planning in the overall strategy of businesses. Topics may include: aligning information systems with business and organisational strategy; information systems strategy; strategic information systems planning and management; information systems value creation and appropriation, information systems and the design of work; strategic IT architectures and infrastructures; ethics in IS strategy and planning; emerging topics in information systems strategy and planning.

### *Strategic Management*

This course covers the content, context and process of strategy in different organisational contexts. The course explores the concepts, theories and techniques on which strategic management in the business sector is based and explores their application in a wide range of business settings. The design, implementation and maintenance of strategic planning systems and strategic thinking are central issues of concern throughout the course.

### *Innovation, Creativity & Enterprise*

Individuals, organisations, society and the economy are impacted at an ever-increasing rate by new and changing products, technologies, services, processes and norms.

This course aims to introduce students to the theory and practice of innovation in organisations, society and the economy. The course will highlight current thinking and recent developments with respect to innovation across a range of business disciplines. While focusing on innovation within organisations, entrepreneurship and the impact of innovation on individuals and society will also be included. It is designed to educate students to recognise and develop opportunities for innovation in response to organisational challenges.

### *User Experience Design*

This module provides an applied course concentrating on the effective design and development of Information Systems. Topics covered may include: principles of interactive design; the process of interaction design; usability engineering; identifying needs and requirements; understanding users; interaction paradigms and user interface design; design issues for new technologies; data gathering and analysis; user-centred design; lifecycle models; design and prototyping including techniques such as scenarios, use-cases, user profiles; evaluation of interactive systems including usability testing, field studies, inspections and predictive models; usability legislation and directives; emerging topics and issues.

## **PART-TIME BACHELOR OF COMMERCE & DIPLOMA IN BUSINESS**

The Part-time Bachelor of Commerce is a four-year online degree programme in business education. A Diploma in Business is awarded upon successful completion of the first two years. The programme will be delivered through online interaction between tutors and students via Blackboard, the Learning Management System in use at NUI, Galway. This programme will continue to be delivered by the J.E. Cairnes School of Business and Economics in conjunction with the Centre for Adult Learning and Professional Development.

### **Programme Objective**

The Bachelor of Commerce is the School's primary undergraduate degree which provides a solid foundation for careers in business, accounting, finance, marketing, management and public administration. The part-time programme is designed to provide the same foundation to people who are currently working in business (or hope to in the future), but who did not or could not avail of third level education immediately following second level. Delivery by online learning allows mature students, with work and/or family commitments, to study at times that suit their needs.

### **Regulations**

#### **Admission requirements**

In order to be eligible for admission to this programme, matriculated applicants must have attained the age of 19 by October of the first year of entry. (A matriculated applicant is one who at one or more sittings of the Leaving Certificate and/or Matriculation examination has achieved passes in Irish, English, another language, Mathematics and two other matriculation subjects. Of the six passes, two at least must be at Grade C3 or better on Higher Level papers.) Applicants should have a minimum of ordinary level Mathematics at leaving Certificate level, or equivalent.

Non-matriculated applicants may be eligible to join the Part-time B.Comm if they are 21 or over by January 1<sup>st</sup> of the year of entry.

Application is made online directly to the Centre for Adult Learning and Professional Development.

As well as meeting the above mentioned age requirements, applicants must satisfy the J.E. Cairnes School of Business and Economics of their ability to undertake the programme. Selection shall be based on the completed

application form, educational attainment, relevant work experience. Some applicants may be called to interview.

All applicants, whose first language is not English, or who have not been educated through the medium of English language during their two most recent years of study, must present one of the following qualifications in the English language.

- IELTS – 6.5\* (\*with not less than 5.5 in any component)
- TOEFL - 88
- Pearson PTE – 61

As well as meeting the above mentioned age requirements, applicants must satisfy the J.E. Cairnes School of Business and Economics of their ability to undertake the programme. Selection shall be based on the completed application form, educational attainment, and relevant work experience. Some applicants may be called to interview.

### **Programme structure**

Modules with a weighting of 5 ECTS may be semesterised and examined at the end of the relevant semester. All First and Second Semester examination results are considered at the Summer Examination Board Meeting.

#### **First Year**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
EC100.1	Economics	10
AY7101	Introduction to Financial Accounting	5
MS7100	Information Management for Business	10
MG7100	Contemporary Management Thought	5
AL1100	Skills for Learning	5
MA152.2	Mathematics	5
AY7102	Introduction to Management Accounting	5

#### **Second Year**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
AY221.2	Business Finance	5
EC252.2	Managerial Economics	5
EC253.2	Macroeconomics	5
LW250.2	Business Law I	5
MG221.2	Management Skills	5
MK7103	Foundations of Marketing Thought	5
MG7101	Organisational Psychology and Analysis	5
MK7104	Marketing Management	5
ST2351	Statistics	5

#### **Third Year**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
--------------------	----------------------	--------------------



### **Core Modules**

MS330.3	Information & Operations Management	5
AY7100	International Financial Reporting	5
EC426.3	Ireland in the Global Economy	5
AY220.2	Management Accounting	5
MK7108	Marketing Analytics and Research	5
MK7106	Qualitative Marketing Research	5
MGxxx	Work and Employment Relations	5

### **Optional Modules**

LW300.3	Business Law II	5
ECxxx	Economics of Public Policy	5
ECxxx	Introduction to Financial Economics	5
MK7107	Marketing of Services	5

### **Fourth Year**

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
-------------	---------------	-------------

### **Core Modules**

MGxxx	Business Strategy	5
AY400.4	Business Taxation	5
MKxxx	Cases in Marketing Strategy	5
MSxxx	E-Business Strategy & Practice	5
MGxxx	Ethics and Corporate Social Responsibility	5

### **Optional Modules**

AYxxx	Business Finance II	5
MSxxx	Business Intelligence and Analytics	5
MG441.4	Business Negotiations	5
ECxxx	Health Economics	5
MG335.3	Innovation and Entrepreneurship	5
MKxxx	Integrated Marketing Communications	5
MS443.4	Information Systems Strategy & Planning	5
MG440.4	Management of Organisational Change	5
ECxxx	Environmental and Natural Resource Economics	5

### **Repeat Examinations**

Candidates who do not pass their examinations outright are exempt from further examination in those modules in which the pass mark of 40% has been attained.

## Progression

In order to proceed from the Diploma to the Degree phase, students must accumulate the 90ECTS allocated to the Diploma by passing the examinations in the specified subjects.

## Honours

### (Diploma & Degree Phases)

#### *Standards*

First Class Honours	70%
Second Class Honours, Grade 1	60%
Second Class Honours, Grade 2	50%
Pass	40%

Honours for the Diploma will be awarded based on the average marks received for completing 90ECTS over the Diploma phase of the programme. Where a student is exempt from one or more Diploma-level modules, the final marks for the remaining modules will be used to calculate the aggregate on which Honours are awarded.

Honours for the Degree will be awarded based on the average of the marks received for completing 90 ECTS over the Degree phase of the programme. Where a student is exempt from one or more Degree-level modules, the final marks for the remaining modules will be used to calculate the aggregate on which Honours are awarded.

## Graduation

### *a) Certificate in Business*

A candidate who has passed all of the modules of the first year of the programme, within a period of two years from commencement of the programme, shall be eligible for the award of a Certificate in Business without distinction as to overall grade (i.e. Pass/Fail basis).

### *(b) Diploma in Business*

To graduate with the Diploma in Business, the student must accumulate a minimum total of 90ECTS over the Diploma phase. Candidates granted exemptions from modules must register and present for examinations in subjects of a minimum total of 60ECTS in order to be eligible for the award of the Diploma in Business.

### *(c) Bachelor of Commerce Degree*

To graduate with the Bachelor of Commerce Degree, the student must accumulate a minimum total of 180ECTS. Candidates granted exemptions from modules must register and present for examinations in subjects to a

minimum total of 60ECTS over the Degree phase. Transfers into the Degree phase of the programme will also be considered on a case-by-case basis by the Programme Academic Board for candidates presenting with recognised Level 7 awards (reference NQAI) or professional body awards.

## **Syllabii**

### *Economics*

The Economics module provides a flourishing and diverse academic environment which integrates teaching and research, theory and empirical applications, in a policy-oriented and interdisciplinary way. The study of economics at introductory level comprises two branches. First, microeconomics analyses the behaviours of individual people in markets as workers, consumers/savers and owners of capital. The second branch, macroeconomics, considers the economy at the aggregate level, combining all those individual people and their enterprises.

### *Introduction to Financial Accounting*

The objectives of this module are to develop in the students, the skills necessary to interpret and use accounting and financial information in a business context. Topics may include, but are not limited to: Accounting Information; The demand for financial information; Measurement and reporting of accounting information; The Principles of Accounting; Financial Analysis and Interpretation of financial information including ratio analysis and reporting assessments of financial performance and financial position.

### *Information Management for Business*

The objective of this module is to develop the skills necessary to apply information management concepts in a business environment. This course will provide you with the following skills: Develop and demonstrate a broad understanding of information and communications technology and information systems. Describe how information systems are implemented and used to manage information in business. Apply spread sheet and database applications to business problems.

### *Contemporary Management Thought*

The primary objectives of this course are as follows: - To introduce you to the key tasks of management: planning, leading, organising, and controlling - To examine the challenges of modern management; entrepreneurship, ethics and corporate responsibility, managing change - To provide an understanding of the management of different types of organisations in different business and global contexts

### *Skills for Learning*

This module will introduce adult learners to online & blended learning. The module aims to bridge the learning gap between their last educational experience and returning to 3rd level education as an adult learner.

### *Mathematics*

The aim of this module is to introduce the basic mathematical principles, techniques and applications that are useful for students in business, economics, management and the social sciences. This is not a course in pure mathematics – each topic in the module will have relevant, real-life applications. There will be an emphasis on mathematical modelling of practical problems.

### *Introduction to Management Accounting*

The objectives of this module are to introduce students to context, theory and practice of Management Accounting. Topics may include but are not limited to: Management uses of accounting information; Costing systems; Cost behaviour; Break-even and Profit-volume analysis; Relevant costs and short-run decision making.

### *Business Finance*

This module will address the following areas: Financial Management; Interpretation of Financial Statements; Management of Working Capital; Sources of Capital; Financial Institutions; The Stock Exchange; Capital structure and cost of Capital; Project Appraisal; Cost/Benefit Analysis; Valuation; Mergers and Acquisitions.

### *Managerial Economics*

This module will cover the following: Demand Analysis: Individual consumer behaviour, market, demand, cross demand, elasticity. Utility approach: Indifference curve analysis. Production: production functions, cost of production, isoquants, application of supply and demand analysis. Market Structures: purely competitive market, market equilibrium, the theory of the firm, monopoly pricing and output decisions under monopoly and under perfect competition, imperfect markets, monopolistic competition. Income distribution: factor markets and determination of factor prices. General equilibrium. Welfare economics.

### *Macroeconomics*

Macroeconomics is concerned with the behaviour of the economy as a whole and considers aggregate economic variables such as national output, the general level of prices, unemployment and economic growth. The purpose of this module is to introduce students to the basic concepts of macroeconomics and to the principles of macroeconomic theory.

### *Business Law 1*

The overall aim of the module is to introduce students to fundamental principles of business law and elements of the legal framework within which enterprises operate. The specific aims of the module are to provide an introduction to the Irish legal system; explain the fundamentals of contract law; outline the legal framework concerning contracts for the sale of goods and outline the legal framework concerning employment contracts.

### *Management Skills*

The course is designed to foster the skills required for successful management today: teamworking, interviewing, accessing, digesting and presenting information. The learning is largely based on structured experiences of teamwork followed by reflection and feedback. Assessment is based on assignments completed between classes using video, multi-media and internet resources.

### *Foundations of Marketing Thought*

This course will provide students with an introduction to the fundamental concepts of marketing, including: a consumer-orientated philosophy and structural framework for business, consumption and buyer behavior, marketing research, segmentation, positioning and targeting. Knowledge of these topics will act as an aid to marketing decision-making during their professional careers.

### *Organisational Psychology and Analysis*

The objective of this module is to equip the learner with the skills and knowledge to master the following learning objectives: Identify the major behavioural science disciplines that contribute to OB while identifying the challenges and opportunities managers have in applying OB concepts. Recognise and describe how organisations manage diversity effectively. Identify early theories of motivation and evaluate their applicability today. Give examples of various motivation models and evaluate how these can measure motivation. Define the stages of group development and demonstrate how groups exert influence on individual behaviour. Contrast groups and teams and analyse the growing popularity of teams in organisations. Describe the communication process and distinguish between formal and informal communication. Define the characteristics that create and sustain an organisation's culture. Describe the communication process and distinguish between formal and informal communication.

### *Marketing Management*

This course extends the student's understanding of core marketing concepts and practice, embracing the marketing mix, product, price, plan and promotion, marketing planning, services and international marketing.

Knowledge of these topics will act as an aid to marketing decision-making during the professional careers.

### *Statistics*

This module will cover an introductory course in statistics, covering descriptive statistics, basic probability and methods in inferential statistics.

### *Information and Operations Management*

The course is designed to develop students' understanding of enterprise information and operations management. Students will learn how firms are managing business processes and enabling innovation with the use of complex technology infrastructures. The course will focus on how information and operations management create, support, and sustain both global and smaller enterprises. Topics will include: Understanding Enterprise and Business Processes; Enterprise Systems; Business Intelligence; Global Collaboration and Social Networking; Innovation and ICT; Information Security and Data Integrity; Supply Chain Management; Designing Operations; Operations Management; and emerging issues in information and operations management.

### *International Financial Reporting*

The objectives of this module are to build on the knowledge of Financial Accounting and introduce students to the environment and practice of Financial Reporting. This module introduces topics where it becomes evident that financial reporting is far more complex than the accurate recording of historical transactions. The module looks at the regulatory framework for financial reporting and also the issues posed by valuation methods used for assets (e.g. property, plant and equipment or inventory), estimation of amounts related to unfinished transactions (e.g. obsolete inventory), accounting for government assistance (e.g. government grants), and accounting for the economic substance of complex legal transactions (e.g. off balance sheet financing). This module also focuses on developing skills related to the interpretation of complex annual reports.

### *Ireland in the Global Economy*

This course draws upon economic theory and empirics to consider Ireland's evolving role in the global economy, insofar as this constitutes an essential part of the context within which government, enterprises and citizens operate, and their behaviour understood and evaluated. Central themes in the course are the nature and extent of the integration of product and factor markets, the operation of domestic and supra-national institutions in managing that integration and their conduct of economic policy. Particular themes may include a survey of contemporary developments in the Ireland and the global economy, the applied economics of economic growth and innovation, the economics of human capital and labour markets, fiscal policy institutions and strategies, and European economic and monetary integration.

### *Management Accounting*

Accounting data for short-run and long-run decisions; Profit-volume analysis; Marginal cost and cash flow concepts in decision making; Activity based costing; Standard costing and budgetary control systems; Behavioral aspects of control; Pricing; Cost estimation and prediction

### *Marketing Analytics and Research*

Successful organisations direct all their efforts to giving customers what they want, while still earning a profit. The critical factor in such market dominance is the extensive use of data from Marketing Research. To be truly marketing orientated, companies have to make data work and be information driven. Marketers must actively engage with data searches, analyse, summarisation, interpretation, visualisation and presentation for intelligent marketing decision making and action. The purpose of this course is to achieve a theoretical and practical understanding of the what, how, where, when and why of the qualitative Marketing Research, including Marketing Analytics.

### *Qualitative Marketing Research*

This module introduces the learner to the key fundamentals of Marketing Research Methods with particular focus on qualitative research techniques

### *Business Law II*

The overall aim of the module is to build on the knowledge of business law gained in the first Business Law module, to familiarise the learner with the fundamentals of business organisation and company law, and to examine some of the main areas of law relevant to managers and entrepreneurs.

When you have successfully completed this module, you will be able to give an overview on data protection and data privacy at National and EU level: discuss Irish law in relation to computer crime; outline the legal obligations of Irish employers in relation to health and safety legislation; critically evaluate the legal structures of business enterprises; explain and apply the principles of partnership law and company law and discuss the main areas of law in relation to commercial enterprise.

### *Economics of Public Policy*

This course is designed to provide the analytical foundations for an exploration of the balance between private and public resource allocation in modern economies.

### *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.

### *Business Taxation*

Introduction of the principles and practice of Taxation as it effects the business enterprise, including Income Tax, Corporation Tax, Capital Gains Tax and Value Added Tax. Impact of legal structure and business decisions on tax obligations.

### *Business Negotiations*

The objective of this course is to give students such theoretical background as will enable them to analyse negotiating situations and prepare appropriately. Role-played case studies will be used to help students acquire the skills and tactics of negotiation. Topics include: approaches to understanding negotiating behaviour; preparation for negotiations; analysis of different negotiating situations; game theory and decision analysis; and conflict and negotiation within organizations.

### *Innovation & Entrepreneurship*

Entrepreneurial motivation; profile of entrepreneurs, inventors and innovators. Stages in starting a business from idea generation and evaluation, through negotiation, to birth and survival. Innovation management of technical, social, legal, and ethical issues in innovating and implementing technology; strategic technology and innovation management; aligning new technologies with strategic business objectives; acquiring and developing strategic technological platforms; managing R&D; managing innovation partnerships and alliances. Key aspects of the start-up process including marketing, resource identification, financing, growth strategies. The role of state supports for entrepreneurship and innovation.

### *Information Systems Strategy and Planning*

The objective of this course is to develop in students an understanding of innovation and innovation strategy, the management of innovation projects, and the impacts of innovation in Information Systems and technology-based contexts. Topics may include: importance of Information Systems and Technological innovation, sources of innovation, innovation types, market entry, developing new enterprises, strategy and systems innovation, protecting innovation, choosing and managing innovation projects, impact of innovation, new and emerging issues in Information Systems and Technological innovation.

### *Management of Organisational Change*

The objective of the course is to provide students with a broad introduction to the disciplines of Organisational Development and the management of change. Topics include: The diagnosis of organisational position in the environment; History of Organisational Development (O.D.); O.D. consulting process; The introduction, adoption and implementation of successful change in organisations.



## **DIPLOMA IN SOCIAL GERONTOLOGY (Part-time)**

### **Programme Objective**

The objective of the programme is to equip students with the professional and analytical skills necessary to understand age and ageing in a social and economic context and, where appropriate, to enhance and develop participants careers in age-related fields.

### **Entry Requirements**

Applicants will normally be expected to have satisfied the matriculation requirement of the University either on the basis of mature years (aged 21 or over by 1<sup>st</sup> January of the year of entry) or by satisfying the normal requirements of the University:

a pass in at least six subjects (including Irish, English and another language) at the Leaving Certificate Examination, with at least grade C3 in two subjects on the higher course and at least grade D3 (ordinary or higher course) in the remaining four subjects.

However, applications from those who do not meet either of these criteria will be considered on a case-by-case basis.

### **Programme Duration**

The Diploma in Social Gerontology is a taught, two-year, part-time programme. There are six modules, three in Year 1 and three in Year 2. Each module is worth 5 ECTS, summing to a total of 30 ECTS for the award of the Diploma. An exemption is allowed, but only to a maximum of 5 ECTS. Modules will be examined by an end of semester/year written examination and/or by appropriate course-work. A research paper must be submitted by a date in Summer of the second year of the programme, as determined by the Programme Board. Repeat examinations are held in Autumn. Students may carry forward marks up to 5 ECTS from year 1 to year 2 where an overall pass in the module has not been obtained.

### **Programme Content**

All students must take the following modules:

<b>Code</b>	<b>Module</b>	<b>ECTS</b>
<b>Year 1</b>		
EC161	Introduction to Social Gerontology	5
EC162	Economics of Ageing	5
EC163	Social Perspectives on Ageing	5

<b>Year 2</b>		
EC261	Rural Gerontology	5
EC262	Public Policy for Dependent Older People	5
EC263	Research Skills and Research Paper	5
<b>Total</b>		<b>30</b>

A maximum of 50% of the marks in a module may be allotted to course work and assignments, with the exception of the *Economics of Ageing* and *Research Skills and Research Paper* modules which are 100% continuous assessment. Students must complete a research paper on a topic approved by the Programme Board. The research paper shall not be more than 5,000 words long. The research topic will reflect the interest of the student and, where appropriate, may be linked to their employment.

Where a candidate has not succeeded in passing the Diploma as a whole, the marks in modules where a minimum of 40% has been obtained shall be carried forward to all succeeding examinations within the normal two year time-limit.

## Syllabii

### *Introduction to Social Gerontology*

The aim of this course is to provide a comprehensive and critical understanding of the key features of ageing and to provide an overview of the main trends behind an ageing population. Students will be given an appreciation and understanding of the economic, social, biological and psychological complexities involved in ageing. The topics covered will include the following: population ageing - past, present and future, housing and living arrangements, biological ageing, sociological and psychological theories of ageing, dependency and interdependency, images of ageing, age, attitudes and ageism, age and wisdom, cross cultural perspectives in ageing.

### *Economics of Ageing*

As the age composition of the population changes, economic consequences can be expected. The aim of the course is to introduce students to some of these consequences. The focus of the course is on selected topics in the economics of ageing, analysed in an international comparative context. The following topics will be covered: life cycle model: consumption, wealth and saving, employment and unemployment, retirement, health and disability, economics of pensions and pension reforms, measuring the economic contribution of older people, economic status of older people, and economic policy for ageing societies.

### *Social Perspectives on Ageing*

The aim of the course is that the students should acquire basic knowledge about the social conditions of ageing in today's society. The course will explore sociological and psychological perspectives on ageing and older people, with a particular emphasis on the social construction of older age. Students will

examine the relationship between theory and experience in relation to processes of ageing. They will gain an appreciation of the need for a 'critical gerontological' approach. Students will explore psychological perspectives of ageing within an interdisciplinary framework that incorporates historical, social, environmental and biological elements. The various domains that make up quality of life for older people will also be examined. Some of the specific issues that will be covered include: sociological perspectives on ageing, psychological perspectives on ageing; historical perspectives on ageing, identity, values and relationships in later life, quality of life, ageing in the perspective of a whole life, equality, discrimination, and ageing and ethnicity.

### *Rural Gerontology*

The rural aspect of ageing - more isolation, higher poverty and fewer medical, mental health and social care services - makes the need for people with creative and insightful knowledge of ageing rural populations imperative. Several issues face rural elderly, including delivery of services to geographically isolated older people, transport and sustaining quality health and social care. An expanding number of older people need alternative housing and residential care services which are not available locally. The needs of people in rural Gaeltacht communities is further compounded by communication and language issues which impact on quality of care and quality of life in these regions. The course is designed to provide students with a broad understanding of age and ageing in rural communities in Ireland and elsewhere. The topics covered in this course include: meaning and concepts of place, measuring rurality, rural demography, income and wealth, poverty, housing, transport and environment, health and disability, access and accessibility and long-term care.

### *Public Policy for Dependent Older People*

This module assesses and evaluates the role of social policy for dependent older people in Ireland and internationally. The key areas of social policy and current policy debates are examined for their impact on older people. The course critically reviews the organisation, management and delivery of health and social care services for older people in Ireland. It examines the efficiency, effectiveness and equity of community and residential care services for older people. An analytical framework is also provided for the economic evaluation of existing services. Outcome measurement is explored and quality of life for dependent older people is assessed in some detail. The module also explores financing issues for long-term care in a comparative context. The topics covered in the course include: markets and market failure, social model of ageing, primary care, community care, family care, residential care, dementia, integrated care, quality of life for dependent older people, and funding long-term care.

### *Research Skills and Research Paper*

This course provides an introduction to research skills, concepts and issues in preparation for undertaking individual research papers. Students will be given a practical introduction to a range of methods and basic statistics used in social gerontological research. Students will be given practical support to enhance their writing skills and to help them present their work more effectively. The topics covered under research skills will include the following: formulating research questions, assessing the strengths and weaknesses of quantitative and qualitative methods, research design, survey methods, collecting and analysing research data, simple statistical examination. Under supervision, students will produce a 5,000 word research paper. The paper could be a piece of practical or empirical work, or a review of the literature on a relevant topic. The paper will revolve around a good question (as opposed to a thesis), and will consider many possibilities and types of evidence.

## **DIPLOMA IN INTERNATIONAL BUSINESS & FINANCIAL MARKETS (WITH A LANGUAGE)**

### **Course Overview**

This programme provides students with comprehensive knowledge and skills in a range of multidisciplinary business subjects. Students will gain expertise in the principles and practices of marketing, management, financial markets and economics in preparation for a career in international business. Students will gain language skills in a choice of European languages, Chinese or Russian. Through their participation in the programme, students will develop the skills to be become business leaders in national and international markets.

This is an ideal programme for students who wish to:

Gain a critical understanding of a number of business functions in international markets;

Understand the influence of international markets on business and management in today's global economy;

Develop basic language skills in a chosen area of interest;

Develop key transferable skills of critical thinking, problem-solving, decision-making and communications skills;

Improve their employability opportunities by re-skilling in the area of international business with a language;

### **Entry Requirements**

The Diploma programme is open to diploma and degree holders of all disciplines, from a University or other recognized third level educational institution. Applicants should hold a NQAI level 7 qualification (minimum), or equivalent.

### **Key Course Facts**

ECTS Weighting:	30 ECTS
Award(NFQ Level):	Level 8
Duration of course:	The programme is part-time and is one year in duration.
Mode of Study:	The programme will be delivered via a combination of blended learning and classroom-based learning modules.
EU & non- EU fees:	1,950 euros per annum

## **Course Outline**

The Diploma in International Business & Financial Markets is divided over two semesters. Students will study two business modules per semester worth 5 credits each and a year-long language module (10 credits) in their chosen area. Students attend language classes on a weekly basis throughout the academic year while the business modules will be taught via blended learning.

Using the blended learning mode students receive easy to follow course materials and attend monthly seminars on a Friday or Saturday (approximately four times per term). Students will also have access to the online learning system which supports students in between face-to-face classes where they can engage with the module tutor and fellow students in the virtual learning environment.

### ***Students choose four business modules and one language:***

Business modules (modules may require a minimum enrolment number)

Action Marketing  
Electronic Commerce  
Management Skills  
Ireland in the Global Economy  
Innovation & Entrepreneurship  
International Financial Markets  
Financial Markets Project  
Ireland and the Global Economy

### ***Students also have a choice of one of the following language options:***

Business Chinese  
Business French  
Business Spanish  
Business Russian

Students with prior learning in Spanish or French will have the option of taking either of these languages at intermediate level.

## **Requirements & Assessments**

Modules are assessed by a combination of written assignments during the semester and a formal examination at the end of each semester.

## **Career Opportunities**

The Diploma in International Business & Financial Markets is aimed at students who wish to develop their careers in today's global business

environment. Students will be equipped to take up management, organisational development and team leader roles in a range of organisations and functions such as administration, accounts, ICT, research and development, operations etc. Graduates will be employable in Irish companies wishing to trade internationally and in multinational organisations based in Ireland and abroad.

The programme may provide an opportunity for students to progress to further business qualifications at masters level.

## **DIPLOMA IN E-BUSINESS ANALYSIS**

### **Entry Requirements:**

This programme is open to applicants from all backgrounds who hold a NQAI level 8 qualification (minimum) or equivalent. It is a conversion diploma aimed at re-skilling unemployed graduates.

ECTS Weighting: 30 ECTS

### **Course Overview**

The Diploma in E-Business Analysis serves distinct needs pertaining to the use, management and development of information systems within organisations. It is anticipated that students will bring to the programme a variety of skills from different backgrounds. The programme is designed as a specialist course which assists students in blending their existing talents with the technological skills and business knowledge needed to design, develop, use and manage information systems in modern organisations.

### **Semester 1:**

**Any three modules from following (all 5 ECTS):**

MS873 Management Information Systems 1

MS805 Database Systems

MS806 Business Applications Programming

MS801 Web Design & Development or MS321 Web & Interactive Media Design

MS403 IS Strategy & Planning

MS820 Interactive Systems Design

MS804 Systems Development and Project Management

MK5101 Digital Marketing

MS5107 Business Modelling and Analytics

MS218 Database Technologies

### **Semester 2: Any three modules from following:**

MS810 Information Systems Security & Ethics

MS5107 Business Modelling and Analytics

MS807 Information Systems Management

MS809 Enterprise Systems or MS319 Enterprise Systems

MS815 Advanced Applications Programming



MS821 Applied Systems Analysis  
MS803 Business Data Communications  
MS223 E-Business Strategy and Practice  
MS413 Cloud Computing  
MS319 Enterprise Systems  
MS802 Information Systems Security and Ethics

*Standards*

First Class Honours	70%
Second Class Honours, Grade 1	60%
Second Class Honours, Grade 2	50%
Pass	40%

**Career Opportunities:**

Avail of our strong relationships with employers, recruitment agencies and established alumni network by placing students directly in contact with potential employers.

Provide students with opportunities to gain work experience through the auspices of NUI Galway's Community Knowledge Initiative (CKI).

Provide follow-on support for any business ideas via NUI Galway's 'Bright Ideas' initiative, whereby seed funding is available to kick-start entrepreneurial activities.

Provide access to an online Careers Management Workshop.

Provide CV and interview preparation guidance.

## **DIPLOMA IN MARKETING**

### **Course Overview**

The Diploma in Marketing is aimed at students who seek a qualification to enhance employment opportunities and career progression. The modules covered in this programme provide a solid foundation in the principles and practice of marketing in a global context.

This is an ideal programme for students who wish to:

- Develop essential marketing communication skills
- Gain a critical understanding of global marketing
- Develop business negotiation skills
- Think critically

### **Entry Requirements**

The Diploma programme is open to mature applicants, aged 21 or over by January 1<sup>st</sup> of the year of admission. A level 5 qualification (minimum), or equivalent is desirable.

### **Key Course Facts**

ECTS Weighting:	30 ECTS
Award (NFQ Level):	Level 7
Duration of course:	The programme is part-time and is two year in duration.
Mode of Study:	The programme will be delivered online
EU/ non- EU fees:	970/1470 euros per annum

### **Course Outline**

The Diploma in Marketing is delivered over two years. Students will study 15ECTS in marketing per academic year.

Using online learning, each module will include the following:

- Module pack – detailing module level learning objectives, learning materials and learning resources.
- Interactive discussion forums with tutors and peers.
- Online lectures and/or podcasts.
- All modules will include formative assessments – this type of assessment may be in the form of quizzes, essays, blogs, research

reports, e-tivities and presentations. Formative assessment feedback will allow students to identify any learning gaps and provide an opportunity to bridge the learning gap.

- Summative assessment may be in the form of written examinations, reports or research projects.

## **Modules (all modules are core)**

### **Year 1**

#### **Semester 1**

MK7103 Foundations of Marketing Thought

#### **Semester 2**

MK7104 Marketing Management

MK7105 Negotiation Skills

### **Year 2**

#### **Semester 1**

MK7106 Qualitative Marketing Research

MK7107 The Marketing of Services

#### **Semester 2**

MK7108 Marketing Analytics & Research

Or

Critical Thinking

## **Requirements & Assessments**

Modules are assessed by a combination of written assignments during the semester and a formal examination at the end of each semester.

## **Career Opportunities**

The Diploma in Marketing is aimed at students who wish to develop their careers in today's global business environment. Students will be equipped with the fundamentals to embark on a career path in services marketing and marketing management. Graduates may be employable in a range of retail and marketing organisations.

The programme may provide an opportunity for students to progress to degree level qualification.

# **DIPLOMA (SALES AND MARKETING FOR MEDICAL TECHNOLOGIES)**

## **Programme Overview**

The overall aim of the programme is to accelerate the marketing and sales performance of the Life Sciences Industry and in particular the Medical Technology sector, particularly to:

1. Deliver an international Sales & Marketing development programme;
2. Significantly enhance the skills of the individual participants and the Sales and Marketing proficiency of their companies.

## **Programme Objectives**

Upon successful completion of the programme, the student will have acquired the learning outcome skills to:

- Identify the basic elements of a marketing strategic including developing a value proposition.
- Understand the impact of doing business internationally including social and cultural challenges.
- Understand the range of options of developing channels to domestic and international markets and risks associated with exporting.
- Describe the sales environment and decide which customer segments to target.
- Explain how providing service to the customer leads to lifetime worth.
- Too appreciate the issues associated with managing financial and regulatory components of a business.
- To understand the industry context issues surrounding and impacting on companies operating in the Medical Technology sector.
- Communicate effectively through both oral and written presentations.

## **Entry Requirements**

Entry to the Diploma (Sales & Marketing for Medical Technologies) is a level 7 or higher qualification. Alternatively applicants from non-graduates who have demonstrated experience of over six years in a sales and marketing function in other sectors may be considered.

## **Programme Structure**

The programme is offered on a part-time basis over one academic year (September – July) and will consist of lectures every Friday for twelve weeks in semester 1, followed by an Applied Sales & Marketing Project in semester 2.

Students are required to:

- Complete four obligatory taught modules in semester 1.
- Complete an applied sales & marketing project in semester 2.
- Attend an Induction Day on the Friday prior to the commencement of semester 1.

### **Semester One**

### **ECTS**

MK231 Fundamentals of Marketing	5
MK232 Financial & Legal Issues in Marketing	5
MK233 Medtech Innovation Process	5
MK234 Principles of Selling Process	5

### ***Applied Sales & Marketing Project***

***10 ECTS***

This applied project is submitted in semester 2.

MK230 Applied Sales & Marketing Project (10 ects)

### **Assessment & Examination**

NUI Galway, as the accrediting institution, will ultimately have sole responsibility for the assessment of all modules, including the applied project.

Assessment will mainly consist of a mix of two hour exams and continuous assessment except in the case of two modules (Medtech Innovation Process and the Applied Sales & Marketing Project) which will be 100% continuous assessment.

### ***Standards***

First Class Honours Grade 1:	70% overall
Second Class Honours Grade 1:	60% overall
Second Class Honours Grade 2:	50% overall
Pass:	40% overall

All taught modules (4) are examined in semester 1.

The Applied Marketing Project will be submitted to the Marketing Discipline Office in Semester 2.

## Syllabii & Assessment

### *Fundamentals of Marketing*

This course introduces the fundamental concepts and principles of marketing, such as buyer behaviour, research methods, and the various elements of the marketing mix. It provides a contemporary view of the role and importance of marketing by examining its application in international, European and Irish business situations.

### *Financial & Legal Issues in Marketing*

Marketing managers need a working knowledge of basic accounting & finance concepts such as costs, margins, contribution, liquidity, operating leverage, cash flow, customer lifetime value, and pro forma income statements. The module also aims to familiarise the learner with the fundamentals of business organisation and company law, and to examine some of the main areas of law relevant to marketing managers and entrepreneurs.

### *Medtech Innovation Process*

This module will inform participants on the process of medical technology innovation, and the role of market and stakeholder analysis in the understanding and selection of unmet clinical needs for solution development and commercialisation.

### *Principles of Selling Process*

Sales Management may be described as the engine room of marketing. Every business sells and must effectively manage selling activities. This course examines key issues in selling & sales management that are critical to business success.

### *Applied Sales & Marketing Project*

This module involves completion of a sales and marketing audit of a firm in the medical technology sector. The sales & marketing audit will evaluate the firm's organisational structure and the sales/marketing strategy. Based on the audit, recommendations on the future direction of the firm's sales and marketing strategy will be presented.

## POST GRADUATE DIPLOMA IN INTERNATIONAL SELLING AND EXPORT MANAGEMENT

### Entry Requirements

Applicants are expected to hold either:

An undergraduate degree, 1st or 2nd class honours in any discipline, along with three years of relevant industry experience\*

An Ordinary or 3rd class honours undergraduate degree in any discipline, along with five years of relevant industrial experience\*; Or  
a recognised professional qualification and five years of relevant industrial experience\*.

\*Preference will be given to applicants with their industry experience in the industry category the course is mostly aligned mainly  
BiopharmaPharmachem,  
Medical Devices sector, ICT and Food and Beverage.

### Standards

First Class Honours	70%
Second Class Honours, Grade 1	60%
Second Class Honours, Grade 2	50%
Pass	40%

### Programme Overview

This is a year long programme core course specifically in the areas of international sales and export planning and incorporates an internship offering targeted at specific skills areas; that include a practical application of strong learning dimension. This Diploma will be offered through a combination of flexible delivery mode of taught modules specifically addressing the knowledge, technical and soft skills gaps to up skill and reskill applicants.

### Course Schedule

Exams will take place in Semester 1 and Semester 2 with Block Release & Placement in Semester 2.

<i>Semester 1</i>	<i>ECTS</i>
MG582 International Cross Culture Management	10
MK568 Sales and Selling Management	5

<i>Semester 2</i>	<i>ECTS</i>
MK578 Strategic Business Marketing	5
MK575 Global Marketing	5
MK587 Export Internship Project	5

## **Career Opportunities**

The Diploma will enhance participants' skills in this targeted area of international selling and exporting through IEA internships so as to equip learners with applied know-how and skills to prepare them for the workplace. Both IEA and the IITI (Institute of International Trade of Ireland) are committed to promoting and circulating the Diploma course as well as advertising the availability of graduates of this Diploma to its IEA and IITI company members.

## **Regulations**

A Candidate will be eligible to obtain the Degree of Master of Commerce after the expiration of the period of Nine Terms from the time of his passing the Examination for the Degree of Bachelor of Commerce. The Candidate must:

- (a) present a Dissertation;
- (b) present such evidence of professional experience as may be prescribed;
- (c) perform such other exercises, as may be prescribed.

Candidates for the Degree of Master of Commerce must obtain the permission of the J.E. Cairnes School of Business and Economics before entering on the course. Intending postgraduate students are advised to enquire at the School Office in the first instance. A Second Class Honours Bachelor of Commerce degree, Grade 2 or higher is required for entry to the programme.



## **M.COMM. DEGREE**

A Candidate will be eligible to obtain the Degree of Master of Commerce after the expiration of the period of Nine Terms from the time of his passing the Examination for the Degree of Bachelor of Commerce. The Candidate must:

- (a) present a Dissertation;
- (b) present such evidence of professional experience as may be prescribed;
- (c) perform such other exercises, as may be prescribed.

**Candidates for the Degree of Master of Commerce must obtain the permission of the J.E. Cairnes School of Business and Economics before entering on the course. Intending postgraduate students are advised to enquire at the School Office in the first instance. A Second Class Honours Bachelor of Commerce degree, Grade 2 or higher is required for entry to the programme.**

## **M. PHIL**

The M. Phil is a full-time research degree in the disciplines of the Departments of Accountancy and Finance (including Management Information Systems), Economics, Management and Marketing. Registration for the M.Phil is envisaged as the normal route of entry to the Ph.D and it is intended that students achieving the appropriate standards will transfer to the Ph.D programme. In exceptional circumstances permission may be granted to register directly onto the Ph.D. programme by the individual Discipline Postgraduate Research Committee.

The M.Phil. programme is not available to students wishing to complete a Ph.D. on a part-time basis.

### **Entry Requirements**

The normal minimum requirement is a Master's degree to honours standard or equivalent in a subject cognate to one of the disciplines of the Departments of Accountancy and Finance (including Management Information Systems), Economics, Management and Marketing; a professional qualification may be accepted as an alternative by the School. To be eligible for admission, applicants must have identified a proposed supervisor for their intended research project and obtained the recommendation of the Discipline Postgraduate Research Committee and Head of the appropriate Cognitive Discipline.

Overseas applicants may be required to submit the results of a test of their competency in English in accordance with the current University guidelines.

### **Programme Structure**

This is a full time programme of three semesters duration (16 months) commencing in September or January of each year. During the first two semesters students will be required to accumulate a minimum of 60 ECTS composed of :

- 25 credits from courses specified below.
- 35 credits in respect of an advanced research proposal.

In this proposal the student will:

- seek to contextualise his/her particular proposal within the literature,
- provide an extensive discussion of the research question(s) to be addressed
- give an outline of the methodology to be used. This proposal will be assessed in two stages, a preliminary assessment at the end of the first semester of study and a full assessment, which will include an oral presentation, at the end of the second semester.

Based on the achievement of a pass grade in all courses and the assessment of the advanced research proposal the supervisor and Discipline Postgraduate Research Committee will make one of the following evaluations:

- The student will be deemed eligible for upgrade to the Ph.D. register and registration will be transferred to second year of the Ph.D. programme.

**The student's subsequent Ph.D studies shall be governed by the University's requirements and regulations regarding the granting of the Ph. D degree.**

- In the event of the student not being upgraded to the Ph.D register, they may proceed to register for the third semester of the M. Phil and complete a dissertation (max, 40,000 words).

## **Course Structure**

### **Semesters 1 and 2**

#### *Obligatory Course*

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
EC556	Philosophy of Social Science (Sem. 1)	5
EC, AY, etc	Advanced Research Proposal	35

#### *Optional*

Students must take a total of 20 credits from the following list of courses, at least 10 of which must come from a Research Methods course (i.e. MG556, EC515.1, EC506, EC374)

#### *Research Methods Courses*

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
MG556	Qualitative Research Methods	10
EC515.1	Data Management & Survey Techniques	10
EC506	Econometrics	10
EC374	Advanced Econometrics	10
EC573	Health Technology Assessment	10

#### *Economics Options*

EC660	Research Seminar 1	5
EC661	Research Seminar 2	5

#### *Management Options*

MG660	Research Seminar 1	5
MG661	Research Seminar 2	5

#### *Accountancy and Finance Options*

AY660	Research Seminar 1	5
AY661	Research Seminar 2	5

### *Marketing Options*

MK660	Research Seminar 1	5
MK661	Research Seminar 2	5

### *Additional Modules Available:*

EC557	Advanced Topics in Applied Economics I	5
EC558	Advanced Topics in Applied Economics II	5
MG552	Innovation & Technology Management	5
SPA470	Innovation Policy	5
SPA471	Evaluation for Public Policy	5
SPA480	Communicating Research to Non Specialists	5

## **Syllabii**

### *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.

### *Qualitative Research Methods*

The Research Methods module is intended for students with basic knowledge of qualitative research. It is to help students develop an understanding the techniques and practice of qualitative research, as both an alternative and a complement to quantitative research.

The course will be of value to students in a number of areas:

- 1) Developing knowledge of major methods of qualitative research.
- 2) Introduction to methodological and ethical implications of the assumptions of qualitative research.
- 3) Opportunity to learn from established research practitioners.

### *Data Management and Survey Techniques*

Probability and probability distributions. Test of Hypotheses (design and distribution of selected parametric and non-parametric test statistics). Analysis of variance. Measurement and Scaling. Research process. Methods of data collection. Design of Surveys. Design of questionnaires. Analysis and

interpretation of survey data. Data presentation. Applied work using SPSS software

### *Econometrics*

Linear regression model. Dummy variables. Violations of classical assumptions (omitted variables, extraneous variables, heteroscedasticity, and autocorrelation). Topics in single equation regression models (e.g. Discrete Dependant Variables). Regression analysis in practice.

### *Advanced Econometrics*

Topics covered will include Binary Discrete Response Models, Multinomial Response Models, Limited Dependent Variables, Panel Data Models, Instrumental Variables, Dynamic Panel Data Models, Limited Dependent Variable Models and (C) LAD Estimators, GAMS, Policy Evaluation and Count Data Models Survival Analysis. The course has a significant practical content, with students expected to be competent users of a statistical software package at the end of the course.

# MASTER OF ACCOUNTING

## POSTGRADUATE DIPLOMA IN PROFESSIONAL ACCOUNTING

### **Programme Objective:**

The objective of the programme is to further develop the conceptual foundations and the academic and professional knowledge and skills of honours business graduates who aspire to careers in accounting.

### **Entry Requirements:**

To be eligible for admission to the programme, applicants must normally hold an honours degree in Business or Commerce, with a significant specialisation in Accounting.

The number of places on the programme will be limited. Applicants may be required to attend for interview and other assessments as part of the selection process.

### **Programme Duration:**

The programme is a taught one-year full-time course, commencing in September each year. Apart from the subjects Strategic Management and Decision Theory & Analysis which are examined at the end of the first semester, examinations are taken in Summer, and a research project must be completed by a date in Summer as determined by the J.E. Cairnes School of Business and Economics. Repeat examinations are held in Autumn.

The pass mark in each module is 50%. Compensation is not permitted. Candidates are exempted from further examination in modules passed.

Candidates must complete all requirements for the programme within two years of commencement.

A candidate who has passed all of the modules other than the Research Paper within a period of two years from commencement of the programme shall be eligible for the award of Postgraduate Diploma in Professional Accounting.

### ***Content***

<u>Code</u>	<u>Module</u>	<u>ECTS</u>
AY507	Financial Accounting	15
AY508	Auditing	15

AY509	Taxation	10
AY528	Management Accounting	10
AY529	Finance	10
AY537	Skills for Accounting Research and Practice	5
AY518	Accounting Research Project	20

Option – One of the following:

MS5104	Decision Theory & Analysis	5
MG571	Strategic Management	5

**Total ECTS Credits for the Programme 90**

**\*Note:** The assessment in the module *Skills for Accounting Research and Practice* is based entirely on course assignments.

## **SYLLABII**

### *Financial Accounting*

Company accounts: accounting and disclosure requirements of companies legislation; preparation and presentation of financial statements, including cash flow statements; supplementary financial information.

Group accounts: legal requirements; preparation and presentation, including treatment of inter-company items; accounting for goodwill; overseas subsidiaries and foreign currency translation; mergers and acquisitions, including use of fair values; group cash flow statements.

Accounting standards: current Statements of Standard Accounting Practice and Financial Reporting Standards.

Partnership accounts: capital accounts and accounting for goodwill; accounting for partnership changes, including dissolution and incorporation; the rule in *Garner v. Murray*.

Analysis and interpretation of financial statements.

### *Auditing*

The role of auditing: historical development and current controversies.

Principles of auditing.

The legal framework.

The ethical dimension of auditing.

Pre-engagement activities.

Planning the audit, including materiality and the audit risk approach.

Accounting systems and internal controls.

Audit evidence: gathering and assessment.

Some audit problem areas: fraud and error, going concern, and related parties.

Audit reporting, including reports to management.

Corporate governance.

## *Taxation*

Introduction to the theoretical basis for taxation.

Structure, administration and procedures of the Irish taxation system.

Practical application of the principles of Irish tax legislation and case law in relation to Income tax, Corporation tax, Value added tax, Capital gains tax, Capital acquisitions tax, Probate taxes and Stamp duties. Pay related social insurance and levies.

Tax planning, tax evasion and tax avoidance - legislation and case law.

International aspects of taxation including double taxation treaties.

## *Management Accounting*

The organisational context of management accounting. Short and long run decisions. Management of uncertainty. Capital investment decisions. Strategic management accounting.

Costing systems, including activity based costing and backflush costing. Cost management information systems; quality management; JIT; throughput accounting; business process re-engineering. Learning and experience curves; lifecycle costing. Statistical analysis of accounting data. Management accounting in manufacturing, service and not-for-profit environments.

Control systems; budgetary control; variance analysis. Financial and non-financial performance measures. Internal performance measurement; divisionalisation; transfer pricing.

Behavioural, organisational, economic and sociological perspectives on management accounting.

## *Finance*

Long-term investment decisions: capital investment appraisal methods; asset replacement decision; life cycle costing; consideration of capital rationing, mutually exclusive projects, risk, and taxation.

The financing decision: the theory and practical aspects of capital structure; Modigliani and Miller; impact of arbitrage and taxation; implications for cost of capital.

Financial Institutions; Sources of short and medium term finance; Long term finance and capital markets. Valuation of securities.

Portfolio theory and CAPM; Arbitrage Pricing Theory.

The dividend decision: the theoretical and practical aspects of dividend policy.

Working capital management: requirements; management of components.

Foreign currency and interest rate risk management. Option valuation; Options and capital investment decisions.

Growth strategies; mergers and acquisitions; management buyouts.

Current developments and emerging issues in Financial Management.

## *Accounting Research Methods*



The nature and purpose of accounting research. Identification of accounting research issues; hypothesis formulation. Research methods and tools; contemporary accounting research. A priori research; literature review. Statistical analysis in accounting research: descriptive statistics, probability, sampling, analysis of variance, goodness-of-fit, regression analysis. Online and off-line sources of research literature and data. Questionnaire design and use. Fieldwork approaches to accounting research. Case study research in accounting. Interpretation and presentation of accounting research findings.

### *Decision Theory and Analysis*

The objective of this course is to introduce students to the different aspects of decision theory and analysis and specifically how these apply to business. Topics include decision theory, decision making, framing of decisions, types of decision making, flaws in decision making approaches, group decision making, risk, heuristics, data visualisation in organisational decision making and emerging topics in decision theory and analysis.

### *Strategic Management*

This course covers the concepts, theories and techniques on which strategic management in the business sectors is based and explores their application in a wide range of business settings. The design and implementation of strategic planning systems are central issues throughout the course. Topics covered include an introduction to corporate strategy, strategic management in practice, strategic analysis, resource competencies and strategic capability, stakeholder expectations and organisational purposes, bases of strategic choices and options, strategy evaluation and selection, organisation structure and design, resource allocation and control, managing strategic change, corporate values and ethical choices.

### *Accounting Research Project*

Candidates are required to prepare and submit a research paper on a topic agreed with their research supervisor, and following the specified presentation guidelines. Depending on the scope and depth of the research issue, a joint paper presented by two or more candidates may be accepted. Alternatively, the research project may (at the discretion of the program board) take the form of completion of a number of summer schools, including the preparation and submission of learning logs and/or other assessments.

# **MASTER OF ECONOMIC SCIENCE: NATURAL RESOURCE ECONOMICS AND POLICY**

## **Programme Objective**

Economics is the study of the use of scarce resources to satisfy human needs and wants. Current debates in Ireland and Europe in relation to agricultural policy, food security versus bio-fuel production, fisheries management, offshore energy, marine spatial planning, and 'green' and 'blue' growth clearly demonstrate the importance of thinking about our natural resources with an economist's perspective.

This programme is designed therefore to develop the analytical modelling skills of economics graduates for future employment in the private and public sectors concerned with the environment, agriculture, energy, food, fisheries and other marine sectors. In particular, the programme considers how economic modelling tools can be used to contribute toward the development of an economy's marine, energy and agricultural sectors and, more generally, an environmentally sustainable economy. Particular emphasis is given to the use of quantitative economic modeling techniques and its application to environmental problems and marine, energy and agriculture policy issues.

These modeling skills are increasingly in demand in industry, local and national government, utilities, consultancies, environmental agencies and academia. Employers are looking for economists, with an interdisciplinary background who have good skills across all major areas of economics yet who are quantitatively highly competent. The programme also aims to deepen students' knowledge of interactions between economy, society and natural resources. Students will have the opportunity to develop analytical modeling tools and draw on concepts coming from many different disciplines and fields of expertise to propose policy measures for sustainable development. They will have the ability to influence the formulation of business and corporate strategies in the marine, energy and agriculture sectors and shape regulatory policy.

The programme is directed by a team of highly-respected teachers, researchers and consultants within the School of Business and Economics at NUI Galway. NUI Galway is also fortunate to be in close proximity to, and have a close relationship with, the Rural Economy Research Centre, Teagasc, the Irish Marine Institute and SEAI. As such, Agricultural, Energy and Marine Policy Researchers within these organizations will participate in the delivery of the programme and these organizations will facilitate the placement of a number of students for work experience and the completion of their minor dissertation.

It is an intensive 12 month taught programme based on course work, examinations, a minor thesis and a student placement. It is also ideal preparation for students considering further postgraduate study in marine, energy and agricultural or environmental economics and policy. Figure 1 provides an outline of the structure of

the programme.

Courses offered during full time course over 1 year.

<i>Semester 1</i>	<i>Semester 2</i>
<i>EC501 Microeconomic Theory</i>	<i>EC526 Public Sector Economics</i>
<i>EC5103 Natural Resource Governance</i>	<i>EC517 Cost Benefit Analysis and Evaluation</i>
<i>EC515 Data Management and Survey Techniques</i>	<i>EC561 Economic Modelling</i>
<i>EC506 Econometrics</i>	<i>Options</i> <i>EC5100 Agriculture Economics and Policy,</i> <i>EC5102 Renewable Energy Economics and Policy</i> <i>EC374 Advanced Econometrics</i>

In addition to coursework, students also complete a minor dissertation over a 3 month period. A number of internships in environmental, agricultural, energy or marine research institutes and/or development agencies, will also be offered. These will be competitive placements which will allow the student to apply the skills learned on the programme in a real-world environment.

### **Minimum Entry Requirements**

Students admitted to the course will normally hold a primary degree with second class honours, grade 1 or equivalent, which will have included the study of economics to intermediate level. Students who hold a Higher Diploma in Economics with second class honours, grade 1 or equivalent, may also apply.

### **Number of Students**

It is expected that approximately twenty five students would take the course (20 students from EU member states and 5 international students).

### **Course Descriptions**

#### *Microeconomic Theory*

Topics covered include consumer theory, producer theory, general equilibrium, game theory, market failure, risk and uncertainty, efficiency and equity, welfare economics and market structure.

#### *Econometrics*

Topics covered include the linear regression model, dummy variables, biases due to omitted variables, extraneous variables, heteroscedasticity, and autocorrelation, probit

and logit models, and regression analysis in practice.

#### *Data Management and Survey Techniques*

Topics covered include probability and probability distributions, tests of hypotheses (design and distribution of selected parametric and nonparametric test statistics), analysis of variance, measurement and scaling, research process, methods of data collection, design of surveys and questionnaires, the analysis and interpretation of survey data, data presentation and applied work using SPSS software.

#### *Cost Benefit Analysis and Evaluation*

Topics covered include foundations of cost-benefit analysis; welfare economics; social objectives and the allocation of resources; project appraisal and analysis; measuring cost and benefits; risk and uncertainty; distributional questions; contingent valuation; policy and programme evaluation and case studies in cost-benefit analysis.

#### *Economic Modelling*

The course in Economic Modelling will provide a theoretical underpinning to quantitative modelling in general and, from a practical point of view, will focus on existing model types that are used to provide decision support for policy makers. The models focused on in the practical part of the course will be selected from the following model types: sectoral programming models, computable general equilibrium models, agent based models, micro-simulation models, large scale econometric models and ecological models. Appropriate software packages will be used to work on building up models for practical project-based work.

#### *Minor Dissertation*

The minor dissertation shall be approximately 10,000 words in length and shall be original in content but not necessarily be a major contribution to a particular field of study. The dissertation will normally be linked to an internship in an appropriate regional or national agency.

#### *Public Sector Economics*

Topics covered include public expenditure theory, public choice theory, income distribution, poverty, theories of the welfare state, comparative analysis and social policy modelling.

#### *Renewable Energy Economics and Policy*

The economics of renewable energy options will be an important topic for study within this course. Welfare economics and energy and the environment is also explored and attention is given to energy externalities, public goods, Pigovian taxes in the energy sector, emission standards, tradable permits, tradable energy certificates, tax credits and Coasian analysis. Concepts such as economic and thermodynamic efficiency are reviewed. The economics of energy distribution systems and energy firm behavior and electricity deregulation is critically analyzed. Electricity pricing systems such as peak

load pricing, energy efficiency and energy conservation is explored. The course is designed to evaluate specific energy policies concerned with energy systems including passive and active solar, wind, photovoltaic's, hydroelectricity, hydrogen fuel cells and tidal and wave power. Emphasis will be given to an analysis of policies concerned with renewable energy in developing countries.

## **MASTER OF ECONOMIC SCIENCE: INTERNATIONAL FINANCE**

### **Programme Objective**

This programme is designed to provide students with a rigorous understanding of international macroeconomics and finance, enabling them to pursue careers in any area of the finance profession, including financial services, business, and economic policymaking. The programme aims to equip students with the advanced technical skills needed to produce sophisticated analysis of issues in international finance. Graduates with these skills are highly valued by banks and other financial institutions, public institutions such as central banks, and multinational corporations.

The financial services sector is one of the fastest growing sectors of the Irish economy. Over the past decade, employment in the industry has nearly doubled, and media reports continue to highlight an acute shortage of high-skilled graduates to fill job vacancies in the sector. Moreover, financial services has been identified by the Irish government as one of the outstanding avenues for the delivery of high value-added jobs in Ireland and a crucial sector in the further development of Ireland's knowledge-based economy.

In particular, the programme aims to deepen students' understanding of the forces driving the global economy and the operations of international financial markets. Special emphasis is given to current issues in international economic policy and to recent developments in cross-border investment, risk-management, and asset pricing.

Students admitted to the course will normally hold a primary degree (level 8) with second class honours, grade 1, or equivalent, which will have included the study of economics to intermediate level. Students who hold a Higher Diploma in Economics with second class honours, grade 1, or equivalent may also apply.

This is a full-time 12-month taught programme based on course work, examinations, and a minor thesis. It is also ideal preparation for students considering further postgraduate study in international macroeconomics and finance.

***Courses offered***  
**Semester 1**

**Semester 2**

Financial Econometrics 1	Quantitative Methods in Finance
Financial Econometrics 2	International Monetary Economics
Seminar in Financial Economics 1	International Finance
International Finance	Seminar in Financial Economics 2
Applied Portfolio Management	
Macroeconomic Theory and Policy	

In addition to coursework, students also complete a minor dissertation.

## Course Descriptions (10 ECTS per course)

### *International Finance*

This course aims to introduce students to the core issues in international macroeconomics and finance. Topics covered include theories of current account determination, international capital market integration, determinants of the real exchange rate, and dynamic open-economy macroeconomic models.

### *Financial Econometrics I*

These courses aim to equip students with the essential econometric skills used in applied financial analysis. Topics covered include ARMA models, GMM, VARs, non-stationary linear time series, ARCH and GARCH models, and the application of these models to asset management and financial market data.

### *Applied Portfolio Management*

This module builds on the foundation of both financial theory and financial econometrics, their examination and application in a range of contexts. Topics include: Introduction to Portfolio Management (PM), Single Index Model, Evaluating Portfolio Performance, Quantitative Equity PM and Arbitrage, Value and Growth Investing, Stock-Screening and Investment Strategies, Value-at-Risk Methods, Apply VaR, Term Structure, Duration and Convexity, Active and Passive Bond PM.

### *Macroeconomic Theory and Policy*

The objective of this module is to provide a masters-level introduction to macroeconomics organised under six topics: 1. Why are some countries so rich and others so poor. Introduction to growth and development. 2. Irish Economic Growth. 3. Understanding unemployment. A medium-Run Perspective. 4. Understanding Business Cycles. 5. Macroeconomic Policy 1- Monetary and Banking Policy. 6. Macroeconomic Policy 11: Fiscal Policy. Policy –focused debates will be a key component of this course.

### *Seminar in Financial Economics I and II*

The aim of these courses is to provide an opportunity for students to integrate the diverse material in other courses in the context of developments in financial markets and institutions and related policy debates. This may in particular involve further explorations in the literature of the economics of financial markets, and contributions from a number of sources, including financial market participants.

### *Quantitative Methods in Finance*

This course builds on students' existing knowledge of financial analysis and extends to cover further issues in financial markets. The topics to be discussed include advanced asset and derivative pricing theory, empirical issues in finance, market microstructure, financial risk analysis, and additional special topics in finance. The course focuses on the technical aspects of finance both at analytical as well as computational level to provide necessary technologies to analyze high-frequency financial data.

### *International Monetary Economics*

This course deals with applied issues in international monetary economics. Having taken the course, students should be in a position to follow contemporary discussion of central banks and exchange rates, EMU, international monetary policy coordination, financial crises in developing countries, and other special topics.

### *Minor Dissertation*

The minor dissertation shall be approximately 10,000 words in length and shall be original in content but not necessarily be a major contribution to a particular field of study.



# EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

## Programme Objective

The objective of the Executive MBA programme is to enhance and develop business and management capabilities through real world learning and prepare students for strategic leadership roles in increasingly complex environments.

## Entry Requirements

Entry to the Executive MBA degree programme is open to graduates who have at least three years of professional, administrative or business experience. Candidates who have professional qualifications recognised by the J.E. Cairnes School of Business and Economics as being equivalent to a primary degree may also be considered for admission. The admission decision for qualifying candidates is made following an interview. Candidates may also be required to have a satisfactory GMAT score and may be required to secure an acceptable standard in IELTS/or equivalent (with not less than 5.5 in any one component).

At the end of Year 1, Executive MBA Students who do not wish to proceed to Year 2 of the Degree Programme may apply to transfer to the Postgraduate Diploma in Management which, on completion of the 10 ECTS project, will be awarded without distinction as to grade.

## Programme Structure

The Executive MBA programme is a taught programme, offered on a part-time basis over two years. Candidates will attend classes on a block release basis. Candidates will also attend an induction session at the start of the first semester in first year. Candidates who successfully complete the requirements of the first year and choose to exit the programme are eligible for the award of the Postgraduate Diploma in Management. This award is confined to those first year Executive MBA candidates who, having passed first year, decide not to proceed to second year of the Executive MBA.

### *FIRST YEAR COURSES FOR THE EXECUTIVE MBA PROGRAMME*

The core subjects for the first year of the Executive MBA programme are as follows:

#### **Semester One**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
AY532	Accounting for Managers	5
MG578	Management and Organisation	5
EC554	Economics and the Business Environment	5
MS541	Business Information Systems	5

## **Semester Two**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
AY533	Financial Management	5
MG579	Human Resource Management	5
MS542	Enterprise Architecture Management	5
MK519	Markets & Marketing	5

Students will take two electives of Year 1. Students will have the option of doing electives at NUI Galway or those on offer in May on the MBA programme at the University of Limerick.

## **Summer Year 1**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MG585	International Study Visit	5
MK516	Business Negotiations	5
MG586	International Management	5
CM501	Strategic Sales Management	5
CM502	Technology Management	5
CM503	Corporate Social Responsibility and Sustainable Enterprise	5
SC6100	Revenue Management in Hospitality	5
UL_MK6023	Digital Marketing	5

The electives offered will depend on the interests of students, and on the availability of teaching staff at NUI Galway, University of Limerick and Shannon College of Hotel Management.

## ***SECOND YEAR COURSES FOR THE EXECUTIVE MBA PROGRAMME***

The second year of the Executive MBA programme is organised on a semester basis, and subjects are examined at the end of each semester. Students must accumulate the 40 ECTS credits for the second year to be eligible for the award of the Executive MBA degree.

## Semester One

The subjects in the first semester of the second year, all of which are examined at the end of the semester, are as follows:

### *Core Course:*

<b>Code</b>	<b>Module</b>	<b>ECTS</b>
MG528	Strategic Management	5
AY625	Performance Management, Ethics & Governance	5

### *Elective Courses:*

Candidates are required to select one elective from those being offered from the following list:

<b>Code</b>	<b>Module</b>	<b>ECTS</b>
MG588	Innovation and Entrepreneurship	5
EC5112	Irish Economy in a Global Context	5

## Semester Two

The subjects in the second semester of the second year, all of which are examined at the end of the semester, are as follows:

### *Core Course:*

<b>Code</b>	<b>Module</b>	<b>ECTS</b>
MG589	Company-based Interdisciplinary Consultancy Stud	15
MG590	Leadership and Change	5

### *Electives Courses:*

Candidates are required to select one elective from those being offered from the following list:

<b>Code</b>	<b>Module</b>	<b>ECTS</b>
MS544	Information Systems Innovation	5
MK517	Strategic Marketing	5

The electives offered in any semester will depend on the interests of students, and on the availability of teaching staff.

## Marks and Standards

### Award of Honours

Honours are awarded only on completion of the programme according to the following scheme:

H1 70% on the aggregate

H2.1 60% on the aggregate

H2.2 50% on the aggregate

H3 40% on the aggregate

Note (1): Honours are awarded only on the aggregate performance at an Examination as a whole. Honours are not awarded on the basis of results obtained in individual modules.

Note (2): Credit awarded on the basis of a prior award or on the basis of Recognition of Prior Learning(RPL) will be grade neutral and will not be taken into account in the calculation of honours.

Candidates obtain credit for any subjects passed at an examination sitting.

A minimum pass mark of 40% is required in each subject for the award of credit.

A minimum of 35% is required in the final written examination in a subject before marks for course work may be included in the determination of the overall mark for the subject in question, unless the percentage mark for course work falls below the percentage mark for the final written examination.

Honours are awarded in the Executive MBA degree examination according to the following standards:

First Class Honours	70%
Second Class Honours, Grade 1	60%
Second Class Honours, Grade 2	50%
Pass	40%

The calculation of the final award is based on the combined results of Year One and Year Two - the overall mark to be derived from adding together 40% of the Year One marks and 60% of the Year Two marks.

# Syllabii

## *Year 1*

### *Semester 1*

#### *Accounting for Managers*

The analysis and interpretation of published financial statements. Use of accounting information by managers. Product costing systems. Cost-volume-profit analysis. Relevant cost data for decision making. Price and output decisions. Decision-making under uncertainty. Activity-based costing and activity-based management. Target costing and lifecycle costing. The control function of management. Use of accounting information for control, including budgeting and variance analysis.

#### *Management and Organisation*

This course deals with the role and contribution of management in organisational settings within the broader environment. In addition to the rationale, nature and contexts of management, the course focuses on the classic management functions of planning, decision-making, leading, organising and controlling. In terms of content, the course has a dual emphasis. Firstly, management roles, processes and activities are examined for each of the management functions and across interactions between functions. Secondly, the environmental and organisational imperatives of change, creativity and innovation in management are explored, both in their own right and as core to, and embedded within, the functions of management.

#### *Economics and the Business Environment*

The external environment for any business can be characterised by one word: complexity. A study of the main principles of economics can help make sense of this external complexity, and may also be useful in understanding certain options within the firm. Microeconomics and macroeconomics issues are considered in this module, from both a theoretical and applied perspective. Microeconomics is the study of how choices are made by individuals, households, firms and governments. Topics covered under microeconomics include: optimizing decisions of consumers and firms, game theory and strategic interaction, market failure and the role of government, incentives and economic behaviour and risk management. Macroeconomics is the study of economy-wide phenomena, such as economic growth, trade, unemployment, inflation, interest rates, national accounts, currencies and exchange rates. Most of the economic issues that recur in political debate are macroeconomic issues. A model will be developed to examine the possible consequences of different events and policies, both national and global, on the macroeconomy.

### *Business Information Systems*

The objective of this course is to develop an understanding of the importance of Information Systems for business decision making, and managing and sustaining business operations and strategy. Topics may include: Foundation concepts of Information Systems; IS models; the use of IS to support problem solving and decision-making in organisations; decision support systems; cross-functional systems including enterprise systems and customer relationship management systems; e-business and innovation; information security and ethics; IS in a globalised world; managing IS resources; emerging topics and technologies.

## **Year 1**

### **Semester Two**

#### *Financial Management*

The objective of this course is to introduce students to the principles of financial management, the decision-making needs of financial managers and the various choices of a firm's goals managers can choose to pursue. Topics covered will include: Market Valuation and Present Values; Capital Investment Appraisal Criteria: The Capital Investment Appraisal Process; Risk Analysis in Capital Investment Appraisal: Options and Corporate Finance; the Valuation of Bonds and Shares; the Firms' Cost of Capital, Working Capital Management; the Maturity Structure of Financing and Sources of Finance.

#### *Human Resource Management*

This course examines the theoretical and applied aspects of people management within the firm. It explores the workings of the employment relationship in a contemporary context. The course examines the interests and expectations of the parties in that relationship as well as some of the fundamental principles of organisational behaviour. The course will enable students to identify, understand, and evaluate human resource policies and practices at an operational level. The course will also explore the impact of the employee relations framework in Ireland and examine the typical functions of HR departments (including reward management, performance management, training and development, and employee relations).

#### *Enterprise Architecture Management*

The objective of this course is to develop an understanding of how to generate and capture value from investments in Enterprise Architecture from a business perspective. Topics may include: aligning IS with business and organisational strategy; IS enabled Business operating models; strategic IS architectures and infrastructures; enterprise architecture maturity; IS strategy; strategic IS planning and management; IS value creation; operations management; advanced topics in cross-functional enterprise systems; supply chain

management; contemporary technologies supporting business intelligence and executive information systems; emerging topics.

### *Markets and Marketing*

This course encourages students to consider and critically reflect upon the true substance of marketing ideas, theories and principals to position a firm or organisation as the leader in their chosen market. Through a combination of game-based learning and online technology this module allows students to gain an understanding of marketing principles and apply it to real world settings. While the module is highly experimental and challenging, it is also an engaging and effective way of learning how marketing works in a managerial context.

## **Year 1**

### **Summer**

#### *International Study Visit*

Organisations now operate in a global environment and it is important to understand different perspectives and experiences in an international context. The international study trip will give students the opportunity to visit businesses, attend lectures, and interact with business leaders and others in an international context. This optional study visit will take place in May of year one. Students will write a critical learning reflection diary documenting their experience and learning from the trip.

#### *Business Negotiations*

The objective of this course is to give students such theoretical background as will enable them to analyse negotiating situations and prepare appropriately. Role-played case studies will be used to help students acquire the skills and tactics of negotiation. Topics include: approaches to understanding negotiating behaviour; preparation for negotiations; analysis of different negotiating situations; game theory and decision analysis; and conflict and negotiation within organizations.

#### *International Management*

As business becomes increasingly globalised managers require the skills to manage diverse groups of workers either in a different national culture or the more diversified workforce in the domestic market. The module provides students with a greater understanding of both a range of international management practices and the management tools and frameworks that will enhance their effectiveness in the soft skills of international management. It enables the students to identify, compare and contrast different management practices adopted internationally and appreciate the impact of national cultures

and business systems on leadership styles, decision making styles, and interpersonal dynamics across cultures. Topics covered include cross-cultural communication and negotiation, global ethics, motivation and leadership across cultures, managing global teams.

### *Taxation*

The context and theory of taxation. The basic principles of: Income tax; Corporation tax; Capital gains tax. Capital acquisitions tax. VAT. The incorporation decision. Tax efficient cash extraction. The tax implications of buying and selling a business, whether assets or shares. The patent income exemption.

Tax planning basics. International holding company location decisions.

### *Strategic Sales Management*

Strategic Sales Process (Relationship between Sales & Marketing; Overview of Personal Selling Process; Sales Responsibilities and Preparation; Personal Selling Skills, Negotiation Techniques; Territory Management; Key Account Management) Strategic Sales Management (Managing a Professional Sales Organisation; Sales Structures and Organisations; Sizing the Salesforce & Territory Allocation; Recruitment, Motivating and Controlling a Salesforce; Salesforce Compensation; Sales Performance Metrics & Performance Appraisal; Selling Internationally; Sales Forecasting)

### *Technology Management*

Business opportunities and strategies; Innovation Management; Markets for new products and technologies, identifying and interpreting customer needs, translating customer needs into product specifications. New product and service ideas; Sources of technology, technology transfer, strategic alliances, IPR issues. R&D management, Product Development Process, Prototypes, Product Development Organisation, product commercialisation and launch. Managing technical projects, project definition, planning and execution.

### *Corporate Social Responsibility & Sustainable Enterprise*

Introduction to CSR; defining CSR; critical review of the emergence of CSR in contemporary business practice; the domain of CSR (environment, workplace, community and marketplace); Implementation frameworks such as Stakeholder theory, and relationships and networks approach to business; CSR implementation practices such as performance evaluation and performance reporting board management training, change management, and business planning for sustainable enterprises

### *Corporate and Commercial Law*

Contracts for the sale of goods, consumer protection, reservation of title clauses, hire purchase and leasing. Commercial contracts of agency, bailment, carriage of goods by land, sea and air. Financial services law, negotiable



instruments, cheques, electronic transfer of funds, free movement of capital within Europe, European banking regulation. Intellectual property rights, trademarks, copyright and patents, creation, protection, endurance and profit. Regulation of competition policy, national and European, comparative view of US anti trust legislation, enforcement mechanisms, the relationship between intellectual property rights and competition abuses. Remedies at Law and Equity, alternative mechanisms for dispute resolution, arbitration, private courts, negotiation. Bankruptcy, personal versus corporate, historical evolution, philosophical basis, Bankruptcy Act 1988, comparative views from the U.S.

### *Revenue Management in Hospitality*

The aim of this module is to expand students' ability to maximise the potential in their business within the hospitality sector (and the tourism industry at large) by using performance indicators and reviewing up-to-date management tools.

### *Digital Marketing*

Digital Connectivity is one of the most powerful forces reshaping the business world at the present time. The proportion of the population connected to the internet, the amount of time they are spending on it and the ways in which they are using it for commercial and leisure activities are all growing exponentially. Digital technologies are fundamentally reshaping supply chains, business models and marketing activities. This module examines the rapidly growing domain of digital marketing. Insights from theory and practice are reviewed to enable critical reflection on the changes taking place in the nature of marketing. These issues will be examined through interactive class discussions, case studies and video cases on leading international organisations.

## **Year 2 –**

### **Semester 1**

#### *Strategic Management*

The purpose of the course is to expose students to the concepts, theories and techniques on which strategic management is based and to explore their applications in a wide range of settings. The design and implementation issues are central throughout the course. The topics covered include an introduction to corporate strategy, strategic management in practice, strategic analysis, resource competence and strategic capability, stakeholder expectations and organisational purposes, bases of strategic choices and options, strategy evaluation and selection, organisational structure and design, resource allocation and control. This course will also explore how best to manage organisational change by introducing students to the theories and models concerning organisational change that are derived from both Organisational Development and Strategic Management. The course is taught through a

variety of methods, including business games simulation, case studies and projects.

### *Performance Management, Ethics and Governance*

Effective performance management and high standards of business ethics and corporate governance are crucial for organisations in the current economy. To survive, organisations must be both creative and efficient and management control systems have a role in balancing these objectives. Lapses in ethical standards in business have highlighted the importance of effective management control systems. Topics covered in this course include the key issues in performance management, types of management control systems, creativity and efficiency paradigms, performance measurement tools and accounting measures of performance, the stages of ethical decision-making, and factors impacting on ethical standards in a business context. In addition, the module will include an introduction to the basic principles and historical context of corporate governance, implications of governance failure, corporate governance in practice and the wider stakeholder community, and corporate governance reform.

### *Company-based Interdisciplinary Consultancy Study*

Serving as the capstone to the Executive MBA, students undertake a group-based, interdisciplinary study of a host company in its industry setting. The objectives are to integrate acquired, discipline-based skills; to apply student knowledge, expertise and experience in the context of a real business situation; and to develop the interpersonal skills needed for effective cross-functional teamwork. Successful project requirements include research, writing and communication skills, analytical and problem-solving capabilities, a value-added focus, a multi-disciplinary perspective, critical evaluative thinking, application of the principles, concepts, theories, techniques and systems of strategy and business disciplines and the ability to work in partnership mode in a team setting. The course is conducted through a wide range of taught modules, experiential learning and in-company study.

## **Year 2**

### **Semester One Electives**

#### *Innovation and Entrepreneurship*

Entrepreneurial motivation; profile of entrepreneurs, inventors and innovators. Stages in starting a business from idea generation and evaluation, through negotiation, to birth and survival. Innovation management of technical, social, legal, and ethical issues in innovating and implementing technology; strategic technology and innovation management; aligning new technologies with

strategic business objectives; acquiring and developing strategic technological platforms; managing R&D; managing innovation partnerships and alliances. Key aspects of the start-up process including marketing, resource identification, financing, growth strategies. The role of state supports for entrepreneurship and innovation.

### **Irish Economy in a Global Context**

The aim of this course is to increase students' understanding of recent developments and prospects of the Irish economy, the euro area, and the wider global economy and the implications of these developments for businesses and governments. Topics: • Economic developments and policy during the boom in Ireland. • Current policy issues in Ireland: 1. Banking crisis and policy response. 2. Mortgage arrears. 3. Lending to SME's. Budget. • The Euro Zone crisis: An overview. • The Euro Zone crisis: The ECB and Banking Union. Recent developments in the Global Economy. •

## **Year 2**

### **Semester Two Electives**

#### *Information Systems Innovation*

The objective of this module is to provide students with an understanding of Information Systems (IS) as an enabler of organisational innovation, and an innovation in itself. Topics may include: key concepts in the theory and process of Information System innovation; how to manage and apply Information Systems innovation; using explicit skills for defining IS innovation goals, generating ideas, empowering IS teams, and monitoring the results of IS innovation; knowledge management systems for managing innovation; working effectively as an IS professional and as a member of an IS innovation team; presenting, communicating, and promoting IS innovation plans; applying what you have learned to managing IS innovation in an organisation; emerging topics.

#### *Strategic Marketing*

Increasingly, marketers are involved in charting the direction of the organization and contributing to decisions that will create and sustain a competitive advantage and affect long-term organisational performance; hence, the emergence of strategic marketing management. Creating and delivering value requires insight into the organisations changing marketplace and decisions regarding how to match the organisation's distinctive capabilities with promising value opportunities. Being able to do this is the key for many marketers to increase their influence and drive profitability. Understanding the strategic dimensions of marketing from a market-driven

perspective challenges organizations to: (1) develop a shared vision throughout the organization about the market and how it is likely to change in the future; (2) identify opportunities for delivering superior value to customers; (3) position the organization and its brands in the market place to obtain the best match between distinctive capabilities and value opportunities; (4) recognise the potential benefits of partnering with customers, suppliers, distribution channel members, internal functions, and even competitors; and (5) shape the design of the organization to implement and manage strategy.

## POSTGRADUATE DIPLOMA IN MANAGEMENT

### Programme Objective

The objective of the Postgraduate Diploma programme is to provide qualified and experienced individuals with a foundation of management education which will help them develop the conceptual and practical skills required to support the practice of management. The Postgraduate Diploma programme also provides participants with a basis for more advanced study of management. Accordingly, candidates who successfully complete the Postgraduate Diploma programme are eligible to apply for admission to the programme of studies for Year 2 of the Executive MBA degree, and if admitted are given exemption from the requirements of the first year of the programme.

### Entry Requirements

Entry to the Postgraduate Diploma in Management is open to graduates and to the holders of professional qualifications recognised by the J.E. Cairnes School of Business and Economics, who have at least three years of professional, administrative or business experience. Applications from non-graduates who have a minimum of five years of professional, business or administrative experience may also be considered provided their educational or professional backgrounds suit them to the requirements of the course. The admission decision is made following an interview. Candidates may also be required to have a satisfactory GMAT score and may be required to secure an acceptable standard in IELTS/TOEFL (with not less than 5.5 in any one component).

### Programme Structure

This taught programme is offered on a part-time basis over one academic year. Candidates will attend classes on a block release basis. Candidates will also attend an induction session at the start of the first semester in first year.

#### *Courses for the Postgraduate Diploma in Management*

The subjects for the Postgraduate Diploma in Management are as follows:

#### **Semester One**

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>
AY532	Accounting for Managers	5
MG578	Management and Organisation	5
EC554	Economics and the Business Environment	5
MS541	Business Information Systems	5

## **Semester Two**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
AY533	Financial Management	5
MG579	Human Resource Management	5
MK519	Markets &Marketing	5
MS542	Enterprise Architecture Management	5

## **Summer Year 1**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MG587	Applied Project	10

Students will take two electives of Year 1. Students will have the option of doing electives at NUI Galway or those on offer in May on the MBA programme at the University of Limerick.

## **Summer Year 1**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MG585	International Study Visit	5
MK516	Business Negotiations	5
MG586	International Management	5
CM501	Strategic Sales Management	5
CM502	Technology Management	5
CM503	Corporate Social Responsibility and Sustainable Enterprise	5
SC6100	Revenue Management in Hospitality	5
UL_MK6023	Digital Marketing	5

The electives offered will depend on the interests of students, and on the availability of teaching staff at NUI Galway, University of Limerick and Shannon College of Hotel Management.

Students must accumulate the 60 ECTS credits for the programme within two academic years to be eligible for the award of the Postgraduate Diploma.

## **Marks and Standards**

If a student demonstrates satisfactory completion of 50 out of 60 ECTs credits, they may be permitted to proceed to Year 2 of the Executive MBA degree programme at the discretion of the Programme Board. An exemption from the 10 ECT Applied Project module may be applicable. The Postgraduate Diploma in Management is awarded without distinction as to grade.

## Award of Honours

Honours are awarded only on completion of the programme according to the following scheme:

H1 70% on the aggregate

H2.1 60% on the aggregate

H2.2 50% on the aggregate

H3 40% on the aggregate

Note (1): Honours are awarded only on the aggregate performance at an Examination as a whole. Honours are not awarded on the basis of results obtained in individual modules.

Note (2): Credit awarded on the basis of a prior award or on the basis of Recognition of Prior Learning(RPL) will be grade neutral and will not be taken into account in the calculation of honours.

Syllabii and Applied project details remain the same.

## **Syllabii**

The syllabii for the subjects in the Postgraduate Diploma in Management are the same as those for the corresponding subjects in the first year of the EMBA degree programme with the exception of the Applied Project.

### *Applied Project*

Students will complete an applied business project. The objectives are to apply student knowledge, expertise and experience in the context of a real business situation. Successful project requirements include research, writing skills, analytical and problem-solving skills, critical evaluative thinking, and application of relevant principles, concepts, and theories of business and management.

## **MASTER OF BUSINESS STUDIES (MBS) DEGREE PROGRAMMES**

The MBS is a programme of advanced studies and research. It is designed for students who have achieved an honours standard in the B.Comm. (or equivalent business degree) and who have demonstrated aptitude for further study and research in a specialised subject area. It is offered under two modes, namely, Mode A which is primarily by research and major dissertation and Mode B which is primarily by course work, examination and minor dissertation. The facility to complete the MBS by research on a part-time basis is also available.

### **Entry Requirements**

The minimum entry requirement for the MBS programmes is normally an honours B.Comm. or equivalent business degree, i.e. a Second Class Honours, Grade 2 or higher. However, not all applicants meeting this standard will be admitted as the number of places available in any year will be limited. Furthermore, to be admitted to any subject area, candidates must have taken a substantial amount of that subject in their undergraduate degree.

The MBS selection committee will assess applicants' aptitude for the course, including research ability as well as the performance of candidates in examinations in subjects relevant to their chosen area. Overseas applicants may be required to submit results of both the T.O.E.F.L./IELTS (with not less than 5.5 in any one component), and the Graduate Management Admission Test (G.M.A.T.).

#### **➤ *MBS Mode A***

This mode is available in the following subject areas:

Accounting & Finance,  
Industrial Relations & Human Resource Management,  
Management Information Systems,  
Marketing.

The MBS (Mode A) requires registration for two academic years.

Students must take lectures and present for examinations in the following courses:

- Research Methods (50 marks)
- Quantitative Statistics (50 marks)
- Research Seminar (200 marks)

Further optional courses may be required.

Students in Mode A are required to complete a major research dissertation (which carries 600 marks) under the supervision of staff members. The



dissertation is completed in the course of the Summer of the Second Year and must be lodged by the date published by the Examinations Office.

Candidates who, without School permission, present the dissertation after the closing date as specified, or who are resubmitting the dissertation, shall be confined to a maximum mark of 40% in the dissertation.

The degree must be completed within a period of three years from initial registration.

## **MBS (ELECTRONIC COMMERCE)**

### **Programme Objectives**

The MBS in E-Commerce is a two year programme that combines business management and technological skills with a graduate placement opportunity in the second year. Students develop a comprehensive portfolio of business and analytical skills and they also develop extensive technical expertise. The overall aim of the programme is to equip students with the range of technical and business skills needed to implement and manage e-commerce solutions successfully in a business environment.

### **Entry Requirements**

Normally the minimum requirements will be (a) a second class honours Bachelor of Commerce or equivalent business degree (level 8), or (b) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI, Galway or other approved colleges.

All applicants whose first language is not English or who have not been educated through the medium of the English language during their two most recent years of study must satisfy the requirements of the International Affairs Office in order to be eligible to apply.

### **Programme Structure**

The programme is offered on a full-time basis over two academic years. The programme consists of lectures, practical classes, seminars, projects, and professional experience. To be eligible for the award of the MBS (Electronic Commerce), candidates must successfully complete year 1 taught modules to a total of 60 ECTS, and the year 2 professional experience programme (60 ECTS).

A candidate who has passed all of the modules in year 1 but fails to successfully complete year 2 within a period of 3 years from commencement of the programme shall be eligible for the award of a Postgraduate Diploma in Electronic Commerce.

<b>1<sup>st</sup> Year Module</b>	<b>Course Code</b>	<b>ECTS</b>	<b>First Sitting</b>
Web Design & Development	MS801	5	Semester I
Interactive Systems Design	MS820	5	Semester I
Strategic Management	MG557	5	Semester 1

Systems Development & Project Management	MS804	5	Semester I
Database Systems	MS805	5	Semester I
Business Applications Programming	MS806	5	Semester I
Decision Systems and Business Analytics	MS814	5	Semester II
Information Systems Strategy and Innovation	MS802	5	Semester II
Information Systems Management	MS807	5	Semester II
Enterprise Systems	MS809	5	Semester II
Applied Systems Analysis	MS821	5	Semester II
<i>Elective Modules (choose one)</i>			
Information Systems Security & Ethics	MS810	5	Semester II
Advanced Applications Programming	MS815	5	Semester II
Change Management	MG576	5	Semester II

<b>2<sup>nd</sup> Year Module</b>	<b>Course Code</b>	<b>ECTS</b>	<b>First Sitting</b>
Professional Experience	MS526	60	Summer

## Syllabii

### *Web Design & Development*

The objective of this module is to provide students with applied skills in web systems development and multimedia object development. Topics may include: HTML; Web and Multimedia development tools (e.g. Dreamweaver, Expression); Web development concepts, methods and techniques; Web interaction design; web systems project management issues; multimedia object development; image, audio animation and video production and editing; object development tools (e.g. Fireworks, Photoshop, Flash); new and emerging topics in Web systems design and development.

### *Interactive Systems Design*

This module provides an applied course concentrating on the effective design and development of Information Systems. Topics covered may include: principles of interactive design; the process of interaction design; usability engineering; identifying needs and requirements; understanding users; interaction paradigms and user interface design; design issues for new technologies; data gathering and analysis; user-centred design; lifecycle models; design and prototyping including techniques such as scenarios, use-cases, user profiles; evaluation of interactive systems including usability

testing, field studies, inspections and predictive models; usability legislation and directives; emerging topics and issues.

### *Strategic Management*

This course covers the concepts, theories and techniques on which strategic management in the business sectors is based and explores their application in a wide range of business settings. The design and implementation of strategic planning systems are central issues throughout the course. Topics covered include an introduction to corporate strategy, strategic management in practice, strategic analysis, resource competencies and strategic capability, stakeholder expectations and organisational purposes, bases of strategic choices and options, strategy evaluation and selection, organisation structure and design, resource allocation and control, managing strategic change, corporate values and ethical choices.

### *Systems Development & Project Management*

The objective of this module is to develop in students an understanding of the fundamentals of information systems development and project management. Topics may include: the historical development of modeling information systems; the systems development life cycle and phases; systems development issues for traditional, Web-based and cloud applications; the philosophy of systems development approaches; modelling approaches to include process, data and object modelling; agile methods; method tailoring; emergent methods; project planning; project time management; project scope management; project HR management; project communications management; risk management; configuration management; change control; project audit and closure; emerging issues.

### *Database Systems*

The objective of this module is to provide students with an understanding of business and technical issues in the development of database systems. Topics may include: database management systems; data modelling techniques e.g. normalisation, entity-relationship modelling, class diagrams; logical and physical database design; data quality and integrity; data definition; Structured Query Language (SQL); transaction management; distributed databases; emerging topics and issues.

### *Business Applications Programming*

The objective of this module is to introduce students to the fundamentals of interactive applications programming. Topics may include: principles of structured programming; object-oriented programming; event-driven programming; business applications modelling (e.g. Unified Modelling Language); functions and subroutines; conditional logic; repetition statements; arrays; emerging topics and issues.

### *Enterprise Systems*

The objective of this module is to develop students understanding of Enterprise Systems in business. Topics may include: information systems in the functional areas including systems to support finance, marketing, human resources and manufacturing; business processes; Enterprise Resources Planning (ERP) systems; Customer Relationship Management (CRM) systems; Supply Chain Management (SCM) systems; Global Supply Chain Management and Design; Enterprise Application Integration (EAI); operations management; designing Enterprise Systems; frameworks for implementing Enterprise Systems; benefits and drawbacks of Enterprise Systems; Enterprise Systems software (e.g., SAP); critical perspectives on Enterprise Systems; case studies in Enterprise Systems; emerging directions and issues in Enterprise Systems.

### *Decision Systems and Business Analytics*

The objective of this module is to provide students with an understanding of decision making, decision support systems and business analytics in the context of individual, managerial and business decision-based problems. Topics may include: decision making; decision strategies and approaches; information presentation and data visualisation for decision making; decision support systems (DSS); DSS concepts, methodologies, and technologies; modelling and analysis; group support systems; data warehousing and OLAP, data mining techniques and tools, e.g. neural networks, genetic algorithms; intelligent systems; emerging topics and technologies.

### *Information Systems Strategy and Innovation*

The objective of this course is to provide students with an in-depth understanding of the relationship between IS strategy and IS innovation. Topics may include: IS Strategy Frameworks and Business Models, Patterns of Innovation, Mobile Commerce, Pervasive Computing, Choosing & Measuring IS Projects, Modelling IS Innovation and Strategic Selection, Cloud Computing, Factors Impacting Strategy and Innovation, Emerging Topics and Issues in IS Strategy and Innovation.

### *Information Systems Management*

Learning objectives: The objective of this module is to explore IS management and implementation issues. Topics to be covered include: IS as a socio-technical system; the impact of IS on business; how IS changes the competitive landscape; planning for the use of IS resources; value creation and IS creating value with IS in the modern landscape; appropriating value over the long term; justifying the IT investment; development and implementation; modern system and trends.

### *Information Systems Security & Ethics*

The objective of this module is to help future managers to understand the broad range of technical and managerial issues related to information systems security; and ethical, legal and societal dimensions of information systems. Students will learn specific tools and techniques to support effective IS security management. Topics may include: nature and scope of IS security; security of technical systems in organizations; models for specification of IS security; cryptography and technical IS security; network infrastructure and security; planning and designing IS security; risk management for IS security; computer ethics; ethical usage policies; ethical frameworks and guidelines; legal aspects of information systems and the Web; data and consumer protection legislation; privacy issues in the digital age; contemporary issues in IS security and ethics.

### *Applied Systems Analysis*

The objective of this module is to provide students with an in-depth understanding of foundation and advanced aspects of systems analysis in an applied context. The topics covered may include: systems theory; the practice of systems analysis; modelling approaches such as data, process and object-oriented modelling; systems development methodologies and techniques; the use of computer-aided systems engineering (CASE) tools; requirements determination and analysis; requirements determination techniques (e.g., interviewing, observation and questionnaires) one-to-one and group interviewing techniques and skills; presentation techniques; compiling and evaluating requests for proposals; software and hardware contracts; project and systems documentation; feasibility analysis; case studies in systems analysis and design, emerging issues in systems analysis.

### *Advanced Applications Programming*

The objective of this module is to provide students with an understanding of advanced programming methods and techniques. Topics may include: Object-oriented programming languages e.g. Java, C++; programming paradigms; programming concepts such as methods, classes, objects, exception handling, inheritance, polymorphism, file handling; programming constructs; new and emerging issues in object-oriented programming.

### *Change Management*

This course is designed to introduce students to the concepts concerning individuals, groups and organisations that are the building blocks of organisational change. It will then explore ways to successfully implement change in organisations. Topics from organisational behaviour may include perception, motivation, personality, communication, power, leadership, groups, culture and structure. Different approaches to designing, implementing and assessing change in particular organisational contexts will also be discussed.

## **DEGREE OF MBS (PART-TIME)**

The facility to complete the MBS by research on a part-time basis is also available.

Candidates must have the approval of the J.E. Cairnes School of Business and Economics to enter the programme. In such cases, the candidate will pursue a programme of studies specified by the appropriate Professor, and must successfully complete a series of assignments related to those studies. The dissertation must be submitted within nine terms from initial registration, unless permission is obtained from the School to extend this time period.

## **MBS QUALIFYING COURSE AND EXAMINATION**

### **Eligibility**

Candidates possessing (a) a B.Comm., H.2.1., who either have not presented in the required subjects for the specialism in question or who have not performed satisfactorily in these subjects at primary degree level or (b) candidates possessing a H.2.1. Degree (other than a B.Comm. or equivalent) and a Higher Diploma in Business Studies.

### **Structure**

For candidates eligible under category (a), the Qualifying Course will consist of appropriate subjects/modules from the B.Comm. or other programmes of the School as determined by the Professor for the specialism in question together with the examinations in those subjects; for candidates eligible under category (b), the Qualifying Course will consist of appropriate subject/modules from the B.Comm. or other programmes of the School as determined by the School and the Professor for the specialism in question together with the examinations in those subjects.

### **Admission**

A decision on admission to the Qualifying Year rests with the M.B.S. Selection Committee. The achievement of a H.2.1 performance in the above mentioned examinations will be required for admission to the M.B.S. programme proper.

## **MASTER OF SCIENCE IN CLOUD COMPUTING RESEARCH (FULL-TIME)**

The Master of Science in Cloud Computing Research is a programme of advanced research, designed to develop participants' research skills and to engage participants in a research programme on a relevant business-focused area of cloud computing and services. The programme can be taken online. A candidate will be eligible to obtain the degree upon the satisfactory completion of courses of study totalling 90 ECTS credits in Research Skills and the presentation of a major Research Dissertation. The dissertation will focus on business-, organisation- or consumer value or interactions with cloud computing, cloud services, applications or platforms.

The normal duration of the full-time research programme is one academic year, commencing in September and ending in the following August. The normal duration of the part-time programme is two academic years.

### **Entry Requirements**

It is expected that applicants will already have a significant undergraduate or postgraduate background in information systems or a related area. Applicants should normally hold a qualification from a university or other internationally recognised academic institution or authority, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent). To be eligible for admission to the full- or part-time programme, the candidate should have (i) a degree which includes significant coverage of information systems or related areas with at least a Second Class Grade 1 honours degree award, or at least a Second Class Grade 2 honours degree award together with at least three years of relevant professional experience; or (ii) a degree in any discipline, together with at least a Second Class Grade 1 honours award in a postgraduate programme containing substantial exposure to information systems subjects. Further, the selection of candidates for entry recognises a range of potential incoming educational pathways, including the Bachelor of Business Studies (IS Management stream) and the BA in Information Systems Management degree programmes provided by GMIT.

Further, applicants who do not hold a Level 8 educational qualification but who hold professional qualifications and/or have relevant practical experience are eligible to apply for the programme in accordance with the University's guidelines on the Recognition of Prior Learning (RPL). Such candidates will be required to provide evidence of their previous knowledge and may be required to attend for interview. It is expected that prospective entrants may include persons currently working in industries which have a particular need



for cloud computing, cloud services, applications or platforms. All applicants whose first language is not English or who have not been educated through the medium of the English language during their two most recent years of study must present one of the following qualifications in the English language: IELTS score of 6.5 (with not less than 5.5 in any one component), TOEFL (paper based) score of 550, TOEFL (computer based) score of 213, or TOEFL (internet based) score of 80. On a case by case basis, the programme director may deem an applicant's level of English satisfactory and may thus waive this general requirement.

In order to maintain a high standard of tuition and access to facilities, numbers will be limited.

## Programme Structure

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
MS5101	Research Skills for Business Students (online)	10
MS563	Research Dissertation	80
Total ECTS Credits:		90

The Research Skills module is assessed solely on the basis of continuous assessment. The module is delivered online. Students will be assigned a suitable staff member as supervisor for the Research Dissertation. This programme has been constructed in consultation with industry. Students register for the programme in September, with the expectation that the Research Dissertation is submitted by the end of that academic year, unless permission is obtained from the School to extend this time period. To be eligible for award of the degree, candidates must achieve at least a pass mark in each course. All results will be considered at the Winter Examination Board Meeting in the year following registration.

## Syllabii

### *Research Skills for Business Students (online)*

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 presentation skills; quantitative and qualitative research approaches; research philosophies and methodologies; measurement concepts and research instruments; collecting and analysing data; constructing and writing a dissertation.

**Standards:**

First Class Honours	70%
Second Class Honours, Grade 1	60%
Second Class Honours, Grade 2	50%
Pass Mark (in all elements)	40%

# MASTER OF SCIENCE IN CLOUD COMPUTING RESEARCH (PART-TIME)

## Entry Requirements

Entry requirements for admission to the M.Sc. (part-time) programme are the same as those for the full-time programme. The number admitted in any one year may be limited. Candidates will pursue the following programme of studies.

## Year 1 Programme Structure

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
MS5101	Research Skills for Business Students (online)	10

The Research Skills module is delivered online. Students will be assigned a suitable staff member as supervisor for the Research Dissertation. This programme has been constructed in consultation with industry.

## Year 2 Programme Structure

MS563	Research Dissertation	80
Total ECTS Credits:		90

Students register for the programme in September of the first year, but may begin preliminary work in advance of registration with agreement from a supervisor(s). Students must take Research Skills at the earliest time of offering, and must complete this module and any associated assignments within the first academic year. In the first academic year students must also undertake work on their Research Dissertation to the satisfaction of their supervisor(s), with the expectation that the Research Dissertation is submitted by the end of the second academic year, unless permission is obtained from the School to extend this time period. To be eligible for award of the degree, candidates must achieve at least a pass mark in each course.

Results for each year of the programme will be considered at the Winter Examination Board Meeting for that academic year.

## Syllabii

### *Research Skills for Business Students (online)*

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 presentation skills; quantitative and qualitative research approaches; research philosophies and methodologies; measurement concepts and research instruments; collecting and analysing data; constructing and writing a dissertation.

## **MASTER OF SCIENCE IN HUMAN RESOURCE MANAGEMENT**

The objective of the M.Sc. in Human Resource Management is to develop a critical and applied approach to people management. In particular, the programme will provide students with:

- a critical understanding of the theoretical principles underpinning employment relations & HRM;
- a critical understanding of the spectrum of global business contexts, organisational ethics and corporate responsibility and their impacts on HR policy and practice;
- an ability to analyse national and international social, economic and political factors that influence the way people are managed
- demonstrate competence in developing HR strategies and policies that are appropriate for the organisational contexts in which they are delivered.
- opportunities to develop a range of skills that are important to successful HR management including leadership, communications, decision-making and teamworking : and
- the skills to prepare a persuasive academic and business case with valid and convincing conclusions and recommendations.

### **Entry Requirements**

Candidates for the M.Sc. (mode 'B') in HRM will normally hold or expect to hold before the programme, a good second class honours degree in business or management (or a cognate discipline). Practical experience of management is an advantage.

Prospective candidates may also be obliged to undertake the Graduate Management Admissions Test (GMAT) for entry to the programme. Where appropriate, the Test of English as a Foreign Language (TOEFL)/IELTS (with not less than 5.5 in any one component), may also be required. In addition, an interview may form part of the selection process for the programme.

### **Places Available**

The number of places available each year is limited.

### **Standards**

First Class Honours	70%
Second Class Honours, Grade 1	60%

Second Class Honours, Grade 2	50%
Pass	40%

### **Mode of Delivery**

The M.Sc. (mode 'B') in Human Resource Management will be offered on a full-time basis over 12 months commencing in September of each year. Candidates must complete all requirements for the programme within two years of commencement. No compensation is permissible in the M. Sc. in Human Resource Management. The Postgraduate Diploma Human Resource Management is not approved by the Chartered Institute of Personnel Development (CIPD).

A candidate who has passed all of the modules other than the Research Project within a period of two years from commencement of the programme shall be eligible for the award of Postgraduate Diploma Human Resource Management.

## **POSTGRADUATE DIPLOMA HUMAN RESOURCE MANAGEMENT**

A candidate who has passed modules totalling 60 ECTS, other than the Research Project, within a period of two years from commencement of the programme shall be eligible for the award of Postgraduate Diploma Human Resource Management.

The Postgraduate Diploma Human Resource Management is not approved by the Chartered Institute of Personnel Development (CIPD).

### **Programme Structure**

Students are required to take all core elements.

#### **Semester 1**

MG6101 Global Business and HR in Context	10 ECTS
MG6102 Leading, Managing and Developing People	10 ECTS
MG6103 Employment Relations and Law	10 ECTS
MG6105 Research Methods	5 ECTS
MG6104 Business Ethics and Corporate Social Responsibility	5 ECTS

#### **Semester II**

MG6106 Reward Management	10 ECTS
MG6107 Learning & Development	10 ECTS
MG6108 International Human Resource Management	10 ECTS
MG6109 Research Project	20 ECTS

*Note: from time to time, specific course offerings may vary*

#### *Optional*

MG625 European Labour Markets	5 ECTS
-------------------------------	--------

**Total** **90 ECTS**

### **Syllabii**

#### *Global Business and HR in Context*

The purpose of the module is give programme participants a critical understanding of the most important international business concepts, frameworks and environments that managers, and HR professionals, in particular, work. The interface between the external environments in which MNCs operate - including the competitive environment and the influence of government policies and legal regulation - and the constantly evolving role of

the HR function and HR professionals is a central theme. The importance of HR's competency to influence strategy, lead and engage with external networks, and to utilise technology will be critically examined. Throughout the course, the tension between pressures for globalisation and localisation and the implications for strategy and HR policies and practices, including the role of culture, is emphasised.

### *Leading, Managing and Developing People*

This module provides learners with knowledge and understanding concerning people management and development. It examines contemporary research evidence on human resource (HR) and learning and development (L&D) practices, leadership, flexibility and change. Introduces HR and L&D in practice and reflects critically on theory and practice from an ethical and professional standpoint. It provides opportunities for applied learning and continuous professional development.

### *Business Ethics and Corporate Social Responsibility*

The purpose of this module is to critically assess the global context of business ethics and CSR from international political economy and comparative business systems perspectives. Set within a globalisation framework, it considers the roles of governments, international government agencies, NGOs and business therein. It considers the social responsibilities of MNCs and the ethical tensions that arise due to trade, development, inward investment and foreign direct investment. It examines tools for social responsibility, e.g. standards, strategy, codes, and the role of human resource management practices and policies.

Students will critically examine theories of Business Ethics, Corporate Social Responsibility, analyse motivations for and effectiveness of CSR, including whether there is a positive association between CSR and organisational performance, and review perspectives on the relationship of Business Ethics and CSR to current social and economic issues.

### *Employment Relations and Law*

The purpose of this module is to assess the legal, social, economic and psychological aspects of managing employment relations. It will provide learners with a comprehensive understanding employment relations theory. It will critically assess employment relations actors, processes, institutions and legal regulations.

### *Research Methods*

The objective of this course is to provide students with a theoretical and practical understanding of the tools and techniques used for collecting and analysing data in business research and with the necessary skills to critically evaluate research. Topics to be covered may include research philosophies; the



scientific method; research design; measurement concepts and research instruments; conducting quantitative research; conducting qualitative research; collecting and analysing data; research ethics; the qualities of credible research

### *Reward Management*

This module examines total rewards in an organisational and international context and provides learners with the knowledge and understanding of environments in which reward professionals plan, implement and evaluate employee reward policies to support strategic organisational goals. Students will acquire both the theoretical and normative understanding of the diverse approaches to reward management and be able to critically reflect on the strengths and limitations of these approaches in promoting individual and organisational performance in a fair and reasonable way.

### *Learning and Development*

The focus of this module is on the development of leadership and management in facilitating organisational, team and individual change and growth within a broad range of organisational contexts. The module encompasses the development of leadership and management at all levels ranging from first line to senior managers and draws on the established body of knowledge and theory in both leadership and management and learning and development.

### *International Human Resource Management*

This module will develop understanding of the role of human resources and employment practices in both the formation and implementation of international strategy and will help students to better understand the connections between international business and HRM. The latest concepts and models will be examined and new developments in the global business environment will be considered in relation to the implications for International HRM policy and practice.

### *Research Project*

The research project provides the opportunity for learners to demonstrate the ability to diagnose and investigate a live, complex business issue, to locate the work within the body of contemporary knowledge, to collect and analyse data, to derive supportable conclusions and to make practical and actionable recommendations for change, improvement or enhancement of current practice.

### *European Labour Markets*

This module provides students with a core body of knowledge necessary to understand European diversity with respect to: the regulation of labour markets; employment relations regimes; and training regimes. Students will be introduced to the underpinning theories of labour market regulation and will

become familiar with the policy tools and instruments that have been developed in support of the Lisbon objectives of making Europe the most competitive knowledge-based economy based on a high level of skills and social inclusion. This module is part of an international student exchange.

# **MASTER OF SCIENCE IN STRATEGY, INNOVATION AND PEOPLE MANAGEMENT**

## **Programme Objectives**

The objective of the M.Sc. in Strategy, Innovation and People Management is to develop a critical approach to the theoretical and applied aspects of strategic management, innovation and people development. In particular, the course aims to provide students with:

- a thorough knowledge and applied competence in the fundamentals of both strategic management, innovation and people development, and their interfaces;
- intellectual and analytical perspectives on strategy, innovation and people development processes, both separate and integrated;
- an appreciation of the rapidly evolving environmental and organisational contexts of strategic management, innovation and people development;
- critical understanding and insight of the theoretical principles underpinning strategic management and people development, and their relationships;
- the capability to develop and realise superior strategies and integrated people development policies to the advantage of the organisation as a whole.

## **Entry Requirements**

Candidates for the M.Sc. in Strategy, Innovation and People Management will normally hold or expect to hold before the programme, an undergraduate degree (level 8). The minimum standard for entry is second class honours, usually to grade 1 level, or b) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI, Galway or other approved colleges. Practical experience providing exposure to the strategic, innovation and human resource issues confronting organisations would be an advantage.

Applicants who do not hold a Level 8 qualification but who hold professional qualifications and/or have relevant practical experience are eligible to apply for the programme in accordance with the University's guidelines on the Recognition of Prior Learning (RPL). Such candidates will be required to provide evidence of their previous knowledge and may be required to attend for interview. Applicants may apply for exemption for some modules, in accordance with the University's RPL guidelines as determined by the School.

Prospective candidates may also be obliged to undertake the Graduate Management Admissions Test (GMAT) for entry to the programme. Where appropriate, the Test of English as a Foreign Language (TOEFL) /IELTS (with

not less than 5.5 in any one component), may also be required. In addition, an interview may form part of the selection process for the programme.

### **Places Available**

The number of places available each year is limited.

#### *Standards:*

First Class Honours	70%
Second Class Honours, Grade 1	60%
Second Class Honours, Grade 2	50%
Pass	40%

## **Postgraduate Diploma in Strategy, Innovation and People Management**

A candidate who has passed modules totalling 60 ECTS, other than the Research Project, within a period of two years from commencement of the programme shall be eligible for the award of Postgraduate Diploma in Strategy, Innovation and People Management.

### **Mode of Delivery**

The M.Sc. in Strategy, Innovation and People Management is offered on a full-time basis over 12 months. Candidates must successfully complete six obligatory courses, plus a Research Project.

No compensation is permissible in the M.Sc. in Strategy, Innovation and People Management. The Postgraduate Diploma in Strategy, Innovation and People Management is not approved by the Chartered Institute of Personnel Development(CIPD).

### **Programme Structure**

#### **Core Modules:**

##### **Semester 1**

MG6101 Global Business & HR in Context	10 ECTS
MG6102 Leading, Managing and Developing People	10 ECTS
MG6104 Business Ethics & Corporate Social Responsibility	5 ECTS
MG602 Strategic Management	10 ECTS
MG6105 Research Methods	5 ECTS

##### **Semester 2**

MG6107 Learning and Development	10 ECTS
MG6111 Innovation Management	10 ECTS
MG6110 Organisation Design and Development	10 ECTS
MG6109 Research Project	20 ECTS

*Note: From time to time, specific course offerings may vary.*

### **Assessment**

Assessment on the programme will comprise a variety of continuous assessment approaches in addition to examinations.

## Syllabii

### *Leading, Managing and Developing People*

This module provides learners with knowledge and understanding concerning people management and development. It examines contemporary research evidence on human resource (HR) and learning and development (L&D) practices, leadership, flexibility and change. Introduces HR and L&D in practice and reflects critically on theory and practice from an ethical and professional standpoint. It provides opportunities for applied learning and continuous professional development.

### *Business Ethics and Corporate Social Responsibility*

The purpose of this module is to critically assess the global context of business ethics and CSR from international political economy and comparative business systems perspectives. Set within a globalisation framework, it considers the roles of governments, international government agencies, NGOs and business therein. It considers the social responsibilities of MNCs and the ethical tensions that arise due to trade, development, inward investment and foreign direct investment. It examines tools for social responsibility, e.g. standards, strategy, codes, and the role of human resource management practices and policies.

Students will critically examine theories of Business Ethics, Corporate Social Responsibility, analyse motivations for and effectiveness of CSR, including whether there is a positive association between CSR and organisational performance, and review perspectives on the relationship of Business Ethics and CSR to current social and economic issues.

### *Strategic Management*

The purpose of this component of the course is to introduce students to the concepts, theories and techniques on which strategic management is based and to explore their applications in a wide range of settings. The design and implementation issues are central throughout the course. The topics covered include an introduction to corporate strategy, strategic management in practice, resource and competence capability, shareholder expectations and organisational purposes, bases of strategic choices and options, strategy evaluation and selection, managing in the marketplace, organisational structure and design, resource allocation, control, managing strategic change. The course also aims to provide students with understanding and skills in strategic processes. The Strategic Management course will include a practical exercise in strategic analysis.

### *Research Methods*

The objective of this course is to provide students with a theoretical and practical understanding of the tools and techniques used for collecting and

analysing data in business research and with the necessary skills to critically evaluate research. Topics to be covered may include research philosophies; the scientific method; research design; measurement concepts and research instruments; conducting quantitative research; conducting qualitative research; collecting and analysing data; research ethics; the qualities of credible research

### *Global Business and HR in Context*

The purpose of the module is give programme participants a critical understanding of the most important international business concepts, frameworks and environments that managers, and HR professionals, in particular, work. The interface between the external environments in which MNCs operate - including the competitive environment and the influence of government policies and legal regulation - and the constantly evolving role of the HR function and HR professionals is a central theme. The importance of HR's competency to influence strategy, lead and engage with external networks, and to utilise technology will be critically examined. Throughout the course, the tension between pressures for globalisation and localisation and the implications for strategy and HR policies and practices, including the role of culture, is emphasised.

### *Learning and Development*

The focus of this module is on the development of leadership and management in facilitating organisational, team and individual change and growth within a broad range of organisational contexts. The module encompasses the development of leadership and management at all levels ranging from first line to senior managers and draws on the established body of knowledge and theory in both leadership and management and learning and development.

### *Innovation Management*

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

### *Organisational Design and Development*

This module covers the theory and concepts of organisation design and principles and practices of organisation development. The module explores decisions on the most appropriate organisational structures(s) to ensure delivery of organisational activity and enhance performance. Organisation design concerns the most appropriate structures, relationships and allocation of work activities. Organisational development involves engaging people, new knowledge, continuous improvement and cultural awareness.

### *Research Project*

Students are required to address a business or management problem. Students will work under the supervision of a member(s) of staff.



## **MASTER OF SCIENCE IN BUSINESS INFORMATION SYSTEMS (FULL-TIME)**

The Master of Science in Business Information Systems is a programme of advanced studies and research, which is designed to develop the participants' research skills and to engage them in a research programme in a relevant area of Business Information Systems.

A candidate will be eligible to obtain the degree upon the satisfactory completion of courses of study totalling 90 ECTS credits in Research Skills and the presentation of a Research Dissertation. The programme can be taken online.

The normal duration of the full-time research programme is one academic year, commencing in September and ending in the following August. The normal duration of the part-time programme is two academic years.

### **Entry Requirements**

It is expected that applicants will already have a significant undergraduate or postgraduate background in information systems or a related area. Applicants should normally hold a qualification from a university or other internationally recognised academic institution or authority, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent). To be eligible for admission to the full- or part-time programme, the candidate should have (i) a degree which includes significant coverage of information systems or related areas with at least a Second Class Grade 1 honours degree award, or at least a Second Class Grade 2 honours degree award together with at least three years of relevant professional experience; or (ii) a degree in any discipline, together with at least a Second Class Grade 1 honours award in the Higher Diploma in Systems Analysis, or in an equivalent postgraduate programme.

Applicants who do not hold a Level 8 qualification but who hold professional qualifications and/or have relevant practical experience are eligible to apply for the programme in accordance with the University's guidelines on the Recognition of Prior Learning (RPL). Such candidates will be required to provide evidence of their previous knowledge and may be required to attend for interview.

All applicants whose first language is not English or who have not been educated through the medium of the English language during their two most recent years of study must present one of the following qualifications in the English language: IELTS score of 6.5 (with not less than 5.5 in any one component), TOEFL (paper based) score of 550, TOEFL (computer based) score of 213, or TOEFL (internet based) score of 80. On a case by case basis, the programme director may deem an applicant's level of English satisfactory and may thus waive this general requirement.

In order to maintain a high standard of tuition and access to facilities, numbers will be limited.

## Programme Structure

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
MS5101	Research Skills for Business Students (online)	10
MS563	Research Dissertation	<u>80</u>
<i>Total ECTS Credits:</i>		<u>90</u>

The Research Skills module is assessed solely on the basis of continuous assessment. The module is delivered online. Students will be assigned a suitable staff member as supervisor for the Research Dissertation. This programme has been constructed in consultation with industry. Students register for the programme in September, with the expectation that the Research Dissertation is submitted by the end of that academic year, unless permission is obtained from the School to extend this time period. To be eligible for award of the degree, candidates must achieve at least a pass mark in each course. All results will be considered at the Winter Examination Board Meeting in the year following registration.

## Syllabii

### *Research Skills for Business Students (online)*

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 presentation skills; quantitative and qualitative research approaches; research philosophies and methodologies; measurement concepts and research instruments; collecting and analysing data; constructing and writing a dissertation.

Students register for the programme in September, with the expectation that the Research Dissertation is submitted by the end of that academic year, unless permission is obtained from the School to extend this time period. To be eligible for award of the degree, candidates must achieve at least a pass mark in each course. All results will be considered at the Winter Examination Board Meeting in the year following registration.

**Standards:**

First Class Honours	70%
Second Class Honours, Grade 1	60%
Second Class Honours, Grade 2	50%
Pass Mark (in all elements)	40%

## MASTER OF SCIENCE IN BUSINESS INFORMATION SYSTEMS (PART-TIME)

### Entry Requirements

Entry requirements for admission to the M.Sc. in Business Information Systems (part-time) programme are the same as those for the full-time programme. It is expected that successful applicants will come from a variety of academic backgrounds and will have exposure to computing/information technology and/or quantitative disciplines during their undergraduate studies. The number admitted in any one year may be limited. The programme can be taken on line.

*Candidates will pursue the following programme of studies.*

### Year 1 Programme Structure

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
MS5101	Research Skills for Business Students (online)	10

The Research Skills module is assessed solely on the basis of continuous assesment. The module is delivered online.

### Year 2 Programme Structure

MS563	Research Dissertation	<u>80</u>
<i>Total ECTS Credits:</i>		<u>90</u>

Students register for the programme in September of the first year, but may begin preliminary work in advance of registration with agreement from a supervisor(s). Students must take Research Skills at the earliest time of offering, and must complete this module and any associated assignments within the first academic year. In the first academic year students must also undertake work on their Research Dissertation to the satisfaction of their supervisor(s), with the expectation that the Research Dissertation is submitted by the end of the second academic year, unless permission is obtained from the School to extend this time period.

To be eligible for award of the degree, candidates must achieve at least a pass mark in each course. Results for each year of the programme will be considered at the Winter Examination Board Meeting for that academic year.

## **Syllabii**

### *Research Skills for Business Students (online)*

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 presentation skills; quantitative and qualitative research approaches; research philosophies and methodologies; measurement concepts and research instruments; collecting and analysing data; constructing and writing a dissertation.

## **MASTER OF SCIENCE IN FINANCE AND INFORMATION SYSTEMS (Full-Time)**

*(with an early exit Postgraduate Diploma in Finance and Information Systems)*

### **Programme Objectives**

This joint programme has been developed to meet ongoing up-skilling and re-training needs of specific sectors of the regional economy (business, financial services, ICT etc), while also building upon both University's complementary teaching strengths and areas of expertise. The programme addresses a number of the skills shortage areas that have been identified in Forfás' *Guiding Principles for Submission of Proposals*, Forfás' 2011 document *Guidance for Higher Education Providers on Current and Future Skills Needs of Enterprise*, and the Government's *Building Ireland's Smart Economy*.

This programme targets the following sectoral and occupational deficits:

High Level ICT Skills

International Financial Services (Finance acumen and ICT skills)

Medical/Biopharma (Finance acumen and ICT skills)

While covering key future skills needs, the programme provides students with an opportunity to update, build and improve key strengths and capabilities, redirect their careers and/or consider how they can create their own employment or develop new routes to employment. The programme aims to provide essential ICT technical skills, but equally aims to deliver the financial management skills and financial decision-making acumen – critical for employees in the targeted industrial sectors and core to the success of Ireland's future economic growth.

### **Entry Requirements**

This programme is aimed at highly numerate business graduates from Ireland and abroad with a specialisation in Economics and/or Finance, with a corresponding degree qualification from a university or other internationally recognised academic institution or authority, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent).

Applicants must have prior taught exposure to basic information systems.

This programme is unsuitable for applicants with a general business degree lacking major study (or experiential equivalent) in Finance and/or Financial Economics. As such, persons with a business degree or equivalent, but lacking substantial taught Finance components (or experiential equivalent) are not eligible to apply.

All applicants whose first language is not English or who have not been educated through the medium of the English language during their two most recent years of study must present one of the following qualifications in the English language: IELTS score of 6.0, TOEFL (paper based) score of 550, TOEFL (computer based) score of 213, or TOEFL (internet based) score of 80. On a case-by-case basis, the admissions process may deem an applicant's level of English satisfactory and may thus waive this general requirement.

## **Programme Duration**

The Masters programme will be delivered over one academic year, beginning in September. Semester 1 (30 ECTS) occurs at the University of Limerick and focuses on Finance. Semester 2 (30 ECTS) occurs at the National University of Ireland, Galway, and focuses on Information Systems. Students take a further 30 ECTS at either institution. Ireland, Galway, and focuses on Information Systems. Students take a further 30 ECTS at either institution.

## **Programme Structure & Content**

### **Semester 1 (at the University of Limerick)**

#### ***Core Modules***

	<b><i>ECTS</i></b>
FI6011 Financial Information Analysis	6 ECTS
FI6021 International Corporate Finance	6 ECTS
FI6041 Research Methods in Finance	6 ECTS
FI6081 Implementing Market Models	6 ECTS

#### ***Optional Modules (students choose 1)***

FI6051 Derivative Instruments	6 ECTS
FI6091 Wealth and Portfolio Management	6 ECTS
FI6071 Dynamic Asset Pricing Theory*	6 ECTS

\*FI6071 is a pre-requisite for EC567 in semester 2

## **Semester 2 (at NUI Galway)**

### ***Core Modules***

	<b><i>ECTS</i></b>
MS807 Information Systems Management	5 ECTS
MS809 Enterprise Systems	5 ECTS
EC567 Financial Econometrics	10 ECTS
MS810 Information Systems Security & Ethics	5 ECTS

### ***Optional Modules (students choose 10 ECTS)***

	<b><i>ECTS</i></b>
EC563 International Finance	5 ECTS
MS802 Information Systems Strategy and Innovation	5 ECTS
MS803 Business Data Communications	5 ECTS
MS5108 Applied Customer Analytics	5 ECTS

## **May through August (at either institution)**

MS579 Project / Thesis	30 ECTS
------------------------	---------

*or*

AC6013 Dissertation 1 (University of Limerick)	15 ECTS
AC6023 Dissertation 2 (University of Limerick)	15 ECTS

Students will undertake one of the following, spanning May through August:  
a) a finance project (MS579, 30 ECTS) at NUI Galway, which may involve working in groups with startup companies and/or entrepreneurs in the technology space, providing experience and practice of applied financial and ICT skills, or b) a research dissertation (AC6013 & AC6023, 30 ECTS in total) focusing on Finance, at the University of Limerick.

## **Assessment**

Each module will be examined by an end of semester written examination and/or appropriate continuous assessment.

## **Timing of Examinations**

Modules other than AC6013/AC6023 will be examined at the end of Semester 1 and Semester 2, with repeat examinations in Autumn. Modules delivered by the University of Limerick will be examined at that university, and similarly for NUI Galway. AC6013/AC6023 will be examined by continuous assessment and/or dissertation.

## **Standards**

First Class Honours	70% on the aggregate (QCA>3.4)
Second Class Honours, Grade 1	60% on the aggregate (QCA>3.0)



Second Class Honours, Grade 2	50% on the aggregate (QCA>2.5)
Pass	40% on the aggregate (QCA>2.0)

Students must accumulate 90 ECTS to graduate with the MSc degree qualification. Where the student has failed the examination overall, the mark in the modules in which a pass mark has been obtained will be carried forward to all subsequent examinations. Students will not be permitted to retake modules previously passed.

## Syllabii

### *Financial Information Analysis*

The student will study the nature and qualities of financial information and understand its impact on market liquidity, growth ambitions and investment needs. Issues of profitability, solvency and liquidity will be examined within the context of information asymmetry. Regulatory and stakeholder perspectives of corporate governance will be introduced to assist in determining credibility of financial reporting and validity of compliance declarations. Building upon financial analysis techniques and distinguishing between analysis and synthesis, new directions for suggested corporate entities will be proposed.

### *International Corporate Finance*

This module seeks to introduce students to international corporate finance. It identifies the context and characteristics of international financial and foreign exchange markets and explores the financial decision making practices of MNCs. Topics may include: Introduction to corporate finance; Review of financial mathematics; The market for foreign exchange; International parity conditions; Foreign exchange exposure; Management of foreign exchange exposure; International debt and bond markets; Bond valuation; Interest rate hedging; International equity markets; Equity valuation; Capital structure and the cost of capital; International capital budgeting.

### *Research Methods in Finance*

This course covers key topics related to undertaking a Masters Dissertation on a finance-related topic. It introduces students to Library databases/sources, how to conduct a critical review of the literature, how to turn a research idea into a research question and how to operationalise theoretical perspectives into a researchable project. The course also covers academic writing, how to write a research proposal and how to write a final research report. From a technical perspective students will be introduced to interest rates and asset returns, presentation of data and descriptive statistics, calculus applied to finance, probability distributions, statistical inference, regression analysis, time-series analysis, numerical methods and optimisation.

### *Derivative Instruments*

This course aims to introduce students to the various forms of derivative instruments available in modern financial markets. The theoretical material in this module is fundamental in the understanding of modern trading dynamics, risk management and compliance roles. We deliver the theoretical material drawing on our extensive markets experience, emphasising the relevance of this knowledge in the global economy. In addition to this fresh, industry-focused contemporary approach, we have developed a suite of software that simulates the market environment. This trading simulation software provides our students with a unique skill in the application of their theoretical knowledge. This experience significantly differentiates students at interview stage. This module equips students for industry roles as; Credit Derivatives Trader, Options Trading, Fund Management Systems Specialist,

Futures Trader, Risk Manager, Academic Research. The module commences with a look at simple derivative instruments such as futures and forwards and quickly progresses to cover options (on stocks, indices, currencies etc), exotic options and option trading strategies. The role of volatility in option pricing will be analysed. The latter half of the module will cover fixed income derivative instruments such as swaps, swaptions and treasury futures.

### *Wealth and Portfolio Management*

The objective of this module is to provide candidates with a broad range of skills in portfolio investment management, taxation and property valuation such that the candidate will be well-equipped to meet the specialist skills required by the wealth management industry both in Ireland and abroad. Introduction to portfolio management. Topics may include: choosing a portfolio for an individual investor, formulating an investment policy statement, the portfolio management process, factor models of portfolio returns, asset allocation considerations, the case for international diversification, hedge funds v traditional funds, the modern hedge fund investment universe, hedge fund indexes and hedge funds of funds.

### *Dynamic Asset Pricing Theory*

The module aims to provide a unified introduction to the theory of asset pricing and optimal portfolio selection and consumption policies in multi-period settings under uncertainty. It serves as the foundational theory module for students who undertake a major research dissertation project during the Summer term. The module commences in a single-period discrete-time setting with a discussion of asset pricing theory and optimum portfolio selection under the headings of arbitrage, optimality and equilibrium. The initial focus of the theory will be on the link between the existence of Arrow-Debreu state-prices and the absence of arbitrage. Extending to a multi-period setting the relationship between capital asset pricing, state prices and martingales is next

established. With the intuition established in a discrete-time setting, the module proceeds to a continuous-time setting in which optimum consumption and portfolio selection rules are established. The CAPM and APT models of capital market equilibrium are covered, and the key 'market price of risk' concept is analysed in detail. A dynamic general equilibrium model of the financial markets is developed with applications to the term structure of interest rates (CIR). Introducing the technique of numeraire-based pricing under an equivalent martingale measure, the module concludes with a differentiation of equilibrium asset pricing models from those in the arbitrage pricing paradigm.

### *Implementing Market Models*

The aim of this module is to provide candidates with a practitioner-oriented education in implementing the market models that are used in the capital markets and asset management sectors of the international financial services sector. Topics may include: Market models and methodologies, which allow for the stylised facts of financial and commodity market dynamics; application of such methods to the pricing and hedging of path-dependent and exotic options is emphasised; implied lattice methods, which enable the market-consistent pricing of exotic, interest rate and commodity derivatives; implementation of option pricing and hedging solutions for derivatives trading, for portfolio risk-measurement and for portfolio performance evaluation and attribution analysis.

### *Information Systems Management*

The objective of this module is to explore IS management and implementation issues. Topics may include: IS as a socio-technical system; the impact of IS on business; how IS changes the competitive landscape; planning for the use of IS resources; value creation and IS creating value with IS in the modern landscape; appropriating value over the long term; justifying the IT investment; development and implementation; modern system and trends.

### *Enterprise Systems*

The objective of this module is to develop students understanding of Enterprise Systems in business. Topics may include: information systems in the functional areas of business, including systems to support finance, marketing, human resources and manufacturing; business processes; Enterprise Resources Planning (ERP) systems; Customer Relationship Management (CRM) systems; Supply Chain Management (SCM) systems; Global Supply Chain Management and Design; Enterprise Application Integration (EAI); operations management; designing Enterprise Systems; frameworks for implementing Enterprise Systems; benefits and drawbacks of Enterprise Systems; Enterprise Systems software (e.g., SAP); critical perspectives on Enterprise Systems; case

studies in Enterprise Systems; emerging directions and issues in Enterprise Systems.

### *Business Modelling and Analytics*

The objective of this module is to provide students with an understanding of decision making, decision support systems and business analytics in the context of individual, managerial and business decision-based problems. Topics may include: decision making; decision strategies and approaches; information presentation and data visualisation for decision making; decision support systems (DSS); DSS concepts, methodologies, and technologies; modelling and analysis; group support systems; data warehousing and OLAP, data mining techniques and tools, e.g. neural networks, genetic algorithms; intelligent systems; emerging topics and technologies.

### *IS Security & Ethics*

The objective of this module is to help future managers to understand the broad range of technical and managerial issues related to information systems security; and ethical, legal and societal dimensions of information systems. Students will learn specific tools and techniques to support effective IS security management. Topics may include: nature and scope of IS security; security of technical systems in organizations; models for specification of IS security; cryptography and technical IS security; network infrastructure and security; planning and designing IS security; risk management for IS security; computer ethics; ethical usage policies; ethical frameworks and guidelines; legal aspects of information systems and the Web; data and consumer protection legislation; privacy issues in the digital age; contemporary issues in IS security and ethics.

### *Information Systems Strategy and Innovation*

The objective of this course is to provide students with an in-depth understanding of the relationship between IS strategy and IS innovation. Topics may include: IS Strategy Frameworks and Business Models, Patterns of Innovation, Mobile Commerce, Pervasive Computing, Choosing & Measuring IS Projects, Modelling IS Innovation and Strategic Selection, Cloud Computing, Factors Impacting Strategy and Innovation, Emerging Topics and Issues in IS Strategy and Innovation.

### *Finance Project*

A major project in finance that may have a technical, commercial, product or research focus, which can be undertaken on an individual or group basis.

### *AC6013 Dissertation 1*

### *AC6023 Dissertation 2*

## **MASTER OF SCIENCE IN BUSINESS ANALYTICS (Full-Time)**

### **Programme Objectives**

The M.Sc. in Business Analytics serves distinct needs pertaining to the use, management and development of business analytics within organisations. It is anticipated that students will bring to the programme a variety of skills from different backgrounds. The programme is designed as a specialist course which assists students in blending their existing talents with the technological skills and business knowledge needed to use and manage Big Data and Business Analytics in modern knowledge-based organisations.

### **Entry Requirements**

Applicants should normally hold a qualification from a university or other internationally recognised academic institution or authority, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent). The qualification must include an element of quantitative techniques, for example, graduates of Business Studies, Engineering, Computer Science, other Sciences, Mathematics or other courses that have some quantitative content.

Applicants who do not hold a Level 8 qualification but who hold professional qualifications and/or have relevant practical experience are eligible to apply for the programme in accordance with the University's guidelines on the Recognition of Prior Learning (RPL). Such candidates will be required to provide evidence of their previous knowledge and may be required to attend for an interview. Applicants may apply for exemption for some modules, in accordance with the University's RPL guidelines as determined by the school.

All applicants whose first language is not English or who have not been educated through the medium of the English language during their two most recent years of study must present one of the following qualifications in the English language: IELTS score of 6.0, TOEFL (paper based) score of 550, TOEFL (computer based) score of 213, or TOEFL (internet based) score of 80. On a case-by-case basis, the admissions process may deem an applicant's level of English satisfactory and may thus waive this general requirement.

### **Programme Structure**

The programme will be offered on a full-time basis over one academic year. The programme will consist of lectures, practical classes, seminars and projects in the required subjects. To be eligible for the award of the M.Sc. in Business Analytics, candidates must successfully complete modules to a total of 90 ECTS.

A candidate who has passed all of the modules other than the Projects within a period of two years from commencement of the programme shall be eligible for the award of a Postgraduate Diploma in Business Analytics.

Pass by compensation is not permitted in module MS5103 Project.

<b>Module</b>	<b>Code</b>	<b>ECTS</b>	<b>First Sitting</b>
Strategic Management	MG557	5	Semester I
Database Systems	MS805	5	Semester I
Business Applications Programming	MS806	5	Semester I
Decision Theory and Analysis	MS5104	5	Semester I
Statistical Techniques for Business Analytics	MS5105	5	Semester I
Business Modelling and Analytics	MS5107	5	Semester I
Advanced Applications Programming	MS815	5	Semester II
Information Systems Strategy and Innovation	MS802	5	Semester II
Enterprise Systems	MS809	5	Semester II
Information Systems Security & Ethics	MS810	5	Semester II
Data Science and Big Data Analytics	MS5106	5	Semester II
Applied Customer Analytics	MS5108	5	Semester II
Business Analytics with SAP	MS5109	10	Semester II (Summer School)
Project	MS5103	20	Semester II

## **Syllabii**

### *Strategic Management*

This course covers the concepts, theories and techniques on which strategic management in the business sectors is based and explores their application in a wide range of business settings. The design and implementation of strategic planning systems are central issues throughout the course. Topics covered include an introduction to corporate strategy, strategic management in

practice, strategic analysis, resource competencies and strategic capability, stakeholder expectations and organisational purposes, bases of strategic choices and options, strategy evaluation and selection, organisation structure and design, resource allocation and control, managing strategic change, corporate values and ethical choices.

### *Information Systems Strategy and Innovation*

The objective of this course is to provide students with an in-depth understanding of the relationship between IS strategy and IS innovation. Topics may include: IS Strategy Frameworks and Business Models, Patterns of Innovation, Mobile Commerce, Pervasive Computing, Choosing & Measuring IS projects, Modelling IS Innovation and Strategic Selection, Cloud Computing, Factors Impacting Strategy and Innovation, Emerging Topics and Issues IS Strategy and Innovation.

### *Database Systems*

The objective of this module is to provide students with an understanding of business and technical issues in the development of database systems. Topics may include: database management systems; data modelling techniques e.g. normalisation, entity-relationship modelling, class diagrams; logical and physical database design; data quality and integrity; data definition; Structured Query Language (SQL); transaction management; distributed database; emerging topics and issues.

### *Business Applications Programming*

The objective of this module is to introduce students to the fundamentals of interactive applications programming. Topics may include: principles of structured programming; object-oriented programming; event-driven programming; business applications modelling (e.g. Unified Modelling Language); functions and subroutines; conditional logic; repetition statement; arrays; emerging topics and issues.

### *Enterprise Systems*

The objective of this module is to develop students' understanding of Enterprise Systems in business. Topics may include: information systems in the functional areas including systems to support finance, marketing, human resources and manufacturing; business processes; Enterprise Resource Planning (ERP) systems; Customer Relationship Management (CRM) systems; Supply Chain Management (SCM) systems; Global Supply Chain Management and Design; Enterprise Application Integration (EAI); operations management; designing Enterprise Systems; frameworks for implementing Enterprise Systems; benefits and drawbacks of Enterprise Systems; Enterprise Systems software (e.g. SAP); critical perspectives on Enterprise Systems; case studies in Enterprise Systems; emerging directions and issues in Enterprise Systems.

### *Information Systems Security & Ethics*

The objective of this module is to help future managers to understand the broad range of technical and managerial issues related to information systems security; and ethical, legal and societal dimensions of information systems. Students will learn specific tools and techniques to support effective IS security management. Topics may include; nature and scope of IS security; security of technical systems in organisations; models for specification of IS security; cryptography and technical IS security; network infrastructure and security; planning and designing IS security ; risk management for IS security; computer ethics; ethical usage policies; ethical frameworks and guidelines; legal aspects of information systems and the Web; data and consumer protection legislation; privacy issues in the digital age; contemporary issues in IS security and ethics.

### *Project*

A major project will be undertaken under the supervision and direction of staff. The project will normally be undertaken on a group basis. Projects must be based on a substantial topic in the field of business analytics.

### *Decision Theory and Analysis*

The objective of this course is to introduce students to the different aspects of decision theory and analysis and specifically how these apply to business. Topics include decision theory, decisions making, framing of decisions, types of decision making, flaws in decision making approaches, group decision making, risk, heuristics, data visualisation in organisational decision making and emerging topics in decision theory and analysis.

### *Statistical Techniques for Business Analytics*

The objective of this module are to build the knowledge and skills required to apply quantitative techniques to analyse business data and interpret and present results from such analyses. Topics may include: descriptive analysis; visualisation and charting; how to work with various data types and how they relate to statistical tests; how to know what analytical tests to run; how to read data output; how to interpret and report results; business data correlations, regression; t-tests and various analyses of variance methods; factor analysis; parametric and non-parametric analyses; other statistical techniques for business analytics.

### *Data Science and Big Data Analytics*

This course provides practical foundation level training that enables immediate and effective participation in big data and other analytics projects. It includes an introduction to big data and the Data Analytics Lifecycle to address business challenges that leverage big data. The course provides a grounding in basic and advanced analytic methods and an introduction to big data



analytics technology and tools, including MapReduce and Hadoop. The course allows students to understand how these methods and tools may be applied to the real world business challenges by a practicing data scientist.

### *Business Modelling and Analytics*

The objective of this module is to develop students understanding of the roles of business analytics in decision making and equip them with solutions used to create scenarios, understand realities, and predict future states. The module focuses on three types of business analytics; descriptive analytics used to gain insight from historical data; predictive analytics used to forecast future business performance; and prescriptive analytics used to recommend decisions using optimisation stimulation etc. Topics use real business cases to illustrate the application and interpretation of these methods.

### *Applied Customer Analytics*

In today's digitally enabled world, businesses are collecting more data than they know what to do with it. Using the R programming language, which has become the industry standard for statistical analytics, this module will focus on turning large datasets into useful insights. The focus is applying statistical techniques to real dataset using R, rather than the mathematical details. With an emphasis on customer datasets, candidates will explore the R, RStudio, and R packages; learn how to programme basic statistics; create attractive, intuitive statistical graphics; write user-defined functions; combine and reshape multiple datasets; build linear, generalised linear, and nonlinear models; assess the quality of models and variable selection; analyse univariate and multivariate time series data; and learn how to write-up data analyses.

### *Business Analytics with SAP*

This SAP certification course verifies the knowledge in the area of the SAP analytics solution. This certificate builds knowledge gained by a BI Consultant and preferably refined by practical experience within a BI team and the Consultant can implement this knowledge of the specialist areas practically in projects.

## **MASTER OF SCIENCE IN HEALTH ECONOMICS**

### **Programme Outline**

Understanding resource issues and the ways in which economics can help to analyse them is increasingly necessary for those involved in planning and delivery of health and social care. The need for specific economic skills is increasingly recognized by government, the health service and industry. This and the continuing growth of both the public and private health care sectors means that there is a large and growing demand for health economics expertise within Ireland and further a field. Opportunities include the pharmaceutical and medical device industries, government, the health service and among professional bodies to inform debate, undertake research and assist in policy development. This programme is designed to provide an appreciation of the scope and use of economics in the examination of health and health care decision making and to equip the student with the skills necessary for a career in the public or private sector or for use in further academic study in health economics.

The programme provides the student with an understanding of the key economic issues confronting health care systems. It introduces the student to the tools and methods necessary to analyse these issues and critically appraise alternative solutions that have emerged in different economies. The role and techniques of evaluation in health care are examined in detail including the theory and practice of evaluation, the use of models to address incomplete information and the presentation of study findings to inform policy makers.

The programme is directed by a team of highly-respected economists with extensive experience of research, teaching and the provision of policy advice in the area of health economics. It is an intensive 12 month taught programme based on course work, examinations and a minor thesis. Students are also afforded an opportunity to undertake a placement. It is ideal preparation for students considering further postgraduate study in economics or a career within the public or private health care sectors.

### **Minimum Entry Requirements**

Students admitted to the course will normally hold a primary degree with second class honours, grade 1 or equivalent, which will have included the study of economics to intermediate level. Students who hold a higher diploma in economics with second class honours, grade 1 or equivalent may also apply.

It is expected that 10-15 students would take the course.

## Courses

The following modules are compulsory.

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
EC520	Health and Social Care	10
EC515	Data Management and Survey Techniques	10
EC506	Econometrics	10
EC579	Applied HTA and Decision Modelling (pre requisite applies – see course outline below)	10
EC584	Economic Evaluation in Health Care	10
EC572	Health Systems and Policy Analysis	10
Plus		
EC505	Minor Dissertation	10

In addition, students must choose modules with a cumulative value of 20 ECTS from the following optional modules:

EC526	Public Sector Economics	10
MD518	Observational Studies & Analytical Research Methods	10
EC517	Cost Benefit Analysis and Evaluation	10
EC374	Advanced Econometrics	10
MD537	Systematic Review	5
EC5106	Market Access in the Healthcare industry	5
EC5105	Applied Health Economics	5
EC5107	Non Market Valuation for Health Economics	5

## Dissertation

The minor dissertation shall be approximately 10,000 words in length and shall be original in content but not necessarily a major contribution to a particular field of study. The dissertation will normally be linked to an internship in an appropriate regional or national agency.

## Assessment

Each module, with the exception of the minor dissertation, will be examined by an end of semester written examination and appropriate course-work.

## Timing of Examinations

Modules will be examined at the end of Semester 1 and Semester 2 with repeat examinations in Autumn.

## Structure of Programme

### *Semester 1*

<b>Code</b>	<b>Module</b>	<b>ECTS</b>
EC506	Econometrics	10
EC515	Data Management and Survey Techniques	10
EC572	Health Systems and Policy Analysis	10
EC584	Economic Evaluation in Health Care	10

### *Semester 2*

<b>Code</b>	<b>Module</b>	<b>ECTS</b>
EC579	Applied HTA and Decision Modelling	10
EC520	Health and Social Care	10
EC517	Cost Benefit Analysis and Evaluation	10
EC526	Public Sector Economics	10
MD518	Observational Studies & `	10
	Analytical Research Methods	
EC374	Advanced Econometrics	10
MD537	Introduction to Systematic Reviews	5
EC5106	Market Access in the Healthcare industry	5
EC5105	Applied Health Economics	5
EC5107	Non Market Valuation for Health Economics	5

EC505	Dissertation	10
-------	--------------	----

## Course Content

### *Data Management and Survey Techniques*

Probability and probability distributions. Test of Hypotheses (design and distribution of selected parametric and non-parametric test statistics). Analysis of variance. Measurement and Scaling. Research process. Methods of data collection. Design of Surveys. Design of questionnaires. Analysis and interpretation of survey data. Data presentation. Applied work using SPSS software.

### *Health and Social Care*

Health economics. Evaluation of health care programmes. The valuation of health. Equity in health and health care. Economics of social care.

### *Econometrics*

Linear regression model. Dummy variables. Violations of classical assumptions (omitted variables, extraneous variables, heteroscedasticity, and

autocorrelation). Topics in single equation regression models (e.g. Discrete Dependant Variables). Regression analysis in practice.

### *Introduction to Systematic Reviews*

This course about research synthesis focuses on comparisons between alternative interventions. Interactive learning modules, required readings, discussion boards, tutorials, and assignments will be used to highlight rigorous systematic review methods, such as searching for potentially relevant articles, selecting primary studies using explicit, reproducible criteria, appraisal of study architecture, quantitative data synthesis and interpretation.

### *Observational Studies & Analytical Research Methods*

This course reviews observational research methods including measures of health, causality, sampling, survey research, cross-sectional studies, retrospective studies, prospective studies, prospective cohort studies, case-control design, scale development, diagnostic testing and qualitative research methods.

### *Health Systems and Policy Analysis*

The module examines alternative health and social care systems operating in developed economies. The structures, funding, incentive arrangements and performance of systems are compared. Policy development, appraisal and system reform are critically appraised including examination of strategies aimed at tackling emerging public health issues such as ageing and obesity and policies aimed at cost containment. Case studies are used to explore policy development, implementation and appraisal.

### *Applied HTA and Decision Modelling*

This module examines the use of various models and techniques that are commonly used in health technology assessment. Topics covered include life tables and survival analysis; measuring, valuing and analysing costs and outcomes; decision trees and Markov modelling; and representing uncertainty in decision analytic models. Extensive use is made of practical computer lab sessions using software packages such as Excel and Treeage. Pre-requisite of Economics Evaluation in Healthcare or equivalent.

### *Economic Evaluation in Healthcare*

The module examines the theory and practice of economic evaluation as it applies to health and social care interventions. Topics covered include the rationale for economic evaluation; formulating a health evaluation problem; identifying and measuring outcomes and effectiveness; identifying, enumerating, and valuing the inputs to form an economic measure of costs;

measuring the benefits of health interventions using contingent valuation and discrete choice experiment

### *Market Access in the Healthcare Industry*

This module will provide insight into the key principles and a practical understanding of market access as it relates to the medical device and pharmaceutical industries.

The module will cover the following issues:-

- The implications a product may have on the wider healthcare market
- Understanding how the healthcare environment can affect the uptake of a product
- Communicating the value of a product to the range of customers who influence uptake.

### *Applied Health Econometrics*

This module will consider the key techniques used in the econometric analysis of health and healthcare data. It will set out the key features of the data that is typically analysed by health economists and set out the methods employed in addressing these issues. There will be a strong emphasis on applied work, illustrating the various models with real world data using relevant econometric software.

### *Non-Market Valuation for Health Economists*

The module will describe the main non-market techniques that are used to value health and healthcare. The module will describe the pros and cons of the various methods and highlight the particular challenges associated with health economics applications. The module will also illustrate the various econometric models that are used to analyse these types of data. The module will be practical in nature with students required to design their own valuation study.

### *Dissertation*

The minor dissertation shall be approximately 10,000 words in length and shall be original in content but not necessarily a major contribution to a particular field of study. The dissertation will normally be linked to an internship in an appropriate regional or national agency.

## MASTER OF SCIENCE IN HEALTH ECONOMICS PART-TIME

### Programme Outline

The programme is designed to provide an appreciation of the scope and use of economics in the examination of health and health care decision making and to equip the student with the skills necessary for career development in the public or private sector or for use in further academic study in health economics.

It is a part time programme taught over two years based on course work, examinations and a minor thesis. Students can avail of a placement in their second year while completing their dissertation or under a project based with their current employer. It is ideal for individuals who cannot avail of a fulltime programme but wish to develop essential skills in the area of health economics.

### Minimum Entry Requirements

Students admitted to this programme will normally hold a Level 8 or higher qualification, with minimum grade of Second Class Honours Grade I, in an area of study which includes a substantial concentration of economics.

### Quota

There is no limitation on the number of students who can join the programme.

### Modules

The following modules are compulsory

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
EC520	Health and Social Care	10
EC515	Data Management and Survey Techniques	10
EC506	Econometrics	10
EC579	Applied HTA & Decision Modelling	10
EC572	Health Systems and Policy Analysis	10
EC584	Economic Evaluation in Health Care	10

#### *Plus*

EC505	Minor Dissertation	10
-------	--------------------	----

In addition student must choose modules with a cumulative value of 20 ECTS from the following optional modules:

EC526	Public Sector Economics	10
MD518	Observational Studies & Analytical Research Methods	10
EC517	Cost Benefit Analysis and Evaluation	10
EC374	Advanced Econometrics	10
MD537	Systematic Review	5
EC5106	Market Access in the Healthcare industry	5
EC5105	Applied Health Economics	5
EC5107	Non Market Valuation for Health Economics	5

### *Dissertation*

The minor dissertation shall be approximately 10,000 words in length and shall be original in content but not necessarily a major contribution to a particular field of study. The dissertation will be completed during the course of the second year.

### **Assessment**

Each module, with the exception of the minor dissertation, will be examined by an end of semester written examination and appropriate course-work.

### **Timing of Examinations**

Modules will be examined at the end of Semester 1 and Semester 2 with repeat examinations in Autumn.

### **Structure of Programme**

#### ***Semester 1 Year 1*** ***ECTS***

EC515	Data Management and Survey Techniques	10
EC584	Economic Evaluation in Health Care	10

#### ***Semester 2 Year 1***

EC579	Applied HTA & Decision Modelling	10
-------	----------------------------------	----

Option(s)

#### ***Semester 1 Year 2***

EC572	Health Systems and Policy Analysis	10
EC506	Econometrics	10



<i><b>Semester 2 Year 2</b></i>		<i><b>ECTS</b></i>
EC520	Health and Social Care	10
<i><b>Option(s)</b></i>		
EC505	Dissertation	10

## **MASTER OF SCIENCE IN INFORMATION SYSTEMS MANAGEMENT (Full-Time)**

### **Programme Objectives**

The M.Sc. in Information Systems Management serves distinct needs pertaining to the use, management and development of information systems within organisations. It is anticipated that students will bring to the programme a variety of skills from different backgrounds. The programme is designed as a specialist course which assists students in blending their existing talents with the technological skills and business knowledge needed to design, develop, use and manage information systems in modern knowledge-based organisations.

### **Entry Requirements**

Applicants should normally hold a qualification from a university or other internationally recognised academic institution or authority, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent). It is expected that successful applicants will come from a variety of academic and professional backgrounds with prior exposure to information technology and/or business.

Applicants who do not hold a Level 8 qualification but who hold professional qualifications and/or have relevant practical experience are eligible to apply for the programme in accordance with the University's guidelines on the Recognition of Prior Learning (RPL). Such candidates will be required to provide evidence of their previous knowledge and may be required to attend for interview. Applicants may apply for exemption for some modules, in accordance with the University's RPL guidelines as determined by the School.

All applicants whose first language is not English or who have not been educated through the medium of the English language during their two most recent years of study must present one of the following qualifications in the English language: IELTS score of 6.5 (with not less than 5.5 in any one component), TOEFL (paper based) score of 550, TOEFL (computer based) score of 213, or TOEFL (internet based) score of 80. On a case by case basis, the programme director may deem an applicant's level of English satisfactory and may thus waive this general requirement.

### **Programme Structure**

The programme will be offered on a full-time basis over one academic year, or on a part-time basis over two academic years (see separate calendar entry

for part-time mode). The programme will consist of lectures, practical classes, seminars and projects in the required subjects. To be eligible for the award of the M.Sc. in Information Systems Management, candidates must successfully complete modules to a total of 90 ECTS.

A candidate who has passed all of the modules other than the Project within a period of two years from commencement of the programme shall be eligible for the award of a Postgraduate Diploma in Information Systems Management.

Pass by compensation is not permitted in module MS812 Project.

<i>Module</i>	<i>Code</i>	<i>ECTS</i>	<i>First Sitting</i>
Web Design & Development	MS801	5	Semester I
Interactive Systems Design	MS820	5	Semester I
Systems Development & Project Management	MS804	5	Semester I
Database Systems	MS805	5	Semester I
Business Applications Programming	MS806	5	Semester I
Business Modelling and Analytics	MS5107	5	Semester I
Information Systems Management	MS807	5	Semester II
Business Data Communications	MS803	5	Semester II
Information Systems Strategy and Innovation	MS802	5	Semester II
Enterprise Systems	MS809	5	Semester II
Applied Systems Analysis	MS821	5	Semester II
Project	MS812	30	Year long
<i>Elective modules</i>			
Advanced Applications Programming	MS815	5	Semester II
Information Systems Security & Ethics	MS810	5	Semester II

## Syllabii

### *Advanced Applications Programming*

The objective of this module is to provide students with an understanding of advanced programming methods and techniques. Topics may include: Object-oriented programming languages e.g. Java, C++; programming paradigms; programming concepts such as methods, classes, objects, exception handling, inheritance, polymorphism, file handling; programming constructs; new and emerging issues in object-oriented programming.

### *Applied Systems Analysis*

The objective of this module is to provide students with an in-depth understanding of foundation and advanced aspects of systems analysis in an applied context. The topics covered may include: systems theory; the practice of systems analysis; modelling approaches such as data, process and object-oriented modelling; systems development methodologies and techniques; the use of computer-aided systems engineering (CASE) tools; requirements determination and analysis; requirements determination techniques (e.g., interviewing, observation and questionnaires) one-to-one and group interviewing techniques and skills; presentation techniques; compiling and evaluating requests for proposals; software and hardware contracts; project and systems documentation; feasibility analysis; case studies in systems analysis and design, emerging issues in systems analysis.

### *Business Applications Programming*

The objective of this module is to introduce students to the fundamentals of interactive applications programming. Topics may include: principles of structured programming; object-oriented programming; event-driven programming; business applications modelling (e.g. Unified Modelling Language); functions and subroutines; conditional logic; repetition statements; arrays; emerging topics and issues.

### *Business Data Communications*

The objective of this module is to develop in students an understanding of the fundamentals of modern data communications, organisational interconnectivity, Internet technologies, and to relate them to a business environment. Topics may include: data representation; computer systems; operating systems; OSI model, client/server model; computer networks, transmission media and wireless communications; connecting devices; Internet connectivity, Internet (TCP/IP) model: protocols, services, and servers; network management; emerging topics in business data communications.

### *Database Systems*

The objective of this module is to provide students with an understanding of business and technical issues in the development of database systems. Topics may include: database management systems; data modelling techniques e.g. normalisation, entity-relationship modelling, class diagrams; logical and physical database design; data quality and integrity; data definition; Structured Query Language (SQL); transaction management; distributed databases; emerging topics and issues.

### *Business Modelling and Analytics*

The objective of this module is to provide students with an understanding of decision-making, decision support systems and business analytics in the context of individual, managerial and business decision-based problems. Topics may include: decision making; decision strategies and approaches; information presentation and data visualisation for decision making; decision support systems (DSS); DSS concepts, methodologies, and technologies; modelling and analysis; group support systems; data warehousing and OLAP, data mining techniques and tools, e.g. neural networks, genetic algorithms; intelligent systems; emerging topics and technologies.

### *Information Systems Strategy and Innovation*

The objective of this course is to provide students with an in-depth understanding of the relationship between IS strategy and IS innovation. Topics may include: IS Strategy Frameworks and Business Models, Patterns of Innovation, Mobile Commerce, Pervasive Computing, Choosing & Measuring IS Projects, Modelling IS Innovation and Strategic Selection, Cloud Computing, Factors Impacting Strategy and Innovation, Emerging Topics and Issues in IS Strategy and Innovation.

### *Enterprise Systems*

The objective of this module is to develop students understanding of Enterprise Systems in business. Topics may include: information systems in the functional areas including systems to support finance, marketing, human resources and manufacturing; business processes; Enterprise Resources Planning (ERP) systems; Customer Relationship Management (CRM) systems; Supply Chain Management (SCM) systems; Global Supply Chain Management and Design; Enterprise Application Integration (EAI); operations management; designing Enterprise Systems; frameworks for implementing Enterprise Systems; benefits and drawbacks of Enterprise Systems; Enterprise Systems software (e.g., SAP); critical perspectives on Enterprise Systems; case studies in Enterprise Systems; emerging directions and issues in Enterprise Systems.

### *Information Systems Management*

The objective of this module is to explore IS management and implementation issues. Topics to be covered include: IS as a socio-technical system; the impact of IS on business; how IS changes the competitive landscape; planning for the use of IS resources; value creation and IS creating value with IS in the modern landscape; appropriating value over the long term; justifying the IT investment; development and implementation; modern system and trends.

### *Information Systems Security & Ethics*

The objective of this module is to help future managers to understand the broad range of technical and managerial issues related to information systems security; and ethical, legal and societal dimensions of information systems. Students will learn specific tools and techniques to support effective IS security management. Topics may include: nature and scope of IS security; security of technical systems in organizations; models for specification of IS security; cryptography and technical IS security; network infrastructure and security; planning and designing IS security; risk management for IS security; computer ethics; ethical usage policies; ethical frameworks and guidelines; legal aspects of information systems and the Web; data and consumer protection legislation; privacy issues in the digital age; contemporary issues in IS security and ethics.

### *Interactive Systems Design*

This module provides an applied course concentrating on the effective design and development of Information Systems. Topics covered may include: principles of interactive design; the process of interaction design; usability engineering; identifying needs and requirements; understanding users; interaction paradigms and user interface design; design issues for new technologies; data gathering and analysis; user-centred design; lifecycle models; design and prototyping including techniques such as scenarios, use-cases, user profiles; evaluation of interactive systems including usability testing, field studies, inspections and predictive models; usability legislation and directives; emerging topics and issues.

### *Project*

A major applied project will be undertaken under the supervision and direction of staff. The project will normally be undertaken on a group basis. Projects must be based on a substantial topic in the field of business information systems relating to the use, management or development of an information system.

### *Systems Development & Project Management*

The objective of this module is to develop in students an understanding of the fundamentals of information systems development and project management. Topics may include: the historical development of modeling information

systems; the systems development life cycle and phases; systems development issues for traditional, Web-based and cloud applications; the philosophy of systems development approaches; modelling approaches to include process, data and object modelling; agile methods; method tailoring; emergent methods; project planning; project time management; project scope management; project HR management; project communications management; risk management; configuration management; change control; project audit and closure; emerging issues.

### *Web Design & Development*

The objective of this module is to provide students with applied skills in web systems development and multimedia object development. Topics may include: HTML; Web and Multimedia development tools (e.g. Dreamweaver, Expression); Web development concepts, methods and techniques; Web interaction design; web systems project management issues; multimedia object development; image, audio animation and video production and editing; object development tools (e.g. Fireworks, Photoshop, Flash); new and emerging topics in Web systems design and development.

### *Business Modelling and Analytics*

The objective of this course is to develop students understanding of the role of business analytics in decision making and equip them with solutions used to create scenarios, understand realities, and predict future states. The course focuses on three types of business analytics: descriptive analytics used to gain insight from historical data; predictive analytics used to forecast future business performance; and prescriptive analytics used to recommend decisions using optimisation, simulation etc. Students are introduced to core concepts and technologies of business analytics, such as modelling, analysis, optimisation; data exploration and data mining; forecasting models; decision trees; neural networks; clustering techniques; etc. The course uses real business cases, to illustrate the application and interpretation of these methods. An important feature of the course is the use of MS Excel, an environment familiar to business analysts. All discussed models are provided by the Excel add-ins Analytic Solver Platform and XLMiner plus illustrative examples.

## **MASTER OF SCIENCE IN INFORMATION SYSTEMS MANAGEMENT (Part-Time)**

### **Entry Requirements**

The entry requirements for the part-time mode are the same as for the full-time mode.

### **Programme Structure**

The programme will be offered on a part-time basis over two academic years. The programme will consist of lectures, practical classes, seminars and projects in the required subjects. To be eligible for the award of the M.Sc. in Information Systems Management, candidates must successfully complete modules to a total of 90 ECTS.

A candidate who has passed all of the modules of the first year of the programme within a period of two years from commencement of the programme, and who chooses not to continue with the programme, shall be eligible for the award of a Postgraduate Certificate in Information Systems Management.

A candidate who has passed all of the modules other than the Project within a period of four years from commencement of the programme shall be eligible for the award of a Postgraduate Diploma in Information Systems Management.

Pass by compensation is not permitted in module MS812 Project.

<b><i>Year 1 Module</i></b>	<b><i>Code</i></b>	<b><i>ECT S</i></b>	<b><i>First Sitting</i></b>
Systems Development & Project Management	MS804	5	Semester I
Database Systems	MS805	5	Semester I
Business Applications Programming	MS806	5	Semester I
Applied Systems Analysis	MS821	5	Semester II
Business Data Communications	MS803	5	Semester II
<b><i>Elective modules</i></b>			
Information Systems Security & Ethics	MS810	5	Semester II



Advanced Programming	Applications	MS815	5	Semester II
-------------------------	--------------	-------	---	-------------

<b><i>Year 2 Module</i></b>	<b><i>Code</i></b>	<b><i>ECTS</i></b>	<b><i>First Sitting</i></b>
Web Design & Development	MS801	5	Semester I
Interactive Systems Design	MS820	5	Semester I
Business Modelling and Analytics	MS5107	5	Semester I
Information Systems Management	MS807	5	Semester II
Information Systems Strategy and Innovation	MS802	5	Semester II
Enterprise Systems	MS809	5	Semester II
Project	MS812	30	Autumn

## Syllabii

Syllabus entries for the part-time mode are the same as for the full-time mode.

## **MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT**

The objective of the M.Sc. in International Management is to provide students with in-depth knowledge and expertise in international business and cross-cultural management.

On completion of the programme students would be able to:

- Understand current theories, concepts and frameworks in international management, cross-cultural management and international business & the multinational enterprise.
- Appreciate the relevance of theories, concepts and frameworks to undertaking business across frontiers.
- Understand the practical tools and techniques applied at strategic and operational levels when successfully undertaking cross-border activities.
- Proficiently use library and internet-based resources.
- Understand relevant sources of information and their limitations.
- Identify, analyse and evaluate international management and international business options
- Apply models, tools and techniques in different company, country and sectoral contexts.
- Integrate and apply knowledge from a range of international management and international business subjects.
- Synthesize and present complex information in an appropriate way according to audience requirements.

### **Entry Requirements**

Candidates for the M.Sc. in International management will normally hold or expect to hold before the programme, an undergraduate degree (level 8). The minimum standard for entry is second class honours, usually to grade 1 level. Practical experience of management would be an advantage.

Prospective candidates may also be obliged to undertake the Graduate Management Admissions Test (GMAT) for entry to the programme. Where appropriate, the International English Language Testing System IELTS (with not less than 5.5 in any one component), may also be required. In addition, an interview may form part of the selection process for the programme.

### **Places Available**

The number of places available each year is limited.

### *Standards*

First Class Honours	70%
Second Class Honours, Grade 1	60%
Second Class Honours, Grade 2	50%
Pass	40%

### **Mode of Delivery**

The M.Sc. in International Management will be offered on a full-time basis over 12 months.

### **Programme Structure**

#### *Semester I*

MG582	International & Cross Cultural Management	10 ECTS
MG557	Strategic Management	5 ECTS
MG6101	Global Business & HR in Context	10 ECTS
MG6104	Business Ethics & Corporate Social Responsibility	5 ECTS
MG6105	Research Methods	5 ECTS
EC5111	Global Economics for International Managers	5 ECTS

#### *Semester II*

AY590	International Corporate Finance	5 ECTS
MK579	Global Marketing Management	5 ECTS
MG6108	International Human Resource Management	10 ECTS
MG6111	Innovation Management	10 ECTS

#### *Summer*

MG6112	International Management Report (IMR)	20 ECTS
--------	---------------------------------------	---------

### *Assessment*

Assessment on the programme will comprise a variety of continuous assessment approaches in addition to examinations.

### **Syllabii**

#### *Global Business and HR in Context*

The purpose of the module is give programme participants a critical understanding of the most important international business concepts, frameworks and environments that managers, and HR professionals, in particular, work. The interface between the external environments in which MNCs operate - including the competitive environment and the influence of government policies and legal regulation - and the constantly evolving role of

the HR function and HR professionals is a central theme. The importance of HR's competency to influence strategy, lead and engage with external networks, and to utilise technology will be critically examined. Throughout the course, the tension between pressures for globalisation and localisation and the implications for strategy and HR policies and practices, including the role of culture, is emphasised.

### *Global Economics for international Managers*

The aim of this course is to increase students' understanding of recent developments and prospects for the Irish economy, the euro area, and the wider global economy and the implications of these developments for businesses and governments. Topics: • Economic developments and policy during the boom in Ireland. Current policy issues in Ireland. 1. Banking crisis and policy response. 2. Mortgage arrears. 3. Lending to SME's • Budget 2014 • The Euro Zone crisis: An Overview • The Euro Zone crisis: The ECB and Banking Union • Recent developments in the Global Economy.

### *Business Ethics and Corporate Social Responsibility*

The purpose of this module is to critically assess the global context of business ethics and CSR from international political economy and comparative business systems perspectives. Set within a globalisation framework, it considers the roles of governments, international government agencies, NGOs and business therein. It considers the social responsibilities of MNCs and the ethical tensions that arise due to trade, development, inward investment and foreign direct investment. It examines tools for social responsibility, e.g. standards, strategy, codes, and the role of human resource management practices and policies.

Students will critically examine theories of Business Ethics, Corporate Social Responsibility, analyse motivations for and effectiveness of CSR, including whether there is a positive association between CSR and organisational performance, and review perspectives on the relationship of Business Ethics and CSR to current social and economic issues.

### *International & Cross Cultural Management*

The first part of the module exposes students to the challenges and opportunities of managing internationally. The second part of the module covers management practices in comparative perspective- focusing on a number of specific regions. The module provides students with management tools and frameworks that will enhance their effectiveness when operating internationally. It enables the students to identify, compare and contrast different management practices adopted internationally and appreciate the

impact of national cultures and business systems on leadership styles, decision making styles, and interpersonal dynamics across cultures.

### *Strategic Management*

This course covers the concepts, theories and techniques on which strategic management in the business sectors is based and explores their application in a wide range of business settings. The design and implementation of strategic planning systems are central issues throughout the course. Topics covered include an introduction to corporate strategy, strategic management in practice, strategic analysis, resource competencies and strategic capability, stakeholder expectations and organisational purposes, bases of strategic choices and options, strategy evaluation and selection, organisation structure and design, resource allocation and control, managing strategic change, corporate values and ethical choices

### *Global MarketingManagement*

The objective of the course is to develop your knowledge and understanding of the global marketing environment through key concepts, and tools, and theory. Emphasis will be placed on the role of the global marketing manager in the development of marketing strategies for a variety of markets in diverse cultural, political and economic situations and examining areas of foreign market analysis, target identification, product planning, promotion and channels of distribution

### *International Human Resource Management*

This module will develop understanding of the role of human resources and employment practices in both the formation and implementation of international strategy and will help students to better understand the connections between international business and HRM. The latest concepts and models will be examined and new developments in the global business environment will be considered in relation to the implications for International HRM policy and practice.

### *International Corporate Finance*

Financial goals and corporate governance; overview of international financial markets; currency markets and currency exchange rates; managing currency risk exposures; foreign direct investment and multinational capital budgeting; assessing and managing political risks; financing the multinational corporation; multinational cost of capital and capital structure decisions; working capital and cash management in the multinational context.

### *Research Methods*

The objective of this course is to provide students with a theoretical and practical understanding of the tools and techniques used for collecting and analysing data in business research and with the necessary skills to critically

evaluate research. Topics to be covered may include research philosophies; the scientific method; research design; measurement concepts and research instruments; conducting quantitative research; conducting qualitative research; collecting and analysing data; research ethics; the qualities of credible research

### *Innovation Management*

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

### *International Management Report (IMR)*

The International Management Project (IMR) is based on a simulated international assignment in a foreign and alien business environment. The IMR equips students with the capabilities to investigate and diagnose “live” international business and management issues, to collect and analyse relevant research data, derive logical conclusions and make recommendations for theory and practice. In addition, students will learn practical aspects of how to prepare for and act on international assignment

On return from the overseas study period, students will prepare their final report. The report should demonstrate an understanding of variations in the context and cultures of the host country and the impact of these variations on successfully engaging in business practices and assignments. The report should also make strategic cultural and pre-departure training recommendations.

There may be a language requirement for undertaking language courses on the study abroad module.

## **MASTER OF SCIENCE MARKETING PRACTICE**

### **Programme Overview**

As the only programme of its kind in the country, the MSc (Marketing Practice) offers marketing graduates the opportunity to obtain (paid) professional marketing work experience. This experience is gained within a structured framework where participants on the programme benefit from a combination of:

1. taught modules where essential marketing professional skills and other transferrable skills are developed;
2. a challenging placement where theory is put into practice; and
3. on-going one-to-one mentoring and supervision by the Programme Director.

### **Programme Objective**

The objectives of this programme are to:

- deepen students' understanding and knowledge of marketing to an advanced level;
- enable marketing graduates to experience a challenging real-world placement that offers a launch pad for a successful career in marketing;
- encourage students to think critically in the application of marketing theory to increasingly complex real-world challenges that emerge daily in the workplace;
- ensure that students are prepared for the workplace with advanced workplace skills, focus, motivation, confidence and an enthusiastic "can-do" attitude;
- expand the career choice and earning potential of graduates of this programme.

## Entry Requirements

Normally the minimum entry requirements will be (a) a second class honours Bachelor of Commerce or equivalent business degree (level 8), with a significant specialisation in Marketing or (b) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI, Galway or other approved colleges, specialising in Marketing. However, not all applicants meeting this standard will be admitted as the number of places available in any year will be limited.

The MSc (Marketing Practice) selection committee will assess applicants' aptitude for the course, and applicants may be interviewed.

## Programme Structure

The programme is offered on a full-time basis over one year, running from September to the end of June. Students are required to:

- complete six obligatory taught modules: Marketing Communications Management, Inbound Marketing Strategy, Marketing Consulting in Action, Digital Marketing Strategy & Management, Mindful Leadership in Marketing & Sales and Marketing Research & Strategy. These modules are designed to deepen students' knowledge and understanding of marketing to an advanced level and have a strong applied orientation;
- undertake a 37 week placement whereby students apply marketing theory to real-world scenarios on a daily basis while refining excellent transferrable skills; and
- complete an Applied Marketing Project relating to the organisation in which they are placed

## *Taught Modules*

**35 ECTS**

The taught modules take place over the course of the induction weeks and three subsequent workshops, scheduled at regular intervals throughout the placement period. All are examined by continuous assessment.

MK582	Marketing Communications Management	5ECTS
MK584	Marketing Research & Strategy	5 ECTS



MK5122	Inbound Marketing Strategy	5 ECTS
MK5106	Digital Marketing Strategy & Management	10 ECTS
MK589	Marketing Consulting in Action	5 ECTS
MK5127	Mindful Leadership in Marketing & Sales	5 ECTS
TOTAL		<b>35 ECTS</b>

### ***Applied Marketing Project MK5123*** ***10ECTS***

Students complete an applied project (minor dissertation) focusing on the application of marketing theory, under the supervision of staff members. This project must be completed by a date in the summer specified by the Discipline of Marketing.

### ***Marketing Placement MK586*** ***45ECTS***

Students complete a 37 week work placement in an organisation that has a clear requirement for marketing expertise and a challenging job description. Students keep a daily Marketing Activity Log that is submitted to their supervisor on a weekly basis.

### **Standards**

First Class Honours Grade 1:	70% overall
Second Class Honours Grade 1:	60% overall
Second Class Honours Grade 2:	50% overall
Pass:	40% overall

### **Assessment & Examination**

All taught modules are examined by continuous assessment, with no written examination.

The Applied Marketing Project will be submitted to the Marketing Discipline Office in Semester 2.

### **Syllabii & Assessment**

#### ***Marketing Communications Management***

Marketing Communications (Marcoms) is central to marketing strategy. It is crucial in today's competitive marketplace to effectively manage and integrate marketing communications across multiple channels. The objective of this module is to explore the strategic design, execution and evaluation of

Integrated Marketing Communications, including the incorporation of emerging technologies, e.g. Marketing Automation Platforms.

### *Marketing Research & Strategy*

Undertaking market research is a fact of life for most marketing professionals. Whether this means finding out what consumers think of your advertising campaign or undertaking extensive research into a particular industry, the same scientific approach to research can be employed and once learned will stand to students for the rest of their careers. Market research can involve secondary or primary research and the objective of this module is to ensure that students become competent and confident applied market researchers. Using the information derived from market research to then inform marketing decisions and strategy development is a skill that the most successful marketers employ to great effect.

Students are required to submit an Industry Analysis of the industry in which their host organisation operates. This requires in-depth secondary and possibly primary research to gather the information required to provide a snapshot of the industry in question. This assignment is submitted in a formal report.

### *Inbound Marketing Strategy*

Inbound marketing is used by both global companies (e.g. Starbucks, Taco Bell, American Express, Microsoft, IBM, Tesco, etc.) and small businesses alike as a means of engaging their target audience, driving quality lead growth and ultimately their bottom line. Hubspot, the acknowledged global leader in Inbound Marketing, promotes a simple but powerful model based around four primary actions (Attract, Convert, Close, Delight) that businesses must take in order to get more visitors, leads, customers, and promoters. Included in this methodology are the tools and technology that companies typically use to accomplish these goals.

### *Digital Marketing Strategy & Management*

The objective of this module is to equip all students on the programme with sufficient knowledge and understanding of digital marketing channels and tools to effectively formulate successful Digital Marketing & Sales Strategies to drive brand awareness, generate sales leads and nurture relationships online. They will learn how to work with digital marketing agencies in the delivery of these strategies, along with learning how to monitor and analyse digital marketing metrics to assess the return on investment of campaigns and strategies.

### *Marketing Consulting in Action*

The objective of this module is enable students to challenge themselves to use all they have learned by working as a Marketing Consultant. Each student will deliver an Integrated Marketing Communications Plan, as part of a group, on

behalf of a client company. Starting with taking a brief, the student will undertake research, come up with creative solutions, select optimum media tools and channels and present their proposed plan to the client, both verbally and in written report format.

### *Mindful Leadership in Marketing & Sales*

Working in the fast-paced, exhilarating and creative field of marketing and sales represents an attractive professional career path for many graduates, yet to succeed and lead in this dynamic environment requires resilience, tenacity and an ability to cope under pressure. The World Health Organisation predicts that by 2030 depression will be the leading cause of disease globally and states that three-quarters of adult mental disorders begin before the age of 24, and close to 30 per cent of young adults have at least one mental illness. This module underpins the entire MSc Marketing Practice programme with its motto of “If it’s gonna be, it’s up to me!” The objective of the module is to equip students with the motivation, attitude, knowledge and skills required to resiliently launch and sustain Mindful careers in Marketing. They will also be challenged to mindfully consider the potential impact they, as Marketing Professionals, can have on shaping society and caring for our planet as they evolve into the leaders of tomorrow.

### *Applied Marketing Project*

Students complete an applied project (minor dissertation) focusing on the application of marketing theory, under the supervision of staff members. This project must be completed by a date in the summer specified by the Discipline of Marketing. In selecting a topic for this project, students are advised that highest marks are awarded for projects that bring value to their host companies. In the process of completing this project students achieve several key learning outcomes including the ability to: identify an opportunity or challenge facing their host company and make decisions around relevant research questions/hypothesis and appropriate research design; conduct research and demonstrate they have developed intellectual insight into the topic as well as an understanding of the relevant theories; complete a critical literature review; engage with qualitative and/or quantitative research methods; where appropriate undertake field work, managing for access ethical issues and practicalities associated with data collection; implement appropriate data analysis strategies; organise, write and present a research dissertation with appropriate referencing; demonstrate a clear understanding of the relevance of marketing theory to the practice of marketing, and how to apply this theory in practice, and show an appreciation for marketing processes and limits, and its impact on achieving organisational strategic objectives.

### *Marketing Placement*

Students complete a 37 week work placement in an organisation with a clear requirement for marketing expertise and a challenging job description. Assessment of the marketing placement is based on the following:

- a review of student Activity Logs at the first company visit, and randomly throughout the year;
- evidence provided by students at the second company visit, including their Professional Skills Profile presentation, which is based on the student's analysis of their activity logs and placement experience to that point;
- feedback from employers at the two company visits, and throughout the year, along with feedback provided by employers through the completion of an assessment form (or verbal feedback) during the summer;
- evidence of student engagement with their host company at the December presentation;
- evidence provided by students during 'Sharing of Professional Skills' sessions during workshops on campus and class participation throughout these workshops;
- information provided by students in their Reflective Journals and Critical Reflection Report;
- analysis of minutes provided by students, following Mid-Placement Reviews between students and their bosses in February/March, along with analysis of meaningful follow-up actions taken by students based on feedback received;
- relevance of student assignments and analysis of the perceived value these assignments have brought to host companies;
- at the final presentation (Pitch for Placement grade) which students make in May, they have an opportunity to summarise the value they have brought to their company, and what they have learned in the process, both personally and professionally. Supported by an updated CV, answers to frequently asked questions at interviews and an infographic, this 'pitch' puts the onus on the student to highlight the points which best reflect their placement performance and they have the opportunity to strongly influence the grade they will be awarded.

## **MASTER OF SCIENCE IN MARKETING MANAGEMENT (Full-Time)**

### **Programme Objectives**

The programme content is aimed at preparing graduates for a variety of marketing positions in business.

Therefore the programme will assist students to:

- become knowledgeable about a range of Marketing subjects to an advanced level;
- develop analytical, oral and written presentation skills;
- acquire and be able to use accepted research methodologies;
- develop personal confidence.

### **Entry Requirements**

The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows:

- a) a second class honours grade 1 Bachelor of Commerce or equivalent business degree, with a significant specialisation in Marketing. Applicants who hold a second class honours grade 2, maybe to interviewed to ascertain their suitability for entry;
- b) applicants with a Bachelor of Commerce or equivalent business degree, without a specialisation in Marketing, are expected to hold a second class honours grade 1 or higher;
- c) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI Galway or other approved colleges, specialising in Marketing;
- d) applicants from a discipline other than the above, seeking a conversion programme, are expected to hold a second class honours grade 1 or higher;

International students with equivalent qualifications to the above will be considered. Applicants from non-English speaking countries must be fluent in English, as demonstrated by International English Language Testing System IELTS score of 6.5 (with not less than 5.5 in any one component), or equivalent. An interview, either in person or via Skype may form part of the selection process for the programme.

However, not all applicants meeting this standard may be admitted as the number of places available in any year may be limited.

## **Programme Structure**

The programme is offered on a full-time basis over one year. Lectures will commence in the first week of September, with assessments/written examinations during/at the end of each Semester. The programme will consist of lectures, projects, case studies and presentations in the required subjects. A range of assessment methods are used, including essays, projects, reports, presentations, case studies and and/or written examinations. To be eligible for the award of Masters, candidates must pass examinations in each subject. Students are required to take twelve obligatory subjects and complete a minor dissertation.

## **Skills Development**

Students will be supported by a Skills Development Programme which will cover topics such as how to study, how to summarise, file, store and reference readings, key writing skills, and presentation skills.

## **Programme Content**

### **Semester 1 Modules:**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MK5119	Strategic Marketing	5
MK563	Research Methods	5
MK5115	Marketing Innovation & Commercialisation	5
MK5101	Digital Marketing	5
MK5117	Services Marketing	5
MK5109	Marketing Performance & Productivity	10
MG6104	Business Ethics & Corporate Social Responsibility (CSR)	5
MK5112	Dissertation (Part 1 of 2)	

### **Semester 2 Courses:**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MK5113	Cases in Strategic Marketing	5
MK5110	Brand Management	5
MK5104	Marketing Analytics	5
MK5118	Social Marketing & Sustainability	5
MK5120	Global Business to Business Marketing	5
MK5112	Dissertation (Part 2 of 2)	25

These courses are taught full-time over one academic year with assessments at the end of each semester. Students also complete a minor research dissertation under the supervision of staff members. This dissertation will account for 30 ect and be completed by a day in July specified by the Marketing Discipline. Candidates who, without School permission, present the dissertation after the closing date as specified shall be confirmed to a maximum mark of 40% for the dissertation.

### **Standards**

First Class Honours Grade 1:	70% overall
Second Class Honours Grade 1:	60% overall
Second Class Honours Grade 2:	50% overall
Pass:	40% overall

### **Assessment & Examination**

In the main, subjects will be assessed by examination and course work. Some subjects may be assessed by course work only.

## **Syllabii**

### *Strategic Marketing*

Strategic marketing creates competitive advantage and is a central activity of modern enterprise and requires an articulation of the organisation's vision, mission, objectives and culture. The objective of this course is to provide a conceptual understanding and develop a strategic approach to marketing policy. The Strategic Marketing course will consist of five complex and inter-related analytical processes: defining the organisation's business, mission and goals; identifying and framing organisational opportunities; formulating product-market strategies; budgeting, marketing, financial and product resources; developing reformulation and recovery strategies.

### *Research Methods*

This module explores the issues related to research design, methodology, implementation, and analysis. The module provides students with an understanding of the research process and the academic writing skills necessary to complete research. Students gain a theoretical and practical understanding of the tools and techniques used for qualitative and quantitative data collection and analysis, as well as the skills to evaluate research critically.

### *New Product Development & Innovation*

This course will cover two important topics for modern businesses. New product development topics will include idea generation; alternative concept

development; business assessment; prototype development and testing; and market commercialisation.

### *Digital Marketing*

The objective of this course is to build upon marketing principles and investigate specialist areas of marketing, where the internet and other technologies provide opportunities for applications in marketing and business. An overview of the rapidly changing world of business and technology is provided: 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 brands and their products.

### *Services Marketing*

This course will explore the key issues and challenges of marketing services. Key topics will include a model of services marketing issues, a services marketing information system and an appropriate e-marketing mix for different service businesses.

### *Accounting & Finance for Marketers*

This module aims to give the student, the analytical and descriptive skills necessary to prepare, interpret and use financial information in a practical business and marketing context. Whilst it is not necessary for marketers to be accountants or book-keepers nevertheless a knowledge and understanding of the basic principles and underlying concepts involved in financial information allows marketing professionals to become more disciplined and analytical in the way they go about planning, executing and evaluating marketing plans and strategy.

The module looks at the principles involved in costing, budgeting, cost-volume-profit analysis and investment appraisal and will also examine the different forms of finance available to a business and how the working capital for a business can be managed effectively.

### *Marketing Analytics*

This module will introduce students to the major components of marketing and sales analytics. Using current analytical tools and techniques, students will learn how to generate analytics to support data-driven decisions in such areas as marketing insights, competitive analysis, strategy, price, sales and promotions. Students will also learn how to synthesise the findings across these marketing areas and create an informed interpretation of actionable results and data-driven recommendations.

### *Business Ethics & Corporate Social Responsibility*

The purpose of this module is to critically assess the global context of business ethics and CSR from international political economy and comparative business systems perspectives. Set within a globalisation framework, it considers the



roles of governments, international government agencies, NGOs and business therein. It considers the social responsibilities of MNCs and the ethical tensions that arise due to trade, development, inward investment and foreign direct investment. It examines tools for social responsibility, e.g. standards, strategy, codes, and the role of human resource management practices and policies.

### *Cases in Marketing Management*

Decision making in marketing is primarily a skill, and like all skills it is best learned through practice. The course will discuss how companies become market driven and guide their strategies based on a shared understanding of markets and competition. Each case will offer a challenging marketplace situation for learning and applying marketing strategy concepts through class discussion and case analysis of selected Irish, European and U.S. companies. Case presentations will also be required.

### *Brand Management*

Branding is a core aspect of marketing planning. This course will explore the concept of branding, through critical examination of the techniques used to build and maintain strong brands. The course will address the creation of brand equity, the strategic options for brand building, and the tools for sustaining brands over time, from an academic and practitioner perspective.

### *Marketing Analytics*

This module will introduce students to the major components of marketing and sales analytics. Using current analytical tools and techniques, students will learn how to generate analytics to support data-driven decisions in such areas as marketing insights, competitive analysis, strategy, price, sales and promotions. Students will also learn how to synthesise the findings across these marketing areas and create an informed interpretation of actionable results and data-driven recommendations.

### *Social Marketing*

This course considers, examines and investigates the scope for marketing ideas and techniques to effect social change. The course demonstrates how insights and technologies can be applied equally well outside the market place to tackle such behaviourally driven social problems as HIV/AIDS, traffic safety and global warming. It provides a critical analysis of the origins of social marketing as a concept with a substantial emphasis on the contribution theoretical frameworks can make to understanding the often complex combination of factors underlying a range of behaviours. It reviews social marketing programmes, segmentation, branding, the marketing mix, message framing and ethical concerns.

### *Business To Business (B2B) Marketing*

The objective of the course is to enable students to gain an appreciation of pertinent issues that affect an organisation's strategic business marketing decisions and their B2B strategies. The course seeks to highlight commonalities in the consumer and business markets that foster similar marketing strategies, while distinguishing significant differences that demand an altered approach. Further, students will learn developments in strategic market analysis, relationship management, supply chain, management, and business marketing strategy development as applied to the industrial market sector and contemporary Business to Business Marketing.

### *Dissertation*

Students complete a minor dissertation under the supervision of staff members. This dissertation must be completed in predefined area(s) within the MSc Marketing postgraduate taught programmes, by a date in the summer specified by the Discipline of Marketing. In some instances, the dissertation may incorporate a work placement.

## **MASTER OF SCIENCE IN MARKETING MANAGEMENT (Part-Time)**

### **Programme Objective**

The programme content is aimed at preparing graduates for a variety of marketing positions in business.

Therefore the programme will assist students to:

- become knowledgeable about a range of Marketing subjects to an advanced level;
- develop analytical, oral and written presentation skills;
- acquire and be able to use accepted research methodologies;
- develop personal confidence.

### **Entry Requirements**

The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows:

- e) a second class honours grade 1 Bachelor of Commerce or equivalent business degree, with a significant specialisation in Marketing. Applicants who hold a second class honours grade 2, maybe to interviewed to ascertain their suitability for entry;
- f) applicants with a Bachelor of Commerce or equivalent business degree, without a specialisation in Marketing, are expected to hold a second class honours grade 1 or higher;
- g) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI Galway or other approved colleges, specialising in Marketing;
- h) applicants from a discipline other than the above, seeking a conversion programme, are expected to hold a second class honours grade 1 or higher;

International students with equivalent qualifications to the above will be considered. Applicants from non-English speaking countries must be fluent in English, as demonstrated by International English Language Testing System IELTS score of 6.5 (with not less than 5.5 in any one component), or equivalent. An interview, either in person or via Skype may form part of the selection process for the programme.

However, not all applicants meeting this standard may be admitted as the number of places available in any year may be limited.

### **Programme Structure**

The programme is offered on a part-time basis over two academic years. Lectures will commence in the first week of September, with assessments/written examinations during/at the end of each Semester. The programme will consist of lectures, projects, case studies and presentations in the required subjects. A range of assessment methods are used, including essays, projects, reports, presentations, case studies and and/or written examinations. To be eligible for the award of Masters, candidates must pass examinations in each subject. Students are required to take twelve obligatory subjects and complete a minor dissertation.

### **Skills Development**

Students will be supported by a Skills Development Programme which will cover topics such as how to study, how to summarise, file, store and reference readings, key writing skills, and presentation skills.

### **Programme Content**

#### **Year 1 Semester 1 Obligatory Courses:**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MK563	Research Methods	5
MK5115	Market Innovation & Commercialisation	5
MK5101	Digital Marketing	5
MG6104	Business Ethics & Corporate Social Responsibility (CSR)	5

#### **Year 2 Semester 2 Obligatory Courses:**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MK5110	Brand Management	5
MK5104	Marketing Analytics	5
MK5118	Social Marketing and Sustainability	5

#### **Year 2 Semester 1 Obligatory Courses:**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MK5119	Strategic Management	5
MK5117	Services Marketing	5
MK5109	Marketing Performance & Productivity	10

## **Year 2 Semester 2 Obligatory Courses:**

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>
MK5113	Cases in Marketing Management & Strategy	5
MK5120	Global Business to Business Marketing	5
MK5112	Dissertation	25

These courses are taught part-time over two academic years with assessments at the end of each semester. Students also complete a minor research dissertation under the supervision of staff members. This dissertation will account for 30 ect and be completed in year 2 and submitted by a day in July of that year specified by the Marketing Discipline. Candidates who, without School permission, present the dissertation after the closing date as specified shall be confirmed to a maximum mark of 40% for the dissertation.

### **Standards:**

First Class Honours Grade 1:	70% overall
Second Class Honours Grade 1:	60% overall
Second Class Honours Grade 2:	50% overall
Pass:	40% overall

### **Assessment & Examination**

In the main, subjects will be assessed by examination and course work. Some subjects may be assessed by course work only.

### **Syllabii**

#### *Strategic Marketing*

Strategic marketing creates competitive advantage and is a central activity of modern enterprise and requires an articulation of the organisation's vision, mission, objectives and culture. The objective of this course is to provide a conceptual understanding and develop a strategic approach to marketing policy. The Strategic Marketing course will consist of five complex and inter-related analytical processes: defining the organisation's business, mission and goals; identifying and framing organisational opportunities; formulating product-market strategies; budgeting, marketing, financial and product resources; developing reformulation and recovery strategies.

#### *Research Methods*

This module explores the issues related to research design, methodology, implementation, and analysis. The module provides students with an understanding of the research process and the academic writing skills necessary to complete research. Students gain a theoretical and practical

understanding of the tools and techniques used for qualitative and qualitative data collection and analysis, as well as the skills to evaluate research critically.

### *New Product Development & Innovation*

This course will cover two important topics for modern businesses. New product development topics will include idea generation; alternative concept development; business assessment; prototype development and testing; and market commercialisation.

### *Digital Marketing*

The objective of this course is to build upon marketing principles and investigate specialist areas of marketing, where the internet and other technologies provide opportunities for applications in marketing and business. An overview of the rapidly changing world of business and technology is provided: 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 brands and their products.

### *Services Marketing*

This course will explore the key issues and challenges of marketing services. Key topics will include a model of services marketing issues, a services marketing information system and an appropriate e-marketing mix for different service businesses.

### *Accounting & Finance for Marketers*

This module aims to give the student, the analytical and descriptive skills necessary to prepare, interpret and use financial information in a practical business and marketing context. Whilst it is not necessary for marketers to be accountants or book-keepers nevertheless a knowledge and understanding of the basic principles and underlying concepts involved in financial information allows marketing professionals to become more disciplined and analytical in the way they go about planning, executing and evaluating marketing plans and strategy.

The module looks at the principles involved in costing, budgeting, cost-volume-profit analysis and investment appraisal and will also examine the different forms of finance available to a business and how the working capital for a business can be managed effectively.

### *Business Ethics & Corporate Social Responsibility*

The purpose of this module is to critically assess the global context of business ethics and CSR from international political economy and comparative business systems perspectives. Set within a globalisation framework, it considers the roles of governments, international government agencies, NGOs and business therein. It considers the social responsibilities of MNCs and the ethical tensions that arise due to trade, development, inward investment and foreign

direct investment. It examines tools for social responsibility, e.g. standards, strategy, codes, and the role of human resource management practices and policies.

### *Cases in Marketing Management*

Decision making in marketing is primarily a skill, and like all skills it is best learned through practice. The course will discuss how companies become market driven and guide their strategies based on a shared understanding of markets and competition. Each case will offer a challenging marketplace situation for learning and applying marketing strategy concepts through class discussion and case analysis of selected Irish, European and U.S. companies. Case presentations will also be required.

### *Brand Management*

Branding is a core aspect of marketing planning. This course will explore the concept of branding, through critical examination of the techniques used to build and maintain strong brands. The course will address the creation of brand equity, the strategic options for brand building, and the tools for sustaining brands over time, from an academic and practitioner perspective.

### *Marketing Analytics*

This module will introduce students to the major components of marketing and sales analytics. Using current analytical tools and techniques, students will learn how to generate analytics to support data-driven decisions in such areas as marketing insights, competitive analysis, strategy, price, sales and promotions. Students will also learn how to synthesise the findings across these marketing areas and create an informed interpretation of actionable results and data-driven recommendations.

### *Social Marketing*

This course considers, examines and investigates the scope for marketing ideas and techniques to effect social change. The course demonstrates how insights and technologies can be applied equally well outside the market place to tackle such behaviourally driven social problems as HIV/AIDS, traffic safety and global warming. It provides a critical analysis of the origins of social marketing as a concept with a substantial emphasis on the contribution theoretical frameworks can make to understanding the often complex combination of factors underlying a range of behaviours. It reviews social marketing programmes, segmentation, branding, the marketing mix, message framing and ethical concerns.

### *Business To Business (B2B) Marketing*

The objective of the course is to enable students to gain an appreciation of pertinent issues that affect an organisation's strategic business marketing

decisions and their B2B strategies. The course seeks to highlight commonalities in the consumer and business markets that foster similar marketing strategies, while distinguishing significant differences that demand an altered approach. Further, students will learn developments in strategic market analysis, relationship management, supply chain, management, and business marketing strategy development as applied to the industrial market sector and contemporary Business to Business Marketing.

### *Dissertation*

Students complete a minor dissertation under the supervision of staff members. This dissertation must be completed in predefined area(s) within the MSc Marketing postgraduate taught programmes, by a date in the summer specified by the Discipline of Marketing. In some instances, the dissertation may incorporate a work placement.



## **MASTER OF SCIENCE IN INTERNATIONAL MARKETING & EXPORTING**

### **Programme Objectives**

The programme content is aimed at preparing graduates for marketing positions in business, particularly in the area of International Marketing.

Therefore the programme will assist students to:

- become knowledgeable about a range of Marketing subjects to an advanced level;
- recognise the importance of international marketing skills required to compete in an increasingly global marketplace;
- develop analytical, oral and written presentation skills;
- acquire and be able to use accepted research methodologies;
- demonstrate your International Marketing specialism to perspective employers via an industry based research dissertation.

### **Entry Requirements**

The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows:

- a) a second class honours grade 1 Bachelor of Commerce or equivalent business degree, with a significant specialisation in Marketing. Applicants who hold a second class honours grade 2, maybe to interviewed to ascertain their suitability for entry;
- b) applicants with a Bachelor of Commerce or equivalent business degree, without a specialisation in Marketing, are expected to hold a second class honours grade 1 or higher;
- c) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI Galway or other approved colleges, specialising in Marketing;
- d) applicants from a discipline other than the above, seeking a conversion programme, are expected to hold a second class honours grade 1 or higher;

International students with equivalent qualifications to the above will be considered. Applicants from non-English speaking countries must be fluent in English, as demonstrated by International English Language Testing System IELTS score of 6.5 (with not less than 5.5 in any one component), or equivalent. An interview, either in person or via Skype may form part of the selection process for the programme.

However, not all applicants meeting this standard may be admitted as the number of places available in any year may be limited.

## **Programme Structure**

The programme is offered on a full-time basis over one year. Lectures will commence in the first week of September, with assessments/written examinations during/at the end of each Semester. The programme will consist of lectures, projects, case studies and presentations in the required subjects. A range of assessment methods are used, including essays, projects, reports, presentations, case studies and and/or written examinations. To be eligible for the award of Masters, candidates must pass examinations in each subject. Students are required to take twelve obligatory subjects and complete a minor dissertation.

## **Skills Development**

Students will be supported by a Skills Development Programme which will cover topics such as how to study, how to summarise, file, store and reference readings, key writing skills, and presentation skills.

## **Programme Content**

### **Semester 1 Courses:**

#### **Obligatory Modules**

<i><b>Code</b></i>	<i><b>Module</b></i>	<b>ECTS</b>
MK 563	Research Methods	
MK5115	Market Innovation & Commercialisation	5
MK5101	Digital Marketing	5
MK5117	Services Marketing	5
MK5109	Marketing Performance & Productivity	10
MK5112	Dissertation (Part 1 of 2)	

### **Semester 2 Courses:**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MK5114	International Marketing & Exporting	5

MK5120	Global Business to Business Marketing	5
MK5116	Negotiations	5
MK5113	Cases in Marketing Management & Strategy	5
MK5110	Brand Management	5
MK5104	Marketing Analytics	5
MK5118	Social Marketing & Sustainability	5
MK5112	Dissertation (Part 2 of 2)	25

These courses are taught over one academic year with assessments at the end of each semester. Students also complete a minor research dissertation under the supervision of staff members. This dissertation will account for 30 ect and be completed by a day in July specified by the Marketing Discipline. Candidates who, without School permission, present the dissertation after the closing date as specified shall be confirmed to a maximum mark of 40% for the dissertation.

### **Standards:**

First Class Honours Grade 1:	70% overall
Second Class Honours Grade 1:	60% overall
Second Class Honours Grade 2:	50% overall
Pass:	40% overall

### **Assessment & Examination**

In the main, subjects will be assessed by examination and course work. Some subjects may be assessed by course work only.

### **Syllabii**

#### *International Marketing*

Given Ireland's dependence on international trade, its imperative a course on this topic be included on this programme. The course will concentrate on four strategic international marketing decision areas, the triggers and barriers to internationalise, market selection criteria and methodologies, alternative market entry strategies and defending/growing market position.

#### *Business To Business (B2B) Marketing*

The objective of the course is to enable students to gain an appreciation of pertinent issues that affect an organisation's strategic business marketing decisions and their B2B strategies. The course seeks to highlight commonalities in the consumer and business markets that foster similar marketing strategies, while distinguishing significant differences that demand an altered approach. Further, students will learn developments in strategic

market analysis, relationship management, supply chain, management, and business marketing strategy development as applied to the industrial market sector and contemporary Business to Business Marketing.

### *Negotiations*

This module introduces negotiation concepts and principles fundamental to develop students' negotiation skills through participation in simulation cases, and to hone their negotiation ability through informed reflection based on reading the assigned journals and texts.

### *Research Methods*

This module explores the issues related to research design, methodology, implementation, and analysis. The module provides students with an understanding of the research process and the academic writing skills necessary to complete research. Students gain a theoretical and practical understanding of the tools and techniques used for qualitative and quantitative data collection and analysis, as well as the skills to evaluate research critically.

### *New Product Development & Innovation*

This course will cover two important topics for modern businesses. New product development topics will include idea generation; alternative concept development; business assessment; prototype development and testing; and market commercialisation.

### *Digital Marketing*

The objective of this course is to build upon marketing principles and investigate specialist areas of marketing, where the internet and other technologies provide opportunities for applications in marketing and business. An overview of the rapidly changing world of business and technology is provided: 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 brands and their products.

### *Services Marketing*

This course will explore the key issues and challenges of marketing services. Key topics will include a model of services marketing issues, a services marketing information system and an appropriate e-marketing mix for different service businesses.

### *Accounting & Finance for Marketers*

This module aims to give the student, the analytical and descriptive skills necessary to prepare, interpret and use financial information in a practical business and marketing context. Whilst it is not necessary for marketers to be accountants or book-keepers nevertheless a knowledge and understanding of the basic principles and underlying concepts involved in financial information

allows marketing professionals to become more disciplined and analytical in the way they go about planning, executing and evaluating marketing plans and strategy.

The module looks at the principles involved in costing, budgeting, cost-volume-profit analysis and investment appraisal and will also examine the different forms of finance available to a business and how the working capital for a business can be managed effectively.

### *Cases in Marketing Management*

Decision making in marketing is primarily a skill, and like all skills it is best learned through practice. The course will discuss how companies become market driven and guide their strategies based on a shared understanding of markets and competition. Each case will offer a challenging marketplace situation for learning and applying marketing strategy concepts through class discussion and case analysis of selected Irish, European and U.S. companies. Case presentations will also be required.

### *Brand Management*

Branding is a core aspect of marketing planning. This course will explore the concept of branding, through critical examination of the techniques used to build and maintain strong brands. The course will address the creation of brand equity, the strategic options for brand building, and the tools for sustaining brands over time, from an academic and practitioner perspective.

### *Marketing Analytics*

This module will introduce students to the major components of marketing and sales analytics. Using current analytical tools and techniques, students will learn how to generate analytics to support data-driven decisions in such areas as marketing insights, competitive analysis, strategy, price, sales and promotions. Students will also learn how to synthesise the findings across these marketing areas and create an informed interpretation of actionable results and data-driven recommendations.

### *Social Marketing*

This course considers, examines and investigates the scope for marketing ideas and techniques to effect social change. The course demonstrates how insights and technologies can be applied equally well outside the market place to tackle such behaviourally driven social problems as HIV/AIDS, traffic safety and global warming. It provides a critical analysis of the origins of social marketing as a concept with a substantial emphasis on the contribution theoretical frameworks can make to understanding the often complex combination of factors underlying a range of behaviours. It reviews social marketing programmes, segmentation, branding, the marketing mix, message framing and ethical concerns.

### *Dissertation*

Students complete a minor dissertation under the supervision of staff members. This dissertation must be completed in predefined area(s) within the MSc Marketing postgraduate taught programmes, by a date in the summer specified by the Discipline of Marketing. In some instances, the dissertation may incorporate a work placement.

# **MASTER OF SCIENCE IN PROFESSIONAL SELLING & SALES MANAGEMENT**

## **Programme Objectives**

The programme content is aimed at preparing graduates for marketing positions in business, particularly in the area of Selling & Sales Management.

Therefore the programme will assist students to:

- become knowledgeable about a range of Marketing subjects to an advanced level;
- recognise the importance of selling and sales management to delivering continuous value both to the company and its customers;
- develop analytical, oral and written presentation skills;
- acquire and be able to use accepted research methodologies;
- demonstrate your Selling and Sales Management specialism to prospective employers via an industry based research dissertation.

## **Entry Requirements**

The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows:

- a) a second class honours grade 1 Bachelor of Commerce or equivalent business degree, with a significant specialisation in Marketing. Applicants who hold a second class honours grade 2, maybe to interviewed to ascertain their suitability for entry;
- b) applicants with a Bachelor of Commerce or equivalent business degree, without a specialisation in Marketing, are expected to hold a second class honours grade 1 or higher;
- c) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI Galway or other approved colleges, specialising in Marketing;
- d) applicants from a discipline other than the above, seeking a conversion programme, are expected to hold a second class honours grade 1 or higher;

International students with equivalent qualifications to the above will be considered. Applicants from non-English speaking countries must be fluent in English, as demonstrated by International English Language Testing System IELTS score of 6.5 (with not less than 5.5 in any one component), or equivalent. An interview, either in person or via Skype may form part of the selection process for the programme.

However, not all applicants meeting this standard may be admitted as the number of places available in any year may be limited.

## **Programme Structure**

The programme is offered on a full-time basis over one year. Lectures will commence in the first week of September, with assessments/written examinations during/at the end of each Semester. The programme will consist of lectures, projects, case studies and presentations in the required subjects. A range of assessment methods are used, including essays, projects, reports, presentations, case studies and and/or written examinations. To be eligible for the award of Masters, candidates must pass examinations in each subject. Students are required to take twelve obligatory subjects and complete a minor dissertation.

## **Skills Development**

Students will be supported by a Skills Development Programme which will cover topics such as how to study, how to summarise, file, store and reference readings, key writing skills, and presentation skills.

## **Programme Content**

### **Semester 1 Courses:**

#### **Obligatory Module**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MK568	Selling & Sales Management	5
MK 563	Research Methods	5
MK5115	Market Innovation & Commercialisation	5
MK5101	Digital Marketing	5
MK5117	Services Marketing	5
MK5109	Marketing Performance & Productivity	10
MK5122	Inbound Marketing Strategy	5
MK5112	Dissertation (Part 1 of 2)	



**Semester 2 Courses:**

<i>Code</i>	<i>Module</i>	<i>ECTS</i>
MK5113	Cases in Marketing Management & Strategy	5
MK5104	Marketing Analytics	5
MK5121	Inside Sales Growth	5
MK5120	Global Business to Business Marketing	5
MK5116	Negotiations	5
MK5112	Dissertation (Part 2 of 2)	25

These courses are taught full-time over one academic year with assessments at the end of each semester. Students also complete a minor research dissertation under the supervision of staff members. This dissertation will account for 30 ect and be completed by a day in July specified by the Marketing Discipline. Candidates who, without School permission, present the dissertation after the closing date as specified shall be confirmed to a maximum mark of 40% for the dissertation.

**Standards:**

First Class Honours Grade 1:	70% overall
Second Class Honours Grade 1:	60% overall
Second Class Honours Grade 2:	50% overall
Pass:	40% overall

**Assessment & Examination**

In the main, subjects will be assessed by examination and course work. Some subjects may be assessed by course work only.

**Syllabii****Selling & Sales Management**

This course emphasises the uniqueness of selling as an activity and as a distinct marketing communication and will allow students develop an in-depth understanding of the processes, philosophies and concepts associated with sales management. Topics will include key account management, relationship selling, sales forecasting and budgeting, time and territory management, sizing and structuring the salesforce, role of the sales manager, sales culture and metrics, international salesforce management, nature and scope of personal selling, modelling the personal selling process.

***Negotiations***

This module introduces negotiation concepts and principles fundamental to develop students' negotiation skills through participation in simulation cases,

and to hone their negotiation ability through informed reflection based on reading the assigned journals and texts.

### *Business To Business (B2B) Marketing*

The objective of the course is to enable students to gain an appreciation of pertinent issues that affect an organisation's strategic business marketing decisions and their B2B strategies. The course seeks to highlight commonalities in the consumer and business markets that foster similar marketing strategies, while distinguishing significant differences that demand an altered approach. Further, students will learn developments in strategic market analysis, relationship management, supply chain, management, and business marketing strategy development as applied to the industrial market sector and contemporary Business to Business Marketing.

### *Research Methods*

This module explores the issues related to research design, methodology, implementation, and analysis. The module provides students with an understanding of the research process and the academic writing skills necessary to complete research. Students gain a theoretical and practical understanding of the tools and techniques used for qualitative and quantitative data collection and analysis, as well as the skills to evaluate research critically.

### *New Product Development & Innovation*

This course will cover two important topics for modern businesses. New product development topics will include idea generation; alternative concept development; business assessment; prototype development and testing; and market commercialisation.

### *Digital Marketing*

The objective of this course is to build upon marketing principles and investigate specialist areas of marketing, where the internet and other technologies provide opportunities for applications in marketing and business. An overview of the rapidly changing world of business and technology is provided: 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 brands and their products.

### *Services Marketing*

This course will explore the key issues and challenges of marketing services. Key topics will include a model of services marketing issues, a services marketing information system and an appropriate e-marketing mix for different service businesses.

### *Accounting & Finance for Marketers*

This module aims to give the student, the analytical and descriptive skills necessary to prepare, interpret and use financial information in a practical business and marketing context. Whilst it is not necessary for marketers to be accountants or book-keepers nevertheless a knowledge and understanding of the basic principles and underlying concepts involved in financial information allows marketing professionals to become more disciplined and analytical in the way they go about planning, executing and evaluating marketing plans and strategy.

The module looks at the principles involved in costing, budgeting, cost-volume-profit analysis and investment appraisal and will also examine the different forms of finance available to a business and how the working capital for a business can be managed effectively.

### *Cases in Marketing Management*

Decision making in marketing is primarily a skill, and like all skills it is best learned through practice. The course will discuss how companies become market driven and guide their strategies based on a shared understanding of markets and competition. Each case will offer a challenging marketplace situation for learning and applying marketing strategy concepts through class discussion and case analysis of selected Irish, European and U.S. companies. Case presentations will also be required.

### *Brand Management*

Branding is a core aspect of marketing planning. This course will explore the concept of branding, through critical examination of the techniques used to build and maintain strong brands. The course will address the creation of brand equity, the strategic options for brand building, and the tools for sustaining brands over time, from an academic and practitioner perspective.

### *Marketing Analytics*

This module will introduce students to the major components of marketing and sales analytics. Using current analytical tools and techniques, students will learn how to generate analytics to support data-driven decisions in such areas as marketing insights, competitive analysis, strategy, price, sales and promotions. Students will also learn how to synthesise the findings across these marketing areas and create an informed interpretation of actionable results and data-driven recommendations.

### *Inside Sales Growth*

The purpose of this module is to equip all students on the programme with advanced insight and understanding of the emerging area of inside sales, incorporating cloud, mobile, social and big data. The objective is to further equip students wishing to specialise in this field with the knowledge and skills

needed to keep pace with this ever-changing and evolving technology, from a marketing and sales perspective.

### *Inbound Marketing Strategy*

Inbound marketing is used by both global companies (e.g. Starbucks, Taco Bell, American Express, Microsoft, IBM, Tesco, etc.) and small businesses alike as a means of engaging their target audience, driving quality lead growth and ultimately their bottom line. Hubspot, the acknowledged global leader in Inbound Marketing, promotes a simple but powerful model based around four primary actions (Attract, Convert, Close, Delight) that businesses must take in order to get more visitors, leads, customers, and promoters. Included in this methodology are the tools and technology that companies typically use to accomplish these goals.

### *Social Marketing*

This course considers, examines and investigates the scope for marketing ideas and techniques to effect social change. The course demonstrates how insights and technologies can be applied equally well outside the market place to tackle such behaviourally driven social problems as HIV/AIDS, traffic safety and global warming. It provides a critical analysis of the origins of social marketing as a concept with a substantial emphasis on the contribution theoretical frameworks can make to understanding the often complex combination of factors underlying a range of behaviours. It reviews social marketing programmes, segmentation, branding, the marketing mix, message framing and ethical concerns.

### *Dissertation*

Students complete a minor dissertation under the supervision of staff members. This dissertation must be completed in predefined area(s) within the MSc Marketing postgraduate taught programmes, by a date in the summer specified by the Discipline of Marketing. In some instances, the dissertation may incorporate a work placement.

# **MASTER OF SCIENCE IN TECHNOLOGY & INNOVATION**

## **Programme Objectives**

The programme content is aimed at preparing graduates for marketing positions in business, particularly in the area of marketing technology and innovation.

Therefore the programme will assist students to:

- become knowledgeable about a range of Marketing subjects to an advanced level;
- to associate high technology with innovation and recognise the unique characteristics of the high-tech environment and the marketing challenges those characteristics pose;
- develop analytical, oral and written presentation skills;
- acquire and be able to use accepted research methodologies;
- demonstrate your specialism in innovative high-technology marketing to prospective employers via an industry related research dissertation.

## **Entry Requirements**

The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows:

- a) a second class honours grade 1 Bachelor of Commerce or equivalent business degree, with a significant specialisation in Marketing. Applicants who hold a second class honours grade 2, maybe to interviewed to ascertain their suitability for entry;
- b) applicants with a Bachelor of Commerce or equivalent business degree, without a specialisation in Marketing, are expected to hold a second class honours grade 1 or higher;
- c) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI Galway or other approved colleges, specialising in Marketing;
- d) applicants from a discipline other than the above, seeking a conversion programme, are expected to hold a second class honours grade 1 or higher;

International students with equivalent qualifications to the above will be considered. Applicants from non-English speaking countries must be fluent in English, as demonstrated by International English Language Testing System IELTS score of 6.5 (with not less than 5.5 in any one component), or equivalent. An interview, either in person or via Skype may form part of the selection process for the programme.

However, not all applicants meeting this standard may be admitted as the number of places available in any year may be limited.

## **Programme Structure**

The programme is offered on a full-time basis over one year. Lectures will commence in the first week of September, with assessments/written examinations during/at the end of each Semester. The programme will consist of lectures, projects, case studies and presentations in the required subjects. A range of assessment methods are used, including essays, projects, reports, presentations, case studies and and/or written examinations. To be eligible for the award of Masters, candidates must pass examinations in each subject. Students are required to take twelve obligatory subjects and complete a minor dissertation.

## **Skills Development**

Students will be supported by a Skills Development Programme which will cover topics such as how to study, how to summarise, file, store and reference readings, key writing skills, and presentation skills.

## **Programme Content**

### **Semester 1 Modules :**

#### **Obligatory Module**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MG620	Innovation and Technology Transfer	5
MK620	Maketing Technology Products	5
MK 563	Research Methods	5
MK5115	Marketing Innovation & Commercialisation	5
MK5101	Digital Marketing	5
MK5117	Sevices Marketing	5
MK5109	Marketing Performance & Productivty	10
MK5112	Dissertation (Part 1 of 2)	

## **Semester 2 Courses:**

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>
MG670	Technology Innovation and Entrepreneurship	5
MK5113	Cases in Marketing Management & Strategy	5
MK5110	Brand Management	5
MK5104	Marketing Analytics	5
MK5118	Social Marketing & Sustainability	5
MK5112	Dissertation (Part 2 of 2)	25

These courses are taught over one academic year with assessments at the end of each semester. Students also complete a minor research dissertation under the supervision of staff members. This dissertation will account for 30 ect and be completed by a day in July specified by the Marketing Discipline. Candidates who, without School permission, present the dissertation after the closing date as specified shall be confirmed to a maximum mark of 40% for the dissertation.

### *Standards:*

First Class Honours Grade 1:	About 70% overall
Second Class Honours Grade 1:	About 60% overall
Second Class Honours Grade 2:	About 50% overall
Pass:	40% overall

## **Assessment & Examination**

In the main, subjects will be assessed by examination and course work. Some subjects may be assessed by course work only.

## **Syllabii**

### *Marketing Technology Products*

Many high-tech inventions do not achieve commercial success. Thriving in the high-tech marketplace requires a mastery of a diverse set of marketing skills and capabilities including reading and anticipating market trends, investing in future technologies, leveraging the skills and capabilities of technical people typically found in scientific or engineering departments, understanding customers, offering a compelling value proposition, developing astute marketing campaigns, pricing with an eye to customer value, and harmonising distribution channels and supply chains.

### *Product Design and Development*

Product development plays an essential role in every organisation's ability to compete and grow. Winner products result from an in-depth understanding of the customers and marketplace, combined with a well-planned and well-executed R&D capability. This understanding should be based on knowledge

of the various methodologies and tools used by product or process development teams. The methodologies and tools will be presented in the context of various models of the overall process and will be illustrated with industrial case studies. The module will provide an overview of today's process and product development environment, including consideration of Extended Enterprise, Virtual Enterprise, Vendor-Customer co-design and co-makership issues, the nature and operation of shared design and manufacturing partnerships.

### *Technology Innovation and Entrepreneurship*

Present a curriculum in the area of Technology Innovation & Entrepreneurship that reflects the needs of the user. Provide easy to access, state of the art reference material in the area of Technology Innovation & Entrepreneurship to help learners to understand the essential fundamental concepts involved in the discipline. Equip participants with the values, best practices, skills and supporting tools necessary to effectively design, develop and deploy technical projects in their organisations and to empower users to autonomously apply these concepts and tools. To provide information on project managing an innovative idea.

### *Research Methods*

This module explores the issues related to research design, methodology, implementation, and analysis. The module provides students with an understanding of the research process and the academic writing skills necessary to complete research. Students gain a theoretical and practical understanding of the tools and techniques used for qualitative and quantitative data collection and analysis, as well as the skills to evaluate research critically.

### *New Product Development & Innovation*

This course will cover two important topics for modern businesses. New product development topics will include idea generation; alternative concept development; business assessment; prototype development and testing; and market commercialisation.

### *Digital Marketing*

The objective of this course is to build upon marketing principles and investigate specialist areas of marketing, where the internet and other technologies provide opportunities for applications in marketing and business. An overview of the rapidly changing world of business and technology is provided: 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 brands and their products.



### *Services Marketing*

This course will explore the key issues and challenges of marketing services. Key topics will include a model of services marketing issues, a services marketing information system and an appropriate e-marketing mix for different service businesses.

### *Accounting & Finance for Marketers*

This module aims to give the student, the analytical and descriptive skills necessary to prepare, interpret and use financial information in a practical business and marketing context. Whilst it is not necessary for marketers to be accountants or book-keepers nevertheless a knowledge and understanding of the basic principles and underlying concepts involved in financial information allows marketing professionals to become more disciplined and analytical in the way they go about planning, executing and evaluating marketing plans and strategy.

The module looks at the principles involved in costing, budgeting, cost-volume-profit analysis and investment appraisal and will also examine the different forms of finance available to a business and how the working capital for a business can be managed effectively.

### *Cases in Marketing Management*

Decision making in marketing is primarily a skill, and like all skills it is best learned through practice. The course will discuss how companies become market driven and guide their strategies based on a shared understanding of markets and competition. Each case will offer a challenging marketplace situation for learning and applying marketing strategy concepts through class discussion and case analysis of selected Irish, European and U.S. companies. Case presentations will also be required.

### *Brand Management*

Branding is a core aspect of marketing planning. This course will explore the concept of branding, through critical examination of the techniques used to build and maintain strong brands. The course will address the creation of brand equity, the strategic options for brand building, and the tools for sustaining brands over time, from an academic and practitioner perspective.

### *Marketing Analytics*

This module will introduce students to the major components of marketing and sales analytics. Using current analytical tools and techniques, students will learn how to generate analytics to support data-driven decisions in such areas as marketing insights, competitive analysis, strategy, price, sales and promotions. Students will also learn how to synthesise the findings across these marketing areas and create an informed interpretation of actionable results and data-driven recommendations.

### *Social Marketing*

This course considers, examines and investigates the scope for marketing ideas and techniques to effect social change. The course demonstrates how insights and technologies can be applied equally well outside the market place to tackle such behaviourally driven social problems as HIV/AIDS, traffic safety and global warming. It provides a critical analysis of the origins of social marketing as a concept with a substantial emphasis on the contribution theoretical frameworks can make to understanding the often complex combination of factors underlying a range of behaviours. It reviews social marketing programmes, segmentation, branding, the marketing mix, message framing and ethical concerns.

### *Dissertation*

Students complete a minor dissertation under the supervision of staff members. This dissertation must be completed in predefined area(s) within the MSc Marketing postgraduate taught programmes, by a date in the summer specified by the Discipline of Marketing. In some instances, the dissertation may incorporate a work placement.

# **MASTER OF SCIENCE IN DIGITAL MARKETING**

## **Programme Objectives**

The programme content is aimed at preparing graduates for marketing positions in business, particularly in the area of Digital Marketing.

Therefore the programme will assist students to:

- become knowledgeable about a range of Marketing subjects to an advanced level;
- understand how marketing objectives can be achieved through the use of digital technologies;
- develop analytical, oral and written presentation skills;
- acquire and be able to use accepted research methodologies;
- demonstrate your Digital Marketing specialism to perspective employers via an industry based research dissertation.

## **Entry Requirements**

The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows:

- a) a second class honours grade 1 Bachelor of Commerce or equivalent business degree, with a significant specialisation in Marketing. Applicants who hold a second class honours grade 2, maybe to interviewed to ascertain their suitability for entry;
- b) applicants with a Bachelor of Commerce or equivalent business degree, without a specialisation in Marketing, are expected to hold a second class honours grade 1 or higher;
- c) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI Galway or other approved colleges, specialising in Marketing;
- d) applicants from a discipline other than the above, seeking a conversion programme, are expected to hold a second class honours grade 1 or higher;

International students with equivalent qualifications to the above will be considered. Applicants from non-English speaking countries must be fluent in English, as demonstrated by International English Language Testing System

IELTS score of 6.5 (with not less than 5.5 in any one component), or equivalent. An interview, either in person or via Skype may form part of the selection process for the programme.

However, not all applicants meeting this standard may be admitted as the number of places available in any year may be limited.

### **Programme Structure**

The programme is offered on a full-time basis over one year. Lectures will commence in the first week of September, with assessments/written examinations during/at the end of each Semester. The programme will consist of lectures, projects, case studies and presentations in the required subjects. A range of assessment methods are used, including essays, projects, reports, presentations, case studies and and/or written examinations. To be eligible for the award of Masters, candidates must pass examinations in each subject. Students are required to take twelve obligatory subjects and complete a minor dissertation.

### **Skills Development**

Students will be supported by a Skills Development Programme which will cover topics such as how to study, how to summarise, file, store and reference readings, key writing skills, and presentation skills.

### **Programme Content**

#### **Semester 1 Modules :**

##### **Obligatory Modules**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MK5101	Digital Marketing	5
MK5117	Services Marketing	5
MK 563	Research Methods	5
MK5115	Marketing Innovation & Commercialisation	5
MK5109	Marketing Performance & Productivity	10
MK5122	Inbound Marketing Strategy	5
MK5112	Dissertation (Part 1 of 2)	

##### **Semester 2 Courses:**

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
MK5106	Digital Marketing Strategy and Management	10

MK5113	Cases in Marketing Management & Strategy	5
MK5110	Brand Management	5
MK5104	Marketing Analytics	5
MK5118	Social Marketing & Sustainability	5
MK5112	Dissertation (Part 1 of 2)	25

These courses are taught over one academic year with assessments at the end of each semester. Students also complete a minor research dissertation under the supervision of staff members. This dissertation will account for 30 ect and be completed by a day in July specified by the Marketing Discipline. Candidates who, without School permission, present the dissertation after the closing date as specified shall be confirmed to a maximum mark of 40% for the dissertation.

#### *Standards:*

Honours are awarded only on completion of the programme according to the following scheme and in accordance with the standardised Marks & Standards document (AMT/13/A8/5.1) for Postgraduate Taught Masters degrees.

H1	70% on the aggregate
H2.1	60% on the aggregate
H2.2	50% on the aggregate
H3	40% on the aggregate

Note (1): Honours are awarded only on the aggregate performance at an Examination as a whole. Honours are not awarded on the basis of results obtained in individual modules.

### **Assessment & Examination**

In the main, subjects will be assessed by examination and course work. Some subjects may be assessed by course work only.

### **Syllabii**

#### *Digital Marketing*

The objective of this course is to build upon marketing principles and investigate specialist areas of marketing, where the internet and other technologies provide opportunities for applications in marketing and business. An overview of the rapidly changing world of business and technology is provided: 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 brands and their products.

### *Digital Marketing Strategy & Management*

This module equips students with sufficient knowledge and understanding of digital marketing channels and tools to effectively formulate successful Digital Marketing & Sales Strategies to drive brand awareness, generate sales leads and nurture relationships online. They will learn how to work with digital marketing agencies in the delivery of these strategies, along with learning how to monitor and analyse digital marketing metrics to assess the return on investment of campaigns and strategies.

### *Advanced Topics in Digital Marketing Practice*

This module is to equip all students on the programme with advanced insight and understanding of new and emerging special topics driving digital marketing. The objective is further to equip students wishing to specialise in this field with the knowledge and skills needed to keep pace with, this ever-changing and evolving technology, from a marketing perspective.

### *Research Methods*

This module explores the issues related to research design, methodology, implementation, and analysis. The module provides students with an understanding of the research process and the academic writing skills necessary to complete research. Students gain a theoretical and practical understanding of the tools and techniques used for qualitative and quantitative data collection and analysis, as well as the skills to evaluate research critically.

### *Marketing Innovation and Commercialisation*

This course focuses on the development of successful marketing programs for the commercialisation of innovation in organisations. It examines the processes of the technology innovation life-cycle with particular focus on diffusion of innovation theories, new product concept testing, prototype development and market validation for incremental and radical innovation. It further addresses the marketing strategies and commercialisation routes for the market exploitation of innovative products and services for consumer and organisational markets. In particular, the course examines marketing of innovation and commercialisation paths in Small and Medium Enterprise (SMEs).

### *Services Marketing*

This course will explore the key issues and challenges of marketing services. Key topics will include a model of services marketing issues, a services marketing information system and an appropriate e-marketing mix for different service businesses.

### *Accounting & Finance for Marketers*

This module aims to give the student, the analytical and descriptive skills necessary to prepare, interpret and use financial information in a practical business and marketing context. Whilst it is not necessary for marketers to be accountants or book-keepers nevertheless a knowledge and understanding of the basic principles and underlying concepts involved in financial information allows marketing professionals to become more disciplined and analytical in the way they go about planning, executing and evaluating marketing plans and strategy.

The module looks at the principles involved in costing, budgeting, cost-volume-profit analysis and investment appraisal and will also examine the different forms of finance available to a business and how the working capital for a business can be managed effectively.

### *Cases in Marketing Management & Strategy*

Decision making in marketing is primarily a skill, and like all skills it is best learned through practice. The course will discuss how companies become market driven and guide their strategies based on a shared understanding of markets and competition. Each case will offer a challenging marketplace situation for learning and applying marketing strategy concepts through class discussion and case analysis of selected Irish, European and U.S. companies. Case presentations will also be required.

### *Brand Management*

Branding is a core aspect of marketing planning. This course will explore the concept of branding, through critical examination of the techniques used to build and maintain strong brands. The course will address the creation of brand equity, the strategic options for brand building, and the tools for sustaining brands over time, from an academic and practitioner perspective.

### *Marketing Analytics*

This module will introduce students to the major components of marketing and sales analytics. Using current analytical tools and techniques, students will learn how to generate analytics to support data-driven decisions in such areas as marketing insights, competitive analysis, strategy, price, sales and promotions. Students will also learn how to synthesise the findings across these marketing areas and create an informed interpretation of actionable results and data-driven recommendations.

### *Social Marketing & Sustainability*

This course considers, examines and investigates the scope for marketing ideas and techniques to effect social change. The course demonstrates how insights and technologies can be applied equally well outside the market place to tackle such behaviourally driven social problems as HIV/AIDS, traffic safety and global warming. It provides a critical analysis of the origins of social

marketing as a concept with a substantial emphasis on the contribution theoretical frameworks can make to understanding the often complex combination of factors underlying a range of behaviours. It reviews social marketing programmes, segmentation, branding, the marketing mix, message framing and ethical concerns.

### *Inbound Marketing Strategy*

Inbound marketing is used by both global companies (e.g. Starbucks, Taco Bell, American Express, Microsoft, IBM, Tesco, etc.) and small businesses alike as a means of engaging their target audience, driving quality lead growth and ultimately their bottom line. Hubspot, the acknowledged global leader in Inbound Marketing, promotes a simple but powerful model based around four primary actions (Attract, Convert, Close, Delight) that businesses must take in order to get more visitors, leads, customers, and promoters. Included in this methodology are the tools and technology that companies typically use to accomplish these goals.

### *Dissertation*

Students complete a minor dissertation under the supervision of staff members. This dissertation must be completed in predefined area(s) within the MSc Marketing postgraduate taught programmes, by a date in the summer specified by the Discipline of Marketing. In some instances, the dissertation may incorporate a work placement.



# **MASTER OF SCIENCE IN TECHNOLOGY MANAGEMENT**

## **(Blended Learning)**

### **Programme Objectives**

The MSc in Technology Management is a blended-learning Masters programme. It provides participants with an insight into the role of technology management within the Irish and international economy. The programme aims to develop students' knowledge of product innovation, technology transfer, and research & development processes, thus enabling participants and companies to gain competitive advantage through their technology.

The programme is a targeted response to a clearly identified need in specific occupations and sectors of the economy and aims to:

- Develop knowledge and understanding of the increasingly important area of technology management;
- Build the management and leadership capabilities of companies and individuals in this area;
- Enable graduates to facilitate organisational change and sustainable improvements at the enterprise level through competitive work systems and effective knowledge management

### **Entry Requirements**

Applicants are expected to hold a primary honours degree (minimum H2.2), or equivalent and have at least 5 years of relevant industrial experience.

Candidates who do not meet the Entry Requirements for the MSc may apply for the Postgraduate Diploma in Innovation Management or the Post-graduate Diploma in Technology Commercialisation. Students who successfully complete their Post-graduate Diploma with an average grade of 2.1 honours may apply for the MSc Technology Management with exemptions.

### **Programme Duration**

The Masters programme runs over two academic years (four semesters) on a part-time basis. Courses start in late August and finish with examinations in May of each year. In year two of the programme, students submit a thesis during the month of August and make a final presentation in September.

### **Programme Structure**

The curriculum includes 10 taught modules and one year long research (thesis) module as follows:

*Core modules (5 ECTS each, except Strategy):*

1. MG662 Managing Innovation – sem 1
2. IE651 Product Design and Development – sem 1

3. MG615 Strategy & Management of Technology (10 ECTS) - sem 1
4. IE620 Managing Technology Projects – sem 2
5. AY620 Technology Finance & Capital – sem 2
6. MG620 Innovation & Technology Transfer – sem 3
7. MK620 Marketing Technology Products – sem 3
8. MS620 Information Systems & Software Management – sem 3
9. MG670 Technology Innovation & Entrepreneurship – sem 4
10. Optional modules, choose one of the following (10 ECTS each):
  - MG614 People Management for Technology Organisations - sem 2
  - IE605 Six Sigma – sem 2
11. MG651 Thesis (30 ECTS) - sem 3 and sem 4

### **Teaching Approach**

The programme is delivered using a blended approach, that is, a combination of distance/online learning materials combined with face-to-face tutorials and seminars. Students will be required to attend seminars on average once per month. The programme is a collaborative offering between NUI Galway, the University of Limerick and UCC and workshops are held on a revolving basis at each institution.

### **Certification**

The Masters in Technology Management is a joint initiative of NUI Galway, University of Limerick and University College Cork under the auspices of the Atlantic University Alliance. The programme is jointly accredited through the partner universities. In the second year students choose which institution they wish to register with and on successful completion will receive the award from that University.

### **Year's Work**

Candidates obtain credit for any modules passed at an examination sitting. Compensation is not allowed. Students must pass each module at 40% with no less than 35% attained in each assessment element (i.e. module assignment and written examination), to pass the module overall. Honours are awarded in the Masters in Technology Management examination according to the following standards:

### **Standards:**

First Class Honours	70%
Second Class Honours, Grade 1	60%
Second Class Honours, Grade 2	50%

**Transfer credit**

Students who have completed the Diploma in Technology Commercialisation or the Diploma in Innovation Management will be allowed exemptions from equivalent modules on the master's programme. Where a student is exempt from modules, the final aggregate will be calculated across the modules completed on the programme. Students seeking exemptions with post-graduate qualifications from other master's programmes will be considered on a case-by-case basis.

**Syllabii***Managing Innovation*

- This module is an introduction to the building-blocks of innovation management for organisations. It looks at the nature of innovation and examines different types of innovation. It explores the innovation management process from start to finish. The module covers topics such as: sources of new ideas, effective selection and portfolio processes, and the challenge of implementation. These innovation processes operate in a context defined through the interaction of people, technology and organisational goals, or more concisely, the innovation strategy of the company.
- As part of your learning, you will consider some of the key contemporary issues in innovation management such as the increasing trend towards accessing ideas and expertise from outside the organisation, and the need for organisations to develop capabilities in managing alliances and open innovation mechanisms. The module discusses the growing importance of innovation in services; the role of leadership in supporting innovation performance and the use of formal knowledge management systems to capture and leverage learning.
- On completion of this module you should be able to put innovation to work in any organisation through being able to:
  - Identify different kinds of innovation and innovation strategy
  - Manage the innovation process from generation to selection and implementation
  - Motivate and organise people for innovation and learning
  - Apply new organisational forms for innovation

*Managing Technology Projects*

- To gain an understanding of the systems approach to management and balance traditional problem solving with systemic thinking.
- To understand project management through handling technology-related work as project work.

- To apply the tools and techniques of project management to maximise the successful delivery of technology.

### *Product Design and Development*

- To provide participants with a comprehensive understanding of process and product development from concept to implementation or market introduction in the case of new products. This understanding should be based on knowledge of the various methodologies and tools used by product or process development teams. The methodologies and tools will be presented in the context of various models of the overall process and will be illustrated with industrial case studies.
- To provide an overview of today's process and product development environment, including consideration of Extended Enterprise, Virtual Enterprise, Vendor-Customer co-design and co-makership issues. The nature and operation of shared design and manufacturing partnerships.

### *Innovation and Technology Transfer*

- To provide the student with the knowledge and skills necessary to forecast the future technological needs of their organisations, to evaluate the possible sources of new technology, and to manage the transfer of new products and processes, into or out of their organisations.
- Participants will develop the ability to identify new technology platforms of potential strategic importance and to successfully assimilate such platforms into their firms.
- The module will also address the different mechanisms through which firms can gain the maximum return from technologies that they have developed. These include patents, licensing, and trading in technical know-how.

### *Marketing Technology Products*

- To provide an understanding of the key marketing concepts in business generally and technology in particular.
- To be capable of analysing markets for technology products/services.
- To produce a marketing plan for a technology company (their own or another actual company).
- To provide the participant with an understanding of the selling process.

### *Technology Innovation and Entrepreneurship*

- Present a curriculum in the area of Technology Innovation & Entrepreneurship that reflects the needs of the user.

- Provide easy to access, state of the art reference material in the area of Technology Innovation & Entrepreneurship to help learners to understand the essential fundamental concepts involved in the discipline.
- Equip participants with the values, best practices, skills and supporting tools necessary to effectively design, develop and deploy technical projects in their organisations and to empower users to autonomously apply these concepts and tools.
- To provide information on project managing an innovative idea

### *Technology Finance and Capital*

- To ensure that participants understand how investment decisions are made in large corporations and in SMEs. This is a key issue for executives seeking to persuade their superiors or Boards of Directors of the efficacy of particular investments in equipment and other assets. It is also a key issue for producers of equipment and other assets since these tools are generally used to guide investment (and hence purchasing) decisions.
- To ensure that participants understand how financial assets (debt and equity claims) are priced in order to build credible proposals for bank and venture capital investment.
- To develop an appreciation of the relation between new manufacturing technologies and cost structures. New manufacturing technologies result in a radical realignment of cost structures and hence impact upon many operational and strategic decisions.

### *Strategy & Management of Technology*

- To introduce participants to the basic theoretical and empirical contributions of management theory and practice, including operations management. To provide participants with an overview of the strategy process from conceptual and applied perspectives, introducing the concepts, theories and techniques of strategic management;
- To investigate the main components of strategic management, product life cycles and new technological developments. To provide insight into the impacts of value chain analysis, supply chain management and first mover advantages on the competitive dynamics of an industry. To highlight the impact of strategic alliances, licensing agreements and corporate venturing on technology leadership.
- To introduce participants to the nature, functioning and evolution of manufacturing, communications, information and emergent technologies in today's global society, allowing participants to assess the impact of technological change.
- To outline the importance of national and international technology policy in the pursuance of a technology driven core competence, including the impact of innovation systems on national and regional groupings.

- To equip participants to contribute effectively to the strategy process and operations function from a direct line or staff position.

### *Information System & Software Management*

- To consider the role of information technology in actual product development. The material covered here would include prototyping, product data management systems, workflow systems and case-based reasoning (CBR).
- To develop a knowledge about electronic commerce and electronic work and discuss its application to supply chain management
- To consider how information technology might support the actual management of product development. The material covered would include knowledge management systems, computer-mediated communication, intranets, groupware, and issues to do with knowledge creation, storage, transfer and reuse
- The objective of this module is: to consider the role of information technology in organisational development; to consider how information technology might support the actual management of continuous improvement in a process/service life cycle; to consider how IT can support the development of the organisation.

### *People Management for Technology Organisations (elective)*

- To understand the human resource contribution to organisational effectiveness and culture management.
- To evaluate the range of internal and external factors shaping group dynamics, management choice and organisational development. To understand the dimensions of the psychological contract and its implications for organisational effectiveness.
- To create awareness of the relationship between quality systems and the development of world-class competitive capabilities: speed, cost, dependability, quality and innovation.
- To develop understanding of HRM problems associated with delayering, team working, re-engineering, downsizing and the introduction of technical change.
- To provide a range of tools and techniques useful to diagnose, audit and resolve human resource problems associated with technology management initiatives.
- To equip participants with an understanding of the complexity of mobilising change initiatives within organisations.
- To equip participants in understanding and utilising the political and power bases within organisations and the role of leadership in managing innovation and implementing change.

### *Six Sigma (elective)*

This module will introduce and use the Statistics appropriate for master black belt level Six Sigma. Delivery will include a practical application of software tools to undertake statistical analysis. Areas covered include:

- History and development of traditional quality control techniques; Statistical quality control, inspection and detection methods, Taguchi and the design of metrics
- Fundamental Statistics, Basic distribution theory, Graphs, histograms, location, spread, Box-plots
- Statistical Process Control, Various types of control charts for both variable and attribute data
- Basic Six Sigma Statistics, T-tests, Regression, Decision making under uncertainty, hypothesis testing and analysis of variance
- Introduction to Design of Experiments
- Advanced Six Sigma Statistics
- Process capability indices
- Introduction to Reliability Theory
- Design of Experiments Fractional and factorial designs
- Taguchi methods, EVOP (evolutionary operation) experimentation.

## M.PHIL. IN TOTAL QUALITY MANAGEMENT

Applications for admission to this Course will be considered from eligible graduates in Commerce.

### Introduction

The programme is being introduced by the University as part of the initiative to establish a European Master degree programme in Total Quality Management. The EMTQM has recently been introduced in five countries (Denmark, Germany, Italy, Sweden and the UK) and will, it is hoped, soon be offered in all EU countries. The programme has 'home' and 'host' components whereby participants complete one-third of their lectures in the 'home' institution, one-third on specialised advanced topics in a 'host' institution abroad, and the remaining one-third in any of the participating institutions. The required thesis may be completed at any one of the institutions involved.

### Objective

The development of highly skilled quality managers, quality professionals and educators is required to respond to the quality challenge posed by U.S. and Japanese competitors. The host component is essential in fostering the European dimension and will give Irish participants unique exposure to recognised quality teachers in other countries.

### Entry requirements

Candidates for admission to the programme must have

- (a) a First or Second Class Honours University degree or equivalent
- (b) completed at least two years of University Mathematics or pass a special entry examination.

### Programme Structure

Course to the value of 120 ECTS credits in total, as follows.

#### **Year 1 (National University of Ireland, Galway).**

(30 ECTS credits)

*All of the following subjects to be taken.*

<i>Code</i>	<i>Module</i>
IE861	Quality Management
IE862	Statistical Quality Control
IE863	Quality Information Systems
IE864	Reliability Engineering
IE866	Measurement and Testing
IE858	Production Studies
IE307	Industrial Management
	Seminars and Reports in Quality



Only candidates who achieve Honours standard in the First Year examinations may be admitted to the Second Year. Candidates who pass but who do not achieve Honours standard in the First Year examinations will be eligible for consideration for the award of the Diploma in Quality Assurance.

### **Year 2 - Semester 1**

Specialised Modules in home or host institution (30 ECTS credits). In the National University of Ireland, Galway, *three* of the following subjects will be taken

- Advanced Reliability Engineering
- Quality & Services
- Consumer Law and Product Safety
- Experimental Design
- Managing Organisational Change
- EC Technical Legislation
- Environmental Quality

### **Semester 2**

Specialised Modules in host institution (30 ECTS credits). *Three* subjects chosen from the following:

#### **Sheffield Hallam University (U.K.)**

- Quality Culture and Quality Motivation
- Quality Strategy, Leadership and Human Resources Management
- Quality by Experimental Design

#### **Linköping University (Sweden)**

- Design of Experiments
- Robust Design Methodology
- TQM in Learning Organisations
- EMTQM Seminars

#### **Aarhus School of Business (Denmark)**

- Quality Control, Quality Management and Quality Economics
- Quality Motivation
- Quality Management Tools
- Product Development Methods

#### **Kaiserslautern Universität (Germany)**

- People Management and People Satisfaction
- Customer Orientation and Customer Satisfaction
- Impact on Society

### **Year 3 - Semester 1**

Completion of Thesis at home or host institution (30 ECTS credits)

*Note:* Participants working in a quality-related area may substitute IE 881 Project for courses IE 858, IE 307 and IE 880 in First Year. Such candidates must achieve a Pass standard therein (in addition to the Honours requirement in the First Year examination as a whole) in order to be admitted to the Second Year.

## **POSTGRADUATE DIPLOMA IN TECHNOLOGY COMMERCIALISATION**

### **Programme Objective**

The Diploma in Technology Commercialisation is designed to assist managers, scientists and engineers in supporting technology commercialisation activities, realise the potential of innovation and gain a greater understanding of the commercialisation process. This course will provide information and guidance to potential entrepreneurs and give Irish industry the business planning skills and knowledge needed to commercialise new technologies, products and services, and to secure project finance.

### **Entry Requirements**

An undergraduate Degree 1st or 2nd Class Honours in any discipline + 3 years of relevant industrial experience;

**or)** Ordinary or 3rd Class Honours Undergraduate Degree + 5 years of relevant industrial experience;

**or)** Recognised Professional Qualification + 5 years of relevant industrial experience

Candidates who do not meet the minimum entry criteria may be interviewed by the Programme Board to ascertain their suitability for the programme.

### **Programme Duration**

The programme is a one-year, part-time, blended learning programme, running from September to June. The programme is delivered using a blended learning approach, that is, a combination of self instructional materials, online learning activities, face-to-face tutorials and seminars. A limited number of students may wish to take this programme on a modular basis over two year.

### **Target Audience & Industry**

The course is targeted at mid to upper level managers responsible for technology commercialisation, research program management and business development in both private and public sector organisations. The diploma will be of interest to all industries with a keen interest in technology commercialisation and from those organisations directly involved in innovation, marketing and technology. The programme will support Irish companies in various sectors to specify and lead projects that will have commercial benefit. It will increase international competitiveness through both its module content and project modules.

## Learning Outcomes

On completion of the course participants will be equipped with the knowledge and skills to enable them to: -

Develop an understanding of technology commercialisation.

Identify technology based business opportunities, with particular focus on how to assess their market potential and how to judge their appeal to the venture capital community.

Establish the importance of innovation in the exploitation of new technological developments and the transfer process for this technology to enable commercialisation.

Gain an understanding of the importance of intellectual property and patenting as a key element of commercialisation.

## Programme Structure

Semester I	ECTS
MG620 Innovation and Technology Transfer	5 ECTS
MK620 Marketing Technology Products	5 ECTS
MG680 In Company Project	10 ECTS
Semester II	
MG670 Technology Innovation and Entrepreneurship	5 ECTS
AY620 Technology Finance and Capital	5 ECTS

## Assignments

Each module will be accompanied by an assignment and written examination with the exception of the project module which will be assessed by continuous assessment only. A selection of assignments will be group based and will be based on module content with support given from module tutors.

In addition to projects and module learning, participants will be encouraged to participate in the writing of a paper to an internationally recognised journal.

## Module Descriptions

### *Innovation and Technology Transfer*

To provide the student with the knowledge and skills necessary to forecast the future technological needs of their organisations, to evaluate the possible sources of new technology, and to manage the transfer of new products and processes, into or out of their organisations. Participants will develop the ability to identify new technology platforms of potential strategic importance and to successfully assimilate such platforms into their firms. The module will also address the different mechanisms through which firms can gain the maximum return from technologies that they have developed. These include patents, licensing, and trading in technical know-how.

### *Marketing Technology Products*

To provide an understanding of the key marketing concepts in business generally and technology in particular. To be capable of analysing markets for technology products/services. To produce a marketing plan for a technology company (their own or another actual company). To provide the participant with an understanding of the selling process.

### *Technology Innovation and Entrepreneurship*

Present a curriculum in the area of Technology Innovation & Entrepreneurship that reflects the needs of the user. Provide easy to access, state of the art reference material in the area of Technology Innovation & Entrepreneurship to help learners to understand the essential fundamental concepts involved in the discipline.

Equip participants with the values, best practices, skills and supporting tools necessary to effectively design, develop and deploy technical projects in their organisations and to empower users to autonomously apply these concepts and tools. To provide information on project managing an innovative idea

### *Technology Finance and Capital*

To ensure that participants understand how investment decisions are made in large corporations and in SMEs. This is a key issue for executives seeking to persuade their superiors or Boards of Directors of the efficacy of particular investments in equipment and other assets. It is also a key issue for producers of equipment and other assets since these tools are generally used to guide investment (and hence purchasing) decisions. To ensure that participants understand how financial assets (debt and equity claims) are priced in order to build credible proposals for bank and venture capital investment. To develop an appreciation of the relation between new manufacturing technologies and cost structures. New manufacturing technologies result in a radical realignment of cost structures and hence impact upon many operational and strategic decisions.

### *Project*

The project phase of the Diploma is an opportunity to pursue a relevant activity related to Technology Commercialisation. Each participant will be required to prepare a proposal; plan and manage the project; collect, analyse and use data where necessary; present their results; and write the project report.

# **POSTGRADUATE DIPLOMA IN INNOVATION MANAGEMENT**

## **Programme Objective**

The aim of the programme is to facilitate innovation management learning amongst the participants and in turn promote an awareness of business innovation. It will equip participants with state of the art reference material to support module topics such as innovation management, product design and development, enterprise modelling and simulation, as well as managing technology products. Participants will learn about innovation and change, and how it effects business operations. They will seek to identify new process technologies that are appropriate to their industry and will contribute to improving operational efficiency and competitiveness. The programme will also address how to manage new product innovation strategies and process technologies effectively, and identify appropriate business process improvements to facilitate the introduction of such technologies.

## **Entry Requirements**

An undergraduate Degree 1st or 2nd Class Honours in any discipline + 3 years of relevant industrial experience;

**or)** Ordinary or 3rd Class Honours Undergraduate Degree + 5 years of relevant industrial experience;

**or)** Recognised Professional Qualification + 5 years of relevant industrial experience

Candidates who do not meet the minimum entry criteria may be interviewed by the Programme Board to ascertain their suitability for the programme.

## **Programme Duration**

This programme is a one-year, part-time, blended learning programme running from September to June. The programme is delivered using a blended learning approach, that is, a combination of self-instructional materials, online learning activities, face-to-face tutorials and seminars.

A limited number of students may wish to take this programme on a modular basis over 2 years.

## **Target Audience & Industry**

The Diploma in Innovation Management is designed to assist managers, scientists and engineers in supporting innovation management activities, realise the potential of innovation. The course is targeted at mid to upper level managers responsible for innovation in their organisations or to those who have an interest in introducing innovation into their organisation both in the private and public sector organisations. The Programme will also appeal to those who have experience or academic credentials such as degrees or diplomas in non-management areas and wish to gain the skills and knowledge to launch their own enterprises or introduce new products or services to the market.

## Learning Outcomes

On completion of the course participants will be equipped with the knowledge and skills to enable them to: -

Identify, develop and understand the skills necessary to manage innovation at both operational and strategic levels in their organisation.

Familiarise themselves with business process improvement methods and simulation tools.

Present a professional innovative idea to their peers with the potential to improve business at their organisation.

## *Postgraduate Diploma in Innovation Management*

### *Module*

	<i>ECTS</i>
MG662 Managing Innovation	5
MG616 Improving Business Processes	5
IE620 Managing Technology Projects	5
IE651 Product Design and Development	5
MG690 In Company Project	10
<b>Total</b>	

## Assignments

Each module will be accompanied by a written examination and one piece of continuous assessment work, with the exception of the project module which will be assessed by continuous assessment only. A selection of assignments will be group based and will be based on module content with support given from module tutors.

In addition to projects and module learning, participants will be encouraged to participate in the writing of an article for an internationally recognised journal.

## Module Descriptions

### *Managing Innovation and Change*

To understand innovation as a management process and determine how innovation can be identified, analyzed, monitored and implemented within organisations.

To develop critical understanding of the techniques for diagnosing the need for innovation and change.

To identify what is required to empower individuals in the area of innovation.

### *Managing Technology Projects*

To gain an understanding of the systems approach to management and balance traditional problem solving with systemic thinking.

To understand project management through handling technology-related work as project work.

To apply the tools and techniques of project management to maximise the successful delivery of technology.

### *Improving Business Processes*

To focus participants on business process reengineering and business process modelling. It will also introduce simulation as a modelling technique for business process improvement.

Provide a platform for participants to understand their organisations current goals, strategies and their business process environment. It will also provide information on how to establish business process improvements and what is required to support these improvements.

During the course of this module it is envisaged that participants would formulate an improvement proposal (CASE STUDY) which defines how their organisation can transition to a future business process improvement, and identify the tools, systems and processes required to implement change.

### *Product Design and Development*

To provide participants with a comprehensive understanding of process and product development from concept to implementation or market introduction in the case of new products. This understanding should be based on knowledge of the various methodologies and tools used by product or process development teams. The methodologies and tools will be presented in the context of various models of the overall process and will be illustrated with industrial case studies.

To provide an overview of today's process and product development environment, including consideration of Extended Enterprise, Virtual Enterprise, Vendor-Customer co-design and co-makership issues. The nature and operation of shared design and manufacturing partnerships.

### *Project*

The project phase of the Diploma is an opportunity to pursue a relevant activity related to Innovation Management. Each participant will be required to prepare a proposal; plan and manage the project; collect, analyse and use data where necessary; present their results; and write the project report. It is imperative that the participant receives support throughout the project, including guidance on how to write a professional report.



## HIGHER DIPLOMA IN BUSINESS STUDIES

### Entry and Duration

The course is open to graduates (level 8) other than holders of the B.Comm. degree (or equivalent). The numbers admitted in any one year may be limited. Applicants may be required to present for interview. The course is full-time and will be offered over one academic year i.e. two semesters. It consists of lecture courses extending over two semesters, case work, group presentations and computer workshops. Examinations will be held at the end of each of the semesters, and repeat examinations are held in the Autumn.

### Programme Objective

The Diploma is designed to provide an orientation for graduates, other than graduates in Commerce, towards the commercial and industrial environment and a training in the fundamental skills of business administration that would enable the diplomates to play an active and fruitful role in the development and management of business enterprises.

### Courses

In the First Semester, the following subjects are obligatory except that graduates with Economics to degree level are exempt from Economics I:

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
AY871	Accounting	5
MG524	Management	5
EC871	Economics I	5
AY872	Financial Management I	5
MS873	Management Information Systems I	5
MK204	Marketing Principles	5

In the Second Semester, the following subject is obligatory:

MG872	Communications in Organisations	5
-------	---------------------------------	---

In addition students will select, subject to approval of the School, courses totalling 25 ECTS credits from the following list:

<i><b>Code</b></i>	<i><b>Module</b></i>	<i><b>ECTS</b></i>
AY209	Int. Fin. Reporting 1	5
AY874	Accounting for Management Decisions	5
AY875	Financial Management II	5
EC213	Macroeconomics	5

MG206	Management of Organisational Change	5
MG325	Employment Relations	5
MK203	Buyer Behaviour Analysis	5
MK303	Global Marketing	5
MK341	Brand Management	5
MS223	E-Business Strategy & Practice	5
MS117	Information Systems & Project Management	5
MS413	Cloud Computing	5
LW190	Business Law I	5
LW428	European Union Law II	5

Candidates must accumulate a total of 60 ECTS credits to be eligible for the award of the Diploma (55 ECTS for candidates exempt in Economics 1).

## Syllabii

### *Accounting*

The objectives of this course are to develop in students the skills necessary to appreciate, prepare, interpret and use accounting and financial information in a business context. Nature and objectives of accounting. Financial accounting statements: profit and loss account, balance sheet, cash flow statement. Interpretation of accounting information. Accounting principles. Introduction to management accounting.

### *Financial Management I*

The objectives of this course are to introduce students to some of the various aspects of managing corporate finance. Financing decisions. Sources of finance and financial institutions. Capital structure and valuation. Investment decisions. Capital investment appraisal techniques. Working capital management.

### *Economics I*

This course introduces the essential elements of the microeconomic theory of consumer and firm behaviour in the market, leading to an appreciation of how public policy interventions can be rationalised in a coherent framework. Selected topics, such as the economic approach to understanding the organisational structures of enterprises, may receive particular emphasis.

### *Management*

The course will provide an overview of the process and principles of management, mainly in business organisations. The primary focus of the course will be on the management functions of planning, decision-making,

organising, leading and control. The course will also address the nature and scope of management, in addition to managerial roles and skills.

### *Marketing Principles*

The functions of marketing; The nature of consumption; Consumer motivation; The marketing mix — product, price, promotion, distribution and service, market research; marketing management.

### *Management Information Systems I*

The objective of this course is to provide students with an understanding of how information technology and information systems are used in business. Topics to be covered include information technology architecture, strategic information systems, computer hardware, computer software, systems development life cycles. Practical computer experience will be given in word processing, graphical presentation and spreadsheet software packages.

### *Communications in Organisations*

The objectives of the course are to develop the student's knowledge and understanding of theories, models and practices of organisational communication. Topics covered will include defensive/supportive communication, report writing, meetings procedures, interpersonal communication, non-verbal communication, influence/power in communication, external communication processes involving public relations, media, marketing and advertising, interviewing skills and organisational conflict.

### *International Financial Reporting I*

The objectives of this course are to complete the development of the accounting skills necessary to allow students to progress to more advanced study of Accounting, and to introduce students to the environment and practice of Financial Reporting. Topics covered will include: Review of conventional accounting measurement and reporting, the accounting process, and double entry systems; Preparation of Final Accounts from the Trial Balance; Adjustments; Accounts from incomplete records; Computer-based accounting systems. The regulatory Framework of Financial Reporting; Introduction to legislative and other requirements for company reporting; Preparation of final accounts for Companies.

### *Accounting for Management Decisions*

The objectives of this course are to provide students with an understanding of the use of accounting information to assist with decision making. Cost classification. Cost-volume-profit analysis. Relevant costs and benefits. Accounting information for pricing decisions. Uncertainty and risk in decision making. Cost estimation and prediction. Short term operating decisions. Operations management.

### *Financial Management II*

The objectives of this course are to introduce students to the more advanced aspects of managing corporate finance. Case studies reviewing the application of financial theory and financial analysis in the areas of financing decisions, working capital management, capital structure policy, dividend policy, and capital budgeting. The concept of cost of capital in the context of business risk and financial risk. Introduction to valuation under uncertainty — portfolio theory and the capital asset pricing model; investment decisions and uncertainty. Topics in international financial management.

### *Macroeconomics*

Basic concepts of National Income Accounting. Aggregate Demand and Supply. Equilibrium and disequilibrium. Saving-Investment relationship. Consumption function. The multiplier. The determinants of investment. Liquidity preferences and theory of interest. The principle of acceleration. The Government sector and National Income and Output. Foreign trade and the national income. Balance of payments. Exchange rates. Incomes, output, employment, prices. The classical theory. Keynesian and Post-Keynesian theories. General Price Level. Index numbers. The inflationary process. Economic growth. Investment and employment. Cyclical fluctuations. Monetary and fiscal policies.

### *Business Law I*

Introduction to Irish law. Sources of law. Classification of law. The Irish court system and court procedure. The legal structure of business, sole trader, partnership, companies, co-operatives. The legal concept of property. Freehold and leasehold interests in property. Statutory protection for business tenants. The law of Contract: formation of contracts, contract terms and their interpretation, exclusion and limitation of liability, contract defects and their consequence. Discharging the contract, breach of contract, remedies for breach of contract. Law of agency. Insurance law.

Legal problems in sales and marketing: sale of goods contracts. Hire purchase sales. Credit sales. Consumer protection. Product liability. Irish competition policy. Negotiable instruments. Employer liability: Tort, negligence, strict liability, occupier's liability. EC Law: primary and secondary sources of EC law, the institutional framework of the EC.

### *European Union Law II*

The course deals with the substantive law of the European Union. Particular emphasis is given to the basic freedoms of Community law: the free movement of goods; the free movement of persons; the freedom of establishment; the freedom to provide services; the free movement of capital; and the free movement of payments. Consideration is also given to Union policies such as competition policy, the common agricultural policy, regional policy, industrial policy and social policy.

### *Management of Organisational Change*

The objective of the course is to provide students with a broad introduction to the disciplines of Organisational Development and the management of change. Topics include: The diagnosis of organisational position in the environment; History of Organisational Development (O.D.); O.D. consulting process; The introduction, adoption and implementation of successful change in organisations.

### *Employment Relations*

The objective of the course is to introduce students to (a) the system of Industrial Relations in Ireland, (b) International and Comparative Industrial Relations and (c) the functions of the Personnel/HR Department.

Topics include: the contexts of employee relations in late 20th century Ireland; the main participants in Irish I.R.; the principal alternative ideologies; the structures, rules and processes of the Irish system; International and comparative Industrial Relations; the roles and functions of Personnel/HR Management Department.

### *Buyer Behaviour Analysis*

Determining Buyer decision processes; economic , cultural and demographic influences on consumption, the role of social stratification and reference groups; the nature of the problem recognition process, search behaviour and information sources; alternative evaluation of choice. The course will examine the role of marketing in influencing each stage of the decision process.

### *Brand Management*

This course explores the concept of branding through critical examination of the techniques used to build and maintain strong brands. The topic addresses the routes available for brand development, and the strategic options for brand building, from the perspective of the marketing manager. It also examines the role of brand name, design and media in brand building, and examines how brands are managed over time.

### *Global Marketing*

The objective of this course will be to provide students with an introduction to international marketing through study of the international marketing environment and the decisions which are required to develop international markets. The course will focus in particular on analysis of international markets and decision making in the international environment. International market analysis will include study of the data sources currently available on international markets, methods of screening export markets, and export marketing research. International marketing management-coverage will include product development and adaptation for exporting, international distribution, pricing and promotion strategy formulation and implementation. The course will include an analysis of Irish export marketing performance and will in general have an orientation towards the Irish exporter. The course will

be taught mainly by non-lecture forms of instruction. Students will be expected to undertake projects and case studies which will form the major course activities.

### *Cloud Computing*

The objectives of this course are to develop an understanding of cloud computing in the overall strategy of businesses, and to examine the impacts of cloud computing for individuals and society. Topics may include: salient issues in cloud computing; cloud-based collaboration; cloud management & governance; Software/Platform/Infrastructure as a service; cloud security and identity; data storage in the cloud; mobile cloud; virtualisation; app development for the cloud; transitioning business to the cloud; impacts of cloud computing; emerging topics in cloud computing.

### *Information Systems and Project Management*

The objective of this course is to develop students' understanding of how to manage an IS function within an organisation to create business value for the business. That is - how IS are managed in organisations, the impact of IS within organisations, how to manage IS so that it contributes to business value, and how to manage the IS/IT capability. Topics covered may include topics such as: Alignment between IS and the rest of the organisation; IS Governance; how IS projects are managed

### *E-Business Strategy and Practice*

The objective of this module is to explore the strategy and practice aspects of e-business contemporary, business and public sector environments.

Upon completion of this course you will be able to:

- Demonstrate a capacity for critical thinking with respect to eBusiness
- Demonstrate comprehension of the business models and frameworks that underpin e-Business
- Demonstrate a critical understanding of the role of e-business in shaping the macroeconomic environment
- Critically evaluate the innovative impact of e-business for business, education, government, society and the individual
- Discuss the importance on social media for collaborative business
- Evaluate opportunities for establishing e-business ventures
- Demonstrate a broad understanding of the core technologies underpinning current e-business activities
- Competently present, discuss and evaluate several case studies that illustrate aspects of e-Business strategy, implementation and practice

## HIGHER DIPLOMA IN ECONOMIC SCIENCE

### Introduction

The Higher Diploma in Economic Science is a nine-month taught programme with research papers. It is aimed at graduates who want to further their knowledge of modern economic analysis. The programme is designed to equip graduates with the professional and analytical skills necessary to pursue a career in economics or related disciplines in the public and private sectors. The programme also provides introductory training for students intending to undertake the Masters of Economics Science programme at the National University of Ireland Galway.

### Aims & Objectives

The programme has three objectives as follows:

- To enhance and develop the analytical skills of students who have taken economics to pass level in their primary degree
- To provide an opportunity for graduates in related disciplines to undertake post-graduate study in economics
- To provide introductory training in economics for students intending to undertake the Masters of Economic Science programme at NUI Galway.

### Minimum Entry Requirements

Admission is open to graduates (level 8) who have obtained a pass degree in Economics from a recognised third level institution. Admission is also open to honours graduates from related disciplines who have taken at least a principles course in Economics. Applications are also accepted from graduates with no previous training in economics but with an excellent academic record of achievement.

The number of places available in any year will be limited and not all applicants meeting the recommended entry requirement may be admitted. All students must write a letter of application to the Programme Board outlining their motivation and suitability for the programme. In certain circumstances an interview may also form part of the selection process.

### Programme duration

Full-time programme, over two semesters, September to May.

### Important Note

*Students in the programme will be directed to one of two streams depending on whether they had previously taken economics to degree level or not.*

**Programme for those without a Degree in Economics: (Stream A):**

Semester 1	Semester 2
EC269 Intermediate Microeconomics	EC268 Intermediate Macroeconomics
EC427 Ireland, Europe and the Global Economy	EC275 Statistics for Economics
EC273 Mathematics for Economics	EC416 Research Paper 2
EC415 Research Paper 1	3 Options
Plus, <i>either</i> EC207 Irish Economic History <i>or</i> EC219 Comparative Economic Thought EC388 Environmental & Natural Resource Economics	EC362 Economics of Financial Markets EC382 Internatinoal Economics EC386 Public Economics EC429 Marine Economics EC3100 Economics and Philosophy

Research Paper 2 is worth 10 ECTS. Everything else is worth 5 ECTS.

The optional module would be chosen from the following list (All of these options may not be available every year):

Semester 2
EC388 Environmental & Natural Resource Economics
EC386 Public Economics
EC382 International Economics
EC362 Economics of Financial Markets

**Programme for those with a Degree in Economics (or its equivalent)  
(Stream B):**

Semester 1	Semester 2
EC422 Applied Econometrics	EC416 Research Paper 2
EC415 Research Paper 1	Plus 3 Options from Semester II (see below)
Plus Either EC207 Irish Economics History <i>or</i> EC219 Comparative Economic Thought	
Plus 2 Options from Semester 1(see below)	



Research Paper 2 is worth 10 ECTS. Everything else is worth 5 ECTS.

The optional modules would be chosen from the following list (All of these options may not be available every year):

Optional Courses:

Semester 1	Semester 2
EC345 Health Economics	EC3102 Macroeconomics and Public Policy
EC357 Development Economics	EC362 Economics of Financial Markets
EC369 Money and Banking	EC382 International Economics
EC427 Ireland, Europe, and the Global Economy	EC386 Public Economics
EC388 Environmental and Natural Resource Economics	EC429 Marine Economic
	EC3100 Economics and Philosophy

## Course Descriptions

### *Intermediate Microeconomics*

This is an intermediate microeconomics course dealing with the theory and application of microeconomics. Topics covered include consumer behaviour, utility theory, applications of consumer theory, production and costs, market structure, theories of pricing, game theory, general equilibrium theory, externalities and public goods, economics of information and welfare economics. We review the neo-classical and non neo-classical theories of consumer behaviour and their implications for the government's policies. Students who have not studied microeconomics before **cannot** take this course.

### *Intermediate Macroeconomics*

This is an intermediate macroeconomics course dealing with the theory and practice of macroeconomics. It builds on the concepts and principles covered in 1<sup>st</sup> Year Economics. The objective of the course is to understand, in more detail, the core principles of macroeconomic theory and to learn how these basic principles can be applied to various policy issues, both domestically and in an international setting. The topics covered include the following: National Income Accounting; Aggregate Demand and Supply; Equilibrium and

disequilibrium; Saving-Investment relationship; Consumption function; the multiplier; The determinants of investment; Liquidity preference and theory of interest; International Macroeconomics; Growth Theory. Students who have not studied macroeconomics before should **not** take this course.

### *Mathematics for Economics*

The purpose of this course is to provide students the necessary mathematical skills to pursue more advanced courses in economics. The course is devised to enhance the necessary technical skills in the areas of Algebra and Calculus, which are used in almost all the sub-disciplines of economics. The course emphasizes the need to enhance the computational skills along with the analytical skills that is required for solving economic problems posed in the language of mathematics.

### *Ireland, Europe and the Global Economy*

This course draws upon economic theory and empirics to consider Ireland's evolving role in the global economy, insofar as this constitutes an essential part of the context within which government, enterprises and citizens operate, and their behaviour understood and evaluated. Central themes in the course are the nature and extent of the integration of product and factor markets, the operation of domestic and supra-national institutions in managing that integration and their conduct of economic policy. Particular themes may include a survey of contemporary developments in the Ireland and the global economy, the applied economics of economic growth and innovation, the economics of human capital and labour markets, fiscal policy institutions and strategies, capital mobility and the design of macroeconomic policy within the European Union. The course places particular emphasis on a comparative and historical situating of Ireland's economic experience within Europe, and within the European Union especially.

### *Comparative Economic Thought*

The course examines differing schools of thought in modern economics through a comparative framework. The historical development of each of the schools is covered.

### *Statistics for Economics*

The main uses of the statistical techniques studied on this course are to a) look at common ways of organising messy social and economic data, both in a visual way and using summary statistics that catch the main features of the data and b) to look at to what extent, and under what conditions, we can generalise from typical sample summary statistics to features of the population as a whole. Along the way we will look briefly at such issues as questionnaire design, random sampling, sampling theory, probability theory, different probability distributions, hypothesis testing using parametric and non-parametric tests, and examining relationships between variables.

### *Irish Economic History*

This course examines the major economic and social developments in 19<sup>th</sup> century Ireland together with major developments in the post-independent Irish economy. The course will end with Ireland's entry into the European Community in 1973. Developments post-1973 are the subject of the Irish Economy course in the final year. The course covers issues of trade, industrialization, agriculture, planning, macroeconomic policy and social policy.

### *Development Economics*

This course introduces the student to the major theories of economic development which have influenced the development of contemporary development economics. The central focus is the analysis of factors contributing to economic development in general, but in particular in low-income countries, primarily located in Africa, Asia and Latin America. The major theories examined include: the historicist (linear-stages) theories; structural change (inter-sectoral) theories; neoclassical dependency theories; neoclassical (new political economy) theories; new growth theory. In addition a number of current issues will be examined including: population, trade and development, foreign direct investment, globalization.

### *Economics of Financial Markets*

This course introduces students to the key concepts and current issues in financial economics. To reflect the diversity of the financial services sector, this course covers all the important financial markets: stock; bond; foreign exchange; and derivatives. Particular emphasis is placed on linking the financial theory to the major global economic and business stories of recent years, for example, the rise and fall of world stock prices; the volatility of the euro-dollar exchange rate; and how billions of euro were lost in derivatives-related trading.

### *Health Economics*

This course covers the following topics: health care as an economic commodity; agency in health care; the demand for health; economic evaluation of health care programmes; output measurement for resource allocation, hospitals, technology and the supply of health care; equity in health care; and the financing of health care. In addition, students must do an essay on a specific health economics problem.

### *International Economics*

The course is a combination of theory, empirical tests of theories, the policy implications of theories and contemporary debates on the trade aspect of globalisation. The standard neo-classical theories of trade are examined and

the textbook is supplemented with articles that examine some of the empirical issues relating to trade, its causes and effects. The implications of market distortions for the gains or otherwise from trade liberalisation are also considered. The actuality of current international trade policies are explored, with some emphasis on the reasons for its generally mercantilist orientation. The course also addresses the issue of factor mobility (in particular capital mobility and foreign direct investment) and its implications for the home and host countries. Finally the current debate over globalisation and development is examined with a critique of the arguments of both sides.

### *Environmental & Natural Resource Economics*

This course looks at the relationship between economic activity and the natural environment. It deals with such topics as the exploitation of natural resources, environmental pollution and the natural environment as a source of enjoyment. It also discusses the notion of sustainable development. ‘Development that meets the needs of the present without compromising the ability of future generations to meet their own needs’.

### *Applied Econometrics*

The aim of this course is to give students a practical introduction to some of the main methods used by Economists to quantify relationships between economic variables. Using appropriate software and real data sets, theory learned in the classroom is quickly put into a practical context. Towards the end of the course students build their own Econometric model.

### *Money and Banking*

This course sets out to develop your understanding of international banking and monetary institutions and the world’s financial architecture. Using the basic economics of banking, the course explores a variety of current issues, including: the role of the new Irish Financial Services Regulatory Authority (IFSRA); how banking and currency crises have occurred around the world since the 1990s; the role of the International Monetary Fund (IMF); and why the European Central Bank (ECB) is considering a change in its monetary policy.

### *Public Economics*

The aim of this module is to introduce students to the role that public sector plays in influencing resource allocation in a market economy. We will focus on the set of normative rules to guide public sector decision-making using tools of modern welfare economics. On the other hand, we will also show that public economies involve the positive study of how the activities of government (for example, taxation, transfers, expenditures) influence resource allocation, relative forces and welfare in the economy.

### *Marine Economics*

This module will introduce students to economic analysis used to evaluate specific marine policies in the area of marine tourism and recreation, shipping, offshore energy production, aquaculture, fishing, coastal development, and marine ecosystem service provision.

### *Economics and Philosophy*

This module will explore the interface between economic analysis and moral philosophy. It will show how insights and analytical tools from economics can contribute to ethics, and demonstrate how an understanding of moral philosophy can improve economic analysis. Topics covered include: rationality and the preference axioms, welfare, efficiency and consequentialism, rights, theories of distributive justice, social choice theory, game theory and decision theory.

### *Macroeconomics and Public Policy*

Macroeconomics is concerned with the major economic issues such as unemployment, inflation, and the interrelation between income distribution and economic growth. Several theoretical models have been developed in the literature to study the fundamental causes of these issues. Many of these models serve as analytical frameworks in which applied economic policy analysis is conducted. Examples include the Keynesian structural macroeconomic models in the 1970s and the New Keynesian DSGE models in the current period. This module considers dominant economic policy regimes since the post-world war II period and examines the macroeconomic theoretic principles and the analytical framework that underpins these policy regimes.

### *Research Paper I*

A number of skills will be developed during the course. These include the ability to understand economic reasoning, the ability to select a research topic and discover what has been written on this topic already, the ability to access economic data, and the ability to write and present a research project. Students have to write an essay for this course on a topic to be agreed with their supervisor.

### *Research Paper II*

This course gives the student the opportunity to apply economic reasoning to a particular issue in Economics. The skills developed during the first semester will be further developed in this course. These include the ability to understand economic reasoning, the ability to select a research topic and discover what has been written on this topic already, the ability to access economic data, and the ability to write and present a research project. Students have to write a major essay for this course on a topic to be agreed with their supervisor.

## **CERTIFICATE IN MANAGEMENT PRACTICE**

### **Programme Objective**

The Certificate in Management Practice (CMP) is designed to enhance management practices and leadership capabilities for people working in both private and public sector contexts. Each module in the Programme will be practical and applied. The activities within the Programme are aimed at improving participant's management skills and business performance.

### **Entry Requirements**

Entry to the Certificate programme is intended for professionals (graduate and non-graduate) who are in the early or mid-point of their careers (a minimum of 3 years business experience) who need either some business education to advance to senior management, who are entrepreneurs seeking formal business training in order to enhance their management skills or who have no formal business training and want an introduction to business.

### **Programme Duration**

The CMP will be delivered over a seven month period and involves eighteen days attendance at the J.E. Cairnes School of Business and Economics.

### **Programme Structure**

The CMP consists of six modules.

CM103 Leadership and Change Management (5 ECTS)

CM106 Innovation and Creativity (5 ECTS)

CM102 People Management (5 ECTS)

CM101 Financial Management (5 ECTS)

CM107 Research Project (5 ECTS)

Choice of:

CM105 Marketing & Sales Management (5 ECTS)

Or

CM104 Operations Management (5 ECTS)

All modules earn 5 ECTS credits from NUI, Galway and successful participants are awarded the CMP on successful completion of all six modules. Participants who successfully complete this specialist Certificate may be eligible to apply for entry onto further programmes, e.g. Diploma in Management Practice.

### **Assessment**

A variety of teaching methods are used during the workshops including; case studies, guest presentations, class exercises etc. Assessment for the individual

modules is primarily by means of continuous assessment. There is a written examination in the financial management module at the end of the course. A maximum of two attempts is allowed for each assessment/examination. In addition, each student will complete a work- based project providing the link between the modules and work and provide each participant an opportunity to demonstrate their knowledge and understanding of course content.

## **Module Descriptions**

### *Financial Management*

The components of financial statements. The analysis and interpretation of financial statements. Use of accounting information by managers. Relevant costing. Marginal costing. Product costing systems. Cost volume profit analysis. Capital investment appraisal.

### *Innovation and Creativity*

This course provides students with an introduction to the management of innovation. Defining innovation, innovation diffusion theories, technological trajectories. National, technical, social, legal, and ethical issues in innovating and implementing technology. Strategic technology and innovation management: aligning new technologies with strategic business objectives; acquiring and developing strategic technological platforms; managing R&D; managing innovation partnerships and alliances. Creativity techniques for better solution generation and problem solving; implementing the innovative and creative organisation.

### *Leadership and Change Management*

Today's organisation faces increasing pressures to achieve higher and higher levels of performance in a fast paced global market. This places extra demands on the workforce in terms of effective decision making, flexibility, and achievement of results. Such demands require effective leadership, and for leaders, the changing world of work presents particular challenges. This course will examine in depth some of the challenges faced by leaders in today's competitive organisations, and will allow participants to get involved in problem solving exercises similar to those they may experience in the workplace. Various methodologies are used in order to create a stimulating and participative environment. Practical application and discussion is encouraged. Lecture, discussion, role play, case study, self assessment questionnaires and scenario planning feature throughout, on both an individual and a group level.

### *People Management*

The People Management module will examine the practical aspects of managing people in small and medium enterprises. The module is based on

an inter-disciplinary approach to the management of human resources in a contemporary context. The programme will explore important HR issues including recruitment and selection, performance management, human resource development, pay and rewards, and employee relations in an SME context.

Choice of

*Marketing & Sales Management*

This course will be concentrated on two key marketing goals: (1) how to retain profitable customers and (2) how to increase sales. In doing so the course will address the following issues: An overview of marketing including its principal functions, a customer service model to help ensure customer retention, using the Ansof Model to select sales growth strategies, and how to sell effectively and profitably.

Or

*Operations Management*

Introduction to Operations Engineering. Operations Strategy. Introduction to Quality Planning and Control. Product and Service Design. Process and Technology. Facility Layout and Line Balancing. Human Resources. Supply Chain Management. Forecasting. Capacity Planning and Aggregate Production Planning. Inventory Management. Scheduling. Introduction to Just in Time & Lean Systems. Introduction to Project Planning and Control. Enterprise Resource Planning.

*Research Project*

Each student will complete a work-based project providing the link between the core modules and work and provide each participant an opportunity to demonstrate their knowledge and understanding of course content.



# **SPECIALIST DIPLOMA IN CONTINUING PROFESSIONAL DEVELOPMENT**

## **(Management Practice)**

### **Programme Objectives**

The Diploma in Management Practice (DMP) is designed to enhance the management practices, behaviours and leadership capabilities of senior managers (both people managers and technical managers). The purpose of the process is to provide high potential talent with an opportunity to develop their skills and place them in positions of future leadership.

### **Requirements for Award**

Satisfactory completion of all 4 modules of the programme, including assignments, (20 credits under the Irish National Qualifications Framework - NQF) **plus** individual research project, involving preparation of substantial work-related assignment (10 credits).

### **Target Group**

Senior executives in both people and technical areas all educated at minimum to degree level. It is expected that 10 to 20 students per year will attend.

### **Programme Format**

The programme consists of 4 taught modules and a final project. Each module consists of 30 hours in total as well as pre-module reading assignments, project assignments, and case study preparation.

All taught modules involve a number of learning approaches and are all highly participative. They involve lectures, case studies, group exercises, individual assignments, video presentations, and pre-course reading assignments and projects. Each module in the programme will be practical and applied. The activities in the programme are designed to improve the participants management capability thus positively impacting bottom line business performance.

There will also be continual coaching during the process, psychometric assessment, and feedback. Assessment for the individual modules is primarily by means of continuous assessment. Each participant will complete a work based assignment for each module, this will provide each participant an opportunity to demonstrate their knowledge and understanding of course content.

The final project involves preparation and implementation of a substantial work-related assignment.

## **Administration of Programme**

The programme will be organised in partnership with Evolve Training Consultants. Students will be registered through the Office of Adult and Continuing Education for a Specialist Diploma in Continuing Professional Development. These awards may be recognised at Level 8 of the Irish NQF, and credits may count towards further qualifications at Masters level 9. Dr Paul Ryan is the Academic Director of the programme.

## **MODULE DESCRIPTIONS**

### *Management of Human Resources*

Human resource planning; communication and participation; training and development; reward management - compensation and benefits, job analysis and job evaluation, performance appraisal; career planning and development, root cause identification, six sigma, team decision thinking, tools for business thinking; six thinking hats; work life balance; personal productivity; scenario planning, self assessment questionnaires and 360 feedback; benefits of coaching, analysing the coaching process, differentiating the different coaching focus areas, practice the principles of a coaching conversation, identify and discuss the role of values in a coaching engagement.

### *Organisational Behaviour*

Perception; attribution; personality; communication; motivation; stress; individual development; leadership; power; group effectiveness; intergroup relations; organisational structure; contingency designs; work design; developing people and teams; performance management, team formation and development.

### *Management of Organisational Change and Innovation*

The diagnosis of organisational position in the environment; the introduction, adoption and implementation of successful change in organisations; understanding the need for an innovation strategy, changing the work environment to promote innovation and creativity, how to change management processes to encourage ideas, how to best reward ideas.

### *Business Negotiations and Strategic Influencing*

Negotiations in context; conflict, decision analysis and negotiations; process of negotiations; negotiation styles and tactics; principles of influence; effective influencing behaviours; preparation for influencing; relating to different personality types; schools of decision making; stakeholder mapping; departmental drivers; personal wins/losses; individual decision making styles; action planning.

### *Final Project*

Each participant will complete a significant work based project at the end of the four modules providing the opportunity to demonstrate their knowledge and synthesis of the course content as a link between the core programme modules and work.

### *Presentation of Project*

Participants should prepare a 20 minute PowerPoint presentation of their projects to present to Programme staff. This will be followed by a 20 minute Q&A session.

### *Advanced Presentation Skills*

Advanced Presentation Skills training will be provided on necessary components required to make a compelling, impactful and persuasive presentation to a group. It will cover audience examination, preparation, designing for memory, platform skills, and persuasion.

### *Assessment of the Project*

The project will be assessed by programme staff for award of the diploma.

## STRUCTURED PhD

### COLLEGE OF BUSINESS, PUBLIC POLICY AND LAW

#### Overview

The Structured PhD is a 4-year full time programme (360 ECTS).

There is a separate programme for each School. Students will register for a Ph.D (Business & Economics) or Ph.D (Law).

Each student must obtain a minimum of **30 ECTS** through ‘structured’ modules having a taught or ‘skills’ component, and a maximum of 90 ECTS, but a recommended **normal maximum of 45 ECTS**.

The thesis remains central to the award of the PhD.

**Part Time:** The traditional ‘research only’ PhD remains available for those wishing to complete on a part time basis.

#### Compulsory Modules

The only mandatory module on the Structured PhD programme is Induction. During their first year all research students will attend an induction event which will acquaint the students with the research process in NUI Galway. This event is organized by the College of Business Public Policy & Law. Research regulations, research ethics, research finances, information/library resources and other general information on the University will be provided to students. Orientation is a separate event for all research students which is organized by Graduate Studies and should take place prior to induction.

*A typical Induction Programme is as follows:*

• What is a PhD? • Introduction to Research at NUI Galway • Introduction to Ethics in Research, • Introduction to Research Methodologies • Library Services-off & online

Students on traditional research degree routes may also attend this course.

Assessment

This 5 ECTS will be awarded upon successful completion of a Research and Professional Development Plan.

## **Optional Modules**

Students select modules in consultation with their Supervisor and/or Graduate Research Committee from the catalogue of PhD modules available.

The onus lies with the student to ensure that they correctly register for modules.

In addition to the modules available across the College a Supervisor may stipulate existing or new modules from within their discipline. It is important that these modules are input by the discipline to the Syllabus File for the Structured PhD.

## **SCHOLARSHIPS AND PRIZES**

### **ACCA PRIZE IN FINANCIAL ACCOUNTING**

This prize is sponsored by the Association of Chartered Certified Accountants, and will be awarded annually to the student who achieves the highest marks in the module International Financial Reporting I in Second Commerce, provided (s)he passed the examinations of the year as a whole. The value of the prize is €200, and the recipient will also receive a certificate of achievement from the Association.

### **THE CAMPBELL BEWLEY MEDAL**

The Campbell Bewley Medal shall be awarded to the highest placed candidate at the B.Comm. Degree examination from among those who joined Third Commerce under the joint National University of Ireland, Galway/Shannon College of Hotel Management programme, provided the candidate obtains at least Second Class Honours overall in the degree.

The value of the Prize is €300.

### **THE CIMA PRIZE IN MANAGEMENT ACCOUNTING**

The CIMA prize in Management Accounting shall be awarded on the recommendation of the J.E. Cairnes Graduate School of Business & Economics to the student in the Bachelor of Commerce/Bachelor of Commerce International programmes for the best performance in Management Accounting 1 (AY207), provided the student passes the examinations of the year as a whole. The prize consists of a cheque for €200 , and a parchment.

### **DELOITTE PRIZE IN TAXATION AND FINANCIAL ACCOUNTING**

This prize is sponsored by Deloitte, and will be awarded annually on the recommendation of the J.E.Cairnes School of Business and Economics, to the student who attains the highest aggregate mark in the modules Taxation I, Taxation II, International Financial Reporting II and International Financial Reporting III in his/her Final Commerce year, providing the student achieves at least a Second Class Honours, Grade 1 overall in the Bachelor of Commerce degree. The value of the prize is €1000. In the event of a tie, the prize will be divided equally.

Students on the BComm Accounting programme are not eligible for this award.

## **DELOITTE PRIZES (SECOND COMMERCE YEAR)**

These Prizes will be awarded annually, on the recommendation of the J.E. Cairnes School of Business and Economics, to the students who, attain the highest levels of performance in the Examinations of the Second Commerce Year, provided they have taken the subject International Financial Reporting I in the Second Semester and have passed the examinations of the year as a whole.

The amounts of the Prizes shall be €750, €500 and €250 for First, Second and Third Prizes respectively. In the event of a tie, the Prize(s) will be divided equally.

Students on the BComm Accounting programme are not eligible for this award.

## **DELOITTE PRIZES FOR STUDENTS ON SECOND YEAR B.COMM (ACCOUNTING)**

These prizes will be awarded annually, on the recommendation of the J.E.Cairnes School of Business and Economics, based on the results of the examinations of the second year of the B. Comm (Accounting) degree, to those students who obtain first, second and third place in the aggregate mark of all examinations taken. In the event of a tie, the prize or prizes will be divided equally. The amount of the prizes shall be €750, €500 and €250 for first, second and third places respectively.

Only students on the B. Comm (Accounting) Programme are eligible for these Prizes.

## **HPE (HEWLETT PACKARD ENTERPRISE) AWARD – BSC (BUSINESS INFORMATION SYSTEMS)**

The Hewlett Packard Award for the Best Student in Business Information Systems is a prestigious annual award which seeks to recognise and reward excellence in the pursuit of studies relating to the application of information systems in business. It is awarded to the highest performing final year student in the BSc in Business Informations Systems at NUI, Galway.

## **KPMG PRIZES SECOND YEAR B. COMM.**

These prizes will be awarded annually, on the recommendation of the J.E. Cairnes School of Business and Economics based on the results of the

examinations of the Second Commerce year, to those students who obtain first, second and third place in the aggregate in the subjects Management Accounting I, Business Finance I and International Financial Reporting I, provided they pass the examinations of the year as a whole. In the event of a tie, the prize or prizes will be divided equally. The amount of the prizes shall be €300, €200 and €150 for first, second and third places respectively.

### **KPMG PRIZES THIRD YEAR B.COMM. (ACCOUNTING)**

These prizes will be awarded annually, on the recommendation of the J.E.Cairnes School of Business and Economics, based on the results of the examinations of the third year of the B. Comm (Accounting) degree, to those students who obtain first, second and third place in the aggregate mark of all examinations taken. In the event of a tie, the prize or prizes will be divided equally. The amount of the prizes shall be €300, €200 and €150 for first, second and third places respectively.

Only students on the B. Comm (Accounting) Programme are eligible for these Prizes.

### **THE MAZARS PRIZE IN BUSINESS FINANCE IN MEMORY OF MARK NEVIN**

This prize is sponsored by MAZARS, Galway, and will be awarded annually on the recommendation of the J.E. Cairnes School of Business and Economics, to the student who attains the highest mark in the module Business Finance I in his/her Second Commerce year, providing the student received 60 ECTS credits from his/her first sitting of the examinations of that year. The value of the prize is €1000. In the event of a tie, the prize will be divided equally.

### **THE LABHRÁS O NUALLÁIN PRIZE**

The Labhrás O Nualláin Prize is awarded to the student who achieves the highest mark in Development Economics, which is a final year course offered to B.A. and B. Comm students. The award which amounts to €325 was bequeathed by Professor Labhrás O Nualláin who lectured in Economics in this University from 1953 until 1970, and was Professor of Economics from 1970 to 1982. He was an acknowledged specialist in Economic Development, both national and international.



## **PWC MEDAL AND PRIZE FOR STUDENT ON 1<sup>ST</sup> YEAR B. COMM DEGREE: ACCOUNTING MODULE**

The Price Waterhouse Coopers Medal and Prize shall be awarded on the recommendation of the J.E. Cairnes School of Business & Economics to the student in the Bachelor of Commerce degree programmes who obtains the highest marks in the first-year Accounting module, provided a pass is achieved in the first year examinations overall. The value of the Prize is €500. In the event of a tie, the prize will be divided equally.

This prize is not available to B. Comm (Accounting) students.

## **PWC PRIZES FOR STUDENT ON 1<sup>ST</sup> YEAR B. COMM (ACCOUNTING) DEGREE**

These prizes will be awarded annually, on the recommendation of the J.E. Cairnes School of Business and Economics, based on the results of the examinations of the first year of the B. Comm (Accounting) degree, to those students who obtain first, second and third place in the aggregate mark of all examinations taken. In the event of a tie, the prize or prizes will be divided equally. The amount of the prizes shall be €750, €500 and €250 for first, second and third places respectively. This prize is not available to students on the B. Comm. programmes

## **PRICE WATERHOUSE COOPERS PRIZE IN TAXATION**

This prize is sponsored by Price Waterhouse Coopers, and will be awarded annually on the recommendation of the J.E. Cairnes School of Business and Economics, to the student who attains the highest aggregate mark in the module Taxation I and Taxation II in his/her Final Commerce year, providing the student achieves at least a Second Class Honours, Grade 1 overall in the Bachelor of Commerce degree. The value of the prize is €1000. In the event of a tie, the prize will be divided equally.

## **THE SALVATORE SFERRA MEMORIAL PRIZE**

Dott. Antonio Castelli, formerly a member of Romance Languages (1963-1966), originally endowed this prize in memory of his uncle, Salvatore Sferra (Naples). The value of the prize is now €300. The purpose of the prize is to encourage competence in Italian and is awarded each year to that Second Arts or other student who, in judgement of the School, is deemed to have made the most significant progress.

## **BEARING POINT AWARDS FOR BEST FINAL YEAR PROJECT B.Sc (BUSINESS INFORMATION SYSTEMS)**

These awards, sponsored by Bearing Point, are for outstanding achievement in the Final Year Project in the Fourth Year of the B.Sc (Business Information Systems).”

## **THE HPE (Hewlett Packard Enterprise) PRIZE IN SYSTEMS ANALYSIS M.Sc. (Information Systems Management)**

From 2009-10 onwards, the Hewlett Packard Prize in Systems Analysis will be awarded to the student in the M.Sc. in Information Systems Management Programme (full-time and part-time) who attains the highest aggregate score across modules MS804 (Systems Development and Project Management), MS805 (Database Systems) and MS821 (Applied Systems Analysis). To be eligible for this prize, the student must pass all three modules at the first attempt and within one academic year of entering the programme. Students who are exempted from taking these modules are not eligible for this prize.

## **IRISH TAXATION INSTITUTE PRIZE IN TAXATION**

This prize is sponsored by the Irish Taxation Institute, and will be awarded annually on the recommendation of the J.E. Cairnes Graduate School of Business and Economics, to the student who attains the highest mark in the Taxation module of the Master of Accounting programme, providing the student achieves at least a Second Class Honours overall in the Master of Accounting degree. The value of the prize is €1000. In the event of a tie, the prize will be divided equally.

## **MARTIN A. WHYTE MEMORIAL MEDAL**

A medal will be awarded annually within Digital Marketing (MK 5101) in the MSc Marketing Programme to the student who receives the highest overall mark in this module.

## **MEDTRONIC AVE**

This prize, value €800, will be awarded annually on the recommendation of the Professor of Management, to the student achieving first place in the MSc in Human Resource Management programme, provided an overall result of Second Class Honours, Grade 1 has been achieved.

### **THE MARINE INSTITUTE AWARD**

This prize is sponsored by the Irish Marine Institute and will be awarded annually on the recommendation of the J.E. Cairnes School of Business and Economics, to the final year student who attains the highest mark in the module Marine Economics, provided a pass is achieved in the final year examinations overall. The value of the prize is €1000. In the event of a tie, the prize will be divided equally.

### **INTEL PRIZE FOR MSC INTERNATIONAL MANAGEMENT**

This prize shall be awarded annually. The prize shall amount to €1,000 and will be awarded to the student who receives the highest overall aggregate mark in the examinations for MSc International Management programme. In the event of a tie, the prize will be divided equally.

**AWARDS DAY 2017**  
**LÁ NA nGRADAM 2017**

Saturday February 11<sup>th</sup>, 2017

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

*Undergraduate Prizes/Scholarships  
(other than Excellence/University  
Scholarships)/  
Duaiseanna/Scoláireachtaí  
Fochéime (seachas Scoláireachtaí  
Sármhaitheasa/ Ollscoile)*

**Campbell Bewley Medal**

**2015 - 2016**  
*Honours Bachelor of Commerce (3BC1)*  
Qiaoyan (Fiona) Lai

**HP AWARD – HONOURS BACHELOR OF SCIENCE (BSC) BUSINESS  
INFORMATION SYSTEMS)**

**2015 - 2016**

Jessica Tyrell (4BF1)

**Irish Taxation Institute Prize in Taxation**

**2015 - 2016**  
*Master of Accountancy (1AY1)*  
Cathal Pardy

**The Mazars Prize in Business Finance  
in memory of Mark Nevin**

**2015 - 2016**

*Second Commerce (2BC1)*  
Natalia Rutkowska

**DUAIS LABHRÁS Ó NUALLÁIN PRIZE**

**2015 - 2016**

Joseph Conlon (4BC2)

**THE CIMA PRIZE IN MANAGEMENT ACCOUNTING**

**2015 -2016**

Kevin Molyneux (3BC2)

**DELOITTE PRIZE IN TAXATION AND FINANCIAL ACCOUNTING**

**2015 – 2016**

Aoife Sweeney (3BC1)

**DELOITTE PRIZES (SECOND COMMERCE YEAR) FIRST PLACE**

**2015 – 2016**

Jack Kelly (2BC1)

**DELOITTE PRIZES (SECOND COMMERCE YEAR) SECOND PLACE**

**2015 – 2016**

Megan Grant (2BC1)

**DELOITTE PRIZES (SECOND COMMERCE YEAR) THIRD PLACE**

**2015 – 2016**

Ella Bryan (2BC1)

**DELOITTE PRIZES FOR STUDENTS ON SECOND YEAR OF THE  
HONOURS BACHELOR OF COMMERCE (ACCOUNTING) DEGREE  
– FIRST PLACE**

**2015 – 2016**

Cathal Nolan (2BCA1)

**DELOITTE PRIZES FOR STUDENTS ON SECOND YEAR OF THE  
HONOURS BACHELOR OF COMMERCE (ACCOUNTING) DEGREE  
– SECOND PLACE**

**2015 – 2016**

Ruth Cummins (2BCA1)

**DELOITTE PRIZES FOR STUDENTS ON SECOND YEAR OF THE  
HONOURS BACHELOR OF COMMERCE (ACCOUNTING) DEGREE  
– THIRD PLACE**

**2015 - 2016**

Gary Donoghue (2BCA1)

**HP AWARD - HONOURS BACHELOR OF SCIENCE (BSC)  
(BUSINESS INFORMATION SYSTEMS)**

**2015 – 2016**

Jessica Tyrrell (4BF1)

*Postgraduate Prizes/Scholarships/*  
**Duaiseanna/Scoláireachtaí Iarchéime**

**MARTIN A WHYTE MEMORIAL MEDAL**

**2016 – 17**

Ciara Shaughnessy

**HEWLETT PACKARD ENTERPRISE PRIZE IN SYSTEMS  
ANALYSIS (MSC) (INFORMATION SYSTEMS MANAGEMENT)**

**2015 -2016**

Orla McMahon (1MIS1)

**THE MARINE INSTITUTE AWARD**

**2015 - 2016**

Kathie Van Bronckhorst

**INTEL PRIZE FOR MSC INTERNATIONAL MANAGEMENT**

**2015 -2016**

Sinead Russell and Oisín Molloy

**MEDTRONIC AVE**

**2015 – 2016**

Rachel Quinlan (1MHR1)

**The J.E. Cairnes School of  
Business and Economics /  
Scoil Ghnó agus  
Eacnamaíochta J.E. Cairnes  
*University Scholars/*  
Scoláirí Ollscoile 2013/14  
Honours Bachelor of Commerce**

**Year 1 (1BC1)**

Ella Bryan  
Jack Kelly  
Meagan Grant  
Michael Gibbons  
Melissa Hardiman  
Noleen Healy  
Ronan Moran  
Kerry Dunne  
Kathryn Levestam  
Denisa Chanathova  
Gary Daly  
Sean Deery  
Natalia Rutkowska  
Paulina Warzecha  
Peadar Rodgers  
Kayleigh Burke  
Dylan Spencer  
Catherine O'Toole  
Rinku Phulphagar  
Anna Wazniak  
Rachael O'Donnell  
Monika Graibute  
Michelle Quigley  
Colin Healy  
Catriona Margey

**Year 2 (2BC1)**

Aoife Sweeney  
Yvonne Clinton  
Cai Caiwei  
Elaine McCann  
Martina Sorbello



Laura Kelly  
Matthias Fahrenholz  
Kieran Scally  
Alva Cawley  
Hanhui Wang  
Brian Kenny  
Emer Ní Chonghaile  
Niamh O'Donnell  
Lauren Rainey  
Sile Toland  
Michael Murphy  
Ellen O'Hara  
Greta Narkeviciute  
Marcis Jankovs  
Kelan Connolly  
Amy Pyne  
Emma Bready  
Paul Gavin

**Honours Bachelor of Commerce  
(Accounting)**

**Year 1 (1BCA1)**

Cathal, Nolan  
Ruth, Cummins  
Chloe, Rooney  
Leah, Kelly  
Gary, Donoghue  
Michael Clarke  
Heather Byrne  
Paddy MacDonagh  
Ciara Byrne  
Riona Duffy

**Year 2 (2BCA1)**

Xiaoqing Liu  
Darren Dooley  
Patric Evason

Jamie Painter  
Yebo Xu  
Rory Conlon  
Tomás Kelly  
Aisling Brogan  
Rebecca Palmer  
Jason Farrell  
Elizabeth Oke  
Deirbhile Ryan  
Megan Reilly  
Eimear Gaffney  
Eric Ohlstrom  
Ben Donohue  
Jonathan Keogh  
Sile Donlon

**Honours Bachelor of Commerce  
(French)**

**Year 1 (1BC2)**

Meadhbh Gleeson  
Kevin Molyneaux  
Samantha Walsh

**Year 2 (2BC2)**

Nicole Kaiser  
Emma Fannon  
Rory Germally  
Darragh Flaherty  
Emma Martyn  
Seán Lang

**Honours Bachelor of Commerce  
(German)**

**Year 1 (1BC3)**

Heather Keegan  
Colm McInerney  
Colm Kitt  
Gráinne Dempsey

**Year 2 (2BC3)**

Catilyn Ipate

**Honours Bachelor of Commerce  
(Spanish)**

**Year 1 (1BC4)**

**Year 2 (2BC4)**

Arkadiusz Grzedzinski  
Marianna Rigalou  
Mairead Horan  
Shane Kenna

**Honours Bachelor of Science  
(Business Information Systems)**

**Year 1 (1BF1)**

Cormac McDermott  
John Griffin  
Jack Egan  
Mary Burns  
Rónán Keane  
Cian Crimmins

Darren O'Donnell  
Shane Gillespie

**Year 2 (2BF1)**

Tautvydas Kersulis  
Martin Cosgrove  
Ryan McGuinness  
Oksana Korotkova  
Jack Keating  
Katarzyna Korzeniec  
Dermot Gleeson

## **ADDITIONAL PRIZES AWARDED**

### **ACCA PRIZE IN FINANCIAL ACCOUNTING**

Donal Costello (2BC3)

### **KPMG PRIZES – SECOND YEAR BCOMM**

**2015 – 2016**

Jack Kelly (2BC1)  
Kevin Molyneaux (2BC2)  
Natalia Rutkowska (2BC1)

### **KPMG PRIZES – THIRD YEAR BCOMM (ACCOUNTING)**

Xiaoqing Liu (3BCA1)  
Sarah Bradley (4BCA2)  
Damien Kiniry (4BCA2)

### **HEWLETT PACKARD PRIZE IN SYSTEMS ANALYSIS (MSc) (INFORMATION SYSTEMS MANAGEMENT)**

Patricia McDonagh

### **PRICE WATERHOUSE COOPERS MEDAL FOR STUDENTS ON 1ST YEAR B.COMM DEGREE (ACCOUNTING) MODULE**

**2015 - 2016**

Laura Carroll  
David Scully

### **PRICE WATERHOUSE COOPERS MEDAL FOR STUDENTS ON 1ST YEAR B.COMM DEGREE (ACCOUNTING) DEGREE**

**2015 – 2016**

Diarmaid McDonnell – First Prize (1BCA1)  
Sean Cunningham – Second Prize (1BCA1)  
Anshu Puri – Third Prize (1BCA1)

### **PRICE WATERHOUSE COOPERS PRIZE IN TAXATION**

**2016 - 2016**

Aoife Sweeney

**THE MAZARS PRIZE IN BUSINESS FINANCE IN MEMORY OF MARK NEVIN**

**2015 – 2016**

Natalia Rutkowska (2BC1)

**BEARING POINT AWARD**

**2015 – 2016**

Ciara Ruane  
Daniel Feehan  
Joanne Neary  
Lillian Hughes