

Module code	Module title	Module descriptor
	First Year	
AY104	Introduction to Financial Accounting	This course is intended to develop in students the skills necessary to prepare, interpret and use accounting and financial information in a business context. The course will provide a good basic foundation in Financial Accounting for both students who do not intend to specialise in Accounting and those who will progress to more advanced study of accounting in the future. (Language of instruction: English)
AY105	Introduction to Management Accounting	This course is intended to develop in students the skills necessary to prepare, interpret and use accounting and financial information in a business context. The course will provide a good basic foundation in Management Accounting for both students who do not intend to specialise in accounting and those who will progress to more advanced study of accounting in the future.
AY120	Accounting	This course is intended to develop in students the skills necessary to prepare, interpret and use accounting and financial information in a business context. It is delivered in conjunction with AY105 Introduction to Management Accounting. In addition, students taking AY120 will complete an additional topic on the Interpretation of Financial Statements.
AY130	Financial Reporting	This course is intended to develop in students the skills necessary to prepare, interpret and use accounting and financial information in a business context and to introduce the environment and practice of financial reporting.
EC139	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 and perfect competition
EC141	Principles of Macroeconomics	The objective of this course is to introduce students to the key concepts of macroeconomics, both theoretical and applied, with an emphasis on understanding macroeconomic data

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EC142	Principles of Microeconomics	<p>This module is intended as an introduction to the principles of microeconomics. Microeconomics studies how rational people makes choices in the face of scarcity and how these choices are coordinated by markets. We study how markets work to promote economic efficiency, and why markets sometimes fail. We explore the behaviour of consumers and producers in the market, and explain how interference in the market can lower economic surplus. Critical to the study of microeconomics is the role played by incentives. We will study how rational agents respond to incentives. The module will consider the appropriate role for government in the economy, the importance of competition in the market, and the behaviour of markets that exchange factors of production like labour. The aim throughout will be to introduce students to the “economic way of thinking”.</p>
EC143	Principles of Macroeconomics	<p>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. The broad areas covered include macroeconomic variables and data, the economy in the long run, open economy macroeconomics, short run economic fluctuations and the current economic situation in Ireland</p>
FR105	French	<p>This module aims at consolidating and building on the basic language skills of students who have chosen at entry level to take French as an obligatory and substantial component of their 4-year undergraduate degree programme. Oral and written communication skills are developed incrementally and students are introduced to aspects of contemporary French and Francophone culture. Upon successful completion of this 10-credit module, students will have progressed their skill set in French to level A2.2 / B1.1 as per the Common European Framework of Reference for Languages.</p>

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GA191	Gaeilge & Scileanna Cumarsáide 1	<p>Tabharfar deis do na mic léinn sa mhodúl seo cur lena scileanna labhartha agus scríofa sa Ghaeilge. Úsáidfeadh sainteanga an ghnó i gcás cuid mhór d'ábhar an mhodúil seo, rud a chuirfidh ar chumas na mac léinn iad féin a chur in iúl go muiníneach trí Ghaeilge i réimsí éagsúla de chuid an ghnó/na tráchtála. Déanfar plé ar théamaí ginearálta comhaimseartha agus ar roinnt ceisteanna reatha a bhaineann le réimse an ghnó agus na fiontraíochta. Cíorfear an gnó mar ghairm, agus tabharfar deis do na mic léinn labhairt sa rang agus cur i láthair ó bhéal a dhéanamh ar bhonn rialta.</p> <p>Déanfar na mic léinn a chumasú i rialacha gramadaí na Gaeilge freisin, i gcomhréir agus i ndeilbhíocht na teanga, agus i gceartúsáid na teanga. Déanfar an cruinneas a threisiú trí mheán na scríbhneoireachta ag díriú go sonrach ar théarmaíocht agus ar shainfhoiclóir an ghnó.</p>
GA192	Gaeilge & Scileanna Cumarsáide 2	<p>Sa mhodúl seo déanfar buanú ar eolas na mac léinn ar rialacha gramadaí na Gaeilge, ar chomhréir agus ar dheilbhíocht na teanga, agus ar cheartúsáid na teanga sa scríobh agus sa labhairt.</p> <p>Bainfeadh úsáid as na foinsí agus na huirlisí teanga agus téarmaíochta is tábhachtaí a theastaíonn chun téacsanna scríofa a ullmhú, ag úsáid théarmaíocht an ghnó mar is cuí. Déanfar buanú freisin ar chumas na mac léinn sainteanga an ghnó a úsáid, agus cuirfeadh lena muinín an sainteanga sin a úsáid go muiníneach agus iad ag labhairt na Gaeilge. Déanfar plé cuimsitheach ar cheisteanna a bhaineann le réimse an ghnó agus na tráchtála. I measc na dtéamaí a phléifeadh beidh Fógraí agus Margaíocht, Cúrsaí Fiontraíochta agus Eacnamaíocht na hÉireann.</p>
GR140	German Language I (Beginners)	<p>The module is designed for 1BC1 Commerce students without any previous knowledge of German. In this course, students will complete German Levels A1 and A2 as specified in the European Framework for Languages. They will be introduced to the basic business terms necessary for students of Commerce and will acquire all 4 language skills specific for this level.</p>
LW190	Business Law 1	<p>The aim of this module is to introduce students to the fundamental principles of law, to enable them to understand the importance of law in society and particularly, its relevance to their work in business. This will first require an understanding of the Irish Legal System and the impact of E.U. law. The course will focus on the law of contract and Sale of Goods law.</p>
MA119	Mathematics for Business	<p>Mathematics with applications to Business and Economics.</p>

Module code	Module title	Module descriptor
MG1101	Management and Enterprise	This module is designed to introduce students to the concepts of management and enterprise in a contemporary setting. The fundamental theories underpinning the management function are explored. The various contexts within which the manager operates, ranging from start-ups to SMEs to MNCs, are examined. The importance of an enterprising manager, capable of embracing innovation and an entrepreneurial culture in contemporary times is highlighted throughout.
MG3107	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.
MK1100	Foundations of Marketing Thought	This module 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 a variety of business situations
MS120	Business Information Systems	
SH102	Spanish Language I (Beginners)	This ab initio course covers the basic elements of Spanish grammar (including 6 verb tenses) and vocabulary. Activities cover written, oral and aural exercises; class materials include video and audio recordings and texts for study drawn from a wide range of sources. Students are expected to achieve an A2 European Framework of Languages level. A range of oral, aural and written exercises is employed, supplemented by spoken classes and activities in the language laboratory. Written work and class tests are prescribed on a regular basis.
SH140	Intermediate Spanish Language	This course is open to students who have completed a Higher Leaving Cert assessment in Spanish and obtained a H4 or higher. Students are expected to achieve an A2/B1 European language level. A range of oral, aural and written exercises is employed, supplemented by spoken classes. Written work and class tests are prescribed on a regular basis. Prerequisites: A grade H4 or higher in the Leaving Certificate Honours Spanish examination or equivalent.

Module code	Module title	Module descriptor
ST1120	Data Science for Business Analytics I	The course provides an introduction to the probabilistic and statistical techniques needed to extract value from data in Business. Topics include probabilistic reasoning, sampling techniques, modern techniques for data visualisation, data generating mechanisms and inferential reasoning using data. The course will rely heavily on R (a free open source language) and will include a variety of relevant examples of data analysis in Business.

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	Second Year	
AY207	Management Accounting I	The objective of the course is to build on students' knowledge of management and cost accounting techniques introduced in first year and to enable students to analyse and critically evaluate management accounting information useful for decision making, planning, control and performance measurement
AY208	Business Finance I	The objective of this course is to develop the participants' understanding of the theory and practice of financial management, and to develop their skills in the application of this knowledge to financial decision-making.
AY209	International Financial Reporting I	This optional course is strongly recommended for those wishing to study accounting in third year, and is aimed particularly at those interested in pursuing a career in Accounting. The objectives of the course are to build on introductory financial accounting courses to complete the development of the basic accounting skills necessary to allow students to progress to more advanced study of financial accounting and to introduce students to the environment and practice of financial reporting.
CI200	Doing Business in China - Language & Culture 1	China's expanding economy and growing international trade relation attracts the world businesses. The cooperation in many areas between China and Ireland has become active in recent years, such as in education, food industry, IT, high tech and etc. Doing business in China means that those working for such businesses will increasingly come into contact with Chinese business people and officials. Knowledge of basic Chinese language, business culture, business etiquette, meeting protocol and other inter-cultural challenges are vital in maximising business opportunities and success. This module is designed to prepare students to address these challenges. It focuses on both the development of Chinese language skills and understanding of Chinese culture and society.
EC2100	Applied Microeconomics for Business	The main objective of this course is to learn how the techniques and theories of microeconomics can be used to explain how firms and consumers behave. A secondary objective is to understand when the behaviour of firms and consumers is efficient from society's perspective. The emphasis throughout the course is on problem solving

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EC2101	Macroeconomics and the Business Environment	This is an intermediate macroeconomics module dealing with the theory and practice of macroeconomics. It builds upon the concepts and principles covered in first year macroeconomics. The objective of the module is to understand the core models in (short-run) macroeconomic theory and to learn how these theories can be applied to various short-run policy issues, both domestically (Ireland) and in an international (EU/eurozone) setting.
EC247	Introduction to Financial Economics	This module provides an introduction to financial economics, with an emphasis on combining knowledge of `real world' financial markets with economic theory, and with statistical methods, to value financial instruments and analyse portfolios. We ground our understanding of risk and return in statistical models, moving from the analysis of individual financial instruments such as shares or bonds, to the analysis of combinations of these in portfolios. We analyse the construction of optimal portfolios in mean-variance terms, and the implications these models have for the pricing of financial assets. We delve further into particular methods for the valuation of equity, bonds, and derivative instruments, especially options. A key focus is on the practical application of concepts through the analysis and interpretation of financial data, mainly using spreadsheets, and particularly in the context of an applied, data-driven financial analysis project.
EC259	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.
FR255	French	This first semester 5-credit module builds on the work done in 1BC2/FR105 and adopts a largely similar format. In preparation for the ERASMUS+ Year Abroad, the module also introduces students to the aspects of contemporary every day, academic and business life with which they will come into contact in France.
FR256	French	This second semester 15-credit module follows on from the work done in 2BC2/FR255 and adopts a largely similar format. In more imminent anticipation of the ERASMUS+ Year Abroad, the module's teaching, learning and assessment activities prepare students in a practical way for living and studying in France. Upon successful completion of these "sister" modules, students will have progressed their skill set in French to level B1.1 / B1.2 as per the Common European Framework of Reference for Languages.

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GA209	Inniúlachtaí Gairme	<p>Díreoidh an modúl seo ar scileanna a thabhairt do na mic léinn a chuirfidh lena n-inniúlacht ghairme. Mar chuid den mhodúl seo freisin chuirfear cabhair agus oiliúint ar fáil a réiteoidh na mic léinn chun tabhairt go héifeachtach faoin tríú bliain den chéim (3BDC1). Taispeánfar don mhac léinn conas é/ í féin a chur in iúl go paiteanta ar bhonn gairmiúil ag bord agallaimh.</p> <p>Cabhrófar leis an mac léinn a c(h)uid buanna féin a aithint agus le barr feabhais a chur ar a c(h)uid scileanna urlabhraíochta, cainte agus cumarsáide. Tabharfar eolas dóibh freisin ar conas margaíocht agus poiblíocht a dhéanamh orthu féin agus a gcuid oibre.</p>
GA2111	Gaeilge & Scileanna Cumarsáide 3	<p>Bainfear úsáid as na foinsí agus na huirlisí teanga agus téarmaíochta is tábhachtaí a theastaíonn chun téacsanna scríofa a ullmhú, ag úsáid théarmaíocht an ghnó mar is cuí.</p>
GA2112	Teanga an Ghnó	<p>Déanfar buanú ar chumas na mac léinn sainteanga an ghnó a úsáid, agus cuirfear lena muinín an sainteanga sin a úsáid go muiníneach agus iad ag labhairt na Gaeilge. Déanfar plé cuimsitheach ar cheisteanna a bhaineann le réimse an ghnó agus na tráchtála. I measc na dtéamaí a phléifear beidh Fógraí agus Margaíocht, Cúrsaí Fiontraíochta agus Eacnamaíocht na hÉireann.</p>
GR222	German Language I (Advanced)	<p>This module is designed for 1BC1 and 1BC3 and 1 BC8 Commerce (general) and Commerce (international) students and Global Experience students. Students will follow a course which is designed to equip students with the linguistic skills necessary to successfully take and pass level A2+ (CEFR) university examinations. Students will acquire all 4 language skills specified for this level as well as a general understanding of social, economic and cultural affairs in the German-speaking countries</p>

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LW229	Company Law I	<p>Today, the vast bulk of the world's commercial activity is conducted by companies. Indeed, the development of the modern industrialised state and the growth of international business have been greatly facilitated by the company legal structure. There is no strict legal definition of the word 'company' although it is generally defined as an association of a number of people for some common object or objects. There are many different purposes for which some people may wish to associate. Most companies are established in order to engage in industrial or commercial activity and to make a profit, however some companies are established for non-commercial or non-profit making purposes. The law facilitates the creation and operation of these types of associations as a matter of public policy and it provides rules which resolve, and deal as fairly as possible with, the conflicts and disputes which inevitably arise where persons conduct joint activities, some of which may result in vast profits or liabilities. The Companies Act 2014 contains the detailed rules relating to the formation and regulation of the operation of companies and their dissolution. In this module, the company's place within the various other forms of business organisation are compared and the history and development of company law is examined. The concept of the company's separate legal personality is discussed and the course then examines a number of aspects of company law which provide the legal framework for businesses and regulate their legal environment. This forms a foundation for further study of aspects of the regulation of companies that are covered in Company Law 2</p>
LW231	Company Law II	<p>This module aims to build on the solid foundation provided for in Company Law I. It will endeavour to ensure a familiarity with and understanding of the law in relation to following areas, namely restriction and disqualification of directors, fraudulent and reckless trading, company borrowing and the granting and enforcement of security thereon, methods and practice of enforcement of company law, and the concepts of examinership, receivership and liquidation and distribution of assets.</p>
MG2100	Organisational Psychology	<p>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.</p>

Module code	Module title	Module descriptor
MG2101	Entrepreneurial Venture Development	<p>The aim of this module is to introduce students to the multifaceted environment of entrepreneurial venture creation and development. The module will examine what it's like to be an entrepreneur and the different approaches to becoming an entrepreneur that may be employed. While lectures will provide an introduction into the tools and approaches to entrepreneurial thinking and action that are underpinned by theory, the students will have the opportunity to apply these in a real-life setting outside of class. More specifically, in groups, students will have the opportunity to work on a real case of an existing business venture; liaising with the entrepreneur/founder to gain exposure to the issues and realities of creating and developing a venture and working as an entrepreneur. As part of this exercise, student groups will also generate, research, evaluate and communicate their own entrepreneurial idea in the context of the business venture case. The module is of relevance and interest to students across disciplines; including law, engineering and science as well as business. For example, students in law and engineering can use this module to help understand and develop a business case for establishing and developing a law practice, consultancy businesses or the introduction of a new product or service to the marketplace. For business students in particular, the module provides an opportunity for students to delve more deeply into becoming an entrepreneur and applying knowledge and skills developed in other modules (e.g. marketing, management etc.). The module also acts as a stepping stone to modules in third year, such as ICE, where students will have the opportunity to take their entrepreneurial journey further by developing their own business idea with the aim of establishing a new venture and becoming an entrepreneur</p>
MG3108	Skills for Business	<p>The objective of this course is to improve student employability and preparation for the workplace by developing a set of practical skills that form the basis for effective working life.</p>
MK206	Consumer Behaviour	<p>This module will provides an understanding of the foundations of consumer behaviour in order to formulate and devise appropriate marketing strategies and plans. As part of this, students will consider, compare and contrast the traditional approaches to customer behaviour as well as more contemporary options. Specifically, students will be introduced to the wide range of individual, social and group influences which impact upon consumer purchase decisions; how different customer behaviour models and theories can be practically applied to understand customer behaviour and to contemporary customer behaviour issues. In addition, we aim to develop an appreciation for the ways in which consumers behave.</p>

Module code	Module title	Module descriptor
MK2102	Marketing & Sustainability	The objective of the Marketing & Sustainability module is to expand and deepen the students understanding and experience of the interactions, interconnections and interdependencies of markets and marketing provisioning systems in societies
MS2100	Cybersecurity	The ability to secure information within a modern enterprise is a growing strategic importance. This course provides the foundation for understanding the key issues associated with protecting information assets. This module provides participants with a comprehensive understanding of the field of cyber security, and the knowhow to develop to policies to implement information security controls.
MS2101	Managing Digital Transformation	Digital transformation is a process that aims to improve an organisation by initiating significant changes through a combination of information, computing, communication, and connectivity technologies. Digital transformation has become a high global priority on organisational agendas. Organisations have growing expectations on digital transformations to make a strategic contribution to their business survival and success. Therefore, understanding how operations can be transformed within a shorter timeframes has become the basis of competitive advantage in many sectors of industry including the public sector. Future managers must differentiate between the key drivers and how to sustain transformations in the new digital economy. To do so, managers are also expected to identify digital transformation opportunities by leveraging digital and analytical technologies to create new or modify business processes, culture, customer experiences, and workplaces to meet continuously evolving business and market requirements.
MS218	Database Technologies	
MS222	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 so they can make better decisions and gain insight into the impact various factors have on those decisions. The vehicle used for developing such models is the familiar spreadsheet. Students will learn the creative process of constructing spreadsheet models of business problems and decisions. In class and in the assignments students will apply the skills learned to real problems in their own discipline area e.g, auditing, accounting and finance, marketing, operations, engineering, and IS/IT.

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NG2109	Téamaí i Nuafhilíocht na Gaeilge	Baineann an modúl seo le saothrú na nuafhilíochta ó thús an 20ú haois ar aghaidh. Díreofar ar an gcomhthéacs teanga agus cultúrtha inar saothraíodh an nuafhilíocht. Pléifear na mórthéamaí a saothraíodh le linn na tréimhse. Déanfar anailís théacsúil ar dhánta ar leith a cumadh le linn na tréimhse.
ST2120	Data Science for Business Analytics II	This module demonstrates classical and modern approaches for statistical inference in Business, Finance, Marketing and Economics. Students should already be familiar with methods in descriptive statistics and basic probability theory, including the normal probability distribution before taking this module. This module is a first course in statistical inference covering sampling distributions, construction of confidence intervals, hypothesis testing, and communication of results of analysis in application.

Module code	Module title	Module descriptor
	Final Year	
AY308	Taxation 1	The objective of this course is to introduce students to taxation, provide an insight and appreciation of the impact of taxation on society, individuals and businesses and to provide students with the necessary knowledge and understanding to calculate the taxable income of individuals and companies. The course will provide perspectives from both the un-incorporated (sole trader/ self employed/ employee, etc) and the incorporated (company).
AY3100	Advanced Principles in Auditing & Reporting	This course is compulsory for final year students on the B. Comm. (Accounting) programme. This course will provide students with a deeper practical understanding of concepts of value in financial reporting and auditing.
AY314	Business Finance II	The objective of this second course in Finance is to build on the foundations of the first course in extending your knowledge of the theory and practice of Financial Management.
AY319	Taxation II	The objective of this course is to provide further insights and appreciation of the impact of taxation on business and business decisions and to provide students with the necessary knowledge and understanding to determine the taxable income of business entities. The course will provide perspectives from both the un-incorporated (sole trader/ self employed/ partnerships/ employee etc.) and the incorporated (Company). The course builds on Taxation I.
AY321	Management Accounting II	The purpose of this module is to build on the foundations of the second year introductory module AY207 Management Accounting I, so as further extend the student's understanding of the techniques, concepts, and applications of management accounting, including cost estimation, cost management, and performance management. The second year module Management Accounting I (AY207), or an equivalent introductory course in Cost and Management Accounting, is prerequisite for this module AY321 Management Accounting II
AY322	Management Accounting III	This objective of this course is to provide a detailed understanding of advanced issues and techniques in costing, management control, and management accounting. In doing this, the course builds on the foundations of previous courses in Management Accounting which students have taken. Please note that Management Accounting I (AY207) and Management Accounting II (AY321), or equivalent modules in another university, are prerequisites for this course.

Module code	Module title	Module descriptor
AY324	Auditing, Assurance & Governance	The objective of this course is to develop the student's understanding of the role and function of auditing and assurance services and basic audit processes, to explore the concept and practical expression of good corporate governance and business ethics and to examine the broader discourse on corporate social responsibility
AY325	International Financial Reporting II	This course introduces students to a range of more complex problems found in accounting practice. This course must be taken by students pursuing the accounting stream; it is also open to students not taking the accounting stream. International Financial Reporting I is not a formal prerequisite, however, the vast majority of those taking this course will have passed it, so students who have not done so should consult the lecturer. Visiting students should consult the lecturer, as inadequate background has led to a significant failure rate in previous years.
AY326	International Financial Reporting III	The objective of this course is develop students' conceptual understanding of advanced problems of financial reporting and their ability to apply complex international financial reporting standards (IFRS) to practical situations. Students will consolidate their ability to prepare and analyse complex financial statements
AY327	Accounting Internship	The objective of this module is to develop the student's understanding of the roles and function of accounting professionals in practice. Through the practical experience of working in a professional accounting business environment, students will be challenged to develop a critical self awareness of their skills and importantly their key personal attributes that together inform what it is to be an effective professional. Importantly students will be expected to develop an awareness not just of their abilities but crucially where they need to focus in order to address skill gaps and to recognise how their personal attributes impact on their professional effectiveness.
CI300	Doing Business in China - Language & Culture 1	China's expanding economy and growing international trade relation attracts the world businesses. The cooperation in many areas between China and Ireland has become active in recent years, such as in education, food industry, IT, high tech and etc. Doing business in China means that those working for such businesses will increasingly come into contact with Chinese business people and officials. Knowledge of basic Chinese language, business culture, business etiquette, meeting protocol and other inter-cultural challenges are vital in maximising business opportunities and success. This module is designed to prepare students to address these challenges. It focuses on both the development of Chinese language skills and understanding of Chinese culture and society.

Module code	Module title	Module descriptor
CI301	Doing Business in China - Language & Culture 2	China's expanding economy and growing international trade relation attracts the world businesses. The cooperation in many areas between China and Ireland has become active in recent years, such as in education, food industry, IT, high tech and etc. Doing business in China means that those working for such businesses will increasingly come into contact with Chinese business people and officials. Knowledge of basic Chinese language, business culture, business etiquette, meeting protocol and other inter-cultural challenges are vital in maximising business opportunities and success. This module is designed to prepare students to address these challenges. It focuses on both the development of Chinese language skills and understanding of Chinese culture and society. CI301 Doing Business in China – Language & Culture 2 is a continuation of Doing Business in China – Language & Culture 1 CI200 and CI300. Upon completion of Doing Business in China – Language and Culture 1 and 2, students are ready to take HSK1 test (Official Chinese language proficiency test level 1).
EC3100	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
EC3101	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, collective decision making and criteria for social choice, general equilibrium and the welfare theorems, uncertainty and information, contracting and externalities
EC3102	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

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EC3104	Agricultural and Food Economics	This course uses economic theory to analyse contemporary issues in the agricultural and food sector. It includes all parts of the agri-food industry from input supply, farm businesses, processing/manufacturing to retail and the consumer. Topics, such as agricultural markets and market failures, consumer behaviour, agricultural policy and international trade, technology adoption, sustainability and externalities of the agricultural sector are discussed.
EC3105	Econometrics	The aim of this module is to introduce students to the principles of econometric analysis. The module focuses on different regression models, discusses common problems when estimating such models and explains how to interpret the estimates from various econometric models. The course has an applied focus and students will get hands-on experience with estimating and interpreting econometric models based on real data.
EC345	Health Economics	This course provides an introduction to the methods used by economists to explore issues relating to health and health care. The course is designed to give students a basic grounding in the theory and practice of health economics.
EC357	Development Economics	This module is organized around the transformative question “Why are some countries rich and others poor?” This is one of the oldest and most important questions in Economics - Adam Smith’s “The Inquiry into the Nature and Causes of the Wealth of Nations”, was published in 1776. This course introduces students to the field of Development Economics. The objective of the course is to equip students with a greater understanding of the process of economic development and the challenges faced by nations and individuals in the developing world. The course covers a range of topics in development economics from a theoretical and an empirical perspective. The course begins with reviewing the theories of economic growth and the development process. It focuses on the role of physical, human and social capital, technology and population growth in economic development. Specific attention is paid to the relationships between inequality, poverty and economic growth. Thereafter, the course covers a set of topics of relevance to developing economies, such as health, education, gender, culture and climate.

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EC362	Economics Of Financial Markets	<p>A large emphasis is put on making this module quite practical. A lot of what is covered will depend on what is topical in 2016/7. Therefore, we are likely to address such current issues as: - Will 2017 see the top of the current bull run in stock markets? - Which psychological insights are most applicable to investment analysis? - How will central banks (ECB, US Fed) affect global financial markets? - What will the dominant investment strategies of 2017 likely be? - Can you use technology or social media (e.g. Twitter) to analyse equities and financial news? - Can investors use financial derivatives to make profit in volatile markets?</p>
EC369	Money And Banking	<p>This course explores the theoretical and applied foundations of money and banking with a focus on international issues. The introductory part of the course motivates why the study of money and banking may be worthwhile, and provides an overview of international financial systems. Next, details of financial markets are discussed, in particular the behavior of interest rates and their determinants, as well as the classical theory of rational expectations and the efficient markets hypothesis as they pertain to stock markets. The third section of the course focuses on aspects of financial crises, financial institutions, and the theory and practice of central banking. This includes the study of the stages of financial crises, alternative international central banking systems, as well as the strategy and conduct of central bank intervention. The final fourth part of the course discusses international finance and monetary policy theory including the foreign exchange market, aggregate demand and supply analysis, the theory of monetary policy, and the role of expectations and credibility with respect to central banks.</p>
EC386	Public Economics	<p>This is a final year undergraduate course in public economics. The course examines the role of government in the economy using economic analysis. It covers the topics of efficiency and equity, market failure, cost benefit analysis and public choice. By the end of this course you should have a solid understanding of some of the most important concepts and theories in public economics.</p>

Module code	Module title	Module descriptor
EC388	Environmental And Natural Resource Economics	<p>This course introduces students to the use of economic tools in analysing natural resource issues. The course discusses issues surrounding environmental sustainability in the context of economic growth. The theory of externalities and public goods are discussed and this addresses environmental external effects with respect to depletion and pollution. Causes of environmental externalities are also included in the context of missing markets and property rights. The components of value which, make up total economic value of environmental goods is considered. These include direct, indirect, option value and existence value. Willingness to pay and willingness to accept approaches are discussed. Revealed and stated preferences valuation techniques are included. Consideration is also given to the analysis of environmental policy instruments, with an emphasis on pollution control. Issues surrounding international environmental problems including climate change are also discussed.</p>
EC423	Ireland in the Global Economy	<p>Irish Economy. This part of the course explores the following topics: Overview of the Irish economy; Ireland's economic "catch-up" during the 1990s; Economic developments and policy during the "Celtic Tiger"; Ireland's economic crisis; Fiscal policy in Ireland and Budget 2015; Recovery and prospects for the Irish economy.</p> <p>Global Economy. This part of the course explores the following topics: Introduction: Understanding the global economy; The Eurozone crisis; the US subprime crisis; experience of other countries including the UK and Iceland; the policy response to the crisis; selected topics in the global economy</p>
EC429	Marine Economics	<p>This module will use economic analysis to evaluate specific marine policies in the areas of marine tourism and recreation, shipping, offshore energy production, aquaculture, fishing, coastal development, and the protection of marine habitats and biodiversity. The valuation of marine ecosystem services and the bio-economic modelling of the lifecycle of marine species will also be a focus of this module.</p>
FR355	French	<p>4BC2 students have lived, studied and in quite a few cases worked in France. This first semester 5-credit module aims therefore at crystallising and putting into context the extensive level of oral and written competence attained.</p>

Module code	Module title	Module descriptor
FR356	French	<p>This second semester 15-credit module follows on from the work done in 4BC2/FR355 and adopts a largely similar format. The programme across both semesters aims to develop communication and critical skills to a very high level. The teaching, learning and assessment activities of both modules prepare students for the challenges of the workplace or further study in either an English- or French-speaking environment. Upon successful completion of these “sister” modules at the end of a 4-year programme, students will have progressed their skill set in French to a B2.2 / C1.1 level of proficiency as per the Common European Framework of Reference for Languages.</p>
FR395	Year Abroad - French	<p>Students spend their Third Year in a specialist business school or University in France within the framework of the ERASMUS+ exchange programme, following an approved course of study in the mainstream business specialisation of their host institution, while at the same time having the opportunity to take classes in French language and culture. Progress to 4BC2 / Final Year depends on successful completion of the agreed course of study while abroad. Upon successful completion of this module, students will have progressed their skill set in French to a B1.2 / B2.1 level of proficiency as per the Common European Framework of Reference for Languages.</p>
GA3101	Bunscileanna Aistriúcháin 2	<p>Déanfar forbairt sa mhodúl seo ar an scileanna aistriúcháin a chuideoidh leis na mic léinn téacsanna éagsúla a aistriú ó Bhéarla go Gaeilge. Beidh an bhéim ar théacsanna a bhaineann le réimse na tráchtála. Tabharfar bunléargas do na mic léinn ar chuid de na príonsabail a bhaineann le haistriú téacsanna idir an dá theanga. Déanfar anailís ar na dúshláin is coitianta a bhíonn le sárú sa phróiseas aistriúcháin ó Bhéarla go Gaeilge. Cuirfear oiliúint ar na mic léinn i mbogearra aistriúcháin ríomhchuidithe.</p>

Module code	Module title	Module descriptor
GA3102	Córais Faisnéise & Feidhmchláir don Ghnó	<p>Tabharfaidh an modúl seo léargas don mhac léinn ar an mbealach a n-úsáidtear córais faisnéise agus feidhmchláir shainiúla in eagraíochtaí comhaimseartha. Déanfar cur síos ar na gnéithe eagraíochtúla agus teicniúla a bhaineann le córais faisnéise. Clúdfófar an ról tábhachtach a bhíonn ag córais faisnéise i mbainistiú eolais, an tionchar a bhíonn acu ar phróisis agus samhail oibre ag leibhéal éagsúla san eagraíocht agus conas a úsáidtear iad chun cinntí gnó a éascú. Tabharfar oiliúint don mhac léinn le feidhmchláir ghnó choitianta chun go mbeidh máistreacht acu ar an bhfeidhmiúlacht a chuirtear ar fáil orthu. Cíofar ceisteanna eitice a bhaineann le bainistiú agus úsáid sonraí. Breathnófar ar theicneolaíochtaí agus ar sheirbhísí gréasánbhunaithe agus ar na treochtaí is úire sa réimse seo. Scrúdfófar na himpleachtaí a bhaineann leo seo don todhchaí. 6 Scrúdfófar cás-staidéir chuí chun léargas a thabhairt ar choincheapa ar leith.</p>
GA3103	Scileanna Tionscadail agus Fiontraíochta	<p>Sa modúl seo, tabharfar léargas ginearálta ar phróiseas na fiontraíochta. Déanfar cíoradh ar na ceisteanna straitéiseacha a bhaineann le gnó a bhunú sa Ghaeltacht agus lasmuigh di. Ag deireadh an tseimeastair, beidh plean gnó réitithe ag gach mac léinn agus beidh cur i láthair ó bhéal déanta ar an bplean gnó atá ullmhaithe acu. Agus an plean á ullmhú acu, tabharfar deis do na mic léinn cur leis na scileanna atá sealbhaithe ó bhliain a haon ar aghaidh acu, ina measc: scileanna pleanála, margaíochta, airgeadais agus tráchtála. Spreagfar cumas na mac léinn le deiseanna nua gnó a aithint, a thomhais agus a fhorbairt ar láthair an mhargaidh. Déanfar plé ar chásanna staidéir agus ar ghnóanna/fhiontraithe áitiúla agus náisiúnta. Tabharfar deis do na mic léinn a gcuid smaointe agus tuairimí a phlé sa rang agus beidh obair ghrúpa i gceist chomh maith. Úsáidfear sainteanga an ghnó i gcás cuid mhór d'abhar an mhodúil seo, rud a chuirfidh go mór le cumas na mac léinn iad féin a chur in iúl go muiníneach trí Ghaeilge i réimsí éagsúla den ghnó.</p>

Module code	Module title	Module descriptor
GA3104	Taithí Oibre	<p>Is cuid lárnach de chlár an chúrsa é an taithí oibre agus is próiseas leanúnach foghlama é ina mbíonn sé mar aidhm ag an bhfoghlaimoir an t-eolas agus na scileanna atá sealbhaithe sa chéad dá bhliain den chlár a úsáid. Tabharfaidh an taithí oibre deis don fhoghlaimoir taithí a fháil ar a bheith ag obair i dtimpeallacht oibre cheart agus déanfar cinnte de go mbeidh nasc idir an taithí oibre agus réimse staidéir an fhoghlaimora. Beidh deis ag na mic léinn páirt iomlán a ghlacadh, faoi stiúr, i ngnáthaimh laethúla na hoibre trí mheán na Gaeilge, cur go héifeachtach leis an ngnó/an eagraíocht, ar nós fostaithe lánaimseartha ina gcéad post. Beidh deis acu na dualgais agus na freagrachtaí a thugann an fostóir a chur i gcrích agus caidreamh maith a chothú le comhghleacaithe agus le bainisteoirí. Cabhróidh an taithí seo leis na mic léinn déileáil go muiníneach le nádúr athraitheach na hoibre agus a bheith in ann dul in oiriúint do riachtanais an fhostóra.</p>
GA3111	Gaeilge & Scileanna Cumarsáide 4	<p>Tabharfar deis do na mic léinn sa mhodúl seo cur lena scileanna labhartha agus scríofa sa Ghaeilge, ag tógáil san áireamh go mbeidh siad tumtha sa teanga i dtimpeallacht Ghaeltachta.</p> <p>Úsáidfear sainteanga an ghnó agus uirlisí teicniúla chun tógáil ar gach a bhfuil déanta ag na mic léinn go dtí seo. Forbrófar scileanna riachtanacha cumarsáide na mac léinn ionas go mbeidh ar a gcumas feidhmiú go héifeachtach, go gairmiúil agus go muiníneach i ngnó nó in eagraíocht.</p> <p>Tabharfar deis dóibh cur i láthair ó bhéal a dhéanamh ar bhonn rialta, déanfar measúnú orthu trí thograí taighde agus beidh siad ag foghlaim trí theagasc agus tríd an bhfoghlaim chomhoibríoch.</p>

Module code	Module title	Module descriptor
GA3116	Gnéithe de Chultúr Dúchais na Gaeltachta	<p>Díreofar ar ghnéithe sainiúla de chultúr dúchais na Gaeltachta sa mhodúl seo. Is í aidhm an mhodúil forbairt a dhéanamh ar an tuiscint atá ag an mac léinn ar na traidisiúin agus an cultúr a cleachtadh agus a chleachtar sa Ghaeltacht agus an oidhreacht a bhaineann leo. Leagfar béim faoi leith ar údaracht agus ar sheasmhacht an chultúir seo i bhfianaise na dtionchar a d'imir athruithe sóisialta, eacnamaíochta agus polaitíochta; imirce; gluaiseachtaí cultúrtha; taifeadaí; craoltóireacht; taighde agus forbairtí eile orthu. Pléifear na gnéithe ginearálta seo a leanas sa mhodúl: Na healaíona dúchais (amhránaíocht, ceol agus damhsa); Gnéithe den traidisiún béil (an stairsheanchas agus logainmneacha); Ceirdeanna agus bealaí maireachtála traidisiúnta (an teach traidisiúnta agus ceirdeanna baile, an bhádóireacht, soláthar bia agus breosla).</p>
GF306	Dlí, Eiticí agus an Córas Poiblí	<p>Breathnófar ar an Stát arbh í Éire a ainm oifigiúil sa mhodúl seo. Féachfar go hachomair ar chóras dlí na hÉireann, ar an gcóras poiblí; na hinstiúidí Stáit agus pléifear le coincheap na n-eiticí: mar a bhaineann siad leis an duine aonair agus leis an bpobal.</p>
GR355	Applied Language - German	<p>Students will follow a course which is designed to consolidate and further expand their linguistic skills and cultural & business knowledge acquired during the year abroad; to actively prepare them with the necessary linguistic, generic and transferable skills to work in an international work environment; to expand on special purpose vocabulary and place particular emphasis on the register and communication skills appropriate to Commerce/German graduates; to continue researching current economic & business developments in the German speaking world; to extend their knowledge of business and intercultural communication; to enable them to produce academic research projects in German; to facilitate them with the knowledge to use Web tools confidently for professional, academic and creative purposes. To enhance creativity and personal self-development; to aid them in their further career development; to prepare them for postgraduate studies in Commerce/German; to continue the use of continuous assessment and regular feedback in order to encourage and motivate students to actively participate and engaged with their chosen language</p>

Module code	Module title	Module descriptor
LW3122	Law and Innovation	<p>The context and content for the application of the law, and particularly for legal practice, are continually changing. Rapid developments in machine learning and so-called ‘artificial intelligence’ are significant elements in this process. The aim of this module is provide students with the ability to understand the relationship between law and technology from both a theoretical and practical perspective. It will explore how technology and law are inter-related, with legal automation transforming the nature of legal practice, while law regulates the development of technology. The module seeks to provide students with ‘hands-on’ experience in developing useful tools for those working with the law, while also giving a grounding in critical perspectives on law and technology and enabling them to make informed decisions about when particular technologies are appropriate.</p>
LW3159	Lawyering, Technology and Innovation	<p>The context and content for the application of the law, and particularly for legal practice, are continually changing. Rapid developments in machine learning and so-called ‘artificial intelligence’ are significant elements in this process. The aim of this module is provide students with the ability to understand the relationship between law and technology from both a theoretical and practical perspective. It will explore how technology and law are inter-related, with legal automation transforming the nature of legal practice, while law regulates the development of technology. The module seeks to provide students with ‘hand-on’ experience in developing useful tools for those working with the law, while also giving a grounding in critical perspectives on law and technology and enabling them to make informed decisions about when particular technologies are appropriate.</p>
LW333	Comparative Competition Law	<p>The objective of this course is to examine competition law and policy in both the EU and the US. It is designed to provide students with a clear understanding of EU Competition Law and US Antitrust Law. It entails an examination of the substantive and procedural rules of both jurisdictions. The course also aims to provide students with the tools necessary to recognise and apply EU competition law and US antitrust law in situations that they may come across in their future professional capacities</p>

Module code	Module title	Module descriptor
LW356	Industrial And Intellectual Property Law	<p>The aim of this module is to give students an understanding of intellectual property law in context. Students will become familiar with both the major pieces of legislation which govern intellectual property in Ireland today and with relevant case law. This study will also refer to European and international law and will engage with ethical debates, where appropriate. You will also gain an appreciation of the historical, theoretical and global setting of intellectual property law. The intersection between intellectual property and technology (computer and genetic), art and culture is also dealt with in some depth. We will have some hands on experience with how the law is applied and will also have a practical student led workshop to apply knowledge gained in class to artworks, created in class. Whether your goal is to practise law, to lecture, to go on to further study or to advise on policy issues relating to IP, this course will provide a solid practical and theoretical foundation for these future activities.</p>
LW364	International Trade Law	<p>The objective of this course is to: provide students with an introduction and a clear understanding of the foundations of international trade law. It examines the legal structure of global trade relations under the auspices of the World Trade Organization (WTO) to provide students with the tools necessary to recognise and apply WTO law. To that end, the module includes: • the study of the history and development of the WTO • the institutional framework of the WTO • the sources of international trade law • dispute settlement in the WTO • the rules of international trade law, with a focus on GATT • regional integration • the relationship between international trade and the environment</p>
LW374	Banking Law	<p>This module provides students with a detailed understanding of the role of money and banking in the modern economy, with a sound footing in the legal regulation of the money and banking system, and an ability to critically engage with arguments surrounding the operation and reform of that system of legal regulation</p>
LW383	Information Technology Law	<p>The objective of this course is to examine how computers and information and communications technology impact on the law and its administration, and how the law itself has developed new rules to deal with issues raised by these technologies.</p>

Module code	Module title	Module descriptor
LW423	Advanced Business Law	This module builds on the foundational understanding of the law relating to commercial and business activity gained in Business Law . The course will develop an understanding of company law including. : the legal nature of share capital, shares and shareholders, the financial structure of the company, company administration, principles of capital maintenance, corporate borrowing, insolvency principles and the application of relevant legislation. Other topics of importance in a business context are covered including: banking law, agency, and insurance law
LW427	European Union Law I	The objectives of this module are to provide students with a knowledge of and an appreciation of the institutional and constitutional foundations of the European Union (EU or Union) legal order, and to provide students with the tools necessary to recognise and apply EU Law
LW428	European Union Law II	The objective of this module is to provide students with a clear understanding of the substantive issues of the law of the internal market of European Union and of European competition law
MG3109	Innovation, Creativity and Enterprise	This course has an underlying theme of innovative practice and is designed to educate students to recognise and develop opportunities for innovation in response to organisational changes. Delivered using a blended learning approach the course combines large-class lectures, small group workshops and a group project. The course will highlight current thinking and practice with respect to innovation, creativity and enterprise.
MG3100	Human Resource Practice	The aim of this module is to provide students with the opportunity to apply human resource concepts, tools and techniques in practice. The module builds on material studied in other stream modules emphasising the combination of knowledge and skills required for effective HR professionals. The purpose is to begin the process of developing competencies that are essential for HR practice. Therefore, the emphasis is placed on skills development and application. The module is structured around functions, contemporary processes and applied issues in HR.
MG3101	Contemporary Issues in Work and Organisations	Work and Organisations is about critically examining the theories, policies and practices that govern how people are managed in a variety of organisational and business settings. It builds on basic concepts covered in Organisational Behaviour and HRM. The objective is to develop critical analysis and skills concerning the way work and organisations are managed. The course is a final year programme of learning in which abstract theoretical concepts and models are unpacked, broken-down and questioned in a critical and engaging way.

Module code	Module title	Module descriptor
MG3102	Work in a Global Context	<p>This module aims to develop the awareness, skills and knowledge required by managers seeking to work abroad as international executives. The module provides a key grounding in the nature of management in the global context by increasing awareness and understanding of the soft skills in international management, particularly those relating to cross-cultural management. The meaning of culture is explored by drawing on a range of national cultural and institutional models and studies and providing a broad understanding of the international context in which multinational corporations operate. How national culture influences management practice is also considered. In particular the focus will be on the influence of organizational and national cultures on the development and transfer of a wide range of HRM practices For example, in what ways do human resource management and employment practices differ across countries and why? What are the possible underlying cultural and institutional reasons for these differences? The influence of national culture on aspects of organization structure will also be examined. A range of areas in international management will be reviewed including, structure and learning networks, transfer of HRM practices in MNCs, .knowledge transfer and corporate social responsibility. Finally, we consider the emerging challenges of international management. The emphasis will be on how individuals, teams and organizations manage these cultural differences</p>
MG3103	Strategy	<p>The primary objectives of this course are as follows: ☐ To provide rigorous exposure to the concepts, theories and techniques on which strategic management in the business sector is based ☐ To explore the application of strategic management concepts, theories and techniques in a wide range of business settings ☐ To examine the design, implementation and maintenance of strategic planning systems and strategic thinking</p>
MG3104	Ethics and Corporate Responsibility	<p>This module introduces students to the various principles of ethics, governance and corporate responsibility in the contemporary business environment. It is designed to inform and engage students in key ethical issues relating to management and organizations, including social, environmental and sustainability concerns. The module incorporates academic, professional and industry input.</p>

Module code	Module title	Module descriptor
MG3110	Entrepreneurship	<p>This module is derived from the comprehensive framework of MIT's Disciplined Entrepreneurship. The module focuses on concept selection, evaluation of go-to-market strategy, financing, and operational planning. It is a module that binds all other modules comprising the Enterprise stream on the B.Comm programme. It involves individual and team research and interdisciplinary skills to approach a specific need. It includes engagement with NUIG Technology Transfer Office, Blackstone Launchpad, TechInnovate and external enterprise agencies / organisations such as Enterprise Ireland and Galway Innovation District.</p>
MG3111	Entrepreneurial Finance	<p>The aim of this class is to enable students to experience an entrepreneurial perspective on financing of new and growing ventures. In addition to the distinct intellectual approach, rooted in real options theory, the class aims to transmit an understanding of cash flow management in young ventures, viable financial structures for young ventures, sources of finance for young ventures and how to access these, and exit/harvest strategies. This class is fundamentally complementary in approach to other finance classes, as 1) it is only concerned with financial management of new and young ventures and 2) it takes a distinct 'entrepreneurial' approach to financing. It would appeal to those who wish to start their own businesses or who are interested in the specialist financing of young ventures, including venture capital.</p>
MG3112	Entrepreneurial Leadership and Management	<p>Managing and leading entrepreneurially involves identifying opportunities, articulating a vision of the future that others can commit to, accessing human, technological and financial resources that you do not currently possess, taking decisive action under high risk and uncertainty, effectively leading venture teams and managing people in stressful, changing circumstances, all with the aim of generating significant new value. Entrepreneurial leaders and managers can be found in all sectors, and this module is suitable for participants interested in becoming entrepreneurs in any field, whether it be for profit, social or public sectors.</p>

Module code	Module title	Module descriptor
MG3113	Megatrends	<p>The aim of this class is to enable students to become proficient in environmental scanning, by researching the world's most significant long term trends in technology, climate or demography that could open up new opportunities for business, such as the Internet of Things, artificial intelligence, autonomous vehicles, personalised medicine, wearables, climate change, international demographic and migration patterns, megacities, veganism, income inequality, fintech, and cybersecurity. In the first seven weeks, diverse student teams will research one Megatrend. During this process, students will learn to distinguish research-based evidence from hype, gauge the limits of prediction in long term trends, and assess implications for an organization of their choice. In weeks 8 and 9, teams will present audiovisual presentations on their research in conference format and be peer assessed. In weeks 10 to 12, students will develop personal reflections on how each Megatrend might affect their chosen organization and their career.</p>
MG3114	Founder Selling	<p>The aim of this class is to enable students to become proficient in founder selling: communicating their vision for the new business and understanding how stakeholders (not just customers) value their new offering. Founder selling is what do you do when you need to sell and you have no brand, no marketing backup, no track record, no reference customers and you don't even have a product or service that works yet. Founder selling is different from professional sales and sales management, and research shows that founder selling is critical to new venture development. Yet, entrepreneurs are often unprepared for this challenge. This module was informed by similar modules in US business schools, six one on one interviews with founders and two focus groups with 25 founders, and was co-developed with a sales professional.</p>

Module code	Module title	Module descriptor
MG323	International Business	<p>This course focuses on the nature of contemporary international business. International Business combines the science and art of business management with many other disciplines such as economics, socio-cultural anthropology and political science. The evolution of international business as an identifiable academic discipline is as a direct consequence of the growth of multinational business and the emergence of what is widely termed the global economy. Knowledge in this global economy is rapidly transferred given technological developments in communications. The emergence of new economies particularly in Asia has transformed the centre of gravity of the global economy. International managers operate in this dynamic global environment whether in large multinational firms or SMEs/Born Globals with an international orientation. This course aims to guide the student in understanding the arena in which international business is conducted. It ranges from micro issues of staffing and strategic management to macro issues of globalisation, political, economic and socio-cultural analysis. It further attempts to build on the knowledge gained in previous or complementary courses by extending the consideration of subject matter to embrace the considerations present in an international environment. By the end of the course, students should be able to identify, analyse, and understand the organisational impact of a wide variety of global management issues. In addition, students should be able to develop broad, strategic solutions and/or plans of action in response to any combination of market, political, socio-cultural, and /or competitive global force.</p>
MG325	Employment Relations	<p>The objective of this course is to present an introductory foundation to the areas of employment relations and human resource management. Focusing on the human aspect of business, the course explores the nature of the relationship between employee and employer, and looks at how that relationship is managed on a day-to-day basis. The first part of the course will give a broad-based overview of contemporary Irish employment relations highlighting some of the key actors, institutions and processes involved. The second part of the course focuses on the management of human resources and some of the core issues and practices associated with managing people in organisations.</p>

Module code	Module title	Module descriptor
MG326	Employee Relations: Rights And Obligations	<p>This is a module about employment law. It details the legal rights available to employees in the workplace and the corresponding legal obligations on employers. The objective of this course is to familiarise students with the range of legal instruments available in Ireland, covering both collective and individual aspects of employment. The course also explores the influences of external factors such as the European Union, as well as how legislation affects the practice and process of human resource management. Legal instruments are very technical by nature but it is our aim to focus very much on how the law impacts the working lives of people. This is a 5 ECTS module; it is obligatory for students taking the HR stream.</p>
MG328	Human Resource Management	<p>Human resource management (HRM) is the organisational function concerned with sourcing employees, improving their performance and recognising their achievements. Strategic HRM integrates all people management policies aligning them with organisational strategic objectives in a manner that is ethically defensible and legally appropriate. At the same time, critical HRM realises that people do not represent a passive commodity to be used, redeployed and disposed of at will. Employees react and respond to managerial interventions. Careful policy design, implementation and monitoring promotes employee well being and organisational effectiveness. The objectives of this module are to:</p> <ul style="list-style-type: none"> • introduce you to the contemporary business, strategic, legal and industrial relations environment in which HR professionals practice • provide a foundation to develop knowledge and skills in the HR functional areas of resourcing, performance management and reward
MK303	Global Marketing	<p>In an increasingly global environment this module seeks to develop students' understanding of the political, economic, legal, and socio-cultural variables which will impact on international marketing. The module aims to enable students to gain an appreciation of pertinent issues that affect marketing decisions and strategies of organisations in an international context.</p>

Module code	Module title	Module descriptor
MK3101	Cases in Marketing Strategy	<p>This course focuses on business level marketing strategy. It builds on concepts introduced in previous marketing courses and focuses on the development and application of value-enhancing strategies utilised by marketing managers. Students will acquire an understanding of the tools that strategists use to assess business situations, and will have the opportunity to use these tools to diagnose situations and generate information from which strategies are formulated and marketing plans are prepared. Much of the course is based on case-based learning situations. This approach helps you to develop diagnostic, critical and communication skills. The course will cover a variety of strategic marketing topics such as, the role of marketing in corporate; business strategy, market research and forecasting, segmentation, targeting & positioning, product planning, pricing, selling, communication, distribution, services delivery, and e-commerce of an organisation including B2B issues.</p>
MK3103	Digital Marketing Planning	<p>This module builds upon marketing principles and investigate where the internet and other technologies provide opportunities for applications in marketing and business. The module provides an overview of the rapidly changing world of business and technology by addressing what is unique about digital marketing. It explores how these technologies are creating value for customers, as well as the benefits for companies, their products and brands.</p>
MK3104	Marketing Research	<p>This module introduces the student to the fundamentals of Marketing Research theory and practice. The course covers all aspects of qualitative and quantitative marketing research for marketing decision making in business and organisational settings.</p>
MK3105	Marketing Analytics	<p>This module provides the students with an introduction to Marketing Analytics. Various tools for generating marketing insights from empirical data in areas such as segmentation, targeting and positioning, customer lifetime analysis, customer choice, and product and price decisions will be studied. This module has a hands-on group component where students apply the tools studied to actual business and organisational situations</p>
MK311	The Marketing of Services	<p>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</p>

Module code	Module title	Module descriptor
MK314	Media & Marketing Communications	Organisations seek innovative ways of communicating effectively and efficiently with their target audience or public. Marketing communicators are challenged to use communication methods that break through the clutter, reach audiences with interesting and persuasive messages, enhance brand equity, drive sales and achieve strategic objectives. This course provides a contemporary view of the role and importance of marketing communications by examining the various tools within marketing communications such as, advertising, public relations, sponsorship, and online media.
MK341	Brand Management	This course introduces the student to brands by allowing them to stand in the shoes of the Brand Manager, and to learn the tools for creating powerful brands.
MS218	Database Technology	This course introduces the basic concepts of databases and discusses their practical applications (Web/mobile/desktop based applications) and design issues. Emphasis will be given to database design and implementation, with an introduction to related concepts and technologies.
MS319	Enterprise Systems	The objective of the module is to develop students' understanding of Enterprise Systems. It will look at Enterprise Systems from different perspectives: why they are used; how they are used; the different sub-systems (Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management) contained within the Enterprise Systems. It will also deal with how these systems are designed, implemented and updated
MS321	Web & Interactive Media Design	The objective of this module is to provide students with applied skills in web and multimedia design and development. Topics may include: Web and Multimedia development tools (e.g. Dreamweaver); multimedia development and production concepts; interaction design; usability; graphics development (e.g. Fireworks, Photoshop); animation; audio and video production and editing; new and emerging topics.

Module code	Module title	Module descriptor
MS325	Contemporary Project Management	<p>MS325 provides a comprehensive introduction to contemporary project management in an information technology/information systems context but also applicable to other contexts in which project management principles apply. This module will have contemporary IS project management and IS development methods such as agile at its heart. It will focus on the complexity inherent in IS projects and the challenges associated with scaling project management up to large projects and to the portfolio level in organisations where many projects are carried out simultaneously. MS325 aims to equip you with both the theory and practical skills necessary for the management and implementation of projects. These skills are of paramount importance to improve the performance of your personal projects and later in your professional career where you can expect to be involved in a variety of projects. The course also aims to further your development as a scholar and future business professional by developing your ability to apply critical thinking to complex problems. The course will refine your time management and assist in your research skills. Students are expected to engage in discussions and read the seminal literature in advance and present to the class on it. Case studies will also be used to supplement learning and when possible, internationally renowned experts will contribute to the lectures.</p>
MS403	IS Strategy & Planning	<p>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.</p>
MS4101	Implementing Digital Innovation	<p>The objective of this module is to explore the strategy and implementation of digital innovation in contemporary business organisations.</p>
MS414	Business Intelligence and Analytics	<p>The objective of this course is to examine how different business intelligence and analytical approaches can improve the performance of organisations, and to analyse the types of business problems that advanced analytical tools can address.</p>

Module code	Module title	Module descriptor
NG4105	An Béaloideas - An Scéalaíocht	Modúl cuimsitheach a chlúdaíonn gnéithe de scéalaíocht bhéil na Gaeilge. Seachtain 1-6 – An Seanscéal nó An Scéal Iontais (Folk Tale, Wonder Tale). Seachtain 7-12 An Creideamh Sí agus Finscéalta Sí (Fairy Legend). Pléifear raon de scéalta ó cheantair éagsúla. Tabharfar suntas do na plotaí agus do na téamaí. Díreofar aird ar phointí canúna.
SBE3005	Year Abroad & Professional Placement B.Comm (Accounting - Global Experience)	This is for students who do a year abroad with a professional placement element as part of their B.Comm Global Experience Year
SBE3110	Full Year Global Study Programme	This is for students who do a full year study abroad as part of their B.Comm Global Experience Year
SBE3111	Global Study and Experience Programme	This is for students who do a work placement (Semester one) and Study Abroad (Semester two) as part of their B.Comm global experience year
SBE3112	Full Year Work Placement with a Global Experience	This is for students who do a full year international work placement as part of their B.Comm Global Experience Year.
MS1100	Information Management for Business	