Ollscoil na Gaillimhe
University of Galway

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

AACSB ACCREDITED

Study Business at University of Galway, Ireland

2023/2024

Studying Abroad?

Why not consider Business at the University of Galway. Energised by our regional edge on the west coast of Ireland, we are a globally engaged School of Business and Economics for the public good that make a transformative impact for students, society and business.

You can choose from more than 60 courses offered across our internationally accredited undergraduate Commerce degrees. Many are courses that broadly match the curricula of other Internationally accredited business schools, while others offer a uniquely Irish view of the world.

Ollscoil na Gaillimhe
University of Galway

Welcome to the J.E. Cairnes School of Business and Economics!

We are an internationally accredited school of Business and Economics with over 1700 undergraduate business students with a vibrant community of international visiting students from over 40 countries. We welcome the richness and diversity of experience that international students bring to our community. You will find an extensive range of business subjects including Accountancy, Finance, Economics, Management, International Business, Marketing, Business Law and Business Information Systems.

Galway City has a vibrant population of just under 72,000 of which at least 1 in 4 are students. It is no surprise that Galway has always had a reputation as a young and student-friendly city. There is a chemistry and energy to our welcoming University City, which many delight in and few forget.

Have a look at the course offerings in this brochure. Check out our website at www.universityofgalway.ie/cairnes-global or get in touch with us at business@universityofgalway.ie if you have any questions.

We would love to see you here for an unforgettable study abroad experience!

Dr. Emer Curtis
Associate Head of Internationalisation, School of Business & Economics

Dr. Murray Scott
Vice-Dean of Internationalisation, College of Business, Public Policy and Law


AACSB
ACCREDITED


GENDER CHARTER
Athena
SWAN
Bronze Award


EFMD
ACCREDITED


ASSOCIATION OF MBAS
ACCREDITED

Visiting Student Programme

The J.E. Cairnes School of Business & Economics offers a wide range of core business courses and electives to visiting students from its very popular undergraduate Commerce degree. These are supplemented by additional subject options in the humanities and social sciences, provided through the College of Arts, Social Sciences and Celtic Studies.

All courses are taught in English so visiting students will need sufficient language skills to study through English.

Courses taken by Erasmus & JYA students will be chosen from the schedule of courses from a number of existing Programmes.

Please note the following:

- It may be necessary for operational reasons to alter the course schedule
- The final lecture timetable will be issued at orientation. The draft timetable (subject to change) can be found in the Incoming Students section of our website at www.universityofgalway.ie/cairnes-global

Location
The School of Business and Economics is located in the Cairnes Building on the banks of the Corrib river in Upper Newcastle. This area of campus houses the Disciplines of Management, Marketing, Economics and Accountancy and Finance (including Business Information Systems).

Contact Details for Erasmus/JYA Programme
Ms. Raphael McLoughlin
Erasmus School Administrator
Email: raphael.mcloughlin@universityofgalway.ie

The following business courses are available to visiting students. Further details on the programme and individual courses may be found at http://universityofgalway.ie/commerce

Schedule of Courses for Junior Year Abroad Students

SEMESTER I

Code	Module title	Year	ECTS	Prerequisites
AY207	Management Accounting 1	Year 2	5	Introductory Course in Accounting
AY325	International Financial Reporting II	Year 3	5	Intermediate Accounting Course
AY308	Taxation I	Year 3	5	
AY321	Management Accounting II	Year 3	5	Introductory Course in Management Accounting
AY872	Financial Management 1 (From DBS)	Diploma	5	Introductory Course in Accounting
EC2100	Applied Microeconomics for Business	Year 2	5	Principles of Economics
or				
EC269	Intermediate Microeconomics	Year 2	5	Principles of Microeconomics
EC273	Mathematics for Economics	Year 2	5	Principles of Economics
EC207	Irish Economic History	Year 2	5	Principles of Economics
or				
EC3101	Microeconomics and Public Policy	Year 3	5	Intermediate Microeconomics & Intermediate Macroeconomics
EC3105	Econometrics	Year 3	5	One Semester of Statistics
EC345	Health Economics	Year 3	5	Principles of Economics & Intermediate Microeconomics
EC423	Ireland in the Global Economy	Year 3	5	
EC139	Principles of Microeconomics	Year 1	5	

Schedule of Courses for Junior Year Abroad Students

SEMESTER I

Code	Module title	Year	ECTS	Prerequisites
EC369	Money and Banking	Year 3	5	Principles of Economics & Intermediate Macroeconomics
EC388	Environmental & Natural Resource Economics	Year 3	5	Principles of Economics
IE309	Operations Research	Year 3	5	
MG3113	Megatrends	Year 3	5	
MG3117	Intercultural Encounters	Year 3	5	
MG524	Management (from DBS)	Diploma	5	
MK204	Marketing Principles	Year 2	5	
MK311	The Marketing of Services	Year 3	5	
MK314	Media & Marketing Communications	Year 3	5	
MK3101	Cases in Marketing Strategy	Year 3		Foundation course in Marketing
MK3104	Marketing Research	Year 3	5	Foundation course in Marketing
MS115	Business Information Systems	Year 1	5	
MS414	Business Intelligence & Analytics	Year 3	5	Any foundation course on Information Systems
MS321	Web and Interactive Media Design	Year 3	5	Course registration for 100 students only
MS325	Contemporary Project Management	Year 3	5	Any foundation course on Information Systems
MS218	Database Technologies	Year 2	5	Any foundation course on Information Systems

Schedule of Courses for Junior Year Abroad Students

SEMESTER I

Code	Module title	Year	ECTS	Prerequisites
MS322	Advanced Database Technologies	Year 3	5	Any foundation course on Data Bases
MS111	Business Application Development I	Year 1	5	
MS220	Advanced Application Development I	Year 2	5	Any foundation course on software development
MS113	Information Systems Technology	Year 1	5	
MS323	User Experience Design	Year 3	5	
MS873	Management Information Systems 1	Diploma	5	
MS3110	The Future of Technology in Work & Society I			
ST2120	Data Science for Business Analytics II	Year 2	5	
ST2001	Statistics in Data Science	Year 2	5	
ST311	Applied Statistics	Year 3	5	
ST313	Applied Regression Models	Year 3	5	

Note: There are also a number of Law modules available. Please contact the School of Law for further details: law@universityofgalway.ie

Note: Please contact the Spanish Department for modules available for 2023/24: Spanish@universityofgalway.ie

Schedule of Courses for Junior Year Abroad Students
SEMESTER 2

Code	Module title	Year	ECTS	Prerequisites
AY209	International Financial Reporting I	Year 2	5	Introductory Course in Accounting
AY874	Accounting for Management Decisions (DBS)	Diploma	5	Introductory Course in Accounting
AY208	Business Finance I	Year 2	5	Introductory Course in Accounting
AY326	International Financial Reporting III	Year 3	5	Intermediate Accounting Course
AY314	Business Finance II	Year 3	5	Introductory Course in Financial Management
AY319	Taxation II	Year 3	5	Taxation I
AY322	Management Accounting III	Year 3	5	Introductory Course in Management Accounting
EC141	Principles of Macroeconomics	Year 1	5	
EC2101	Macroeconomics & The Business Environment	Year 2	5	Principles of Economics
or				
EC268	Intermediate Macroeconomics	Year 2	5	Principles of Economics
EC247	Introduction to Financial Economics	Year 2	5	Principles of Economics & 2 semesters of calculus
or				
EC259	Economics of Public Policy	Year 2	5	Principles of Economics
EC275	Statistics for Economics	Year 2	5	Principles of Economics
EC3102	Macroeconomics and Public Policy	Year 3	5	Principles of Economics
EC386	Public Economics	Year 3	5	Principles of Economics
EC362	Economics of Financial Markets	Year 3	5	Principles of Economics

Schedule of Courses for Junior Year Abroad Students

SEMESTER 2

Code	Module title	Year	ECTS	Prerequisites
EC429	Marine Economics	Year 3	5	
EC3100	Economics & Philosophy	Year 3	5	Principles of Economics
EC3104	Agriculture and Food Economics	Year 3	5	
EC3106	Behavioural Finance	Year 3	5	
EC357	Development Economics	Year 3	5	
MG2101	Entrepreneurial Venture Development	Year 2	5	
MG3114	Founder Selling	Year 3	5	
MG3115	Megatrends	Year 3	5	
MG325	Employment Relations	Year 2	5	
MG323	International Business	Year 3	5	
MK203	Buyer Behaviour Analysis	Year 2	5	Introductory Marketing Course
MK303	Global Marketing	Year 3	5	
MK3105	Marketing Analytics	Year 3	5	Foundation course in Marketing
MK341	Brand Management	Year 3	5	
MS319	Enterprise Systems	Year 3	5	Any foundation course on Information Systems
MS112	Business Application Development II	Year 1	5	Business Application Development I
MS2100	Cybersecurity	Year 2	5	
MS221	Advanced Application Development II	Year 2	5	Advanced Application Development I
MS114	Business Systems Design and Implementation	Year 1	5	Business Systems Analysis (MS110)

Schedule of Courses for Junior Year Abroad Students
SEMESTER 2

Code	Module title	Year	ECTS	Prerequisites
MS1100	Information Management for Business	Year 1	5	
MS222	Decision Modelling & Analytics	Year 2	5	
MS4101	Implementing Digital Innovation	Year 3	5	
MS2101	Managing Digital Transformation	Year 2	5	Any foundation course in Information Systems
ST1120	Data Science for Business Analytics I	Year 1	5	
ST2002	Statistics in Data Science 2	Year 2	5	
ST312	Applied Statistics 2	Year 3	5	

Note: There are also a number of Law modules available. Please contact the School of Law for further details: law@universityofgalway.ie

Note: Please contact the Spanish Department for modules available for 2023/24: spanish@universityofgalway.ie

Syllabi of Courses

Accounting for Management Decisions

The purpose of this course is to provide students with a comprehensive introduction to the principle issues and practices in cost and management accounting. Upon completion of this course students will be able to:

- Discuss a wide range of management accounting concepts.
- Prepare management accounting information for decision making, planning control and performance evaluation.

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. In addition to lectures there may also be scheduled laboratory hands-on sessions.

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. In addition to lectures there may also be scheduled laboratory hands-on sessions.

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. In addition to lectures.

Agriculture & Food Economics

This course uses economic theory to analyse contemporary issues in the agricultural and food sectors. 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.

Applied Regression Models

An introduction to the theory and application of regression models. Topics covered include the simple linear model, least-squares estimation, multiple linear regression, inference, model checking, model choice and variable selection, and the use of Minitab for practical applications.

Applied Statistics I

An introduction to method and applications in applied statistical inference. Various non-parametric hypothesis tests are demonstrated and a comparison of suitability of applying non-parametric and parametric methods is discussed. The module also builds on regression modelling, where topics covered include model estimation, model checking and inference for simple linear regression and multiple linear regression models, and procedures in variable selection.

Behavioural Finance

This course describes how people and institutions make financial decisions and how those decisions might deviate from those predicted by traditional financial theory. Students will explore the existence of psychological biases in financial decision-making, and examine the impacts of these biases in financial markets and other financial settings.

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.

Syllabi of Courses

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. In addition to lectures there may also be scheduled laboratory hands-on sessions.

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. In addition to lectures there may also be scheduled laboratory hands-on sessions.

Business Finance I (2nd Commerce) (Prerequisite: Introductory course in Accounting)

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 (3rd Commerce) (Prerequisite: Introductory course in Financial Management)

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 Information Systems

The objective of the module is to provide students with a broad understanding of the fundamental, and strategic importance of business information systems in the operations and management of contemporary organisations. Topics covered will include: Introduction to Information Systems (IS); IS in Business; IS in a Changing World; IS for Competitive Advantage; Decision Making & Knowledge Work; Hardware and Software; IS and Business Processes; IS and Business Strategy; E-Business; Enterprise Architecture; Business for the 21st Century – Intelligent Systems.

Business Intelligence & Analytics

The objective of this course is to develop students' understanding of management decision systems, processes and related concepts. Topics may include: decision making and problem solving; the role of information in decision making; concepts of decision making in organisations; decision support systems (DSS); decision support for management; Executive Support Systems; group decision support systems and groupware; cooperative computing; business intelligence; emerging concepts and issues in management decision systems.

Business Systems Design & Implementation

The objective of this course is to develop in students an understanding of the concepts, skills and techniques required to become an effective systems analyst from systems design through to implementation along with an appreciation of other systems development methodologies such as agile methodologies.

Buyer Behaviour Analysis (2nd Commerce) (Prerequisite: Introductory Marketing course)

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.

Syllabi of Courses

Cases in Marketing Strategy

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

Contemporary 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.

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 know how to develop policies to implement information security controls.

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. In addition to lectures there may also be scheduled laboratory hands-on sessions.

Data Science for Business Analytics I

This 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.

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.

Syllabi of Courses

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.

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.

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 distributaive justice, social choice theory, game theory and decision theory.

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 eurodollar exchange rate; and how billions of euros were lost in derivatives-related trading.

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.

Employment Relations (2nd Commerce)

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.

Syllabi of Courses

Entrepreneurial Venture Development

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. Student groups will also generate, research, evaluate and communicate their own entrepreneurial idea in the context of the business venture case.

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, i.e. development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Financial Management I (Diploma in Business Studies) (Prerequisite: Introductory course in Accounting)

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.

Founder Selling

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.

Global Marketing (3rd Commerce)

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.

Implementing Digital Innovation

For almost all organisations, continuous innovation is the key to long-term success and sustainability. The purpose of this module is to examine how managers can drive organisational innovation through digital technology. A specific emphasis is placed on discussing how digital technology can disrupt, enhance and even stiffly innovate activities. To gain a deeper understanding of how management can respond to disruptive innovations, a number of case studies will be presented and critiqued. Emerging innovation management concepts such as 'open innovation' and 'user innovation communities' will be assessed along with the potential for emerging digital technologies within these paradigms.

Information Management for Business

The objective of the course is to advance students' understanding of business information management by focusing on current issues confronting organisations today. Business Information Systems (MS120) in Semester 1. Topics may include Organisation BIM (for example, Social Media & Social Network, Security, Ethics and Privacy), Enterprise & Contemporary BIM (for example, Systems Development and Project Management, New Forms of Enterprise Information Management, Enterprise Systems).

Syllabi of Courses

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. In addition to lectures there may also be scheduled laboratory hands-on sessions.

Intercultural Encounters

This module will offer insights into the historic developments and contemporary concepts relating to global citizenship, diversity and inclusiveness. In doing so, the module aims to foster disciplinary and cultural boundary crossing, knowledge sharing and co-production, as well as intercultural understanding and collaboration between students, which will be achieved by addressing complex issues together. The Module is designed to help visiting students from different cultures to make sense of their experience in Ireland and also to prepare domestic students for immersion in a different culture such as a year abroad or working with people in a highly diverse organisation.

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 1st 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.

Intermediate Microeconomics

This is an intermediate microeconomics course, which builds on the concepts and principles covered in 1st Year Economics. 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. There is an emphasis throughout the course on problem solving. Students who have not studied microeconomics before cannot take this course.

International Business (3rd Commerce)

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, 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.

International Financial Reporting II (3rd Commerce) (Prerequisite: Intermediate Accounting course)

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 I (2nd Commerce) (Prerequisite: Introductory course in Accounting)

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 III (3rd Commerce) (Prerequisite: Intermediate Accounting course)

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.

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.

Irish Economic History

This course examines the major economic and social developments in 19th 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. The course covers issues of trade, industrialization, agriculture, planning, macroeconomic policy and social policy.

Ireland in the Global Economy

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

Macroeconomics and Public Policy (Semester 2)

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 Keynesian structural macroeconometric models in the 1970s and the new Keynesian DSGE models in the current period. This model 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.

Syllabi of Courses

Macroeconomics and the Business Environment

This is an intermediate macroeconomics course dealing with the theory and practice of macroeconomics. It builds on the concepts and principles covered in 1st 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; Different schools of thought in macroeconomics such as classical, neoclassical, Keynesian and Post-Keynesian are studied. Students who have not studied macroeconomics before should NOT take this course.

Management (Diploma in Business Studies)

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.

Management Accounting I (2nd Commerce) (Prerequisite: Introductory course In 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; Longrun Decisions; Standard Costing and Budgetary Control Systems; Behavioural Aspects of Control.

Management Accounting II (3rd Commerce) (Prerequisite: Introductory course in Management Accounting)

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. Nonfinancial performance measures. Control systems, behavioural implications of control, incentive schemes. Performance reporting and control in divisionalised companies.

Management Accounting III (3rd Commerce) (Prerequisite: Introductory course in Management Accounting)

The objective of this course is to provide students with a detailed understanding of advanced issues in costing, control and management accounting. In particular, the course is deigned to achieve the learning outcomes specified separately under each of the topic headings below. Please note that Management Accounting I (AY207) and Management Accounting II (AY321) are prerequisites for this course.

Management Information Systems 1

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. Topics covered will include: Data, knowledge management & Business intelligence; Communications platforms including mobile; E-Business & Social computing; Information Security, Ethics and privacy; Information systems within organisations; Extending the organisation to customers; Extending the organisation along the supply chain; Acquiring information systems and applications; Organisational strategy, competitive advantage and IS.

Syllabi of Courses

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.

Marine Economics

The objective of this module is to use economics analysis to evaluate specific marine policies in the areas of marine tourism and recreation, shipping, offshore energy productions, 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 are also a key focus of this module.

Marketing Analytics

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

Marketing Principles (2nd Commerce)

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

Marketing Research

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

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

Megatrends

The aim of this class is to enable students to become proficient in environment scanning by researching the world's most significant long-term trends technology.

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.

Microeconomics and Public Policy (Semester 1)

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 welfare theorems, uncertainty and information. Contracting and externalities. We consider the appropriate economic role for the State that emerges from an analysis of these topics.

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.

Syllabi of Courses

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.

Principles of Macroeconomics

The objective of this course is to introduce the basic concepts and principles of macroeconomic theory, and to illustrate how these principles can be used to analyse various issues and problems in everyday life. The following will be covered: national income accounting, models of the macroeconomy, applied economics. Various topics will also be analysed using macroeconomic theory.

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 life. The following issues will be covered: decision-making of individual households and firms, markets for goods, prices, factors of production and market structures. Various topics will also be analysed using microeconomic theory.

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.

Spanish Language Applied

The course consolidates the language studies of First Year Commerce students. Active command of the language is promoted through regular exercises in the written language and weekly spoken language sessions, while translation exercises and aural comprehension practice are used to develop receptive skills.

Statistics for Data Science 1

The course provides an introduction to probabilistic and statistical methods needed to make reasonable and useful conclusions from data. Topics include probabilistic reasoning, data generation mechanisms, modern techniques for data visualisation, inferential reasoning and prediction using real data and the principles of reproducible research. The course will rely heavily on R (a free open source language) and will include examples of datasets collected in a variety of domains.

Statistics for Data Science 2

This course will provide an introduction to commonly used techniques in statistics when analysing data from experiments and observational studies. Topics include classical and modern methods in interval estimation, regression models for prediction problems, modern approaches for visualising multivariate data and the principles of reproducible research.

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.

Taxation I

The purpose of this course is to introduce students to the principles and practice of taxation. The role and 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 Corporation Tax.

Syllabi of Courses

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 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.

The Future of Technology in Work and Society I

This purpose of this course is to enable students become both consumers and producers of state-of-the-art research in the field of information systems. Students will be exposed to cutting edge research from the field, which they will critique and reflect upon. It aims to deepen the candidate's grasp of the theories, techniques and methods employed in emerging IS research. Participants will learn how to develop a research study and establish its relevancy for individuals, industry, or wider society.

The Marketing of Services

The Services sector is the dominant and growing sector of all western economies. Ireland is a service economy, with half of its GDP and 65% of its employment is attributable to services (www.eu2004.ie). This course outlines the unique features of services and examines how service marketing differs to product marketing. The role of the consumer in the service encounter is explored, and the elements of the marketing mix are examined from a services perspective.

User Experience Design

The objective of this course is to develop the students' understanding of the issues involved in designing interactive systems. The course imparts practical knowledge of the skills and techniques used to design interactive systems.

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. In addition to lectures there may also be scheduled laboratory hands-on sessions.

Notes


TRAKT I
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Rubiks

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