



OÉ Gaillimh  
NUI Galway



## College Of Business, Public Policy And Law Coláiste An Ghnó, An Bheartais Phoiblí Agus An Dlí

Féilire 2020/2021  
Calendar 2020/2021



OÉ Gaillimh  
NUI Galway

## COLLEGE OF BUSINESS, PUBLIC POLICY AND LAW

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

### FÉILIRE 2020/2021 CALENDAR 2020/2021

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

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# MARKS & STANDARDS FOR ALL FULL TIME UNDERGRADUATE DEGREE EXAMINATIONS

**Document Status: Incorporates amendments agreed by the Council of Deans, mtg. 12/4/2012 and further updates by Academic Standing Committee on 13/8/2015.**

All Modules on Level 8 programmes, whether Year 1,2,3,4 ... are level 8 modules. Exit awards may be made at level 7.

## ***1. Introduction***

These general regulations apply to all full-time undergraduate degree programmes in the University. Every full time undergraduate programme must comply with these regulations unless otherwise provided as per section 9 below. Students must also refer to the specific College degree programme regulations and requirements.

These regulations are approved by the University's Academic Council and are regulated and reviewed by the Academic Council's Standing Committee, following prior consideration by the Academic Regulations Committee. The Academic Regulations Committee will be comprised of the Registrar and Deputy-President (chair), Deans of College, another representative from each College and the Director of Adult Education. Relevant administrative staff will be in attendance at the Committee's meetings. The Committee will report to Standing Committee of Academic Council.

## ***2. Degree Programme Curricula***

The University's awards and degree programmes are organized in accordance with the European Credit Transfer System (ECTS). **Programmes** of study are organized into specific units of study called **Modules**. Each module is a unit of teaching and learning formally offered within the University, and carrying credit expressed as a number of credit points in accordance with the ECTS.

A programme will have a prescribed aggregate credit value in accordance with the Level of Study as set out in Ireland's National Framework for Qualifications, FETAC. Fulltime undergraduate degree programmes are aligned with Level 8 of the framework and consist of 3, 4 or more academic years of study. An Academic year for a full-time undergraduate degree will have a module load to an aggregate credit value of 60 ECTS.

Undergraduate degree programmes at the University are normally organized into **Stages** delimited by an Academic Year of study. Each stage (or programme year) will have prescribed Learning Outcomes for that stage or year and will have an associated aggregate credit value, 60 ECTS. For completion of a stage (or programme year), students will be required to successfully complete the relevant aggregate credit standard, 60 ECTS. **Full time** students will be expected to complete a stage within an academic year. **Part time** students may complete a stage over several years, accumulating the credits required for each stage in a more flexible credit accumulation structure. For part time students, the University may set a minimum number of credits that must be taken during any given academic year. **Students must successfully complete each stage before progressing to a subsequent one.**

## ***3. Module Descriptions and Weightings***

Each programme offered by the University will comprise a set of Modules where each module represents a unit of teaching and learning with prescribed **Learning Outcomes**, and carrying credit expressed as a number of credit points in accordance with the European Credit transfer System. **Module Descriptions** will be specified in the University's central **Module Repository** (or Module Manager System) and will be set out in the Programme **Descriptions and Regulations** for each College's programmes.

***Individual Modules will have an ECTS credit weighting of 5 ECTS or may be expressed in whole multiples of 5 ECTS where good academic practice requires larger units of study.***

Credit is awarded to students who obtain 40% on a module (see also provisions on compensation at 5.5 below)

#### ***4. Arrangements for Assessment and Formal Examination***

The University's standard examination periods are:

- End of Semester 1
- End of Semester 2
- Repeat (of Semester 1 and 2) Examinations (August)

The holding of examinations outside of these periods requires the prior approval of the Academic Regulations Committee.

Repeat examinations will be held for all programmes and modules unless the prior approval of the Academic Regulations Committee is given.

Modules may be assessed in any combination of formal examinations, assignments, projects, essays, papers, reports, presentations and debates, locally set exercises, laboratory or field work, or other experiential learning.

Where modules are examined by means of a formal examination paper administered by the University's Examinations Office and time tabled centrally, the examination will be of a standard two hours duration. Where a module weighting is greater than 5 ECTS, the formal examination may be broken into a number of 2-hour papers or one 2-hour paper and alternate assessment methods (e.g. a 10-credit yearlong module might attract two 2-hour examinations). In exceptional circumstances, where robust academic assessment reasons require longer examinations, 3-hour (or longer) examinations may be facilitated. Approval for such arrangements will require the prior approval of the Academic Regulations Committee.

#### ***5. Passing and Progression***

The Examination Board is the formal examination authority for each College and examination session. Chaired by the Dean, the Board is made up of academic staff members of the College and extern examiners from the relevant disciplines, or from the Colleges responsible for multi College programmes. Only these decisions approved by the Examinations board will be formally recognized as official University examinations results – relating to Passing, Progression, Determination of Honours and Granting of Deferrals.

Examination Boards will be held at the end of a Stage, normally Semester 2, and after the repeat examinations in August. The Examination Board will determine the overall result and apply compensation provisions.

##### ***5.1 Progression***

Undergraduate degree programmes at the University are normally organized into Stages. Students must successfully complete each stage before progressing to a subsequent one. Full time Undergraduate Degree Programmes will be organised on an academic year basis, where each year represents a defined stage. Full time undergraduate students will be required to register for and present for examination in a set of modules to a total credit weighting of 60 ECTS, in accordance with the programme structures and regulations set out in the College's Programme Descriptions and Regulations for their chosen programme of study. Provision may be made for Part time students to complete a stage over several years, accumulating the credits required for each stage in a more flexible credit accumulation structure.

##### ***5.2 Passing***

**The pass mark on all modules is 40%.** Where different components of assessments (course work, laboratory work, continuous assessment, final assessment etc.) within a module contribute to the final grade it shall **not normally** be a requirement that any one of these components be separately passed. Only an overall mark for the module will be returned. Marks will not be returned for components of a module.

**A mark of “incomplete” must be returned to the Examinations Office where there is a requirement that an element(s) of a module be passed, and that element (s) is not passed. A student is required to retake all elements of an incomplete module** unless the relevant College provides by regulation that students be exempt from retaking specific components.

College level provisions should be the same across all programmes and modules in a College.

### ***5.3 Carrying Forward Marks***

A student will be given credit for modules passed and will not have to re-present for examination in any module in which a minimum mark of 40% has been returned within the time limit set out in regulations for the successful completion of the particular stage. The normal time limit for carrying forward to subsequent examination sessions is 2 academic years. A College may prescribe a time limit provision other than the preceding one with the approval of the Academic Regulations Committee.

### ***5.4 Material Assessed at Repeat Examinations***

Marks for components of a module (i.e. sub-module assessment elements) from previous attempt(s) do not carry forward from one assessment to the next unless the relevant College has made provision to exempt student from retaking specific components for academic reasons.

### ***5.5 Compensation Provision***

Compensation will only be applied in cases where its application enables the student to pass the Examination as a whole.

The pass standard for a Module is 40%. However, a student with marks of less than 40% in one or more modules will be deemed to have passed the Stage provided:

- The aggregate mark for all modules of the stage is at least 40%
- The mark in every module is 35% or more
- The module(s) with marks in the range 35-39% total 15 ECTS or less

The carrying forward of marks into a particular examination session does not invalidate the potential for compensation provision to be applied in that session.

Where a module has been passed by compensation the mark for the whole module will appear on transcripts with a grade of Pass by Compensation.

In some programmes, Compensation may not be allowed in core or mandatory prescribed modules or groups of modules, as to do so would undermine the achievement of the learning outcomes for the Stage or Programme. These specific regulations will be set out in the College's Programme Descriptions and Regulations for the relevant degree programmes.

### ***5.6 Capping of Examination Marks***

With effect from the academic year 2015/16 the maximum mark which may be awarded at a repeat examination of a module, will be the pass mark for the module, viz. 40%

There are two exceptions:

- a) Capping will not apply in the first year of undergraduate programmes.
- b) In the case of modules of the MB, BCh, BAO and BSc (Occupational Therapy, Podiatry and Speech and Language) programmes the maximum mark which may be awarded will be 50%, viz. the pass mark for modules on those programmes.

#### **5.7 Arrangements for the Implementation of Capping Provisions**

Capping will be applied to Undergraduate years of programme as follows:

##### ***1. Academic year 2015-16:***

- Capping does not apply to 1<sup>st</sup> years and final years.
- Capping applies to all other years of an undergraduate programme, i.e. from 2<sup>nd</sup> year to pre-final year inclusive.

## **2. Academic year 2016-17:**

- Capping does not apply to 1<sup>st</sup> years.
- Capping applies to all other years of programme, i.e. from 2<sup>nd</sup> year to final year inclusive.
- Capping applies to students who are repeating any stage of a programme from 2<sup>nd</sup> year to final year, regardless of when the first attempt at the stage was made.
- Capping does not apply to those students who were on ERASMUS, year abroad or other academic related programme approved by the relevant college in 2015-16 and are now in final year.
- Capping applies to students who are in final year in 2016-17 and in the course of the 2015-16 academic year availed of a leave of absence, whether or not such a leave was approved by the University.

## **3. Academic year 2017-18 and thereafter:**

- Capping does not apply to 1<sup>st</sup> years
- Capping applies all other years of undergraduate programmes, i.e. from 2<sup>nd</sup> year to final year inclusive. Including those students who are repeating a year or returning after a gap in their studies.

Capping will apply in all cases, as outlined above, unless a deferral has been granted, see section 7 of this document regarding the University's Deferral Application Procedures.

## **6. Award of Honours**

Honours are awarded according to the following scheme, for each complete stage of study; that is, for each completed academic year for full time undergraduate students.

### **6.1 Award of Honours for Degree Examinations**

At degree level, honours will be calculated on the basis of 30% of the aggregate mark obtained at the pre final stage\* examination and 70% of the aggregate mark obtained at the final stage examination. The standard will be based on the following table:

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

\*another year, other than the pre final year, may be nominated for valid academic reasons with the approval of the academic regulations committee.

### **6.2 Pre-Final Stage Examinations**

Honours will be calculated based on the following table:

|      |                      |
|------|----------------------|
| H1   | 70% on the aggregate |
| H2.1 | 60% on the aggregate |
| H2.2 | 50% on the aggregate |

Note (1): Where a module is offered at pass and honours level, a scale for translating marks obtained at the pass level will be used to translate the marks to the equivalent mark at the honours level for the purpose of computing honours.

Note (2): Honours are awarded only on the aggregate performance at an examination as a whole. Honours are not awarded on the basis of results obtained in individual modules.

Note (3): Credit awarded on the basis of a prior award or on the basis of recognition of prior learning (RPL) will be grade neutral and will not be taken into account in the calculation of honours.

## ***7. Deferral Provision***

Application for permission to defer taking a module or modules to a subsequent examination session must be made in accordance with the Deferral Application Procedures of the University, as outlined in the Deferral of Examinations Guidelines for students:

[https://www.nuigalway.ie/media/uncategorised/deferral\\_of\\_examinations\\_guide\\_for\\_students.pdf](https://www.nuigalway.ie/media/uncategorised/deferral_of_examinations_guide_for_students.pdf)

## ***8. Transcripts***

Student transcripts will include details of all modules for which a mark has been entered. The Degree Honours standard reported will be based on the grade bands shown in 6 above. The only additional or alternative annotations will be:

- Exempt
- Absent
- Pass by Compensation
- Deferred
- Incomplete
- Audit

### ***Dealing with Exceptions or Deviations***

Only in exceptional circumstances will deviations be permitted from these regulations. A **structural deviation** is a significant and permanent change to these regulations which might be authorized for one or more programmes. Where a **structural deviation** is required for sound academic purposes, application must be made to the Academic Regulations Committee of Academic Council's Standing Committee, which shall recommend to Academic Council Standing Committee in the matter of applications received. A **concession** is the granting of explicit permission by the Standing Committee, following consideration and recommendation by the Academic regulations Committee, to permit the deviation of a programme of study from these prescribed regulations. A **concession** may be required in occasional circumstances and will be a matter for Academic Council Standing Committee, following consideration and recommendation by the Academic Regulations Committee.

## MARKS & STANDARDS FOR ALL PART-TIME UNDERGRADUATE DEGREE EXAMINATIONS (EXCLUDING “CONTINUOUS” PROGRAMMES)

**Document Status: Approved 27/03/2012. Incorporates amendments by Standing Committee on 13/08/2015.**

### ***1. Introduction***

These general regulations apply to all full-time undergraduate degree programmes in the University. Every full time undergraduate programme must comply with these regulations unless otherwise provided as per section 9 below. Students must also refer to the specific College degree programme regulations and requirements.

These regulations are approved by the University's Academic Council and are regulated and reviewed by the Academic Council's Standing Committee, following prior consideration by the Academic Regulations Committee. The Academic Regulations Committee will be comprised of the Registrar and Deputy-President (chair), Deans of College, another representative from each College and the Director of Adult Education. Relevant administrative staff will be in attendance at the Committee's meetings. The Committee will report to Standing Committee of Academic Council.

### ***2. Degree Programme Curricula***

The University's awards and degree programmes are organized in accordance with the European Credit Transfer System (ECTS). Programmes of study are organized into specific units of study called Modules. Each module is a unit of teaching and learning formally offered within the University, and carrying credit expressed as a number of credit points in accordance with the ECTS.

A programme will have a prescribed aggregate credit value in accordance with the Level of Study as set out in Ireland's National Framework for Qualifications, FETAC. Part time undergraduate degree programmes are aligned with Level 8 of the framework and consist of 3, 4 or more academic years of study. An Academic year for a part time undergraduate degree will have a module load to an aggregate credit value of 45 ECTS.

Part time undergraduate degree programmes at the University are normally organized into Stages delimited by an Academic Year of study. Each stage (or programme year) will have prescribed Learning Outcomes for that stage or year and will have an associated aggregate credit value, 45 ECTS. For completion of a stage (or programme year), part time students will be required to successfully complete the relevant aggregate credit standard, 45 ECTS. Part time students will be expected to complete a stage within an academic year. Students must successfully complete each stage before progressing to a subsequent one.

### ***3. Module Descriptions and Weightings***

Each programme offered by the University will comprise a set of Modules where each module represents a unit of teaching and learning with prescribed **Learning Outcomes**, and carrying credit expressed as a number of credit points in accordance with the European Credit Transfer system. **Module Descriptions** will be specified in the University's central **Module Repository** (or Module Manager System) and will be set out in the **Programme Descriptions and Regulations** for each College's programmes.

***Individual modules will have an ECTS credit weighting of 5 ECTS or may be expressed in whole multiples of 5 ECTS where good academic practice requires larger units of study.***

Credit is awarded to students who obtain 40% on a module (see also provisions on compensation at 5.5 below)

#### ***4. Arrangements for Assessment and Formal Examination***

The University's standard examination periods are:

- End of semester 1
- End of semester 2
- Repeat (of semester 1 and 2) Examinations (August)

The holding of examinations outside these periods requires the prior approval of the Academic Regulations Committee.

Repeat examinations will be held for all programmes and modules unless the prior approval of the Academic Regulations Committee is given.

Modules may be assessed in any combination of formal examinations, assignments, projects, essays, papers, reports, presentations & debates, locally set out exercises, laboratory or field work, or other experiential learning.

Where modules are examined by means of a **formal examination** paper administered by the University's Examinations office and time tabled centrally, the examination will be of a **standard two hours duration**. Where a module weighting is greater than 5 ECTS, the formal examination may be broken into a number of 2-hour papers or one 2-hour paper and alternate assessment methods (e.g. a 10 credit year long module might attract two 2 hour examinations). In exceptional circumstances, where robust assessment reasons require longer examinations, 3-hour (or longer) examinations may be facilitated. Approval for such arrangements will require the prior approval of the Academic Regulations Committee.

#### ***5. Passing and Progression***

The Examination Board is the formal examination authority for each College and examination session. Chaired by the Dean, the Board is made up of academic staff members of the College and extern examiners from the relevant disciplines, or from the Colleges responsible for multi College programmes. Only those decisions approved by the Examinations Board will be formally recognized as official University examination results – relating to Passing, Progression, Determination of Honours, and Granting of Deferrals.

The Examinations Board will be held at the end of a Stage, normally Semester 2, and after the repeat examinations in August, The Examination Board will determine the overall result and will apply compensation provisions.

##### ***5.1 Progression***

Undergraduate degree programmes at the University are normally organized into **Stages**. **Students must successfully complete each stage before progressing to a subsequent one.** Part time undergraduate degree programmes will be organised on an academic year basis, where each year represents a defined Stage. Part time undergraduate students will be required to register for and present for examination in a set of modules to a total weighting of 45 ECTS, in accordance with the programme structures and regulations set out in the College's **Programme Descriptions and Regulations** for their chosen programme of study.

##### ***5.2 Passing***

**The pass mark on all modules is 40%.** Where different components of assessment (course work, laboratory work, continuous assessment, etc.) within a module contribute to the final grade it shall **not normally** be a requirement that any one of these components be separately passed. Only an overall mark for the module will be returned. Marks will not be returned for components of a module.

**A mark of “incomplete” must be returned to the Examinations Office where there is a requirement that an element(s) of a module be passed, and that element(s) is not**



**passed. A student is required to retake all elements of an incomplete module** unless the relevant College provides by regulation that students be exempt from retaking specific components.

College level provisions should be the same across all programmes and modules in a College.

### ***5.3 Carrying Forward Marks***

A student will be given credit for modules passed and will not have to re-present for examination in any module in which a minimum mark of 40% has been returned within the time limit set out in regulations for the successful of the particular stage. A College may prescribe a time limit provision with the approval of the Academic Regulations Committee.

### ***5.4 Material Assessed at Repeat Examinations***

Marks for components of a module (i.e. sub module assessment elements) from previous attempt(s) do not carry forward from one assessment to the next unless the relevant College has made provision to exempt student from retaking specific components for academic reasons.

### ***5.5 Compensation Provision***

Compensation will only be applied in cases where its application enables the student to pass the Examination as a whole.

The pass standard for a module is 40%. However, a student with marks of less than 40% in one or more modules will be deemed to have passed the stage provided:

- The aggregate mark for all modules of the stage is at least 40%
- The mark in every module is 35% or more
- The module(s) with marks in the range 35-39% total 10 ECTS or less

The carrying forward of marks into a particular examinations session does not invalidate the potential for compensation provision to be applied in that session.

Where a module has been passed by compensation the mark for the module will appear on transcripts with a grade of Pass by Compensation.

In some programmes, Compensation may not be allowed in core or mandatory prescribed modules or group of modules, as to do so would undermine the achievement of the learning outcomes for the Stage or Programme. These specific regulations will be set out in the College's **Programme Descriptions and Regulations** for the relevant degree programmes.

### ***5.6 Capping of Examination Marks***

With effect from the academic year 2015/16 the maximum mark, which may be awarded at a repeat examination of a module, will be the pass mark for the module viz. 40%.

For part time undergraduate degrees there is one exception:

- capping will not apply in the first year of undergraduate programmes.

## ***5.7 Arrangements for the Implementation of Capping Provisions***

Capping will be applied to Undergraduate years of programme as follows:

- Capping does not apply to 1<sup>st</sup> years
- Capping applies to all other years of programme, i.e. from 2<sup>nd</sup> year to final year inclusive.
- Capping applies to students who are repeating any Stage of a programme from 2<sup>nd</sup> year to final year, regardless of when the first attempt at the Stage was made.
- Capping applies to students who are in final year and in the course of the academic year availed of leave of absence, whether or not such leave was approved by the University.

Capping will apply in all cases, as outlined above, unless a deferral has been granted, see section 7 of this document regarding the University's Deferral Application Procedures.

## ***6. Award of Honours***

Honours are awarded according to the following scheme, for each complete stage of study; that is, for each completed academic year for part time undergraduate students.

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

### ***6.1 Award of Honours for Degree Examinations***

At degree level, honours will be calculated on the basis of 30% of the aggregate mark obtained at the pre final stage\*, examination and 70% of the aggregate mark obtained at the final stage examination. The standard will be based upon the following table:

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

\*Another year, other than pre final year, may be nominated for valid academic reasons with the approval of the Academic Regulations Committee.

### ***6.2 Pre-Final Stage Examinations***

Honours will be calculate based upon the following table:

|      |                      |
|------|----------------------|
| H1   | 70% on the aggregate |
| H2.1 | 60% on the aggregate |
| H2.2 | 50% on the aggregate |

Note (1): Where a module is offered at pass and honours level, a scale for translating marks obtained at the pass level will be used to translate the marks to the equivalent mark at the honours level for the purpose of computing honours.

Note (2): Honours are awarded only on the aggregate performance at an Examination as a whole. Honours are not awarded on the basis of results obtained in individual modules.

## ***7. Deferral Provision***

Application for permission to defer taking a module or modules to a subsequent examination session must be made in accordance with the Deferral Application Procedures of the University, as outlined in the Deferral of Examinations Guidelines for students:

[https://www.nuigalway.ie/media/uncategorised/deferral\\_of\\_examinations\\_guide\\_for\\_students.pdf](https://www.nuigalway.ie/media/uncategorised/deferral_of_examinations_guide_for_students.pdf)

## ***8. Transcripts***

Student transcripts will include details of all modules for which a mark has been entered. The Degree Honours standard reported will be based on the grade bands shown in 6 above. The only additional or alternative annotations will be:

- Exempt
- Absent
- Pass by Compensation
- Deferred
- Incomplete
- Audit

## ***9. Dealing with Exceptions or Deviations***

Only in exceptional circumstances will deviations be permitted from these regulations. A **structural deviation** is a significant and permanent change to these regulations which might be authorized for one or more programmes. Where a **structural deviation** is required for sound academic purposes, application must be made to the Academic Regulations Committee of Academic Council's Standing Committee, which shall recommend to Academic Council Standing Committee in the matter of applications received. A **concession** is the granting of explicit permission by the Standing Committee, following consideration and recommendation by the Academic regulations Committee, to permit the deviation of a programme of study from these prescribed regulations. A **concession** may be required in occasional circumstances and will be a matter for Academic Council Standing Committee, following consideration and recommendation by the Academic Regulations Committee.

# MARKS & STANDARDS FOR ALL UNDERGRADUATE DIPLOMA EXAMINATIONS

**Document Status: Approved 2012. Incorporates amendments agreed by Academic Standing Committee on 13/8/15**

## ***1. Introduction***

These general regulations apply to all full-time undergraduate degree programmes in the University. Every full time undergraduate programme must comply with these regulations unless otherwise provided as per section 9 below. Students must also refer to the specific College degree programme regulations and requirements.

These regulations are approved by the University's Academic Council and are regulated and reviewed by the Academic Council's Standing Committee, following prior consideration by the Academic Regulations Committee. The Academic Regulations Committee will be comprised of the Registrar and Deputy-President (chair), Deans of College, another representative from each College and the Director of Adult Education. Relevant administrative staff will be in attendance at the Committee's meetings. The Committee will report to Standing Committee of Academic Council.

## ***2. Diploma Programme Criteria***

The University's awards and diploma programmes are organized in accordance with the European Credit transfer System (ECTS). **Programmes** of study are organized into specific units of study called **Modules**. Each Module is a unit of teaching and learning formally offered within the University, and carrying credit expressed as a number of credit points in accordance with the ECTS.

Undergraduate diploma programmes at the University are normally organized into one or two **Stages** delimited by an Academic year of study. Each stage (or programme) will have prescribed Learning Outcomes for that Stage or year and will have an associated aggregate credit value. For completion of a Stage (or programme) students will be required to successfully complete the relevant aggregate credit standard. **Students must successfully complete each stage before progressing to a subsequent one.**

## ***3. Module Descriptions and Weightings***

Each programme offered by the University will comprise a set of Modules where each module represents a unit of teaching and learning with prescribed **Learning Outcomes**, and carrying credit expressed as a number of credit points in accordance with the European Credit Transfer system. **Module Descriptions** will be specified in the University's central **Module Repository** (or Module Manager System) and will be set out in the **Programme Descriptions and Regulations** for each College's programmes.

***Individual modules will have an ECTS credit weighting of 5 ECTS or may be expressed in whole multiples of 5 ECTS where good academic practice requires larger units of study.***

Credit is awarded to students who obtain 40% on a module.

#### ***4. Arrangements for Assessment and Formal Examination***

The University's standard examination periods are:

- End of semester 1
- End of semester 2
- Repeat (of semester 1 and 2) Examinations (August)

The holding of examinations outside these periods requires the prior approval of the Academic Regulations Committee.

Repeat examinations will be held for all programmes and modules unless the prior approval of the Academic Regulations Committee is given. The format of a repeat examination in a module may differ from that of the original examination and will be decided by individual programme boards.

Modules may be assessed in any combination of formal examinations, assignments, projects, essays, papers, reports, presentations & debates, locally set out exercises, laboratory or field work, or other experiential learning.

Where modules are examined by means of a **formal examination** paper administered by the University's Examinations office and time tabled centrally, the examination will be of a **standard two hours duration**. Where a module weighting is greater than 5 ECTS, the formal examination may be broken into a number of 2-hour papers or one 2-hour paper and alternate assessment methods (e.g. a 10 credit year long module might attract two 2 hour examinations). In exceptional circumstances, where robust assessment reasons require longer examinations, 3-hour (or longer) examinations may be facilitated. Approval for such arrangements will require the prior approval of the Academic Regulations Committee.

#### ***5. Passing and Progression***

The Examination Board is the formal examination authority for each College and examination session. Chaired by the Dean, the Board is made up of academic staff members of the College and extern examiners from the relevant disciplines, or from the Colleges responsible for multi College programmes. Only those decisions approved by the Examinations Board will be formally recognized as official University examination results – relating to Passing, Progression, Determination of Honours, and Granting of Deferrals.

The Examinations Board will be held at the end of a Stage, normally Semester 2, and after the repeat examinations in August, The Examination Board will determine the overall result and will apply compensation provisions.

##### ***5.1 Progression***

Undergraduate diploma programmes at the University are normally organized into **Stages**. **In the event that a programme consists of two stages, students must successfully complete the first stage before progressing to the second stage.** Undergraduate Diploma programmes will be organised on an academic year basis.

##### ***5.2 Passing***

**The pass mark on all modules is 40%.** Where different components of assessment (course work, laboratory work, continuous assessment, etc.) within a module contribute to the final grade it shall **not normally** be a requirement that any one of these components be separately passed. Only an overall mark for the module will be returned. Marks will not be returned for components of a module.

**A mark of “incomplete” must be returned to the Examinations Office where there is a requirement that an element(s) of a module be passed, and that element(s) is not passed. A student is required to retake all elements of an incomplete module** unless the relevant College provides by regulation that students be exempt from retaking specific components.

College level provisions should be the same across all programmes and modules in a College.

### ***5.3 Carrying Forward Marks***

A student will be given credit for modules passed and will not have to re-present for examination in any module in which a minimum mark of 40% has been returned within the time limit set out in regulations for the successful of the particular stage. The normal time limit for carrying forward of marks to subsequent examination session is 2 academic years. A College may prescribe a time limit provision with the approval of the Academic Regulations Committee.

### ***5.4 Material Assessed at Repeat Examinations***

Marks for components of a module (i.e. sub module assessment elements) from previous attempt(s) do not carry forward from one assessment to the next unless the relevant College has made provision to exempt student from retaking specific components for academic reasons.

### ***5.5 Compensation Provision***

There is no provision for compensation on Diploma Programmes.

### ***5.6 Capping of examination Marks***

With effect from the academic year 2015/16 the maximum mark which may be awarded at a repeat examination of a module will be the pass mark for the module, viz. 40%.

### ***5.7 Arrangements for the Implementation of Capping Provisions***

Capping will be applied to undergraduate diploma programmes as follows:

1. Academic year 2015/16:
  - Capping applies to all undergraduate diploma programmes commencing in September 2015
  - Capping does **NOT** apply to students who are commencing year 2 of a two-year programme in September 2015
2. Academic year 2016/17:
  - Capping applies to **all** years of undergraduate diploma programmes commencing in September 2016.
  - Capping applies to students who are returning to complete an undergraduate diploma programme after having availed of a period of leave of absence, or other such gap in their studies, whether or not such leave was approved by the University.

Capping will apply in all cases, as outlined above, unless a deferral has been granted, see section 7 of this document regarding the University's Deferral Application Procedures.

## ***6. Award of Honours***

Honours are calculated, on completion of the programme, on the basis of 30% of the aggregate mark obtained at the pre final stage Examination and 70% of the aggregate mark obtained at the final stage Examination. The standard will be based on the following table:

|      |                      |
|------|----------------------|
| H1   | 70% on the aggregate |
| H2.1 | 60% on the aggregate |
| H2.2 | 50% on the aggregate |

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

## ***7. Deferral Provision***

Application for permission to defer taking a module or modules to a subsequent examination session must be made in accordance with the Deferral Application Procedures of the University, as outlined in the Deferral of Examinations Guidelines for students:

[https://www.nuigalway.ie/media/uncategorised/deferral\\_of\\_examinations\\_guide\\_for\\_students.pdf](https://www.nuigalway.ie/media/uncategorised/deferral_of_examinations_guide_for_students.pdf)

## ***8. Transcripts***

Student transcripts will include details of all modules for which a mark has been entered. The Degree Honours standard reported will be based on the grade bands shown in 6 above. The only additional or alternative annotations will be:

- Exempt
- Absent
- Pass by Compensation
- Deferred
- Incomplete
- Audit

## ***9. Dealing with Exceptions or Deviations***

Only in exceptional circumstances will deviations be permitted from these regulations. A **structural deviation** is a significant and permanent change to these regulations which might be authorized for one or more programmes. Where a **structural deviation** is required for sound academic purposes, application must be made to the Academic Regulations Committee of Academic Council's Standing Committee, which shall recommend to Academic Council Standing Committee in the matter of applications received. A **concession** is the granting of explicit permission by the Standing Committee, following consideration and recommendation by the Academic regulations Committee, to permit the deviation of a programme of study from these prescribed regulations. A **concession** may be required in occasional circumstances and will be a matter for Academic Council Standing Committee, following consideration and recommendation by the Academic Regulations Committee.

**MARKS & STANDARDS FOR ALL UNDERGRADUATE CERTIFICATE  
EXAMINATIONS  
(OTHER THAN CERTIFICATE EXAMINATIONS THE AWARDS FOR WHICH  
ARE EXIT AWARDS FROM PART TIME UNDERGRADUATE DEGREE  
PROGRAMMES)**

**Document Status: Approved 2012. Incorporates amendments agreed by Standing Committee on 13/8/2015.**

### ***1. Introduction***

These general regulations apply to all undergraduate certificate programmes in the University, **other than Certificate examinations the awards for which are exit awards from part time Undergraduate Degree Programmes**. Every undergraduate certificate programme must comply with these regulations unless otherwise provided as per section 9 below. Students must also refer to the Certificate programme regulations and requirements of the relevant College.

These regulations are approved by the University's Academic Council and are regulated and reviewed by the Academic Council's Standing Committee, following prior consideration by the Academic Regulations Committee. The Academic Regulations Committee will be comprised of the Registrar and Deputy-President (chair), Deans of College, another representative from each college and the Director of Adult Education. Relevant administrative staff will be in attendance at the Committee's meetings. The committee will report to Standing Committee of Academic Council.

### ***2. Certificate Programme Curricula***

The University's awards and programmes are organized in accordance with the European Credit transfer System (ECTS). **Programmes** of study are organized into specific units of study called **Modules**. Each Module is a unit of teaching and learning formally offered within the University, and carrying credit expressed as a number of credit points in accordance with the ECTS.

Undergraduate certificate programmes at the University are normally organized into one or two **Stages** delimited by an Academic year of study. Each stage (or programme) will have prescribed Learning Outcomes for that Stage or year and will have an associated aggregate credit value. For completion of a Stage (or programme) students will be required to successfully complete the relevant aggregate credit standard. **Students must successfully complete each stage before progressing to a subsequent one.**

### ***3. Module Descriptions and Weightings***

Each programme offered by the University will comprise a set of Modules where each module represents a unit of teaching and learning with prescribed **Learning Outcomes**, and carrying credit expressed as a number of credit points in accordance with the European Credit Transfer system. **Module Descriptions** will be specified in the University's central **Module Repository** (or Module Manager System) and will be set out in the **Programme Descriptions and Regulations** for each College's programmes.

***Individual modules will have an ECTS credit weighting of 5 ECTS or may be expressed in whole multiples of 5 ECTS where good academic practice requires larger units of study.***

Credit is awarded to students who obtain 40% on a module.



#### ***4. Arrangements for Assessment and Formal Examination***

The University's standard examination periods are:

- End of semester 1
- End of semester 2
- Repeat (of semester 1 and 2) Examinations (August)

The holding of examinations outside these periods requires the prior approval of the Academic Regulations Committee.

Repeat examinations will be held for all programmes and modules unless the prior approval of the Academic Regulations Committee is given. The format of a repeat examination in a module may differ from that of the original examination and will be decided by individual programme boards.

Modules may be assessed in any combination of formal examinations, assignments, projects, essays, papers, reports, presentations & debates, locally set out exercises, laboratory or field work, or other experiential learning.

Where modules are examined by means of a **formal examination** paper administered by the University's Examinations office and time tabled centrally, the examination will be of a **standard two hours duration**. Where a module weighting is greater than 5 ECTS, the formal examination may be broken into a number of 2 hour papers or one 2 hour paper and alternate assessment methods (e.g. a 10 credit year long module might attract two 2 hour examinations). In exceptional circumstances, where robust assessment reasons require longer examinations, 3 hour (or longer) examinations may be facilitated. Approval for such arrangements will require the prior approval of the Academic Regulations Committee.

#### ***5. Passing and Progression***

The Examination Board is the formal examination authority for each College and examination session. Chaired by the Dean, the Board is made up of academic staff members of the College and extern examiners from the relevant disciplines, or from the Colleges responsible for multi College programmes. Only those decisions approved by the Examinations Board will be formally recognized as official University examination results – relating to Passing, Progression, Determination of Honours, and Granting of Deferrals.

The Examinations Board will be held at the end of a Stage, normally Semester 2, and after the repeat examinations in August, The Examination Board will determine the overall result and will apply compensation provisions.

##### ***5.1 Progression***

Undergraduate Certificate programmes at the University are normally organised as one **Stage**. **In the event, however, that a Certificate programme consists of two stages, students must successfully complete the first stage before progressing to the second stage.** Undergraduate Certificate programmes are organised on an academic year basis.

##### ***5.2 Passing***

**The pass mark on all modules is 40%.** Where different components of assessment (course work, laboratory work, continuous assessment, etc.) within a module contribute to the final grade it shall **not normally** be a requirement that any one of these components be separately passed. Only an overall mark for the module will be returned. Marks will not be returned for components of a module.

**A mark of “incomplete” must be returned to the Examinations Office where there is a requirement that an element(s) of a module be passed, and that element(s) is not passed. A student is required to retake all elements of an incomplete module** unless the relevant College provides by regulation that students be exempt from retaking specific components.

College level provisions should be the same across all programmes and modules in a College.

### ***5.3 Carrying Forward Marks***

A student will be given credit for modules passed and will not have to re-present for examination in any module in which a minimum mark of 40% has been returned within the time limit set out in regulations for the successful of the particular stage. The normal time limit for carrying forward of marks to subsequent examination session is 2 academic years. A College may prescribe a time limit provision with the approval of the Academic Regulations Committee.

### ***5.4 Material Assessed at Repeat Examinations***

Marks for components of a module (i.e. sub module assessment elements) from previous attempt(s) do not carry forward from one assessment to the next unless the relevant College has made provision to exempt student from retaking specific components for academic reasons.

### ***5.5 Compensation Provision***

There is no provision for compensation on Certificate Programmes.

### ***5.6 Capping of Examination Marks***

With effect from the academic year 2015/16 the maximum mark which may be awarded at a repeat examination of a module will be the pass mark for the module, viz. 40%.

### ***5.7 Arrangements for the Implementation of Capping Provisions***

As stated in paragraph 5.1, Undergraduate Certificate programmes at the University are normally organized as one **Stage**. **In the event, however, that a Certificate programme consists of two stages** capping will be applied to these Certificate programmes as follows:

1. Academic year 2015/16:
  - Capping applies to all two stage Certificate Programmes commencing in year 1 in September 2015.
  - Capping does **NOT** apply to students who are commencing year 2 of a two year Certificate programme in September 2015
2. Academic year 2016/17:
  - Capping applies to **all** years of undergraduate diploma programmes commencing in September 2016.
  - Capping applies to students who are returning to complete an undergraduate diploma programme after having availed of a period of leave of absence, or other such gap in their studies, whether or not such leave was approved by the University.

Capping will apply in all cases, as outlined above, unless a deferral has been granted, see section 7 of this document regarding the University's Deferral Application Procedures.

## ***6. Award of Honours***

Honours are calculated, on completion of the programme. In the event that a Certificate programme consists of two stage, honours will be calculated on the basis of 30% of the aggregate mark obtained at the pre final stage Examination and 70% of the aggregate mark obtained at the final stage Examination. The standard will be based on the following table:

|      |                      |
|------|----------------------|
| H1   | 70% on the aggregate |
| H2.1 | 60% on the aggregate |
| H2.2 | 50% on the aggregate |

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

## ***7. Deferral Provision***

Application for permission to defer taking a module or modules to a subsequent examination session must be made in accordance with the Deferral Application Procedures of the University, as outlined in the Deferral of Examinations Guidelines for students:

[https://www.nuigalway.ie/media/uncategorised/deferral\\_of\\_examinations\\_guide\\_for\\_students.pdf](https://www.nuigalway.ie/media/uncategorised/deferral_of_examinations_guide_for_students.pdf)

## ***8. Transcripts***

Student transcripts will include details of all modules for which a mark has been entered. The Degree Honours standard reported will be based on the grade bands shown in 6 above. The only additional or alternative annotations will be:

- Exempt
- Absent
- Pass by Compensation
- Deferred
- Incomplete
- Audit

## ***9. Dealing with Exceptions or Deviations***

Only in exceptional circumstances will deviations be permitted from these regulations. A **structural deviation** is a significant and permanent change to these regulations which might be authorized for one or more programmes. Where a **structural deviation** is required for sound academic purposes, application must be made to the Academic Regulations Committee of Academic Council's Standing Committee, which shall recommend to Academic Council Standing Committee in the matter of applications received. A **concession** is the granting of explicit permission by the Standing Committee, following consideration and recommendation by the Academic regulations Committee, to permit the deviation of a programme of study from these prescribed regulations. A **concession** may be required in occasional circumstances and will be a matter for Academic Council Standing Committee, following consideration and recommendation by the Academic Regulations Committee.

## MARKS & STANDARDS FOR ALL PART TIME UNDERGRADUATE CONTINUOUS DEGREE EXAMINATIONS

**Document Status: Approved 6/6/2013. Incorporates amendments agreed by Standing Committee on 13/8/2015.**

***Note: These Marks and Standards also apply to exit awards at Diploma level (Stage 1), at 90 and 120 ECTS respectively, from Part Time Undergraduate Continuous Degree Programmes.***

### ***1. Introduction***

These general regulations apply to all part time undergraduate continuous degree programmes in the University. Every such programme must comply with these regulations unless otherwise provided as per section 9 below. Students must also refer to the specific College continuous degree programme regulations and requirements. These regulations are approved by the University's Academic Council and are regulated and reviewed by the Academic Council's Standing Committee, following prior consideration by the Academic Regulations Committee. The Academic Regulations Committee will be comprised of the Registrar and Deputy-President (chair), Deans of College, another representative from each college and the Director of Adult Education. Relevant administrative staff will be in attendance at the Committee's meetings. The committee will report to Standing Committee of Academic Council.

### ***2. Degree Programme Curricula***

The University's awards for continuous degree programmes are organised in accordance with the European Credit Transfer System (ECTS). Programmes of study are organised into specific units of study called Modules. Each module is a unit of teaching and learning formally offered within the University, and carrying credit expressed as a number of credit points in accordance with the ECTS.

A programme will have a prescribed aggregate credit value in accordance with the Level of Study as set out in Ireland's National Framework for Qualifications, NFQ. Part time undergraduate continuous degree programmes are aligned with Level 8 of the framework and consist of a number of academic years of study (a minimum of 4 years). Students will undertake the programme in a modular format and will complete the programme over a period in accordance with the academic plan co designed by the Programme Coordinator and student.

Part time undergraduate continuous degree programmes at the University are normally organised into two Stages. Each stage will have prescribed Learning Outcomes and will have an associated aggregate credit value i.e. degree programmes comprised of 180 ECTS will have 90 credits for the stage 1 (Diploma) cycle and a further 90 credits for the stage 2 (Degree) cycle degree programmes comprised of 240 ECTS will have 120 credits for the stage 1 (Diploma) cycle and a further 120 credits for the stage 2 (Degree).

For completion of a stage, students will be required to successfully complete the relevant aggregate credit standard as specified by the programme regulations. Part time continuous degree students will complete each stage over a number of academic years.

### ***3. Module Descriptions and Weightings***

Each programme offered by the University will comprise a set of Modules where each module represents a unit of teaching and learning with prescribed **Learning Outcomes**, and carrying credit expressed as a number of credit points in accordance with the European Credit Transfer system. **Module Descriptions** will be specified in the University's central **Module Repository** (or Module Manager System) and will be set out in the **Programme Descriptions and Regulations** for each College's programmes.

***Individual modules will have an ECTS credit weighting of 5 ECTS, or may be expressed in whole multiples of 5 ECTS where good academic practice requires larger units of study.***

Credit is awarded to students who obtain 40% on a module.

#### ***4. Arrangements for Assessment and Formal Examination***

The University's standard examination periods are:

- End of semester 1
- End of semester 2
- Repeat (of semester 1 and 2) Examinations (August)

The holding of examinations outside these periods requires the prior approval of the Academic Regulations Committee.

Repeat examinations will be held for all programmes and modules unless the prior approval of the Academic Regulations Committee is given.

Modules may be assessed in any combination of formal examinations, assignments, projects, essays, papers, reports, presentations & debates, locally set out exercises, laboratory or field work, or other experiential learning.

Where modules are examined by means of a **formal examination** paper administered by the University's Examinations office and time tabled centrally, the examination will be of a **standard two hours duration**. Where a module weighting is greater than 5 ECTS, the formal examination may be broken into a number of 2-hour papers or one 2 hour paper and alternate assessment methods (e.g. a 10 credit year long module might attract two 2 hour examinations). In exceptional circumstances, where robust assessment reasons require longer examinations, 3-hour (or longer) examinations may be facilitated. Approval for such arrangements will require the prior approval of the Academic Regulations Committee.

#### ***5. Passing and Progression***

The Examination Board is the formal examination authority for each College and examination session. Chaired by the Dean, the Board is made up of academic staff members of the College and extern examiners from the relevant disciplines, or from the Colleges responsible for multi College programmes. Only those decisions approved by the Examinations Board will be formally recognized as official University examination results – relating to Passing, Progression, Determination of Honours, and Granting of Deferrals.

An interim Examination Board will be held at the end of each academic year and a formal examination Board at the end of a stage, including after the repeat examinations in August. The examination board will determine the overall result for the stage.

##### ***5.1 Progression***

Students must successfully complete stage 1 before progressing to stage 2 of a programme.

##### ***5.2 Passing***

**The pass mark on all modules is 40%.** Where different components of assessment (course work, laboratory work, continuous assessment, etc.) within a module contribute to the final grade it shall **not normally** be a requirement that any one of these components be separately passed. Only an overall mark for the module will be returned. Marks will not be returned for components of a module.

**A mark of “incomplete” must be returned to the Examinations Office where there is a requirement that an element(s) of a module be passed, and that element(s) is not passed. A student is required to retake all elements of an incomplete module** unless the relevant College provides by regulation that students be exempt from retaking specific components.

College level provisions should be the same across all programmes and modules in a College.

### ***5.3 Carrying Forward Marks***

A student will be given credit for modules passed and will not have to re-present for examination in any module in which a minimum mark of 40% has been returned within the time limit set out in regulations for the successful of the particular stage.

### ***5.4 Material Assessed at Repeat Examinations***

Marks for components of a module (i.e. sub module assessment elements) from previous attempt(s) do not carry forward from one assessment to the next unless the relevant College has made provision to exempt student from retaking specific components for academic reasons.

### ***5.5 Compensation Provision***

Compensation provision does not apply for part time Undergraduate Degree Continuous programmes

### ***5.6 Capping of Examination Marks***

With effect from the Academic year 2015/16 the maximum mark which may be awarded at a repeat examination of a module, will be the pass mark for the module, viz. 40%

Capping will apply in all cases, as outlined above, unless a deferral has been granted, see section 7 of this document regarding the University's Deferral application Procedures.

## ***6. Award of Honours***

At degree level, honours will be calculated on the basis of the aggregate mark obtained across the required number of modules, according to the following table.

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

### ***6.2 Pre final stage examination***

Honours will be calculated on the aggregate mark based upon the required number of modules, according to the following table:

|      |                      |
|------|----------------------|
| H1   | 70% on the aggregate |
| H2.1 | 60% on the aggregate |
| H2.2 | 50% on the aggregate |

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

## ***7. Deferral Provision***

Application for permission to defer taking a module or modules to a subsequent examination session must be made in accordance with the Deferral Application Procedures of the University, as outlined in the Deferral of Examinations Guidelines for students:

[https://www.nuigalway.ie/media/uncategorised/deferral\\_of\\_examinations\\_guide\\_for\\_students.pdf](https://www.nuigalway.ie/media/uncategorised/deferral_of_examinations_guide_for_students.pdf)

## **8. *Transcripts***

Student transcripts will include details of all modules for which a mark has been entered. The Degree Honours standard reported will be based on the grade bands shown in 6 above. The only additional or alternative annotations will be:

- Exempt
- Absent
- Pass by Compensation
- Deferred
- Incomplete
- Audit

## **9. *Dealing with Exceptions or Deviations***

Only in exceptional circumstances will deviations be permitted from these regulations. A structural deviation is a significant and permanent change to these regulations which might be authorized for one or more programmes. Where a structural deviation is required for sound academic purposes, application must be made to the Academic Regulations Committee of Academic Council's Standing Committee, which shall recommend to Academic Council Standing Committee in the matter of applications received. A concession is the granting of explicit permission by the Standing Committee, following consideration and recommendation by the Academic Regulations Committee, to permit the deviation of a programme of study from these prescribed regulations. A concession may be required in occasional circumstances and will be a matter for Academic Council Standing Committee, following consideration and recommendation by the Academic Regulations Committee.

## MARCANNA & CAIGHDEÁIN DO GACH SCRÚDÚ FOCHÉIME LÁNAIMSEARHA

**Stádas na Cáipéise: Cuimsítear leasuithe a d'aontaigh Comhairle na nDéan, cruinniú 12/4/2012 agus leasuithe breise a d'aontaigh an Coiste Seasta an 13/8/2015.**

Tá gach modúl ar Chláir Leibhéal 8, in gach bliain, 1, 2, 3, 4... ag leibhéal 8. Féadfar gradaim fágála a dhéanamh ag leibhéal 7.

### **1. Réamhrá**

Baineann na rialacháin ghinearálta seo le gach clár fochéime lánaimseartha san Ollscoil. **Caithfidh** gach clár fochéime **cló** leis na rialúcháin seo mura dtagann siad faoi mhír 9 thíos. Caithfidh mic léinn aird a thabhairt ar rialacháin agus ar riachtanais chláir chéime an Choláiste.

Tá na rialúcháin seo faofa ag Comhairle Acadúil na hOllscoile agus rialaithe agus leasaithe ag Coiste Seasta na Comhairle Acadúla, i ndiaidh dóibh a bheith réamh- mheasta ag Coiste na Rialachán Acadúil. Beidh an Meabhránaí agus Uachtarán Ionaid (Cathaoirleach), Déin na gColáistí agus ionadaí eile ó gach Coláiste agus an Stiúrthóir Oideachais Aosaigh ar Choiste na Rialachán Acadúil. Beidh foireann riaracháin chuí i láthair ag cruinnithe an Choiste. Tuairisceoidh an Coiste do Choiste Seasta na Comhairle Acadúla.

### **2. Curaclaim na gClár Céime**

Tá dámhachtainí agus cláir fochéime na hOllscoile eagraithe de réir an Chórais Eorpaigh Aistrithe Creidiúna (ECTS). Tá na **Cláir** roinnte ina n-aonaid staidéir ar a dtugtar **Modúil**. Is aonaid teagaisc agus foghlama gach Modúl a chuirtear ar fáil go foirmiúil san Ollscoil agus a bhfuil creidiúint ag dul leis a chuirtear in iúl i bhfoirm pointí creidiúna de réir ECTS.

Beidh luach creidiúna comhiomlán leagtha síos do chlár de réir an Leibhéil Staidéir atá socraithe i gCreatoibre Náisiúnta na gCáilíochtaí in Éirinn, FETAC. Tagann cláir fochéime lánaimseartha le Leibhéal 8 den Chreatoibre agus tá trí, ceithre bliana acadúla staidéir nó níos mó i gceist leo. Beidh ualach modúil arb ionann a chomhluch creidmheasa agus 60 ECTS i gceist do bhliain acadúil d'fhochéim lánaimseartha.

Eagraítear cláir fochéime san Ollscoil i **dTréimhse** amháin arna roinnt ag Bliain Acadúil léinn. Beidh Torthaí Foghlama ar leith leagtha amach do gach Tréimhse nó Bliain (nó bliain cláir) agus bainfidh comhluch creidmheasa 60 ECTS leis an Tréimhse nó Bliain sin. Chun aon Tréimhse (nó Bliain Cláir) a chur i gcrích, caithfidh mic léinn lánaimseartha an caighdeán cuí creidiúna comhiomlán, 60 ECTS, a thabhairt chun críche go rathúil. Beifear ag súil go dtabharfaidh mic léinn **lánaimseartha** tréimhse laistigh de bhliain acadúil chun críche. Féadfaidh mic léinn pháirtaimseartha tréimhse a thabhairt i gcrích thar chúpla bliain, na creidiúintí a bhailiú do gach tréimhse i struchtúr creidiúintí atá níos solúbtha. I gcás na mac léinn páirtaimseartha, féadfaidh an Ollscoil a éileamh go ndéanfar líon áirithe creidiúintí in aon bhliain acadúil. Ní mór do mhic léinn gach tréimhse a thabhairt chun críche go rathúil sula dtugann siad faoin gcéad tréimhse eile.

### **3. Cur Síos agus Ualú na Modúl**

Beidh sraith Modúl i ngach clár a chuireann an Ollscoil ar fáil agus is ionann gach modúl agus aonad teagaisc agus foghlama le **Torthaí Foghlama** leagtha síos dóibh, agus beidh creidiúint ag dul leo a chuirfeadh in iúl mar líon pointí creidiúna de réir an Chórais Eorpach Aistrithe Creidiúna. Beidh an **Cur Síos ar Mhodúil** sonraithe i **Stór na Modúl** (nó córas lárnach chun Modúil a bhainistiú) agus beidh sé leagtha amach sna **Sonraíochtaí agus sna Rialacháin** do gach clár sa Choláiste.

**Beidh ualú creidiúnaithe 5 ECTS ag dul le modúil aonair, nó féadfar an t-ualú a mhéadú faoi 5 ECTS más rud é go n-éilíonn dea- chleachtas acadúil aonaid staidéir níos leithne.**

Bronnfar creidmheas ar mhic léinn a bhaineann 40% amach i modúl (féach ar na forálacha a bhaineann le cúiteamh ag 5.5 thíos).



#### 4. *Socruithe Measúnuithe agus Scrúduithe Foirmiúla*

Bíonn scrúduithe ar siúl san Ollscoil de ghnáth ag na hamanna seo a leanas

- Deireadh Sheimeastar 1
- Deireadh an Dara Seimeastair
- Athscrúduithe (Seimeastar 1 agus 2) (Lúnasa).

Má theastaíonn scrúduithe taobh amuigh de na hamanna seo caithfear cead a fháil roimh ré ó Choiste na Rialachán Acadúil.

Beidh athscrúduithe ar siúl do gach clár agus modúl mura mbeidh cead faighte roimh ré ó Choiste na Rialachán Acadúil.

Féadfar modúil a mheas trí scrúduithe foirmiúla, measúnuithe, tionscadail, aistí, páipéir, tuairiscí, cur i láthair & díospóireachtaí, ceachtanna, obair sa tsaotharlann nó obair allamuigh, nó foghlaim eile ó thaithí.

Sa chás gur scrúdú i bhfoirm **páipéar scrúdaithe foirmiúil** a bhíonn le déanamh don mhodúl agus go mbeidh sé riartha ag Oifig na Scrúduithe agus le cur ar an amchlár go lárnach, mairfidh an scrúdú **dhá uair an chloig** de ghnáth. Sa chás go bhfuil ualú níos mó ná 5 ECTS ag modúl, féadfar roinnt páipéar dhá uair an chloig a chur isteach sa scrúdú foirmiúil nó páipéar amháin dhá uair an chloig agus modhanna measúnaithe eile (e.g. d'fhéadfadh dhá scrúdú dhá uair an chloig a bheith mar chuid de mhodúl 10 greidiúint a mhaireann ar feadh na bliana). I gcásanna eisceachtúla, má éilíonn cúiseanna measúnuithe acadúla níos daingne scrúduithe níos faide, d'fhéadfaí scrúduithe 3 huair an chloig (nó níos faide) a réachtáil. Caithfear cead a fháil roimh ré ó Choiste na Rialachán Acadúil sula gceadófar é seo.

#### 5. *Pas agus Dul ar Aghaidh*

Is é an Bord Scrúdaithe an t-údarás foirmiúil scrúduithe do gach Coláiste agus do gach seisiún scrúduithe. Is é an Déan a bhíonn ina C(h)athaoirleach agus bíonn comhaltaí acadúla an Choláiste agus scrúdaitheoirí seachtracha ó na disciplíní éagsúla nó ó na Coláistí atá freagrach as cláir idir Coláistí ar an mBord. Caithfidh cinntí a bheith faofa ag an mBord Scrúdaithe chun aitheantas foirmiúil a fháil mar thorthaí oifigiúla scrúduithe Ollscoile – maidir le Pas, Dul ar Aghaidh, Onóracha agus ligean do mhac léinn scrúdú a chur siar.

Tionólfar Bord Scrúduithe ag deireadh tréimhse, Seimeastar 2 de ghnáth, agus tar éis na n-athscrúduithe i mí Lúnasa. Cinnfidh an Bord Scrúdaithe an toradh foriomlán agus déanfaidh sé iarratas ar fhorálacha cúitimh.

##### 5.1. *Dul ar aghaidh*

Eagraítear cláir fochéime san Ollscoil in dhá **Thréimhse** de ghnáth. **Ní mór do mhic léinn gach tréimhse a thabhairt chun críche go rathúil sula dtugann siad faoin gcéad tréimhse eile.** Ar bhonn bliain acadúil a eagrófar Cláir Fochéime Lánaimseartha, áit a sheasann gach bliain do Thréimhse shonrach. Beidh ar mhic léinn fochéime lánaimseartha clárú agus dul faoi scrúdú do shraith modúl arb ionann iad agus ualach creidmheasa 60 ECTS ar an iomlán, de réir struchtúir agus rialacháin an chláir atá leagtha amach i **Sonraíochtaí agus Rialacháin Cláir** an Choláiste dá gclár léinn roghnaithe. Féadfaidh mic léinn **pháirtaimseartha** tréimhse a thabhairt i gcric thar chúpla bliain agus na creidiúintí a bhailiú do gach tréimhse i struchtúr creidiúintí atá níos solúbtha.

##### 5.2 *Pas*

**40% an marc pas ar gach modúl.** Sa chás go bhfuil measúnuithe éagsúla le déanamh (obair chúrsa, obair shaotharlainne, measúnú leanúnach, measúnú deiridh, etc.) sa mhodúl chun an grád deiridh a bhaint amach **ní gá pas** a bhaint amach in gach ceann de na measúnuithe seo de ghnáth. Ní thabharfar ach marc foriomlán don mhodúl ar ais don mhac léinn. Ní thabharfar marcanna do gach measúnú mar chuid de mhodúl.

**Caithfear marc 'Neamhiomlán' a thabhairt d'Oifig na Scrúduithe má bhíonn riachtanas ann go gcaithfear gné(íthe) de mhodúl a phasáil agus nach bhfuil an ghné/na gnéithe sin pasáilte.** Caithfidh mac léinn gach gné de mhodúl neamhiomlán a dhéanamh arís mura bhfuil sé sna rialacháin ag an gColáiste cuí go mbeadh mic léinn díolmhaithe ó mheasúnuithe áirithe a dhéanamh arís.

Ba chóir go mbeadh forálacha ag leibhéal an Choláiste mar a chéile do gach clár agus gach modúl sa Choláiste.

### **5.3 Marcanna a Thabhairt ar Aghaidh**

Gheobhaidh mac léinn creidiúint as modúil a pasáladh agus ní bheidh air/uirthi aon scrúdú a athshuí má baineadh 40% ar a laghad amach sa mhodúl taobh istigh den teorainn ama a leagadh amach sna rialacháin maidir le tréimhse áirithe a chríochnú go rathúil. Is é 2 bhliain acadúla an ghnáth-theorainn ama maidir le marcanna a thabhairt ar aghaidh chuig seisiún scrúdaithe. Féadfaidh Coláiste teorainn ama eile a leagan síos seachas an ceann seo ach faomhadh an Choiste um Rialacháin Acadúla a fháil.

### **5.4 Ábhar le Meas san Athscrúdú**

Ní féidir marcanna as measúnuithe an mhodúil (i.e. gnéithe measúnaithe fo-mhodúil) a rinneadh cheana a thabhairt ar aghaidh don chéad bhabhta eile mura mbeidh foráil déanta ag an gColáiste díolúine a thabhairt do mhac léinn ó mheasúnuithe áirithe a dhéanamh ar chúiseanna acadúla.

### **5.5 Foráil do Chúiteamh**

Ní chuirfear cúiteamh i bhfeidhm ach i gcásanna ina gceadófar don mhac léinn pas a fháil i Scrúdú ar an iomlán.

40% an marc pas ar gach modúl. Measfar, áfach, go bhfuil pas bainte amach ag mac léinn i dTréimhse a bhfuil níos lú ná 40% aige/aici i modúl amháin nó níos mó más rud é

- gurb é 40% ar a laghad an marc comhiomlán do gach modúl den Tréimhse
- gurb é 35% nó os a chionn an marc i ngach modúl
- an modúl/na modúil nach bhfuil na marcanna sa réimse 35-39% san iomlán ag 15 ECTS nó níos lú

Má dhéantar marcanna a thabhairt ar aghaidh chuig seisiún scrúduithe ar leith ní dhéantar neamhbhailí an cumas le cúiteamh a chur i bhfeidhm sa seisiún sin.

Nuair atá pas bainte amach i modúl le cúiteamh, beidh marc an mhodúil le feiceáil ar na tras-scríbhinní agus Pas le Cúiteamh mar ghrád.

I roinnt clár, d'fhéadfadh sé nach mbeadh cead Cúiteamh a thabhairt i gcroímhodúil nó i modúil éigeantacha nó grúpaí modúl, mar dá ndéanfaí a leithéid d'fhéadfaí an bonn a bhaint de thorthaí foghlama na Tréimhse nó an Chláir. Beidh na rialacháin shonracha seo leagtha amach i Sonraíochtaí agus Rialacháin Cláir an Choláiste do na cláir léinn chuí.

### **5.6 Marcanna Scrúdaithe a Uasteorannú**

Le héifeacht ón mbliain acadúil 2015/16 is é pasmharc an mhodúil, viz 40%, an t-uasmharc is féidir a bhronnadh nuair a bheidh modúl á athscrúdú.

Tá dhá eisceacht air seo:

- a) Ní bheidh uasteorannú i bhfeidhm sa chéad bhliain ar fhochéimeanna.
- b) I gcás roinnt de na modúil ar an MB, BCh, cláir BAO agus BSc (Teiripe Saothair, Cosliacht, Teiripe Teanga agus Urlabhra), is é an marc is airde a bhronnfar ná 50%, is é sin an marc chun pas a fháil sna modúil ar na cláir sin.

## 5.7 Socruithe maidir le hUasteorannú a chur i bhfeidhm

Beidh uasteorannú i bhfeidhm do gach clár fochéime mar seo a leanas:

### 1. *An bhliain acadúil 2015-16:*

- Ní bhaineann uasteorannú le mic léinn sa chéad bhliain ná sa bhliain deiridh.
- Baineann uasteorannú le mic léinn i ngach bliain eile de chlár fochéime, i.e. ón dara bliain go dtí an bhliain roimh bhliain na céime.

### 2. *An bhliain acadúil 2016-17:*

- Ní bhaineann uasteorannú le mic léinn sa chéad bhliain.
- Baineann uasteorannú le mic léinn i ngach bliain eile de chlár fochéime, i.e. ón dara bliain go dtí bliain na céime.
- Tá feidhm ag uasteorannú i leith mac léinn atá ag athdhéanamh aon Tréimhse de chlár ón dara bliain go dtí an bhliain deiridh, beag beann ar an uair a rinneadh an chéad iarracht ar an Tréimhse sin.
- Ní bheidh uasteorannú i bhfeidhm i gcás mic léinn a bhí ar ERASMUS, ar bhliain thar lear nó ar chlár acadúil eile faofa ag an gColáiste in 2015-16 agus atá sa bhliain deiridh anois.
- Tá feidhm ag uasteorannú i leith mac léinn atá sa bhliain deiridh in 2016-17 agus ar ghlac siad saoire neamhláithreachta le linn na bliana acadúla 2015-16, biodh an tsaoire sin faofa ag an Ollscoil nó ná biodh.

### 3. *Bliain Acadúil 2017-18 agus ina dhiaidh sin:*

- Ní bhaineann uasteorannú le mic léinn sa chéad bhliain.
- Baineann uasteorannú le mic léinn i ngach bliain eile de chlár fochéime, i.e. ón dara bliain go dtí an bhliain roimh bhliain na céime. Mic léinn atá ag athdhéanamh bliana nó ag fillleadh ar an staidéar san áireamh.

Cuirfeadh uasteorannú i bhfeidhm i ngach cás, mar atá leagtha amach thuas, mura bhfuil cead faighte an scrúdú a chur siar, féach Cuid 7 den cháipéis seo maidir le Nósanna Imeachta na hOllscoile i leith Scrúdú a Chur Siar.

## 6. *Onóracha a Bhronnadh*

Bronntar onóracha de réir na scéime seo a leanas, do gach tréimhse chríochnaithe de staidéar; is é sin, do gach bliain acadúil chríochnaithe do mhic léinn fochéime lánaimseartha.

### 6.1. *Onóracha a Bhronnadh ag Leibhéal Céime*

Ag leibhéal céime, ríomhtar onóracha de bhun 30% den mharc comhiomlán a bhaintear amach i Scrúdú na tréimhse leathdeiridh móide 70% den mharc comhiomlán a bhaintear amach i Scrúdú na tréimhse deiridh. Beidh an caighdeán bunaithe ar an tábla seo a leanas:

|      |                |
|------|----------------|
| H1   | comhiomlán 70% |
| H2.1 | comhiomlán 60% |
| H2.2 | comhiomlán 50% |
| H3   | comhiomlán 40% |

\* Is féidir bliain eile, seachas an bhliain réamhdheiridh, a ainmniú do chúiseanna bailí acadúla le faomhadh Choiste na Rialachán Acadúil.

## 6.2. Scrúdú roimh an Tréimhse Dheiridh

Áireofar onóracha bunaithe ar an tábla seo a leanas:

|      |                |
|------|----------------|
| H1   | comhiomlán 70% |
| H2.1 | comhiomlán 60% |
| H2.2 | comhiomlán 50% |

Nóta (1): Nuair atá modúl ar fáil ag leibhéal pas agus onóracha, bainfear leas as scála chun marcanna a fhaightear ag an leibhéal pas a aistriú chuig an marc comhionann ag leibhéal onóracha ar mhaithe le honóracha a ríomh.

Nóta (2): Bronntar onóracha ar an gcaoi a n-éiríonn leis an mac léinn ar an iomlán sa Scrúdú ina iomláine. Ní bhronntar onóracha ar na torthaí a fhaightear i modúil ar leith.

Nóta (3): Tabharfar grád neodrach do chreidiúint a bhronntar ar réamhfhoghlaim nó ar Aitheantas Réamhfhoghlama (RPL) agus ní chuirfear san áireamh é agus onóracha á ríomh.

## 7. Modúl a chur siar

Caithfear iarratas a dhéanamh ar chead modúl (i)l a chur siar go dtí seisiún scrúdaithe eile de réir Nósanna Imeachta na hOllscoile atá i bhfeidhm maidir le Scrúdú a Chur Siar, mar atá leagtha amach i dTreoirlínte do mhic léinn maidir le scrúduithe a chur siar:

[https://www.nuigalway.ie/media/uncategorised/deferral\\_of\\_examinations\\_guide\\_for\\_students.pdf](https://www.nuigalway.ie/media/uncategorised/deferral_of_examinations_guide_for_students.pdf)

## 8. Athscríbhinní

Beidh sonraí maidir le gach modúl a bhfuil marc faighte ina leith le feiceáil ar thrasscríbhinní na mac léinn. Beidh Caighdeán Onóracha na Céime a thuirisceofar bunaithe ar na bandaí gráid ag 6 thuas. Is iad seo a leanas na nótaí eile a bheidh le feiceáil:

- Díolúinte
- As láthair
- Pas trí Chúiteamh
- Curtha siar
- Neamhiomlán
- Iniúchadh

## 9. Déileáil le hEisceachtaí nó Athruithe

Ní ghlacfar le haon athruithe ar na rialacháin seo ach i gcásanna eisceachtúla amháin. Is éard is **athrú struchtúrtha** ann athrú suntasach buan ar na rialacháin seo a d'fhéadfai a cheadú do chlár amháin nó níos mó. Sa chás go dteastaíonn **athrú struchtúrtha** chun críche acadúla, caithfear iarratas a dhéanamh ar Choiste na Rialachán Acadúil de chuid Choiste Seasta na Comhairle Acadúla, agus déanfaidh an Coiste sin moladh do Choiste Seasta na Comhairle Acadúla maidir leis na hiarratais a fhaightear. Is éard is lámhaltas ann an Coiste Seasta ag tabhairt cead sonrach, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil, clár staidéir a athrú ó na rialacháin atá leagtha síos. D'fhéadfadh **lámhaltas** a bheith ag teastáil ó thráth go chéile agus is faoi Choiste Seasta na Comhairle Acadúla cinneadh a dhéanamh ina leith, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil.

## MARCANNA & CAIGHDEÁIN DO GACH SCRÚDÚ FOCHÉIME PÁIRTAIMSEARHA (SEACHAS CLÁIR 'LEANÚNACHA')

**Stádas na cáipéise:** Faofa 27/03/2012. Leasuithe a d'aontaigh an Coiste Seasta an 13/08/2015 cuimsithe.

### 1. Réamhrá

Baineann na rialacháin ghinearálta seo le gach clár fochéime páirtaimseartha san Ollscoil. **Caithfidh** gach clár fochéime **cloí** leis na rialúcháin seo mura dtagann siad faoi mhír 9 thíos. Caithfidh mic léinn aird a thabhairt ar rialacháin agus ar riachtanais chláir chéime an Choláiste.

Tá na rialúcháin seo faofa ag Comhairle Acadúil na hOllscoile agus rialaithe agus leasaithe ag Coiste Seasta na Comhairle Acadúla, i ndiaidh dóibh a bheith réamh- mheasta ag Coiste na Rialachán Acadúil. Tá an Meabhránaí agus Uachtarán Ionaid (Cathaoirleach), Déin na gColáistí agus ionadaí eile ó gach Coláiste agus ionadaíocht ón bhfoireann acadúil ar Choiste na Rialachán Acadúil. Beidh foireann riaracháin chuí i láthar ag cruinnithe an Choiste. Tuairisceoidh an Coiste do Choiste Seasta na Comhairle Acadúla.

### 2. Curaclaim na gClár Céime

Tá dámhachtainí agus clár fochéime na hOllscoile eagraithe de réir an Chórais Eorpaigh Aistrithe Creidiúna (ECTS). Tá na **Cláir** roinnte ina n-aonaid staidéir ar a dtugtar **Modúil**. Is aonaid teagaisc agus foghlama gach Modúl a chuirtear ar fáil go foirmiúil san Ollscoil agus a bhfuil creidiúint ag dul leis a chuirtear in iúl i bhfoirm pointí creidiúna de réir ECTS.

Beidh luach creidiúna comhiomlán leagtha síos do chlár de réir an Leibhéil Staidéir atá socraithe i gCreatoibre Náisiúnta na gCáilíochtaí in Éirinn, FETAC. Tagann clár fochéime páirtaimseartha le Leibhéal 8 den Chreatoibre agus tá ceithre bliana acadúla staidéir i gceist leo. Beidh ualach modúil arb ionann a chomhluach creidmheasa agus 45 ECTS i gceist do bhliain acadúil ar chúrsa fochéime páirtaimseartha.

Go hiondúil eagraítear clár fochéime páirtaimseartha san Ollscoil i **dTréimhsí** roinnte ag bliain acadúil staidéir. Beidh Torthaí Foghlama ar leith leagtha amach do gach Tréimhse nó Bliain (nó bliain clár) agus bainfidh comhluach creidmheasa 45 ECTS leis an Tréimhse nó Bliain sin. Chun aon Tréimhse (nó Bliain Clár) a chur i gcrích, caithfidh mic léinn páirtaimseartha an caighdeán cuí creidiúna comhiomlán, 45 ECTS, a thabhairt chun críche go rathúil. Beifear ag súil go dtabharfaidh mic léinn **pháirtaimseartha** tréimhse laistigh de bhliain acadúil chun críche. **Ní mór do mhic léinn gach tréimhse a thabhairt chun críche go rathúil sula dtugann siad faoin gcéad tréimhse eile.**

### 3. Cur Síos agus Ualú na Modúl

Beidh sraith Modúl i ngach clár a chuireann an Ollscoil ar fáil agus is ionann gach modúl agus aonad teagaisc agus foghlama le **Torthaí Foghlama** leagtha síos dóibh, agus beidh creidiúint ag dul leo a chuirfear in iúl mar líon pointí creidiúna de réir an Chórais Eorpach Aistrithe Creidiúna. Beidh an **Cur Síos ar Mhodúil** sonraithe i **Stór na Modúl** (nó córas lárnach chun Modúil a bhainistiú) agus beidh sé leagtha amach sna **Sonraíochtaí agus sna Rialacháin** do gach clár sa Choláiste.

**Beidh ualú creidiúnaithe 5 ECTS ag dul le modúil aonair, nó féadfar an t-ualú a mhéadú faoi 5 ECTS más rud é go n-éilíonn dea- chleachtas acadúil aonaid staidéir níos leithne.**

Bronnfar creidmheas ar mhic léinn a bhaineann 40% amach i modúl (féach ar na forálacha a bhaineann le cúiteamh ag 5.5 thíos).

#### 4. *Socruithe maidir le Measúnú agus Scrúdú Foirmiúil*

Bíonn scrúduithe ar siúl san Ollscoil de ghnáth ag na hamanna seo a leanas

- Deireadh Sheimeastar 1
- Deireadh Sheimeastar 2
- Athscrúduithe (Seimeastar 1 agus 2) (Lúnasa).

Má theastaíonn scrúduithe taobh amuigh de na hamanna seo caithfear cead a fháil roimh ré ó Choiste na Rialachán Acadúil.

Beidh athscrúduithe ar siúl do gach clár agus modúl mura mbeidh cead faighte roimh ré ó Choiste na Rialachán Acadúil.

Féadfar modúl a mheas trí scrúduithe foirmiúla, measúnuithe, tionscadail, aistí, páipéir, tuairiscí, cur i láthair & díospóireachtaí, ceachtanna, obair sa tsaotharlann nó obair allamuigh, nó foghlaim eile ó thaithí.

Sa chás gur scrúdú i bhfoirm **páipéar scrúdaithe foirmiúil** a bhíonn le déanamh don mhodúl agus go mbeidh sé riарtha ag Oifig na Scrúduithe agus le cur ar an amchlár go lárnach, mairfidh an scrúdú **dhá uair an chloig** de ghnáth. Sa chás go bhfuil ualú níos mó ná 5 ECTS ag modúl, féadfar roinnt páipéar dhá uair an chloig a chur isteach sa scrúdú foirmiúil nó páipéar amháin dhá uair an chloig agus modhanna measúnaithe eile (e.g. d'fhéadfadh dhá scrúdú dhá uair an chloig a bheith mar chuid de mhodúl 10 gcreidiúint a mhaireann ar feadh na bliana). I gcásanna eisceachtúla, má éilíonn cúiseanna measúnuithe acadúla níos daingne scrúduithe níos faide, d'fhéadfaí scrúduithe 3 huair an chloig (nó níos faide) a réachtáil. Caithfear cead a fháil roimh ré ó Choiste na Rialachán Acadúil sula gceadófar é seo

#### 5. *Pas agus Du lar Aghaidh*

Is é an Bord Scrúdaithe an t-údarás foirmiúil scrúduithe do gach Coláiste agus do gach seisiún scrúduithe. Is é an Déan a bhíonn ina C(h)athaoirleach agus bíonn comhaltáí acadúla an Choláiste agus scrúdaitheoirí seachtracha ó na disciplíní éagsúla nó ó na Coláistí atá freagrach as cláir idir Coláistí a bhíonn ar an mBord. Caithfidh cinntí a bheith faofa ag an mBord Scrúdaithe chun aitheantas foirmiúil a fháil mar thorthaí oifigiúla scrúduithe Ollscoile – maidir le Pas, Dul ar Aghaidh, Onóracha agus ligan do mhac léinn scrúdú a chur siar.

Tionólfar Bord Scrúduithe ag deireadh tréimhse, Seimeastar 2 de ghnáth, agus tar éis na n-athscrúduithe i mí Lúnasa. Cinnfidh an Bord Scrúdaithe an toradh foriomlán agus déanfaidh sé iarratas ar fhorálacha cúitimh.

##### 5.1 *Dul ar Aghaidh*

Eagraítear cláir fochéime san Ollscoil in dhá **Thréimhse** de ghnáth. **Ní mór do mhic léinn gach tréimhse a thabhairt chun críche go rathúil sula dtugann siad faoin gcéad tréimhse eile.** Ar bhonn bliain acadúil a eagrófar Cláir Fochéime Pháirtaimseartha, áit a seasann gach bliain do Thréimhse shonrach. Beidh ar mhic léinn fochéime pháirtaimseartha clárú agus dul faoi scrúdú do shraith modúl arb ionann iad agus ualach creidmheasa 45 ECTS ar an iomlán, de réir struchtúir agus rialacháin an chláir atá leagtha amach i **Sonraíochtaí agus Rialacháin Cláir** an Choláiste dá gclár léinn roghnaithe.

##### 5.2 *Pas*

**40% an marc pas ar gach modúl.** Sa chás go bhfuil measúnuithe éagsúla le déanamh (obair chúrsa, obair shaotharlainne, measúnú leanúnach, measúnú deiridh, etc.) sa mhodúl chun an grád deiridh a bhaint amach **ní gá** pas a bhaint amach in gach ceann de na measúnuithe seo de ghnáth. Ní thabharfar ach marc foriomlán don mhodúl ar ais don mhac léinn. Ní thabharfar marcanna do gach measúnú mar chuid de mhodúl.

**Caithfear marc ‘Neamhiomlán’ a thabhairt d'Oifig na Scrúduithe má bhíonn riachtanas ann go gcaithfear gné(ithe) de mhodúl a phasáil agus nach bhfuil an ghné/na gnéithe sin pasáilte. Caithfidh mac léinn gach gné de mhodúl neamhiomlán a dhéanamh arís** mura bhfuil sé sna rialacháin ag an gColáiste cúig go mbeadh mic léinn díolmhaithe ó mheasúnuithe áirithe a dhéanamh arís.

Ba chóir go mbeadh forálacha ag leibhéal an Choláiste mar a chéile do gach clár agus gach modúl sa Choláiste.

### **5.3 Marcanna a Thabhairt ar Aghaidh**

Gheobhaidh mac léinn creidiúint as modúil a pasáladh agus ní bheidh air/uirthi aon scrúdú a athshuí má baineadh 40% amach sa mhodúl taobh istigh den teorainn ama a leagadh amach sna rialacháin maidir le tréimhse áirithe a chríochnú go rathúil.

Féadfaidh Coláiste teorainn ama a leagan síos ach faomhadh an Choiste Rialachán Acadúil a fháil.

### **5.4 Ábhar le Meas san Athscrúdú**

Ní féidir marcanna as measúnuithe an mhodúil (i.e. sub-module assessment elements) a rinneadh cheana a thabhairt ar aghaidh don chéad bhabhta eile mura mbeidh foráil déanta ag an gColáiste díolúine a thabhairt do mhac léinn ó mheasúnuithe áirithe a dhéanamh ar chúiseanna acadúla.

### **5.5 Foráil do Chúiteamh**

Ní chuirfear cúiteamh i bhfeidhm ach i gcásanna ina cheadófar don mhac léinn pas a fháil i Scrúdú ar an iomlán.

40% an marc pas ar gach modúl. Measfar, áfach, go bhfuil pas bainte amach ag mac léinn i dTréimhse a bhfuil níos lú ná 40% aige/aici i modúl amháin nó níos mó más rud é

- gurb é 40% ar a laghad an marc comhiomlán do gach modúl den Tréimhse
- gurb é 35% nó os a chionn an marc i ngach modúl
- gurb ionann 10 ECTS nó níos lú an/na modú(i)l le marcanna sa réimse 35- 39%

Má dhéantar marcanna a thabhairt ar aghaidh chuig seisiún scrúduithe ar leith ní dhéantar neamhbhailí an cumas le cúiteamh a chur i bhfeidhm sa seisiún sin.

Nuair atá pas bainte amach i modúl le cúiteamh, beidh marc an mhodúil le feiceáil ar na tras-scríbhinní agus Pas le Cúiteamh mar ghrád.

I roinnt clár, d'fhéadfadh sé nach mbeadh cead Cúiteamh a thabhairt i gcroímhodúil nó i modúil éigeantacha nó grúpaí modúl, mar dá ndéanfaí a leithéid d'fhéadfaí an bonn a bhaint de thorthaí foghlama na Tréimhse nó an Chláir. Beidh na rialacháin shonracha seo leagtha amach i Sonraíochtaí agus Rialacháin Cláir an Choláiste do na cláir léinn chuí.

### **5.6 Marcanna Scrúdaithe a Uasteorannú**

Le héifeacht ón mbliain acadúil 2015/16 is é pasmharc an mhodúil, is é sin 40%, an t-uasmharc is féidir a bhronnadh nuair a bheidh modúl á athscrúdú.

Baineann eisceacht amháin le fochéimeanna páirtaimseartha:

a) ní bheidh uasteorannú i bhfeidhm don chéad bhliain de chláir fochéime.

### **5.7 Socruithe maidir le hUasteorannú a chur I bhfeidhm**

Cuirfear uasteorannú i bhfeidhm ar bhlianta fochéime clár mar seo a leanas:

#### **1. An bhliain acadúil 2015-16:**

- Ní bhaineann uasteorannú le mic léinn sa chéad bhliain ná sa bhliain deiridh.
- Baineann uasteorannú le mic léinn i ngach bliain eile de chláir fochéime, i.e. ón dara bliain go dtí an bhliain roimh bhliain na céime.

#### **2. An bhliain acadúil 2016-17:**

- Ní bhaineann uasteorannú le mic léinn sa chéad bhliain.
- Baineann uasteorannú le mic léinn i ngach bliain eile de chláir fochéime, i.e. ón dara bliain go dtí bliain na céime.

- Tá feidhm ag uasteorannú i leith mac léinn atá ag athdhéanamh aon Tréimhse de chlár ón dara bliain go dtí an bhliain deiridh, beag beann ar an uair a rinneadh an chéad iarracht ar an Tréimhse sin.
- Tá feidhm ag uasteorannú i leith mac léinn atá sa bhliain deiridh in 2016-17 agus ar ghlac siad saoire neamhláithreachta le linn na bliana acadúla 2015-16, biodh an tsaoire sin faofa ag an Ollscoil nó ná biodh.

Cuirfear uasteorannú i bhfeidhm i ngach cás, mar atá leagtha amach thuas, mura bhfuil cead faighte an scrúdú a chur siar, féach Cuid 7 den cháipéis seo maidir le Nósanna Imeachta na hOllscoile i leith Scrúdú a Chur Siar.

## **6. Onóracha a Bhronnadh**

Bronntar onóracha de réir na scéime seo a leanas, do gach tréimhse chríochnaithe de staidéar; is é sin, do gach bliain acadúil chríochnaithe do mhic léinn fochéime pháirtaimseartha.

Tabharfar grád neodrach do chreidiúint a bhronntar ar réamhfhoghlaim nó ar Aitheantas Réamhfhoghlama (RPL) agus ní chuirfear san áireamh é agus onóracha á ríomh.

### **6.1 Onóracha a Bhronnadh ag Leibhéal Céime**

Ag leibhéal céime, ríomhtar onóracha de bhun 30% den mharc comhiomlán a bhaintear amach i Scrúdú na tréimhse réamhdheiridh móide 70% den mharc comhiomlán a bhaintear amach i Scrúdú na tréimhse deiridh. Beidh an caighdeán bunaithe ar an tábla seo a leanas:

|      |                |
|------|----------------|
| H1   | comhiomlán 70% |
| H2.1 | comhiomlán 60% |
| H2.2 | comhiomlán 50% |
| H3   | comhiomlán 40% |

\* Is féidir bliain eile, seachas an bhliain réamhdheiridh, a ainmniú do chúiseanna bailí acadúla le faomhadh Choiste na Rialachán Acadúil.

### **6.2 Scrúdú roimh an Tréimhse Dheiridh**

Áireofar onóracha bunaithe ar an tábla seo a leanas:

|      |                |
|------|----------------|
| H1   | comhiomlán 70% |
| H2.1 | comhiomlán 60% |
| H2.2 | comhiomlán 50% |

Nóta (1): Nuair atá modúl ar fáil ag leibhéal pas agus onóracha, bainfear leas as scála chun marcanna a fhaightear ag an leibhéal pas a aistriú chuig an marc combhionann ag leibhéal onóracha ar mhaithe le honóracha a ríomh.

Nóta (2): Bronntar onóracha ar an gcaoi a n-éiríonn leis an mac léinn ar an iomlán sa Scrúdú ina iomláine. Ní bhronntar onóracha ar na torthaí a fhaightear i modúil ar leith.

## **7. Modúl a chur siar**

Caithfear iarratas a dhéanamh ar chead modú(i)l a chur siar go dtí seisiún scrúdaithe eile de réir Nósanna Imeachta na hOllscoile maidir le Scrúdú a Chur Siar, mar atá leagtha amach i dTreoirlínte do mhic léinn maidir le scrúduithe a chur siar:

[https://www.nuigalway.ie/media/uncategorised/deferral\\_of\\_examinations\\_guide\\_for\\_students.pdf](https://www.nuigalway.ie/media/uncategorised/deferral_of_examinations_guide_for_students.pdf)



## 8. Athscríbhinní

Beidh sonraí maidir le gach modúl a bhfuil marc faighte ina leith le feiceáil ar thrasscríbhinní na mac léinn. Beidh Caighdeán Onóracha na Céime a thuairisceofar bunaithe ar na bandaí gráid ag 6 thuas. Is iad seo a leanas na nótaí eile a bheidh le feiceáil:

- Díolúinte
- As láthair
- Pas trí Chúiteamh
- Curtha siar
- Neamhiomlán
- Iniúchadh

## 9. Déileáil le hEisceachtaí nó Athruithe

Ní ghlacfar le haon athruithe ar na rialacháin seo ach i gcásanna eisceachtúla amháin. Is éard is **athrú struchtúrtha** ann athrú suntasach buan ar na rialacháin seo a d'fhéadfaí a cheadú do chlár amháin nó níos mó. Sa chás go dteastaíonn **athrú struchtúrtha** chun críche acadúla, caithefear iarratas a dhéanamh ar Choiste na Rialachán Acadúil de chuid Choiste Seasta na Comhairle Acadúla, agus déanfaidh an Coiste sin moladh do Choiste Seasta na Comhairle Acadúla maidir leis na hiarratais a fhaightear. Is éard is lamháltas ann an Coiste Seasta ag tabhairt cead sonrach, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil, clár staidéir a athrú ó na rialacháin atá leagtha síos. D'fhéadfadh **lamháltas** a bheith ag teastáil ó thráth go chéile agus is faoi Choiste Seasta na Comhairle Acadúla cinneadh a dhéanamh ina leith, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil.

## MARCANNA & CAIGHDEÁIN DO GACH SCRÚDÚ DIOPLÓMA FOCHÉIME

**Stádas an Doiciméid: Ceadaithe 2012. Cuimsítear na leasaithe a d'aontaigh an Coiste Seasta an 13/08/2015.**

### 1. Réamhrá

Baineann na rialacháin ghinearálta seo le gach clár dioplóma fochéime san Ollscoil. **Caithfidh** gach clár dioplóma fochéime **cloí** leis na rialúcháin seo mura dtagann siad faoi mhír 9 thíos. Caithfidh mic léinn aird ar leith a thabhairt ar rialacháin agus ar riachtanais chláir dioplóma an Choláiste.

Tá na rialúcháin seo faofa ag Comhairle Acadúil na hOllscoile agus rialaithe agus leasaithe ag Coiste Seasta na Comhairle Acadúla, i ndiaidh dóibh a bheith réamh- mheasta ag Coiste na Rialachán Acadúil. Beidh an Meabhránaí agus Uachtarán Ionaid (Cathaoirleach), Déin na gColáistí agus ionadaí eile ó gach Coláiste agus an Stiúrthóir Oideachais Aosaigh ar Choiste na Rialachán Acadúil. Beidh foireann riaracháin chuí i láthair ag cruinnithe an Choiste. Tuairisceoidh an Coiste do Choiste Seasta na Comhairle Acadúla.

### 2. Curaclaim na gCláe Dioplóma

Tá dámhachtainí agus cláir dioplóma na hOllscoile eagraithe de réir an Chórais Eorpaigh Aistrithe Creidiúna (ECTS). Tá na **Cláir** roinnte ina n-aonaid staidéir ar a dtugtar **Modúil**. Is aonad teagaisc agus foghlama gach Modúl a chuirtear ar fáil go foirmiúil san Ollscoil agus a bhfuil creidiúint ag dul leis a chuirtear in iúl i bhfoirm pointí creidiúna de réir ECTS.

Eagraítear cláir dioplóma fochéime san Ollscoil i **dTréimhse** amháin nó dhó arna roinnt ag Bliain Acadúil léinn. Beidh Torthaí Foghlama ar leith leagtha amach do gach Tréimhse (nó bliain cláir) agus bainfidh comhluch creidmheasa leis an Tréimhse nó leis an mBliain sin. Chun aon Tréimhse (nó Bliain Cláir) a chur i gcrích, caithfidh mic léinn an caighdeán cuí creidiúna comhiomlán a thabhairt chun críche go rathúil. **Ní mór do mhic léinn gach tréimhse a thabhairt chun críche go rathúil sula dtugann siad faoin gcéad tréimhse eile.**

### 3. Sonraíochtaí agus Ualú na Modúl

Beidh sraith Modúl i ngach clár a chuireann an Ollscoil ar fáil agus is ionann gach modúl agus aonad teagaisc agus foghlama le **Torthaí Foghlama** leagtha síos dóibh, agus beidh creidiúint ag dul leo a chuirfear in iúl mar líon pointí creidiúna de réir an Chórais Eorpach Aistrithe Creidiúna. Beidh **Sonraíochtaí Modúil** sonraithe i **dTaisce Modúl** lárnach (nó córas “Bainisteoir Modúl”) na hOllscoile agus beidh sé leagtha amach sna **Sonraíochtaí agus sna Rialacháin** do gach clár sa Choláiste.

**Beidh ualú creidiúnaithe 5 ECTS ag dul le modúil aonair, nó féadfar iad a thabhairt ina n-íolraithe slána 5 ECTS sa chás go n-éilítear aonaid léinn níos mó de réir dea-chleachtais acadúil.**

Dámhtar creidmheas ar mhic léinn a ghnóthaíonn 40% i modúl.

### 4. Socraithe maidir le Measúnú agus Scrúdú Foirmiúil

Is iad gnáth-thréimhsí scrúdaithe na hOllscoile

- Deireadh Sheimeastar 1
- Deireadh Sheimeastar 2
- Athscrúduithe (Seimeastar 1 agus 2) (Lúnasa).

Ní mór faomhadh a fháil ón gCoiste um Rialacháin Acadúla roimh ré chun scrúduithe a reáchtáil lasmuigh de na tréimhsí sin i gcás scrúduithe a gcuireann an Oifig Scrúduithe tacaíocht ar fáil dóibh.

Reáchtálfar athscrúduithe do gach clár agus modúl ach amháin má fhaightear faomhadh an Choiste um Rialacháin Acadúla roimh ré. Ní gá gurb ionann leagan amach an athscrúdaithe i modúl agus leagan amach an chéad scrúdaithe agus is iad boird na gclár faoi leith a dhéanfaidh an cinneadh sin.

Féadfar modúil a mheas le meascán ar bith de scrúduithe foirmiúla, measúnuithe, tionscadail, aistí, páipéir, tuairiscí, cuir i láthair & díospóireachtaí, ceachtanna, obair shaotharlainne nó obair allamuigh, nó foghlaim eile ó thaithí.

Sa chás gur scrúdú i bhfoirm **páipéar scrúdaithe foirmiúil** a bhíonn le déanamh don mhodúl agus go mbeidh sé riartha ag Oifig na Scrúduithe agus le cur ar an amchlár go lárnach, mairfidh an scrúdú **dhá uair an chloig** de ghnáth. Sa chás go bhfuil ualú níos mó ná 5 ECTS ag modúl, féadfar roinnt páipéar dhá uair an chloig a chur isteach sa scrúdú foirmiúil nó páipéar amháin dhá uair an chloig agus modhanna measúnaithe eile (e.g. d'fhéadfadh dhá scrúdú dhá uair an chloig a bheith mar chuid de mhodúl 10 gcreidiúint a mhaireann ar feadh na bliana). I gcásanna eiseachtúla, má éilíonn cúiseanna measúnuithe acadúla níos daingne scrúduithe níos faide, d'fhéadfaí scrúduithe 3 huair an chloig (nó níos faide) a reáchtáil. Caithfear cead a fháil roimh ré ó Choiste na Rialachán Acadúil sula gceadófar é seo.

## 5. Pas agus Dul ar Aghaidh

Is é an Bord Scrúdaithe an t-údarás foirmiúil scrúduithe do gach Coláiste agus do gach seisiún scrúduithe. Is é an Déan a bhíonn ina C(h)athaoirleach agus bíonn comhaltaí acadúla an Choláiste agus scrúdaitheoirí seachtracha ó na disciplíní éagsúla nó ó na Coláistí atá freagrach as clár idir Coláistí a bhíonn ar an mBord. Caithfidh cinntí a bheith faofa ag an mBord Scrúdaithe chun aitheantas foirmiúil a fháil mar thorthaí oifigiúla scrúduithe Ollscoile – maidir le Pas, Dul ar Aghaidh, Onóracha agus ligean do mhac léinn scrúdú a chur siar.

Tionólfar Bord Scrúduithe ag deireadh tréimhse, Seimeastar 2 de ghnáth, agus tar éis na n-athscrúduithe i mí Lúnasa. Cinnfidh an Bord Scrúdaithe an toradh foriomlán agus déanfaidh sé iarratas ar fhorálacha cútímh.

### 5.1 Dul ar Aghaidh

Eagraítear clár dioplóma san Ollscoil in dhá **Thréimhse** de ghnáth. **I gcás go mbíonn dhá thréimhse ag clár, ní mór do mhac léinn an chéad tréimhse a thabhairt chun críche go rathúil sula dtabharfaidh siad faoin dara tréimhse.** Leagfar Clár Dioplóma Fochéime amach de réir bliana acadúla.

### 5.2 Pas

**40% an pasmharc a bhaineann le gach modúl.** Sa chás go bhfuil measúnuithe éagsúla le déanamh (obair chúrsa, obair shaotharlainne, measúnú leanúnach, measúnú deiridh, etc.) sa mhodúl chun an grád deiridh a bhaint amach **ní gá** pas a bhaint amach in gach ceann de na measúnuithe seo de ghnáth. Ní thabharfar ach marc iomlán don mhodúl ar ais don mhac léinn. Ní thabharfar marcanna do gach measúnú mar chuid de mhodúl.

**Caithfear marc 'Neamhiomlán' a thabhairt d'Oifig na Scrúduithe má bhíonn riachtanas ann go gcaithfear gné(ithe) de mhodúl a phasáil agus nach bhfuil an ghné/na gnéithe sin pasáilte. Caithfidh mac léinn gach gné de mhodúl neamhiomlán a dhéanamh arís** mura bhfuil sé sna rialacháin ag an gColáiste cuí go mbeadh mic léinn díolmhaithe ó mheasúnuithe áirithe a dhéanamh arís.

Ba chóir go mbeadh forálacha ag leibhéal an Choláiste mar a chéile do gach clár agus gach modúl sa Choláiste.

### 5.3 Marcanna a Thabhairt ar Aghaidh

Gheobhaidh mac léinn creidiúint as modúil a pasáladh agus ní bheidh air/uirthi aon scrúdú a athshuí má baineadh 40% ar a laghad amach sa mhodúl taobh istigh den teorainn ama a leagadh amach sna rialacháin maidir le tréimhse áirithe a chríochnú go rathúil. Is é 2 bhliain acadúla an ghnáth-theorainn ama maidir le marcanna a thabhairt ar aghaidh chuig seisiún scrúdaithe. Féadfaidh Coláiste teorainn ama eile a leagan síos seachas an ceann seo ach faomhadh an Choiste um Rialacháin Acadúla a fháil.

### 5.4 Ábhar le Meas san Athscrúdu

Ní féidir marcanna as measúnuithe an mhodúil (i.e. gnéithe measúnaithe fo-mhodúil) a rinneadh cheana a thabhairt ar aghaidh don chéad bhabhta eile mura mbeidh foráil déanta ag an gColáiste díolúine a thabhairt do mhac léinn ó mheasúnuithe áirithe a dhéanamh ar chúiseanna acadúla.

## 5.5 Foráil maidir le Cúiteamh

Níl aon fhoráil maidir le cúiteamh ag gabháil le cláir Dhioplóma.

## 5.6 Marcanna Scrúdaithe a Uasteorannú

Le héifeacht ón mbliain acadúil 2015/16 is é pasmharc an mhodúil, viz 40%, an t-uasmharc is féidir a bhronnadh nuair a bheidh modúl á athscrúdú.

## 5.7 Socruithe maidir le Foráil Uasteorannaithe a chur I bhfeidhm

Beidh uasteorannú i bhfeidhm do gach clár dioplóma fochéime mar seo a leanas:

1. An bhliain acadúil 2015-16:
  - Beidh uasteorannú i bhfeidhm do gach clár dioplóma fochéime a chuirfear tús leis i mí Mheán Fómhair 2015.
  - Ní bheidh uasteorannú i bhfeidhm i gcás mic léinn a chuireann tús le Bliain a dó de chlár dhá bhliain i mí Mheán Fómhair 2015.
2. An bhliain acadúil 2016-17:
  - Beidh uasteorannú i bhfeidhm i ngach bliain de chlár dioplóma fochéime a chuirfear tús leis i mí Mheán Fómhair 2016.
  - Beidh uasteorannú i bhfeidhm i gcás mic léinn a thagann ar ais chun a gclár dioplóma fochéime a chríochnú i ndiaidh dóibh leas a bhaint as saoire neamhláithreachta nó briseadh de chineál eile a ghlacadh óna gcuid staidéir, is cuma má bhí, nó mura raibh an tsaoire sin faofa ag an Ollscoil.

Cuirfear uasteorannú i bhfeidhm i ngach cás, mar atá leagtha amach thuas, mura bhfuil cead faighte an scrúdú a chur siar, féach Cuid 7 den cháipéis seo maidir le Nósanna Imeachta na hOllscoile i leith Scrúdú a Chur Siar.

## 6. Onóracha a bhronnadh

Ríomhtar onóracha, ar chríochnú an chláir, de bhun 30% den mharc comhiomlán a bhaintear amach i Scrúdú na tréimhse leathdeiridh móide 70% den mharc comhiomlán a bhaintear amach i Scrúdú na tréimhse deiridh. Beidh an caighdeán bunaithe ar an tábla seo a leanas:

|      |                |
|------|----------------|
| H1   | comhiomlán 70% |
| H2.1 | comhiomlán 60% |
| H2.2 | comhiomlán 50% |

Tabharfar grád neodrach do chreidiúint a bhronntar ar réamhfhoghlaim nó ar Aitheantas Réamhfhoghlama (RPL) agus ní chuirfear san áireamh é agus onóracha á ríomh.

## 7. Foráil maidir le Scrúdú a chur siar

Caithfear iarratas a dhéanamh ar chead modú(i)l a chur siar go dtí seisiún scrúdaithe eile de réir Nósanna Imeachta na hOllscoile atá i bhfeidhm maidir le Scrúdú a Chur Siar, mar atá leagtha amach i dTreoirínte do mhic léinn maidir le scrúduithe a chur siar:

[https://www.nuigalway.ie/media/uncategorised/deferral\\_of\\_examinations\\_guide\\_for\\_students.pdf](https://www.nuigalway.ie/media/uncategorised/deferral_of_examinations_guide_for_students.pdf)

## 8. *Tras-scribhinni*

Beidh sonraí maidir le gach modúl a bhfuil marc faighte ina leith le feiceáil ar thrascribhinní na mac léinn. Is iad seo a leanas na nótaí eile a bheidh le feiceáil:

- Díolúinte
- As láthair
- Curtha siar
- Neamhiomlán
- Iniúchadh

## 9. *Déileáil le hEisceachtaí nó Athruithe*

Ní ghlacfar le haon athruithe ar na rialacháin seo ach i gcásanna eisceachtúla amháin. Is éard is **athrú struchtúrtha** ann athrú suntasach buan ar na rialacháin seo a d'fhéadfaí a cheadú do chlár amháin nó níos mó. Sa chás go dteastaíonn **athrú struchtúrtha** chun críche acadúla, caithfear iarratas a dhéanamh ar Choiste na Rialachán Acadúil de chuid Choiste Seasta na Comhairle Acadúla, agus déanfaidh an Coiste sin moladh do Choiste Seasta na Comhairle Acadúla maidir leis na hiarratais a fhaightear. Is éard is **lámhaltas** ann an Coiste Seasta ag tabhairt cead sonrach, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil, clár staidéir a athrú ó na rialacháin atá leagtha síos. D'fhéadfadh **lámhaltas** a bheith ag teastáil ó thráth go chéile agus is faoi Choiste Seasta na Comhairle Acadúla cinneadh a dhéanamh ina leith, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil.

# MARCANNA & CAIGHDEÁIN DO GACH SCRÚDÚ TEASTAS FOCHÉIME (SEACHAS SCRÚDUITHE TEASTAIS A A MBRONNTAR GRADAIM FÁGÁLA ORTHU Ó CHLÁIR FOCHÉIME PHÁIRTAIMSEARHA)

**Stádas na Cáipéise: Ceadaithe 2012. Leasuithe a d'aontaigh an Coiste Seasta an 13/08/2015 cuimsithe**

## 1. Réamhtra

Baineann na rialacháin ghinearálta seo le gach clár Teastais fochéime san Ollscoil, **seachas scrúduithe Teastais a mbronntar gradaim fágála orthu ó Chláir Fochéime Pháirtaimseartha. Caithfidh** gach clár Teastas fochéime **cloí** leis na rialúcháin seo mura dtagann siad faoi mhír 9 thíos. Caithfidh mic léinn aird a thabhairt ar rialacháin na gclár Teastais agus ar riachtanais an Choláiste chuí.

Tá na rialúcháin seo faofa ag Comhairle Acadúil na hOllscoile agus rialaithe agus leasaithe ag Coiste Seasta na Comhairle Acadúla, i ndiaidh dóibh a bheith réamh- mheasta ag Coiste na Rialachán Acadúil. Beidh an Meabhránaí agus Uachtarán Ionaid (Cathaoirleach), Déin na gColáistí agus ionadaí eile ó gach Coláiste agus an Stiúrthóir Oideachais Aosaigh ar Choiste na Rialachán Acadúil. Beidh foireann riaracháin chuí i láthair ag cruinnithe an Choiste. Tuairisceoidh an Coiste do Choiste Seasta na Comhairle Acadúla.

## 2. Curaclaim na gClár Teastas

Tá dámhachtainí agus clár teastais na hOllscoile eagraithe de réir an Chórais Eorpaigh Aistrithe Creidiúna (ECTS). Tá na **Cláir** roinnte ina n-aonaid staidéir ar a dtugtar **Modúl**. Is aonad teagaisc agus foghlama gach Modúl a chuirtear ar fáil go foirmiúil san Ollscoil agus a bhfuil creidiúint ag dul leis a chuirtear in iúl i bhfoirm pointí creidiúna de réir chóras ECTS.

Eagraítear clár teastais fochéime san Ollscoil i **dTréimhse** amháin arna roinnt ag Bliain Acadúil léinn. Beidh Torthaí Foghlama ar leith leagtha amach don Tréimhse (nó bliain cláir) agus bainfidh comhluch creidmheasa leis an Tréimhse nó leis an mBliain sin. Chun aon Tréimhse (nó Bliain Cláir) a chur i gcrích, caithfidh mic léinn an caighdeán cuí creidiúna comhiomlán a thabhairt chun críche go rathúil. Sa chás go mbeidh níos mó ná Tréimhse amháin i gceist, **caithfidh mic léinn gach tréimhse a chríochnú go rathúil sula bhféadfaidh siad tabhairt faoi thréimhse eile.**

## 3. Cur Síos agus Ualú na Modúl

Beidh sraith Modúl I ngach clár a chuireann an Ollscoil ar fáil agus is ionann gach modúl agus aonad teagaisc agus foghlama le **Torthaí Foghlama** leagtha síos dóibh, agus beidh creidiúint ag dul leo a chuirfear in iúl mar líon pointí creidiúna de réir an Chórais Eorpaigh Aistrithe Creidiúna. Beidh an **Chur Síos ar Mhodúl** sonraithe I Stór na Modúl (nó córas lárnach chun Modúl a bhainistiú) agus beidh sé leagtha amach sna Sonraíochtaí agus sna Rialacháin do ach clár sa Choláiste.

**Beidh ualú creidiúnaithe 5 ECTS ag dul le modúil aonair, nó féadfar an t-ualú a mhéadú faoi 5 ECTS más rud é go n-éilíonn deachleachtas acadúil aonaid staidéir níos leithne.**  
Dámhtar creidmheas arm hic léinn a ghnóthaíonn 40% I modúl.

## 4. Socruithe Measúnuithe agus Scrúduithe Fooirmiúla

Bíonn scrúduithe ar siúl san Ollscoil de ghnáth ag na hamanna seo a leanas

- Deireadh Sheimeastar 1
- Deireadh an Dara Seimeastair
- Athscrúduithe (Seimeastar 1 agus 2) (Lúnasa).

Ní mór faomhadh a fháil ón gCoiste um Rialacháin Acadúla roimh ré chun scrúduithe a reáchtáil lasmuigh de na tréimhsí sin i gcás scrúduithe a gcuireann an Oifig Scrúduithe tacaíocht ar fáil dóibh.

Beidh athscrúduithe ar siúl do gach clár agus modúl mura mbeidh cead faighte roimh ré ó Choiste na Rialachán Acadúil. Ní gá gurb ionann leagan amach an athscrúdaithe i modúl agus leagan amach an chéad scrúdaithe agus is iad boird na gclár faoi leith a dhéanfaidh an cinneadh sin.

Féadfar modúil a mheas trí scrúduithe foirmiúla, measúnuithe, tionscadail, aistí, páipéir, tuairiscí, cur i láthair & díospóireachtaí, ceachtanna, obair sa tsaotharlann nó obair allamuigh, nó foghlaim eile ó thaithí.

Sa chás gur scrúdú i bhfoirm **páipéar scrúdaithe foirmiúil** a bhíonn le déanamh don mhodúl agus go mbeidh sé riartha ag Oifig na Scrúduithe agus le cur ar an amchlár go lárnach, mairfidh an scrúdú **dhá uair an chloig** de ghnáth. Sa chás go bhfuil ualú níos mó ná 5 ECTS ag modúl, féadfar roinnt páipéar dhá uair an chloig a chur isteach sa scrúdú foirmiúil nó páipéar amháin dhá uair an chloig agus modhanna measúnaithe eile (e.g. d'fhéadfadh dhá scrúdú dhá uair an chloig a bheith mar chuid de mhodúl 10 gcreidiúint a mhaireann ar feadh na bliana). I gcásanna eisceachtúla, má éilíonn cúiseanna measúnuithe acadúla níos daingne scrúduithe níos faide, d'fhéadfaí scrúduithe 3 huair an chloig (nó níos faide) a réachtáil. Caithfear cead a fháil roimh ré ó Choiste na Rialachán Acadúil sula gceadófar é seo.

## **5. Pas agus Dul ar Aghaidh**

Is é an Bord Scrúdaithe an t-údarás foirmiúil scrúduithe do gach Coláiste agus do gach seisiún scrúduithe. Is é an Déan a bhíonn ina C(h)athaoirleach agus bíonn comhaltaí acadúla an Choláiste agus scrúdaitheoirí seachtracha ó na disciplíní éagsúla nó ó na Coláistí atá freagrach as cláir idir Coláistí ar an mBord. Ní thabharfar aitheantas foirmiúil mar thorthaí oifigiúla scrúduithe Ollscoile ach do na cinntí a bheidh faofa ag an mBord Scrúdaithe maidir le Pas, Dul ar Aghaidh agus ligean do mhac léinn scrúdú a chur siar.

Tionólfar Bord Scrúduithe ag deireadh tréimhse, Seimeastar 2 de ghnáth, agus tar éis na n-athscrúduithe i mí Lúnasa. An Bord Scrúduithe a chinnfidh an toradh iomlán.

### **5.1 Dul ar aghaidh**

Eagraítear cláir Teastais san Ollscoil in aon **Tréimhse** amháin de ghnáth. **I gcás go mbíonn dhá thréimhse ag clár Teastas áfach, ní mór do mhic léinn an chéad tréimhse a thabhairt chun críche go rathúil sula dtabharfaidh siad faoin dara tréimhse.** Leagfar Cláir Teastais Fochéime amach de réir bliana acadúla.

### **5.2 Pas**

**40% an marc pas ar gach modúl.** Sa chás go bhfuil measúnuithe éagsúla le déanamh (obair chúrsa, obair shaotharlainne, measúnú leanúnach, measúnú deiridh, etc.) sa mhodúl chun an grád deiridh a bhaint amach **ní gá** pas a bhaint amach in gach ceann de na measúnuithe seo de ghnáth. Ní thabharfar ach marc foriomlán don mhodúl ar ais don mhac léinn. Ní thabharfar marcanna do gach measúnú mar chuid de mhodúl.

**Caithfear marc 'Neamhiomlán' a thabhairt d'Oifig na Scrúduithe má bhíonn riachtanas ann go gcaithfear gnéithe de mhodúl a phasáil agus nach bhfuil an ghné/na gnéithe sin pasáilte. Caithfidh mac léinn gach gné de mhodúl neamhiomlán a dhéanamh arís** mura bhfuil sé sna rialacháin ag an gColáiste cúig go mbeadh mic léinn díolmhaithe ó mheasúnuithe áirithe a dhéanamh arís.

Ba chóir go mbeadh forálacha ag leibhéal an Choláiste mar a chéile do gach clár agus gach modúl sa Choláiste.

### **5.3 Marcanna a Thabhairt ar Aghaidh**

Gheobhaidh mac léinn creidiúint as modúil a pasáladh agus ní bheidh air/uirthi aon scrúdú a athshuí má baineadh 40% ar a laghad amach sa mhodúl taobh istigh den teorainn ama a leagadh amach sna rialacháin maidir le tréimhse áirithe a chríochnú go rathúil. Is é 2 bhliain acadúla an ghnáth-theorainn ama maidir le marcanna a thabhairt ar aghaidh chuig seisiún scrúdaithe. Féadfaidh Coláiste teorainn ama eile a leagan síos seachas an ceann seo ach faomhadh an Choiste um Rialacháin Acadúla a fháil.

### **5.4 Ábhar le Meas san Athscrúdú**

Ní féidir marcanna as measúnuithe an mhodúil (i.e. gnéithe measúnaithe fo-mhodúil) a rinneadh cheana a thabhairt ar aghaidh don chéad bhabhta eile mura mbeidh foráil déanta ag an gColáiste díolúine a thabhairt do mhac léinn ó mheasúnuithe áirithe a dhéanamh ar chúiseanna acadúla.

### **5.5 Foráil do Chúiteamh**

Níl aon fhoráil maidir le cúiteamh ag gabháil le cláir Teastais.

## 5.6 Marcanna Scrúdaithe a Uasteorannú

Le héifeacht ón mbliain acadúil 2015/16 is é pasmharc an mhodúil, viz 40%, an t-uasmharc is féidir a bhronnadh nuair a bheidh modúl á athscrúdú.

## 5.7 Socruithe maidir le Foráil uasteorannaithe a chur I bhfeidhm

Mar a luaitear i mír 5.1, eagraítear clár Teastais san Ollscoil in aon **Tréimhse** amháin de ghnáth. **I gcás go mbíonn dhá thréimhse ag clár Teastais áfach**, beidh uasteorannú i bhfeidhm do gach clár teastais fochéime mar seo a leanas:

1. An bhliain acadúil 2015-16:
  - Beidh uasteorannú i bhfeidhm do gach clár teastais fochéime dhá thréimhse a chuirfear tús leis i mí Mheán Fómhair 2015.
  - Ní bheidh uasteorannú i bhfeidhm i gcás mic léinn a chuireann tús le Bliain a dó de chlár dhá bhliain Teastais i mí Mheán Fómhair 2015.
2. An bhliain acadúil 2016-17:
  - Beidh uasteorannú i bhfeidhm do gach tréimhse de chlár Teastais fochéime a chuirfear tús leis i mí Mheán Fómhair 2016.
  - Beidh uasteorannú i bhfeidhm i gcás mic léinn a thagann ar ais chun a gclár teastais fochéime a chríochnú i ndiaidh dóibh leas a bhaint as saoire neamhláithreachta nó briseadh de chineál eile a ghlacadh óna gcuid staidéir, is cuma má bhí, nó mura raibh an tsaoire sin faofa ag an Ollscoil.

Cuirfear uasteorannú i bhfeidhm i ngach cás, mar atá leagtha amach thuas, mura bhfuil cead faighte an scrúdú a chur siar, féach Cuid 7 den cháipéis seo maidir le Nósanna Imeachta na hOllscoile i leith Scrúdú a Chur Siar.

## 6. Onóracha a Bhronnadh

Ríomhtar onóracha, ar chríochnú an chláir. Ag leibhéal teastais a bhfuil dhá thréimhse ann, ríomhtar onóracha de bhun 30% den mharc comhiomlán a bhaintear amach i Scrúdú na tréimhse leathdeiridh móide 70% den mharc comhiomlán a bhaintear amach i Scrúdú na tréimhse deiridh. Beidh an caighdeán bunaithe ar an tábla seo a leanas:

|      |                |
|------|----------------|
| H1   | comhiomlán 70% |
| H2.1 | comhiomlán 60% |
| H2.2 | comhiomlán 50% |

Tabharfar grád neodrach do chreidiúint a bhronntar ar réamhfhoghlaim nó ar Aitheantas Réamhfhoghlama (RPL) agus ní chuirfear san áireamh é agus onóracha á ríomh.

## 7. Modúl a chur siar

Caithfear iarratas a dhéanamh ar chead modú(i)l a chur siar go dtí seisiún scrúdaithe eile de réir Nósanna Imeachta na hOllscoile atá i bhfeidhm maidir le Scrúdú a Chur Siar, mar atá leagtha amach i dTreoirínte do mhic léinn maidir le scrúduithe a chur siar:

[https://www.nuigalway.ie/media/uncategorised/deferral\\_of\\_examinations\\_guide\\_for\\_students.pdf](https://www.nuigalway.ie/media/uncategorised/deferral_of_examinations_guide_for_students.pdf)



## 8. Athscríbhinní

Beidh sonraí maidir le gach modúl a bhfuil marc faighte ina leith le feiceáil ar thrasscríbhinní na mac léinn. Is iad seo a leanas na nótaí eile a bheidh le feiceáil:

- Díolúinte
- As láthair
- Curtha siar
- Neamhiomlán
- Iniúchadh

## 9. Déileáil le hEisceachtaí nó Athruithe

Ní ghlacfar le haon athruithe ar na rialacháin seo ach i gcásanna eisceachtúla amháin. Is éard is **athrú struchtúrtha** ann athrú suntasach buan ar na rialacháin seo a d'fhéadfaí a cheadú do chlár amháin nó níos mó. Sa chás go dteastaíonn **athrú struchtúrtha** chun críche acadúla, caithfear iarratas a dhéanamh ar Choiste na Rialachán Acadúil de chuid Choiste Seasta na Comhairle Acadúla, agus déanfaidh an Coiste sin moladh do Choiste Seasta na Comhairle Acadúla maidir leis na hiarratais a fhaightear. Is éard is lámhaltas ann an Coiste Seasta ag tabhairt cead sonrach, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil, clár staidéir a athrú ó na rialacháin atá leagtha síos. D'fhéadfadh **lámhaltas** a bheith ag teastáil ó thráth go chéile agus is faoi Choiste Seasta na Comhairle Acadúla cinneadh a dhéanamh ina leith, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil.

# MARCANNA & CAIGHDEÁIN DO GACH SCRÚDÚ FOCHEÍME PÁIRTAIMSEARHA LEANÚNAI

**Stádas na cáipéise: Faofa 06/06/2013. Leasaithe a d'aontaigh an Coiste Seasta an 13/08/2015 cuimsithe.**

**Tabhair faoi deara: Baineann na Marcanna & na Caighdeáin seo chomh maith le gradaim fágála ag leibhéal Diplóma (Tréimhse 1), ag 90 agus 120 ECTS faoi seach, ó Chláir Fochéime Pháirtaimseartha Leanúnaí**

## **1. Réamhrá**

Baineann na rialacháin ghinearálta seo le gach clár leanúnach fochéime páirtaimseartha san Ollscoil. **Caithfidh** gach clár **cloí** leis na rialúcháin seo mura dtagann siad faoi mhír 9 thíos. Caithfidh mic léinn aird a thabhairt ar rialacháin agus ar riachtanais chláir chéime leanúnaí an Choláiste.

Tá na rialúcháin seo faofa ag Comhairle Acadúil na hOllscoile agus rialaithe agus leasaithe ag Coiste Seasta na Comhairle Acadúla, i ndiaidh dóibh a bheith réamh- mheasta ag Coiste na Rialachán Acadúil. Tá an Meabhránaí agus Uachtarán Ionaid (Cathaoirleach), Déin na gColáistí agus ionadaí eile ó gach Coláiste agus an Stiúrthóir Foghlama Fadsaoil ar Choiste na Rialachán Acadúil. Tuairiscíonn an Coiste do Choiste Seasta na Comhairle Acadúla.

## **2. Curaclaim na gClár Céime**

Tá dámhachtainí na hOllscoile do chláir leanúnacha chéime eagraithe de réir an Chórais Eorpach Aistrithe Creidiúna (ECTS). Tá na **Cláir** roinnte ina n-aonaid staidéir ar a dtugtar **Modúil**. Is aonaid teagaisc agus foghlama gach Modúl a chuirtear ar fáil go foirmiúil san Ollscoil agus a bhfuil creidiúint ag dul leis a chuirtear in iúl i bhfoirm pointí creidiúna de réir ECTS.

Beidh luach creidiúna comhiomlán leagtha síos do chláir de réir an Leibhéil Staidéir mar atá socraithe i gCreatoibre Náisiúnta na gCáilíochtaí (NFQ) in Éirinn. Tagann cláir fochéime páirtaimseartha leanúnaí le Leibhéal 8 den Chreatoibre agus tá roinnt blianta acadúla staidéir i gceist leo (4 bliana ar a laghad). Tabharfaidh mic léinn faoin gclár ar bhonn modúlach agus cuirfidh siad an clár i gcrích de réir an phlean acadúil atá deartha idir Comhordaitheoir an Chláir agus an mac léinn.

Eagraítear cláir fochéime páirtaimseartha leanúnaí san Ollscoil in dhá **Thréimhse** de ghnáth. Beidh Torthaí Foghlama leagtha síos do gach Tréimhse agus beidh luach creidiúna comhiomlán ag dul leo (i.e. i gcás cláir chéime ar a bhfuil 180 ECTS beidh 90 creidiúint as Tréimhse 1 (Diplóma) agus beidh 90 creidiúint eile as Tréimhse 2 (Céim); i gcás cláir chéime ar a bhfuil 240 ECTS beidh 120 creidiúint as Tréimhse 1 (Diplóma) agus beidh 120 creidiúint eile as an dara Tréimhse (Céim). Chun aon Tréimhse a chur i gcrích, caithfidh mic léinn an caighdeán cuí creidiúna comhiomlán atá sonraithe i rialacháin an chláir a bhaint amach. Cuirfidh mic léinn ar chéimeanna leanúnacha **páirtaimseartha** gach Tréimhse i gcrích in imeacht roinnt blianta acadúla.

## **3. Cur Síos agus Ualú na Modúl**

Beidh sraith Modúl i ngach clár a chuireann an Ollscoil ar fáil agus is ionann gach modúl agus aonad teagaisc agus foghlama le **Torthaí Foghlama** leagtha síos dóibh, agus beidh creidiúint ag dul leo a chuirfeadh in iúl mar líon pointí creidiúna de réir an Chórais Eorpach Aistrithe Creidiúna. Beidh an **Cur Síos ar Mhodúil** sonraithe i **Stór na Modúl** (nó córas lárnach chun Modúil a bhainistiú) agus beidh sé leagtha amach sna **Sonraíochtaí agus sna Rialacháin** do gach clár sa Choláiste.

Beidh ualú creidiúnaithe 5 ECTS ag dul le modúil aonair, nó féadfar an t-ualú a mhéadú faoi 5 ECTS más rud é go n-éilíonn dea-chleachtas acadúil aonaid staidéir níos leithne.

Gheobhaidh mic léinn creidiúint má bhaineann siad amach marc 40% nó níos mó ar mhodúl.

#### 4. *Socruithe Measúnuithe agus Scrúduithe Foirmiúla*

Bíonn scrúduithe ar siúl san Ollscoil de ghnáth ag na hamanna seo a leanas

- Deireadh an Chéad Seimeastair
- Deireadh an Dara Seimeastair
- Athscrúduithe (Seimeastar 1 agus 2) (Lúnasa).

Má theastaíonn scrúduithe taobh amuigh de na hamanna seo caithfear cead a fháil roimh ré ó Choiste na Rialachán Acadúil.

Beidh athscrúduithe ar siúl do gach clár agus modúl mura mbeidh cead faighte roimh ré ó Choiste na Rialachán Acadúil.

Féadfar modúil a mheas trí scrúduithe foirmiúla, measúnuithe, tionscadail, aistí, páipéir, tuairiscí, cur i láthair & díospóireachtaí, ceachtanna, obair sa tsaotharlann nó obair allamuigh, nó foghlaim eile ó thaithí.

Sa chás gur scrúdú i bhfoirm **páipéar scrúdaithe foirmiúil** a bhíonn le déanamh don mhodúl agus go mbeidh sé riartha ag Oifig na Scrúduithe agus le cur ar an amchlár go lárnach, mairfidh an scrúdú **dhá uair an chloig** de ghnáth. Sa chás go bhfuil ualú níos mó ná 5 ECTS ag modúl, féadfar roinnt páipéar dhá uair an chloig a chur isteach sa scrúdú foirmiúil nó páipéar amháin dhá uair an chloig agus modhanna measúnaithe eile (e.g. d'fhéadfadh dhá scrúdú dhá uair an chloig a bheith mar chuid de mhodúl 10 gcreidiúint a mhaireann ar feadh na bliana). I gcásanna eisceachtúla, má éilíonn cúiseanna measúnuithe acadúla níos daingne scrúduithe níos faide, d'fhéadfaí scrúduithe 3 huair an chloig (nó níos faide) a réachtáil. Caithfear cead a fháil roimh ré ó Choiste na Rialachán Acadúil sula gceadófar é seo

#### 5. *Pas agus Dul ar Aghaidh*

Is é an Bord Scrúdaithe an t-údarás foirmiúil scrúduithe do gach Coláiste agus do gach seisiún scrúduithe. Is é an Déan a bhíonn ina Chathaoirleach agus bíonn comhaltaí acadúla an Choláiste agus scrúdaitheoirí seachtracha ó na disciplíní éagsúla nó ó na Coláistí atá freagrach as cláir idir Coláistí ar an mBord. Caithfidh cinní a bheith faofa ag an mBord Scrúdaithe chun aitheantas foirmiúil a fháil mar thorthaí oifigiúla scrúduithe Ollscoile – maidir le Pas, Dul ar Aghaidh, Onóracha agus ligean do mhac léinn scrúdú a chur siar.

Tiocfaidh Bord Scrúdaithe Eatramhacha le chéile ag deireadh na bliana acadúla agus tiocfaidh an Bord Scrúdaithe foirmiúil le chéile ag deireadh na Tréimhse, i ndiaidh na nAthscrúduithe i mí Lúnasa san áireamh. Cinnfidh an Bord Scrúdaithe an toradh foriomlán do gach Tréimhse.

##### 5.1 *Dul ar Aghaidh*

**Caithfidh mic linn an chéad Tréimhse a chur i gcrích sula bhféadfaidh siad tabhairt faoin dara Tréimhse de chlár**

##### 5.2 *Pas*

**40% an marc pas ar gach modúl.** Sa chás go bhfuil measúnuithe éagsúla le déanamh (obair chúrsa, obair shaotharlainne, measúnú leanúnach, measúnú deiridh, etc.) sa mhodúl chun an grád deiridh a bhaint amach **ní gá pas** a bhaint amach in gach ceann de na measúnuithe seo de ghnáth. Ní thabharfar ach marc foriomlán don mhodúl ar ais don mhac léinn. Ní thabharfar marcanna do gach measúnú mar chuid de mhodúl.

**Caithfear marc ‘Neamhiomlán’ a thabhairt d’Oifig na Scrúduithe má bhíonn riachtanas ann go gcaithfear gné(ithe) de mhodúl a phasáil agus nach bhfuil an ghné/na gnéithe sin pasáilte. Caithfidh mac léinn gach gné de mhodúl neamhiomlán a dhéanamh arís mura bhfuil sé sna rialacháin ag an gColáiste cuí go mbeadh mic léinn díolmhaithe ó mheasúnuithe áirithe a dhéanamh arís.**

Ba chóir go mbeadh forálacha ag leibhéal an Choláiste mar a chéile do gach clár agus gach modúl sa Choláiste.

### **5.3 Marcanna a thabhairt ar Aghaidh**

Gheobhaidh mac léinn creidiúint as modúil a pasáladh agus ní bheidh air/uirthi aon scrúdú a athshuí má baineadh 40% amach sa mhodúl taobh istigh den teorainn ama a leagadh amach sna rialacháin maidir le Tréimhse áirithe a chríochnú go rathúil.

### **5.4 Ábhar le Meas san Athscrúdú**

Ní féidir marcanna as measúnuithe an mhodúil (i.e. sub-module assessment elements) a rinneadh cheana a thabhairt ar aghaidh don chéad bhabhta eile mura mbeidh foráil déanta ag an gColáiste díolúine a thabhairt do mhac léinn ó mheasúnuithe áirithe a dhéanamh ar chúiseanna acadúla.

### **5.5 Foráil do Chúiteamh**

**Níl aon fhoráil ann do Chúiteamh maidir le Cláir Fochéime Pháirtaimseartha Leanúnaí.**

### **5.6 Marcanna Scrúdaithe a Uasteorannú**

Le héifeacht ón mbliain acadúil 2015/16 is é pasmharc an mhodúil, viz 40%, an t-uasmharc is féidir a bhronnadh nuair a bheidh modúl á athscrúdú.

Cuirfear uasteorannú i bhfeidhm i ngach cás, mar atá leagtha amach thuas, mura bhfuil cead faighte an scrúdú a chur siar, féach Cuid 7 den cháipéis seo maidir le Nósanna Imeachta na hOllscoile maidir le Scrúdú a Chur Siar.

## **6. Onóracha a Bhronnadh**

Bronntar onóracha de réir na scéime ag 6.1, do gach tréimhse den staidéar a chuirtear i gcrích.

Tabharfar grád neodrach do chreidiúint a bhronntar ar réamhfhoghlaim nó ar Aitheantas Réamhfhoghlama (RPL) agus ní chuirfear san áireamh é agus onóracha á ríomh.

### **6.1 Onóracha a Bhronnadh ag Leibhéal Céime**

Ag leibhéal céime, déanfar onóracha a ríomh bunaithe ar an marc comhiomlán a bhainfear amach sna modúil riachtanacha, de réir an tábla seo a leanas:

|      |                |
|------|----------------|
| H1   | comhiomlán 70% |
| H2.1 | comhiomlán 60% |
| H2.2 | comhiomlán 50% |
| H3   | comhiomlán 40% |

### **6.2 Scrúdú roimh an Tréimhse Dheiridh**

Déanfar onóracha a ríomh bunaithe ar an marc comhiomlán a bhainfear amach sna modúil riachtanacha, de réir an tábla seo a leanas:

|      |                |
|------|----------------|
| H1   | comhiomlán 70% |
| H2.1 | comhiomlán 60% |
| H2.2 | comhiomlán 50% |

Nóta (1): Bronntar onóracha ar an gcaoi a n-éiríonn leis an mac léinn ar an iomlán sa Tréimhse ina hiomláine. Ní bhronntar onóracha ar na torthaí a fhaightear i modúil ar leith.

## **7. Modúl a chur siar**

Caithfear iarratas a dhéanamh ar chead modú(i)l a chur siar go dtí seisiún scrúdaithe eile de réir an Phróisis Iarratais atá i bhfeidhm san Ollscoil maidir le Scrúdú a Chur Siar, mar atá leagtha amach i dTreoirlínte do mhic léinn maidir le scrúduithe a chur siar:

[https://www.nuigalway.ie/media/uncategorised/deferral\\_of\\_examinations\\_guide\\_for\\_students.pdf](https://www.nuigalway.ie/media/uncategorised/deferral_of_examinations_guide_for_students.pdf)

## 8. Athscríbhinní

Beidh sonraí maidir le gach modúl a bhfuil marc faighte ina leith le feiceáil ar thrasscríbhinní na mac léinn. Beidh Caighdeán Onóracha na Céime a thuairisceofar bunaithe ar na bandaí gráid ag 6 thuas. Is iad seo a leanas na nótaí eile a bheidh le feiceáil:

- Teip
- Díolmhaithe
- As láthair
- Curtha siar
- Neamhiomlán
- Iniúchadh

## 9. Déileáil le hEisceachtaí nó Athruithe

Ní ghlacfar le haon athruithe ar na rialacháin seo ach i gcásanna eisceachtúla amháin. Is éard is **athrú struchtúrtha** ann athrú suntasach buan ar na rialacháin seo a d'fhéadfaí a cheadú do chlár amháin nó níos mó. Sa chás go dteastaíonn **athrú struchtúrtha** chun críche acadúla, caithfear iarratas a dhéanamh ar Choiste na Rialachán Acadúil de chuid Choiste Seasta na Comhairle Acadúla, agus déanfaidh an Coiste sin moladh do Choiste Seasta na Comhairle Acadúla maidir leis na hiarratais a fhaightear. Is éard is **lambáltas** ann an Coiste Seasta ag tabhairt cead sonrach, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil, clár staidéir a athrú ó na rialacháin atá leagtha síos. D'fhéadfadh **lambáltas** a bheith ag teastáil ó thráth go chéile agus is faoi Choiste Seasta na Comhairle Acadúla cinneadh a dhéanamh ina leith, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil.

## BACHELOR OF COMMERCE (B.Comm.)

### General

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

### Programme Specific regulations for First Year

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

### Modules for First Year:

#### Core

|        |                                       |        |            |
|--------|---------------------------------------|--------|------------|
| EC142  | Principles of Microeconomics (B.Comm) | 5 ECTS | Semester 1 |
| EC143  | Principles of Macroeconomics (B.Comm) | 5 ECTS | Semester 2 |
| AY104  | Introduction to Financial Accounting  | 5 ECTS | Semester 1 |
| AY105  | Introduction to Management Accounting | 5 ECTS | Semester 2 |
| MS120  | Business Information Systems          | 5 ECTS | Semester 1 |
| MS1100 | Information Management for Business   | 5 ECTS | Semester 2 |
| MA119  | Mathematics for Business              | 5 ECTS | Semester 1 |
| ST1109 | Introductory Statistics for Business  | 5 ECTS | Semester 2 |
| MG1101 | Management and Enterprise             | 5 ECTS | Semester 1 |
| MK1100 | Foundations of Marketing Thought      | 5 ECTS | Semester 2 |

#### Optional

|         |                    |        |            |
|---------|--------------------|--------|------------|
| SBE1000 | Skills for Success | 5 ECTS | Semester 1 |
| LW190   | Business Law I     | 5 ECTS | Semester 2 |

Or:

|           |                                    |         |              |
|-----------|------------------------------------|---------|--------------|
| SH140     | Spanish Language 1 (intermediate)  | 10 ECTS | Semester 1&2 |
| Or        |                                    |         |              |
| Sh102     | Spanish Language 1 (beginners)     | 10 ECTS | Semester 1&2 |
| Or        |                                    |         |              |
| GR141     | German Language 1 (Advanced)       | 10 ECTS | Semester 1&2 |
| Or        |                                    |         |              |
| GR140     | German Language 1 (beginners)      | 10 ECTS | Semester 1&2 |
| Or        |                                    |         |              |
| Cl1110    | Chinese Language 1 (beginners)     | 10 ECTS | Semester 1&2 |
| Or        |                                    |         |              |
| GA191/192 | Gaeilge agus Scilleanna Cumarsáide | 10 ECTS | Semester 1&2 |

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

## Second Year

### *First Semester - Core*

| <b>Code</b> | <b>Module Title</b>                          | <b>ECTS</b> |
|-------------|--|-------------|
| ST2120      | Inferential Statistical Methods for Business | 5           |
| MK2101      | The Psychology of Consumer Behaviour         | 5           |
| MG2100      | Organisational Psychology                    | 5           |
| EC2100      | Applied Microeconomics for Business          | 5           |
| AY207       | Management Accounting I                      | 5           |
| SBE2000     | Skills for Business                          | 5           |

### *Second Semester - Core*

| <b>Code</b> | <b>Module Title</b>                         | <b>ECTS</b> |
|-------------|---|-------------|
| AY208       | Business Finance I                          | 5           |
| MG325       | Employment Relations                        | 5           |
| EC2101      | Macroeconomics and the Business Environment | 5           |
| MS2101      | Managing Digital Transformation             | 5           |

### *Optional*

|         |  |   |
|---------|--|---|
| AY209   | International Financial Reporting I            | 5 |
| EC247   | Introduction to Financial Economics            | 5 |
| OR      |  |   |
| EC259   | Economics of Public Policy                     | 5 |
| ST2218  | Advanced Statistical Methods for Business      | 5 |
| MG2101  | Entrepreneurial Venture Development            | 5 |
| MK      | 2102 Marketing & Sustainability                | 5 |
| MS2100  | Cybersecurity                                  | 5 |
| CI200*  | Doing Business in China – Language & Culture I | 5 |
| LW290** | Business Law II                                | 5 |

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

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

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

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

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

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

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

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

3. Honours are awarded only on the aggregate performance to candidates who have successfully completed 60 ECTS, in accordance with marks and standards.

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

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

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

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

### **1. Graduation**

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

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

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

### **2. Repeat Examinations**

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

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

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

B.Comm students continue to page 55.



## BACHELOR OF COMMERCE (GLOBAL EXPERIENCE)

### General

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

### Specific Programme Regulations for First Year

1. The Marks and Standards for the B. Comm programme shall apply.
2. A candidate must have successfully completed 60 ECTS in First Year to proceed to the Second Year of the Programme.
3. Repeat examinations are scheduled in August for those students who failed examinations in modules in Semester 1 or Semester 2 or who otherwise had the School's permission to be absent. It is not allowable for students to be absent from the initial examination in a module without the School's permission.
4. After First Year, language is available only in the B.Comm. International (language) programmes. A limited number of those who pass the First Year examination in German or Spanish or Italian, at a specified minimum mark, will be permitted to transfer into the Second Year of the B.Comm. International programme (provided the First Commerce examination is passed overall). In the event of demand exceeding the number of available places, selection will be based on performance in the language at the First Commerce examination.
5. It shall not be permitted to carry forward continuous assessment marks from one academic year to the next. Where a module has continuous assessment elements, the marks obtained at the first sitting, including a zero mark for non-submission if applicable, will normally be carried forward to the repeat sitting, unless otherwise specified in the module outline. Where it is specified in a module outline that continuous assessment marks will not be carried forward, the module outline should describe the provisions for resubmission. Students who have not presented for the first sitting of a module are effectively sitting the examination for the first time in the Autumn session, so the normal procedures for computing overall marks should be followed i.e. the student must bear the full cost of any deficiencies in continuous assessment elements.

## B .COMM GLOBAL EXPERIENCE (DOUBLE DEGREE)

A small number of students may be selected / apply to spend their 3<sup>rd</sup> year of study at the **Hochschule Pforzheim**. Numbers accepted on the programme will be limited and places will be determined based on the number of places available at **Hochschule Pforzheim** as well as the student's academic and personal record. Interested students must apply to the School of Business & Economics in their second year, by a date to be specified. The students selected would spend their third year abroad in **Hochschule Pforzheim** and on the successful completion of this year would progress to take final B.Comm. Global Experience in their fourth year. The number and level of subjects to be taken at the host University must be determined in consultation with the School of Business & Economics. Performance in examinations taken abroad will be integrated into the student's record in "pass"/"fail" terms. Accordingly, in order for students to be admitted to Fourth Year, they must have achieved an overall result of "Pass" in Third Year (year abroad). Students will be awarded a degree from **Hochschule Pforzheim** provided they successfully complete (i.e., pass) a full year of study at **Hochschule Pforzheim**, which translates in to 60 ECTS.

### Schedule of Modules

#### First Year

##### Core

|        |                                       |        |            |
|--------|---------------------------------------|--------|------------|
| AY104  | Introduction to Financial Accounting  | 5 ECTS | Semester 1 |
| AY105  | Introduction to Management Accounting | 5 ECTS | Semester 2 |
| EC139  | Principles of Microeconomics          | 5 ECTS | Semester 1 |
| EC141  | Principles of Macroeconomics          | 5 ECTS | Semester 2 |
| MA119  | Mathematics for Business              | 5 ECTS | Semester 1 |
| ST1109 | Introductory Statistics for Business  | 5 ECTS | Semester 2 |
| MS120  | Business Information Systems          | 5 ECTS | Semester 1 |
| MS1100 | Information Management for Business   | 5 ECTS | Semester 2 |
| MG1101 | Management and Enterprise             | 5 ECTS | Semester 1 |
| MK1100 | Foundations of Marketing Thought      | 5 ECTS | Semester 2 |

##### Optional

|         |                    |        |            |
|---------|--------------------|--------|------------|
| SBE1000 | Skills for Success | 5 ECTS | Semester 1 |
| LW190   | Business Law 1     | 5 ECTS | Semester 2 |

Or:

|           |                                    |         |              |
|-----------|------------------------------------|---------|--------------|
| SH140     | Spanish Language 1 (intermediate)  | 10 ECTS | Semester 1&2 |
| Or        |                                    |         |              |
| Sh102     | Spanish Language 1 (beginners)     | 10 ECTS | Semester 1&2 |
| Or        |                                    |         |              |
| GR141     | German Language 1 (Advanced)       | 10 ECTS | Semester 1&2 |
| Or        |                                    |         |              |
| GR140     | German Language 1 (beginners)      | 10 ECTS | Semester 1&2 |
| Or        |                                    |         |              |
| Cl1110    | Chinese Language 1 (beginners)     | 10 ECTS | Semester 1&2 |
| Or        |                                    |         |              |
| GA191/192 | Gaeilge agus Scilleanna Cumarsáide | 10 ECTS | Semester 1&2 |

## Second Year

### *First Semester – Core*

| <b>Code</b> | <b>Module Title</b>                          | <b>ECTS</b> |
|-------------|--|-------------|
| ST2120      | Inferential Statistical Methods for Business | 5           |
| MK 2101     | The Psychology of Consumer Behaviour         | 5           |
| MG2100      | Organisational Psychology                    | 5           |
| EC2100      | Applied Microeconomics for Business          | 5           |
| AY207       | Management Accounting I                      | 5           |
| SBE2000     | Skills for Business                          | 5           |

### *Second Semester - Core*

| <b>Code</b> | <b>Module Title</b>                         | <b>ECTS</b> |
|-------------|---|-------------|
| AY208       | Business Finance I                          | 5           |
| MG325       | Employment Relations                        | 5           |
| EC2101      | Macroeconomics and the Business Environment | 5           |
| MS2101      | Managing Digital Transformation             | 5           |

### *Optional*

|        |  |   |
|--------|--|---|
| AY209  | International Financial Reporting I            | 5 |
| EC247  | Introduction to Financial Economics            | 5 |
| OR     |  |   |
| EC259  | Economics of Public Policy                     | 5 |
| ST2218 | Advanced Statistical Methods for Business      | 5 |
| MG2101 | Entrepreneurial Venture Development            | 5 |
| MK2102 | Marketing & Sustainability                     | 5 |
| MS2100 | Cybersecurity                                  | 5 |
| CI200* | Doing Business in China – Language & Culture I | 5 |
| LW290* | Business Law II                                | 5 |

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

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

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

## Regulations for Third Year

**Students must complete one of the following models of Global experience at the discretion of the School of Business and Economics.**

**The following requirements are fulfilled on a pass/fail basis.**

### **Model 1: Full year Study Abroad**

- The full year study abroad students must pass a minimum of 40 ECTS at the host University abroad, or equivalent of two thirds of a normal workload for a local student for a non-EU University, as determined by the Programme Director.
- At least 20 of these ECTS must be in business or cognate disciplines.
- Modules studied must be agreed with the Programme Director in advance of commencing the study abroad or as soon as possible thereafter.
- The remaining 20 credits for study abroad will be awarded for completion of such reports, assignments and/or presentations as determined by the Programme Director

### **Model 2: One Semester study abroad and one semester on work placement**

- The student must pass a minimum of 20 ECTS at the host University abroad or equivalent of two thirds of a normal semester workload for a local student for a non-EU University, as determined by the Programme Director.
- At least 10 of these ECTS must be in business or cognate disciplines.
- Modules studied must be agreed with the relevant home institution programme director in advance of commencing the study abroad or as soon as possible thereafter.
- The remaining 10 ECTS for study abroad will be awarded for the completion of such reports, assignments and/or presentations as determined by the Programme Director
- Students will be awarded 30 credits for completing a minimum of 12 weeks work placement, together with the satisfactory completion of such reports, assignments and/or presentations as determined by the Programme Director

### **Model 3: Full year Work Placement**

- The full year work placement students will be awarded 60 credits for completing a minimum of 24 weeks work placement, which will normally include a period of work abroad, together with the satisfactory completion of such reports, assignments and/or presentations as determined by the Programme Director

### **Arrangements for Repeats**

1. Where the required number of credits for study abroad are not achieved, students will normally attempt resits in the host University, where available.
2. In extenuating circumstances, at the discretion of the School of Business and Economics, make up work will be given to those students up to a maximum of 5 ECTS per semester, with 5 ECTS equivalent to 1,500 word essay. Make-up work is to be completed with a deadline of January of final year.
3. If a student fails to achieve 60 credits for the year, students are de-registered from the Bachelor Commerce (Global Experience) and registered in final year of the regular Bachelor of Commerce degree.

## BACHELOR OF COMMERCE (GLOBAL EXPERIENCE)

### Final Year Streams

#### (3BC1 & 4BC8)

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

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

(a) 20 ECTS obligatory for all students:

| <i>Code</i> | <i>Module</i>                       | <i>ECTS</i> | <i>Semester</i> |
|-------------|-------------------------------------|-------------|-----------------|
| EC423       | Ireland in the Global Economy       | 5           | Semester I      |
| MG3104      | Ethics and Corporate Responsibility | 5           | Semester I      |
| MG3103      | Business Strategy                   | 5           | Semester II     |
| SBE3001     | Innovation: Creativity & Enterprise | 5           | Semester II     |

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

**Accounting & Performance Measurement**

**Economics & Public Policy**

**Marketing Management**

**Human Resource Management**

**Digital Business & Analytics**

**Finance**

**Business Law**

**International Business**

**Enterprise**

(b) Make up the remaining 15 ECTS from the list of elective modules.

#### *STREAMS (FINAL YEAR)*

### ACCOUNTING & PERFORMANCE MEASUREMENT (25 ECTS)

The following are the obligatory modules for the stream :

***Code Module ECTS Semester Prerequisites***

AY308 Taxation I 5 Semester I

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

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

AY325 Int Financial Reporting II 5 Semester I

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

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

AY314 Business Finance II 5 Semester II

AY319 Taxation II 5 Semester II Taxation I

## **ECONOMICS & PUBLIC POLICY (25 ECTS)**

The following are the obligatory modules for the stream :

### **ECONOMICS & PUBLIC POLICY (25 ECTS)**

The following are the obligatory modules for the stream:

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

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

| <i>Code</i> | <i>Module</i>                                | <i>ECTS</i> | <i>Semester</i> |
|-------------|--|-------------|-----------------|
| EC3105      | Econometrics                                 | 5           | Semester I      |
| EC345       | Health Economics                             | 5           | Semester I      |
| EC369       | Money and Banking                            | 5           | Semester I      |
| EC388       | Environmental and Natural Resource Economics | 5           | Semester I      |
| EC3100      | Economics and Philosophy                     | 5           | Semester II     |
| EC362       | Economics of Financial Markets               | 5           | Semester II     |
| EC386       | Public Economics                             | 5           | Semester II     |

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

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

## **MARKETING MANAGEMENT (25 ECTS)**

The following are the obligatory modules for the stream:

| <i>Code</i> | <i>Module</i>               | <i>ECTS</i> | <i>Semester</i> |
|-------------|-----------------------------|-------------|-----------------|
| MK3104      | Marketing Research          | 5           | Semester I      |
| MK3101      | Cases in Marketing Strategy | 5           | Semester I      |
| MK3105      | Marketing Analytics         | 5           | Semester II     |
| MK3103      | Digital Marketing Planning  | 5           | Semester II     |
| MK 303      | Global Marketing            | 5           | Semester II     |

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

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

### **HUMAN RESOURCE MANAGEMENT (25 ECTS)**

The following are the obligatory modules for the stream:

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

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

| <i>Code</i> | <i>Title</i>           | <i>ECTS</i> | <i>Semester</i> |
|-------------|------------------------|-------------|-----------------|
| MG323       | International Business | 5           | Semester II     |

### **DIGITAL BUSINESS & ANALYTICS (25 ECTS)**

The following are the obligatory modules for the stream:

| <i>Code Module</i>                         | <i>ECTS</i> | <i>Semester</i> |
|--|-------------|-----------------|
| MS222. Decision Modelling and Analytics    | 5           | Semester I      |
| MS218. Database Technologies               | 5           | Semester I      |
| MS414. Business Intelligence and Analytics | 5           | Semester I      |
| MS4101 Implementing Digital Innovation     | 5           | Semester II     |
| MS319 Enterprise Systems                   | 5           | Semester II     |

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

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

### **FINANCE (25 ECTS)**

The following are the obligatory modules for the stream:

| <i>Code Module</i>                   | <i>ECTS</i> | <i>Semester</i> | <i>Prerequisites</i> |
|--------------------------------------|-------------|-----------------|----------------------|
| EC369 Money and Banking              | 5           | Semester I      |                      |
| AY308 Taxation I                     | 5           | Semester I      |                      |
| SBE3006 Entrepreneurial Finance      | 5           | Semester I      | Business Finance 1   |
| AY314 Business Finance II            | 5           | Semester II     | Business Finance I   |
| EC362 Economics of Financial Markets | 5           | Semester II     |                      |

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

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

### **BUSINESS LAW (25 ECTS)**

Students can elect modules from the list for the stream:

| <b><i>Code</i></b> | <b><i>Module</i></b>                   | <b><i>ECTS</i></b> | <b><i>Semester</i></b> | <b><i>Prerequisites</i></b> |
|--------------------|--|--------------------|------------------------|-----------------------------|
| LW427              | European Union Law I                   | 5                  | Semester I             |                             |
| LW428              | European Union Law II                  | 5                  | Semester II            | European Union Law I        |
| LW229              | Company Law I                          | 5                  | Semester I             |                             |
| LW231              | Company Law II                         | 5                  | Semester II            | Company Law I               |
| LW3122             | Law and Innovation                     | 5                  | Semester II            |                             |
| LW423              | Advanced Business Law                  | 5                  | Semester I             | Bus. Law I & Bus. Law II    |
| LW356              | Industrial & Intellectual Property Law | 5                  | Semester I             | Bus. Law I & Bus. Law II    |
| LW383              | Information Technology Law             | 5                  | Semester I             | Bus. Law I & Bus. Law II    |
| LW333              | Comparative Competition Law            | 5                  | Semester I             | Bus. Law I & Bus. Law II    |
| LW374              | Banking Law                            | 5                  | Semester II            | Bus. Law I & Bus. Law II    |
| LW364              | International Trade Law                | 5                  | Semester II            | Bus. Law I & Bus. Law II    |

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

### **INTERNATIONAL BUSINESS (25 ECTS)**

The following are the obligatory modules for the stream:

| <b><i>Code</i></b> | <b><i>Module</i></b>                | <b><i>ECTS</i></b> | <b><i>Semester</i></b> | <b><i>Prerequisites</i></b> |
|--------------------|-------------------------------------|--------------------|------------------------|-----------------------------|
| MS414              | Business Intelligence and Analytics | 5                  | Semester I             |                             |
| EC369              | Money & Banking                     | 5                  | Semester I             |                             |
| MG323              | International Business              | 5                  | Semester II            |                             |
| MG3102             | Work in a Global Context            | 5                  | Semester II            |                             |
| MK303              | Global Marketing                    | 5                  | Semester II            |                             |

### **ENTERPRISE (25 ECTS)**

The following are the obligatory modules for the stream:

| <b><i>Code</i></b> | <b><i>Module</i></b>              | <b><i>ECTS</i></b> | <b><i>Semester</i></b> | <b><i>Prerequisites</i></b> |
|--------------------|-----------------------------------|--------------------|------------------------|-----------------------------|
| SBE3002            | Entrepreneurship                  | 5                  | Semester I             |                             |
| SBE3108            | Megatrends                        | 5                  | Semester I             |                             |
| SBE3006            | Entrepreneurial Finance           | 5                  | Semester I             | Business Finance 1          |
| SBE3007            | Entrepreneurial Leadership & Mgmt | 5                  | Semester II            |                             |
| SBE3109            | Founder Selling                   | 5                  | Semester II            |                             |

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

| <b><i>Code</i></b> | <b><i>Module</i></b>             | <b><i>ECTS</i></b> | <b><i>Prerequisites</i></b> |
|--------------------|----------------------------------|--------------------|-----------------------------|
| AY325              | Int. Fin. Reporting II           | 5                  |                             |
| AY321              | Management Accounting II         | 5                  | Mgmt. Acc. I                |
| EC3101             | Microeconomics and Public Policy | 5                  |                             |
| EC3105             | Econometrics                     | 5                  |                             |
| EC369              | Money & Banking                  | 5                  |                             |



|         |   |   |                          |
|---------|---|---|--------------------------|
| EC345   | Health Economics                              | 5 |                          |
| EC388   | Environmental and Natural Resource Economics  | 5 |                          |
| MS414   | Business Intelligence and Analytics           | 5 |                          |
| MG3101  | Contemporary Issues in Work and Organisations | 5 |                          |
| MG3101  | Contemporary Issues in Work and Organisations | 5 |                          |
| MG328   | Human Resource Management                     | 5 |                          |
| MK311   | The Marketing of Services                     | 5 |                          |
| MK314   | Media & Marketing Communications              | 5 |                          |
| LW229   | Company Law I                                 | 5 |                          |
| LW333   | Comparative Competition Law                   | 5 | Bus. Law I & Bus. Law II |
| LW356   | Industrial & Intellectual Property Law        | 5 | Bus. Law I & Bus. Law II |
| LW383   | Information Technology Law                    | 5 | Bus. Law I & Bus. Law II |
| LW423   | Advanced Business Law                         | 5 | Bus. Law I & Bus. Law II |
| LW427   | European Union Law I                          | 5 |                          |
| CI300   | Doing Business in China – Lang. & Culture I   | 5 |                          |
| ME353   | Quality Systems                               | 5 |                          |
| SBE3006 | Entrepreneurial Finance                       | 5 | Business Finance 1       |
| SBE3108 | Megatrends 5                                  |   |                          |

### **ELECTIVES AVAILABLE IN SEMESTER 2**

| <b><i>Code</i></b> | <b><i>Module</i></b>                         | <b><i>ECTS</i></b> | <b><i>Prerequisites</i></b> |
|--------------------|--|--------------------|-----------------------------|
| AY314              | Business Finance II                          | 5                  | Bus. Finance 1              |
| AY322              | Management Accounting III                    | 5                  | Management Accounting II    |
| AY326              | Int. Fin. Reporting III                      | 5                  | Int. Fin. Rep. II           |
| EC3102             | Macroeconomics and Public Policy             | 5                  |                             |
| EC362              | Economics of Financial Markets               | 5                  |                             |
| EC386              | Public Economics                             | 5                  |                             |
| EC3100             | Economics and Philosophy                     | 5                  |                             |
| MS4101             | Implementing Digital Innovation              | 5                  |                             |
| MG3100             | Human Resource Practice                      | 5                  |                             |
| MG3102             | Work in a Global Context                     | 5                  |                             |
| MG323              | International Business                       | 5                  |                             |
| MK303              | Global Marketing                             | 5                  |                             |
| MK341              | Brand Management                             | 5                  |                             |
| IE319              | Operations Strategy                          | 5                  |                             |
| IE345              | Logistics and Transportation                 | 5                  |                             |
| LW428              | European Union Law II                        | 5                  | European Union Law I        |
| LW231              | Company Law II                               | 5                  | Company Law I               |
| LW3122             | Law and Innovation                           | 5                  |                             |
| LW374              | Banking Law                                  | 5                  | Bus. Law I & Bus. Law II    |
| LW364              | International Trade Law                      | 5                  | Bus. Law I & Bus. Law II    |
| SBE3007            | Entrepreneurial Leadership & Management      | 5                  |                             |
| SBE3109            | Founder Selling                              | 5                  |                             |
| *CI301             | Doing Business in China – Lang. & Culture II | 5                  | Lang. & Cult. I             |

## BACHELOR OF COMMERCE INTERNATIONAL

**B.Comm. International (French)**  
**B. Comm. International (German)**  
**B. Comm. International (Spanish)**  
**B. Comm. International (Italian)**

### *Final Year*

Obligatory Modules

#### **Semester I**

|         |   |   |
|---------|---|---|
| EC423   | Ireland in the Global Economy               | 5 |
| SBE3000 | Ethics & Corporate Social Responsibility    | 5 |
|         | Language (French, German, Spanish, Italian) | 5 |

#### **Semester II**

|         |   |    |
|---------|---|----|
| MG3103  | Business Strategy                           | 5  |
| SBE3001 | Innovation: Creativity & Enterprise         | 5  |
|         | Language (French, German, Spanish, Italian) | 15 |

In addition, students must select elective modules to a total credit weighting of 20 ECTS from the list of Semester I and II electives.

## BACHELOR OF COMMERCE GAEILGE

### *Final Year*

Obligatory Modules

#### **Semester I**

|         |  |   |
|---------|--|---|
| EC423   | Ireland in the Global Economy            | 5 |
| SBE3000 | Ethics & Corporate Social Responsibility | 5 |
| NG259   | An Nualitriocht I                        | 5 |

#### **Semester II**

|         |                                     |   |
|---------|-------------------------------------|---|
| MG3103  | Business Strategy                   | 5 |
| SBE3001 | Innovation: Creativity & Enterprise | 5 |
| NG262   | Tanga agus Pobal I                  | 5 |
| NG364   | Litriocht na Gaeilge II             | 5 |
| GA4111  | Gaeilge & Scileanna Cumarsáide      | 5 |

In addition, students must select elective modules to a total credit weighting of 20 ECTS from the list of Semester I and II electives.

## BACHELOR OF COMMERCE (INTERNATIONAL EXPERIENCE)

### Programme Specific Regulations

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

### Final Year

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

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

(A) 20 ECTS obligatory for all students

| Code    | Module                                     | ECTS | Semester    |
|---------|--|------|-------------|
| EC423   | Ireland in the Global Economy              | 5    | Semester I  |
| SBE3000 | Ethics and Corporate Social Responsibility | 5    | Semester I  |
| MG3103  | Business Strategy                          | 5    | Semester II |
| SBE3001 | Innovation: Creativity & Enterprise        | 5    | Semester II |

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

Accounting and Performance Measurement Stream  
 Economics and Public Policy stream  
 Business Law Stream  
 Human Resource Management  
 Marketing Management Stream  
 Digital Business and Analytics Stream  
 Finance Stream  
 International Business Stream  
 Enterprise Stream

(C) Make up the remaining 15 ECTS credits either from options from the additional modules listed from the same stream or from the list of elective modules.

# BACHELOR OF COMMERCE INTERNATIONAL

## **B.Comm. International**

### **(French) B.Comm.**

### **International (German)**

## **B.Comm. International**

### **(Spanish)**

### **Specific Programme Regulations**

1. A minimum entry requirement is the achievement of H5 in two subjects and passes in four other subjects at O6/H7 level in the Leaving Certificate, including: Irish, English, another language, Mathematics and any two other subjects recognised for entry purposes. For GY202 – H4 in French is required. For GY203 – H5 in German is required. For GY204 – H4 in a modern European language other than Irish or English.

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

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

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

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

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

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

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

### **Schedule of Modules**

#### **First Year**

|   |        |            |
|---|--------|------------|
| AY104 Introduction to Financial Accounting  | 5 ECTS | Semester 1 |
| AY105 Introduction to Management Accounting | 5 ECTS | Semester 2 |
| EC139 Principles of Microeconomics          | 5 ECTS | Semester 1 |
| EC141 Principles of Macroeconomics          | 5 ECTS | Semester 2 |
| MA119 Mathematics for Business              | 5 ECTS | Semester 1 |
| ST1109 Introductory Statistics for Business | 5 ECTS | Semester 2 |
| MS120 Business Information Systems          | 5 ECTS | Semester 1 |
| MS1100 Information Management for Business  | 5 ECTS | Semester 2 |

|   |         |              |
|---|---------|--------------|
| MG1101 Management and Entreprise        | 5 ECTS  | Semester 1   |
| MK1100 Foundations of Marketing Thought | 5 ECTS  | Semester 2   |
| FR105 French                            | 10 ECTS | Semester 1&2 |
| <b>or</b>                               |         |              |
| GR141 German Language I (Advanced)      | 10 ECTS | Semester 1&2 |
| <b>or</b>                               |         |              |
| GR140 German Language I (Beginners)     | 10 ECTS | Semester 1&2 |
| <b>or</b>                               |         |              |
| SH140 Spanish Language I (Intermediate) | 10 ECTS | Semester 1&2 |
| <b>or</b>                               |         |              |
| SH102 Spanish Language I (Beginners)    | 10 ECTS | Semester 1&2 |

**Total credit units required: 60**

## Second Year

### Semester I

|   |        |
|---|--------|
| AY207 Management Acc. I                             | 5 ECTS |
| EC2100 Applied Microeconomics for Business          | 5 ECTS |
| ST2120 Inferential Statistical Methods for Business | 5 ECTS |
| MG2100 Organisational Psychology                    | 5 ECTS |
| MK2101 The Psychology of Buyer Behaviour            | 5 ECTS |
| Language (French, German, or Spanish)               | 5 ECTS |

### Semester II

|  |         |
|--|---------|
| AY208 Business Finance I                           | 5 ECTS  |
| <b>or</b>  |         |
| MG325 Employment Relations                         | 5 ECTS  |
| EC2101 Macroeconomics and the Business Environment | 5 ECTS  |
| <b>or</b>  |         |
| LW190 Business Law 1                               | 5 ECTS  |
| Language (French, German, or Spanish)              | 15 ECTS |

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

ECTS:

|  |
|--|
| AY209 International Financial Reporting I (Semester II)        |
| EC259 Economics of Public Policy (Semester II)                 |
| <b>or</b>  |
| EC247 Introduction to Financial Economics (Semester II)        |
| ST2218 Advanced Statistical Methods for Business (Semester II) |
| MG2101 Entrepreneurial Venture Development (Semester II)       |
| MK2102 Marketing & Sustainability (Semester II)                |
| MS117 Information Systems and Project Management (Semester II) |

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

### Third Year (Year Abroad)

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

### Final Year

Obligatory Modules

| <b>Semester I</b>  |                                       | <i>ECTS</i> |
|--------------------|---------------------------------------|-------------|
| EC423              | Ireland in the Global Economy         | 5           |
|                    | Language (French, German, or Spanish) | 5           |
| <b>Semester II</b> |                                       |             |
| MG3103             | Business Strategy                     | 5           |
| SBE3001            | Innovation: Creativity & Enterprise   | 5           |
|                    | Language (French, German or Spanish)  | 15          |

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

### Outline of Language provision

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

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

## BACHELOR OF COMMERCE GAEILGE

### General

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

### Programme Specific Regulations

1. Minimum Grade H5 in two subjects and passes in four other subjects at O6/H7 level in the Leaving Certificate, including Gaeilge, English, another language, Mathematics and any two other subjects recognised for entry purposes. A H5 in Gaeilge is also a requirement.

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

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

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

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

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

### Schedule of Modules

#### First Year

|        |                                       |        |            |
|--------|---------------------------------------|--------|------------|
| AY104  | Introduction to Financial Accounting  | 5 ECTS | Semester 1 |
| AY105  | Introduction to Management Accounting | 5 ECTS | Semester 2 |
| EC139  | Principles of Microeconomics          | 5 ECTS | Semester 1 |
| EC141  | Principles of Macroeconomics          | 5 ECTS | Semester 2 |
| MA119  | Mathematics for Business              | 5 ECTS | Semester 1 |
| ST1109 | Introductory Statistics for Business  | 5 ECTS | Semester 2 |
| MS120  | Business Information Systems          | 5 ECTS | Semester 1 |
| MS1100 | Information Management for Business   | 5 ECTS | Semester 2 |
| MG1101 | Management and Enterprise             | 5 ECTS | Semester 1 |
| MK1100 | Foundations of Marketing Thought      | 5 ECTS | Semester 2 |
| GA191  | Gaeilge & Scileanna Cumarsáide 1      | 5 ECTS | Semester 1 |
| GA192  | Gaeilge & Scileanna Cumarsáide 2      | 5 ECTS | Semester 2 |

**Total credit units required: 60**

#### Second Year

| <b>Semester I</b>                          | ECTS |
|--|------|
| AY207 Management Acc. I                    | 5    |
| EC2100 Applied Microeconomics for Business | 5    |
| ST2120 Inferential Statistics for Business | 5    |
| MG2100 Organisational Psychology           | 5    |
| MK2101 The Psychology of Buyer Behaviour   | 5    |
| GA2111 Gaeilge & Scileanna Cumarsáide 3    | 5    |
| LN105 Bunscoilleana Aistriúcháin 1         | 5    |

| <b>Semester II</b>                                 | ECTS |
|--|------|
| AY208 Business Finance I                           | 5    |
| or   |      |
| MG325 Employment Relations                         | 5    |
| EC2101 Macroeconomics and the Business Environment | 5    |
| or   |      |
| LW190 Business Law 1                               | 5    |
| GA2112 Teanga an Ghnó                              | 5    |
| GF306 Dlí, Eiticí & an Córas Poiblí                | 5    |
| LN105 Bunscileanna Aistriúcháin 1                  | 5    |

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

|        |  |
|--------|--|
| AY209  | International Financial Reporting I (Semester 2)       |
| EC259  | Economics of Public Policy (Semester 2)                |
| Or     |  |
| EC247  | Introduction to Financial Economics (Semester 2)       |
| ST2218 | Advanced Statistical Methods for Business (Semester 2) |
| MG2101 | Entrepreneurial Venture Development (Semester 2)       |
| MK2102 | Marketing & Sustainability (Semester 2)                |
| MS2100 | Cybersecurity (Semester 2)                             |

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

### **Third Year**

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

|                      |  |    |
|----------------------|--|----|
| <b>Seimeastar 1:</b> | GA209 Inniúlachtaí Gairme                          | 5  |
|                      | GF402 Litríocht na hImirce                         | 5  |
|                      | GA3101 Bunscileanna Aistriúcháin 2                 | 5  |
|                      | GA3102 Córais Faisnéise agus Feidhmchláir don Ghnó | 5  |
|                      | GA3111 Gaeilge & Scileanna Cumarsáide 4            | 5  |
|                      | GA3103 Scileanna Tionscadail agus Fiontraíochta    | 5  |
| <b>Seimeastar 2:</b> | GA3104 Taithí Oibre                                | 30 |

### **Final Year**

#### **Obligatory Modules**

##### **Semester I**

|         |  |   |
|---------|--|---|
| EC423   | Ireland in the Global Economy              | 5 |
| NG2101  | An Gearrscéal sa Ghaeilge                  | 5 |
| SBE3000 | Ethics and Corporate Social Responsibility | 5 |

##### **Semester II**

|         |                                     |   |
|---------|-------------------------------------|---|
| MG3103  | Business Strategy                   | 5 |
| SBE3001 | Innovation, Creativity & Enterprise | 5 |
| NG2109  | Téamaí I Nualfhillíocht na Gaeilge  | 5 |
| NG363   | Litríocht na Gaeilge 1200-1900 II   | 5 |
| GA4111  | Gaeilge & Scileanna Cumarsáide 5    | 5 |

In addition, students must select optional modules with a minimum credit weighting of 20 ECTS credits from the modules as listed in the subject streams and/or list of electives; modules chosen from outside the list of electives must come from a single subject stream.



**6. LANGUAGE MODULES OF THE PROGRAMME**The language modules of the programme are designed to meet the requirements of the Teaching Council with regard to registration as a qualified post-primary teacher of Gaeilge.<sup>1</sup>

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<sup>1</sup> **TEACHING COUNCIL REQUIRMENTS:** The study of Irish during the degree must show that the holder has acquired sufficient knowledge, skills and understanding to teach the Irish syllabus to the highest level in post-primary education (see [www.curriculumonline.ie](http://www.curriculumonline.ie)). To meet this requirement the degree must include the study of: (a) Irish Language Studies and (b) Irish Literature The degree must incorporate the study of Literature through the medium of Irish comprising of at least 20 ECTS credits and should incorporate at least two of the following areas: i. Poetry ii. Prose iii. Media/Film Studies iv. Drama. Applicants must have verifiable residential experience of at least two months in an area designated as a Gaeltacht ar

## BACHELOR OF COMMERCE ACCOUNTING

### General

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

### First Year:

Course Modules for First Year.

#### Semester I

| Code    | Module                       | ECTS |
|---------|------------------------------|------|
| EC139   | Principle of Microeconomics  | 5    |
| AY130   | Financial Reporting          | 5    |
| MS120   | Business Information Systems | 5    |
| MA119   | Mathematics for Business     | 5    |
| MG1101  | Management and Enterprise    | 5    |
| SBE1000 | Skills for Success           | 5    |

#### Semester II

| Code   | Module                                | ECTS |
|--------|---------------------------------------|------|
| EC141  | Principles of Macroeconomics          | 5    |
| AY120  | Accounting                            | 5    |
| MS1100 | Information Management for Business   | 5    |
| ST1120 | Data Science for Business Analytics I | 5    |
| MK1100 | Foundations of Marketing Thought      | 5    |
| LW190  | Business Law I                        | 5    |

**Total ECTS                    60**

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

### Second Year

#### Semester I

| Code    | Module                                 | ECTS |
|---------|--|------|
| ST2120  | Data Science for Business Analytics II | 5    |
| AY207   | Management Accounting I                | 5    |
| SBE2000 | Skills for Business                    | 5    |
| AY324   | Auditing, Assurance & Governance       | 5    |
| AY325   | International Financial Reporting II   | 5    |
| EC2100  | Applied Microeconomics for Business    | 5    |

#### Semester II

| Code   | Module  | ECTS |
|--------|---|------|
| AY326  | International Financial Reporting II                      | 5    |
| AY208  | Business Finance I  | 5    |
| LW290* | Business Law II<br>(prerequisite is LW190 Business Law I) | 5    |
| EC2101 | Macroeconomics in the Business<br>Environment             | 5    |
| MS2101 | Managing Digital Transformation                           | 5    |

**Total ECTS                    60**

**One Elective from the following:**

|        |                            |   |
|--------|----------------------------|---|
| MG325  | Employment Relations       | 5 |
| MK2102 | Marketing & Sustainability | 5 |
| EC259  | Economics of Public Policy | 5 |

**OR**

|         |  |   |
|---------|--|---|
| EC247   | Introduction to Financial Economics            | 5 |
| CI200*  | Doing Business in China – Language & Culture I | 5 |
| ST22118 | Advanced Statistical Methods for Business      | 5 |
| MS2100  | Cybersecurity                                  | 5 |

**Total ECTS                    60**

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

**Third Year**
**Semester I**

| Code   | Module  | ECTS |
|--------|---|------|
| AY3100 | Advanced Principles in Accounting & Financial Reporting | 5    |
| AY321  | Management Accounting II                                | 5    |
| LW423  | Advanced Business Law                                   | 5    |
| AY308  | Taxation  | 5    |

**Total ECTS                    20**

**Two electives from the following (subject to timetabling constraints)**

|         |  |   |
|---------|--|---|
| AY327   | Accounting Internship                          | 5 |
| EC3101  | Microeconomics and Public Policy               | 5 |
| EC423   | Ireland in the Global Economy                  | 5 |
| EC3105  | Econometrics                                   | 5 |
| EC369   | Money and Banking                              | 5 |
| EC345   | Health Economics                               | 5 |
| IE309   | Operations Research                            | 5 |
| LW333   | Comparative Competition Law                    | 5 |
| LW356   | Industrial and Intellectual Property Law       | 5 |
| MS414   | Business Intelligence & Analytics              | 5 |
| MS403   | Information Systems Strategy & Planning        | 5 |
| MS325   | Contemporary Project Management                | 5 |
| MK2101  | The Psychology of Consumer Behaviour           | 5 |
| MK311   | The Marketing of Services                      | 5 |
| MG328   | Human Resource Management                      | 5 |
| MG2100  | Organisational Psychology                      | 5 |
| MK314   | Media & Marketing Communications               | 5 |
| LW427   | European Law I                                 | 5 |
| CI3100* | Doing Business in China – Language & Culture I | 5 |

**Semester II**

| Code    | Module                                | ECTS |
|---------|---------------------------------------|------|
| AY322   | Management Accounting III             | 5    |
| AY314   | Business Finance II                   | 5    |
| SBE3001 | Innovation: Creativity and Enterprise | 5    |

|                   |             |           |
|-------------------|-------------|-----------|
| AY319             | Taxation II | 5         |
| <b>Total ECTS</b> |             | <b>20</b> |

**Two electives from the following (subject to timetabling constraints)**

|         |  |   |
|---------|--|---|
| EC362   | Economics of Financial Markets   | 5 |
| EC386   | Public Economics   | 5 |
| EC3102  | Macroeconomics & Public Policy   | 5 |
| EC3100  | Economics and Philosophy   | 5 |
| MK303   | Global Marketing   | 5 |
| MK341   | Brand Management   | 5 |
| MS319   | Enterprise Systems   | 5 |
| MG2101  | Entrepreneurial Venture Development  | 5 |
| MG323   | International Business   | 5 |
| MG3102  | Work in a Global Context   | 5 |
| **IE319 | Operations Strategy  | 5 |
| **IE345 | Logistics and Transportation   | 5 |
| LW428   | European Union Law II  | 5 |
| LW364   | International Trade Law  | 5 |
| LW383   | Information Technology Law   | 5 |
| LW374   | Banking Law  | 5 |
| ME353   | Quality Systems  | 5 |
| CI3101* | Doing Business in China – Language<br>& Culture II (prerequisite Lang. & Cult I) | 5 |

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

\*\*Not on offer 2020/21

**Syllabi listed hereunder, in addition to syllabi for the First, Second and Final Years of the Bachelor of Commerce degree programmes.**

First Year

*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.

Second Year

*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.

Final Year

*AY3100 - Advanced Principles in Auditing & Reporting*

This module 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.

*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.

## BACHELOR OF COMMERCE ACCOUNTING (INTERNATIONAL EXPERIENCE)

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

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

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

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

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

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

### Fourth Year:

#### Semester I

| Code              | Module  | ECTS      |
|-------------------|---|-----------|
| AY3100            | Advanced Principles in Auditing and Financial Reporting | 5         |
| AY321             | Management Accounting II                                | 5         |
| AY308             | Taxation 1  | 5         |
| LW423             | Advanced Business Law                                   | 5         |
| <b>Total ECTS</b> |   | <b>20</b> |

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

#### Semester II

| Code              | Module                                | ECTS      |
|-------------------|---------------------------------------|-----------|
| AY322             | Management Accounting III             | 5         |
| AY319             | Taxation II                           | 5         |
| AY314             | Business Finance II                   | 5         |
| SBE3001           | Innovation: Creativity and Enterprise | 5         |
| <b>Total ECTS</b> |                                       | <b>20</b> |

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

## BACHELOR OF SCIENCE (BUSINESS INFORMATION SYSTEMS)

### General

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

### Programme Specific Regulations for First Year

1. The First University Examination must be passed within two academic years from the date of entering the Course.
2. *Courses for First Year:* Students must present themselves for examination at the end of their first academic year in the following subjects:

| <i>Code</i> | <i>Module</i>                                    | <i>ECTS</i> |
|-------------|--|-------------|
| AY104       | Introduction to Financial Accounting (Sem 1)     | 5           |
| EC139       | Principles of Microeconomics (Sem 1)             | 5           |
| MS115       | Business Information Systems (Sem 1)             | 5           |
| MS110       | Business Systems Analysis (Sem 1)                | 5           |
| MS113       | Information Systems Technology (Sem 1)           | 5           |
| MS111       | Business Application Development I (Sem 1)       | 5           |
| AY105       | Introduction to Management Accounting (Sem 2)    | 5           |
| MS112       | Business Application Development II (Sem 2)      | 5           |
| MS2100      | Cybersecurity (Sem 2)                            | 5           |
| MS119       | Business Data Communications (Sem 2)             | 5           |
| EC141       | Principles of Macroeconomics (Sem 2)             | 5           |
| MS114       | Business Systems Design & Implementation (Sem 2) | 5           |

### Regulations for Second, Third and Fourth Years

#### 1. *Graduation*

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

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

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

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

Students will be placed on a Professional Experience Programme (PEP) in an organisation by the University's Placement Office. Students are required to satisfactorily complete the PEP requirements including a work experience period of at least 3 months. Participants in the Professional Experience Programme will be supervised by designated executives who will work in conjunction with the Placement Office.

## Programme Structure

### **Year 2**

#### Semester 1

| <i>Code</i>      | <i>Module</i>                      | <i>ECTS</i> |
|------------------|------------------------------------|-------------|
| AY207            | Management Accounting I            | 5           |
| MS321            | Web and Interactive Media Design   | 5           |
| MS218            | Database Technologies              | 5           |
| MS220            | Advanced Application Development I | 5           |
| MS222            | Decision Modelling and Analytics   | 5           |
| SBE2000          | Skills for Business                | 5           |
| <b><u>or</u></b> |                                    |             |
| MK204            | Marketing Principles               | 5           |
|                  | <b>Total ECTS</b>                  | <b>30</b>   |

#### Semester 2

|           |                                      |    |
|-----------|--------------------------------------|----|
| MS4101    | Implementing Digital Innovation      | 5  |
| AY208     | Business Finance I                   | 5  |
| MS319     | Enterprise Systems                   | 5  |
| MS2101    | Managing Digital Transformation      | 5  |
| MS221     | Advanced Application Development II  | 5  |
| MA208     | Quantitative Techniques for Business | 5  |
| <i>or</i> |                                      |    |
| MS230     | International Study Programme        | 30 |

### **Year 3**

#### Semester 1

|       |                                 |   |
|-------|---------------------------------|---|
| MS216 | Networks and Communications     | 5 |
| MS314 | Applied Systems Analysis        | 5 |
| MS322 | Advanced Database Technologies  | 5 |
| MS320 | E Business Technologies         | 5 |
| MS325 | Contemporary Project Management | 5 |
| MG524 | Management                      | 5 |

#### Semester 2

|                  |                                      |    |
|------------------|--------------------------------------|----|
| MS3103           | Professional Experience              | 10 |
| <i>or</i>        |                                      |    |
| **MS3104         | Foundations in Professional Practice | 10 |
| MS3102           | Professional Development             | 20 |
| <b><u>or</u></b> |                                      |    |
| MS3101           | Additional International Study       | 30 |

**\*\*available in 2020/21 only**

### **Year 4**

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



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

| <b>Semester 1 Electives</b> |  |             |
|-----------------------------|--|-------------|
| <i>Code</i>                 | <i>Course Title</i>                            | <i>ECTS</i> |
| EC2100                      | Applied Microeconomics for Business            | 5           |
| MK314                       | Media & Marketing Communications               | 5           |
| IE309                       | Operations Research                            | 5           |
| SBE3002                     | Entrepreneurship                               | 5           |
| MG3104                      | Ethics and Corporate Responsibility            | 5           |
| *CI300                      | Doing Business in China – Language & Culture I | 5           |

| <b>Semester 2 Obligatory Courses</b> |   |   |
|--------------------------------------|---|---|
| MG323                                | International Business                          | 5 |
| MG3102                               | Work in a Global Context                        | 5 |
| MS405                                | Project   | 5 |
| MS4100                               | Advanced Research Topics in Information Systems | 5 |

| <b>Semester 2 Electives</b> |  |             |
|-----------------------------|--|-------------|
| <i>Code</i>                 | <i>Course Title</i>  | <i>ECTS</i> |
| EC2101                      | Macroeconomics and the Business Environment  | 5           |
| EC247                       | Introduction to Financial Economics  | 5           |
| <b>or</b>                   |  |             |
| EC259                       | Economics of Public Policy   | 5           |
| EC3100                      | Economics and Philosophy   | 5           |
| MG2101                      | Entrepreneurial Venture Development  | 5           |
| MG3103                      | Business Strategy  | 5           |
| MK303                       | Global Marketing   | 5           |
| **IE345                     | Logistics and Transportation   | 5           |
| **IE319                     | Operations Strategy  | 5           |
| SBE3001                     | Innovation: Creativity & Enterprise  | 5           |
| *CI301                      | Doing Business in China – Lang. & Culture II<br>(Prerequisite Lang. & Cult. I)         | 5           |
| MS324                       | Lean Principles for the IS Professional<br>(class size limited to 25 places for MS324) | 5           |

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

\*\*Not available 2020/21

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

## Course Syllabii

### 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.

*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.

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

*MS110 - Business Systems Analysis*

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

*MS111 - Business Application Development I*

The objective of this course is to initiate and develop the knowledge and skills required to develop business software applications. The focus is on individual skills development and competence in software application development.

*MS112 - Business Application Development II*

Building directly upon Business Application Development I, the objective of this course is to further develop, build and refine the knowledge and skills required to create business software applications. The focus is on both Individual and team skills development and competence in application development.

*MS113 - Information Systems Technology*

The objective of this course is to provide students with an introduction to information systems and their underlying technologies. Students are introduced to computers and technology, how this technology is used in business, and some of the societal implications of computers and related technology. Students will be given an insight into the use of information technology and information systems in business.

*MS114 - Business Systems Design and 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 development and testing along with an appreciation of agile systems development methodologies.

*MS115 - Business Information Systems*

The objective of this course is to develop in students the skills necessary to apply core Information Systems (IS) Concepts in a business environment.

*MS119 - Business Data Communications*

The objective of this course is to develop in students an understanding of the fundamentals of computer networks and communications essential to the information systems technologies. The course presents the technical foundations of networking and business data communications relating them to the business environment.

### *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 policies to implement information security controls.

## **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.

### *MS220 - Advanced Application Development I*

The objective of this course is to develop knowledge and competence in object-oriented programming for the business environment using the Java programming language.

### *MA208 - Quantitative Techniques for Business*

In this module the following topics are covered: Descriptive Statistics, Introduction to Counting and Probability Theory, Mathematics of Finance, Matrices/Linear Algebra, Linear Programming.

### *MK204 - Marketing Principles*

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

### *MS218 - 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.

### *MS221 - Advanced Application Development II*

The objective of the course is to further develop your knowledge and competence in object-oriented programming for the business environment using the Java programming language.

### *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.

### *MS230 - International Study Programme*

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

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

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

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

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

#### *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.

#### *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 and 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.

#### *MS4101 - Implementing Digital Innovation*

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

#### *SBE2000 - Skills for Business*

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.

### **Third Year**

#### *MG524 - Management*

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

#### *MS216 - Network and Communications*

The objective of this course is to develop in students an understanding of the fundamentals of modern network and Internet technologies and to combine them with applications and practices related to a business environment.

#### *MS314 - Applied Systems Analysis*

The objective of this course is to develop in students an understanding of the nature and application of systems development analysis and design concepts and techniques. Topics may include: the systems development lifecycle;

the role of the systems analyst; project planning (e.g. Gantt charts and network diagrams); feasibility analysis; requirements gathering techniques (e.g. interviews, observation); structured analysis and design techniques, e.g. decision tables, dataflow diagrams, systems design.

#### *MS320 - E Business Technologies*

The objective of this course is to develop an enhanced knowledge among students of the potential of information technology to enable e-business.

#### *MS322 - 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 logy and database management systems; data administration; databases and business intelligence; data security; unstructured data in social networking; emerging issues.

#### *MS325 - Contemporary Project Management*

This module 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 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.

## **Semester II**

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

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

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

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

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

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

#### *MS3101 - Additional International Study (AIS)*

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

#### *MS3102 - Professional Development*

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

#### *MS3103 - Professional Experience*

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

#### *MS3104 - Foundations in Professional Practice (available 2020/21 only)*

The aim of this module is to provide participants with a sufficient foundational knowledge of professional practice to enable critical reflection on personal professional development.

### **Fourth Year**

#### *CI300 / CI301 - Chinese for Business – Language and Culture I & II*

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

#### *EC247 - 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.

#### *EC259 - 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 tradeoff 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.

#### *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.

#### *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.

#### *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 preferences axioms, welfare, efficiency and consequentialism, rights, theories of distributive justice, social choice theory, game theory and decision theory.

#### *IE309 - 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.

#### *IE319 - Operations Strategy (not on offer 2020/21)*

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

#### *IE345 - Logistics and Transportation (not on offer 2020/21)*

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

#### *MG323 - International Business*

International Business combines the science and art of business management with many other disciplines such as economics, anthropology and political science. The evolution of international business as an identifiable academic discipline is as a direct consequence of the growth of multinational business organisation and the emergence of what is widely termed the global economy. This course aims to guide the student in understanding the arena in which international business is conducted. It ranges from micro issues of staffing and strategic management to macro issues of political, economic and sociocultural analysis. By the end of the course, students should be able to identify, analyze, and understand the organizational impact of a wide variety of global management issues. In addition, students should be able to develop broad, strategic solutions and/or plans of action in response to any combination of market, political, socio-cultural, and /or competitive global force.

#### *MG2101 - 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. While lectures will provide an introduction into the tools and approaches to entrepreneurial thinking and action that are underpinned by theory, 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.).

#### *MG3102 - Work in a Global Context*

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.

#### *MG3103 - Business Strategy*

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

#### *MG3104 - Ethics and Corporate Responsibility*

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.

#### *MK303 - Global Marketing*

The objective of this course will be to provide students with an introduction to international marketing through study of the international marketing environment and the decisions which are required to develop international markets. The course will focus in particular on analysis of international markets and decision making in the international environment. International market analysis will include study of the data sources currently available on international markets, methods of screening export markets, and export marketing research. International marketing management-coverage will include product development and adaptation for exporting, international distribution, pricing and promotion strategy formulation and implementation. The course will include an analysis of Irish export marketing performance and will in general have an orientation towards the Irish exporter. The course will be taught mainly by non-lecture forms of instruction. Students will be expected to undertake projects and case studies which will form the major course activities.

#### *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.

#### *MS323 - 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. The design of interactive systems relies on an understanding of the capabilities and needs of people and an understanding of the kinds of technologies available. It also relies on the ability to identify requirements and to transform them into an appropriate design. There are a wide variety of interfaces available today and it is important that interaction designers have an appreciation and understanding of these.

#### *MS324 - Lean Principles for the IS Professional*

The objective of this model is to develop a deep understanding of LEAN Principles as a basis for driving sustainability and transformational change that meets the needs of business stakeholders as they seek an agile and progressive response to a changing marketplace. This practical module blends theory, immersive experiential learning and industry practitioner input in a dynamic learning experience. The module will stretch and challenge participants to enhance in and develop their own problem solving, internal consultancy, and change management skills through the internalisation of LEAN Principles.



#### *MS403 - Information Systems Strategy and Planning*

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

#### *MS405 - Project*

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

#### *MS414 - Business Intelligence & Analytics*

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.

#### *SBE3001 - Innovation: Creativity & Enterprise*

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

#### *SBE3002 - Entrepreneurship*

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 NUI Galway Technology Transfer Office, Blackstone Launchpad, TechInnovate and external enterprise agencies / organisations such as Enterprise Ireland and Galway Innovation District.

#### *MS4100 - Advanced Research Topics in Information Systems*

The 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 relevance for individuals, industry, or wider society.

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

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

### *MSI20 - Business Information Systems*

The objective of the module is to provide participants with a broad understanding of the fundamental roles, applied impact and strategic importance of information systems (IS) for individuals, for enterprise and for sustainable society.

### *Business Law I*

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

### *Foundations of Marketing Thought*

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

### *MSI100 - Information Management for Business*

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

### *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.

### *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.

### *Introductory Statistics for Business*

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

### *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.

### *Mathematics for Business*

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

### *Principles of Microeconomics*

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

### *Principles of Macroeconomics*

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

### *Skills for Success*

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

### *Spanish/German*

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

## SECOND & FINAL COMMERCE YEARS - SYLLABI OF COURSES

### *Advanced Business Law*

This course builds on the foundational understanding of the law relating to commercial and business activity gained in Business Law. The course will develop an understanding of company law including: the legal nature of share capital, shares and shareholders, the financial structure of the company, company administration, principles of capital maintenance, corporate borrowing, insolvency principles and the application of relevant legislation. The law of tort, particularly as it applies in the business context including areas such as negligence, professional negligence and occupier's liability is covered at an introductory level. Other topics of importance in a business context are covered including: the nature and legal requirements relating to negotiable instruments, bills of exchange, cheques and promissory notes and the legal framework in which business/commercial enterprises must operate covering topics such as agency, hire purchase, leasing and insurance law.

### *Advanced Statistical Methods for Business*

The objective of this course is to develop advanced skills in the application of statistical methods in a business environment. Case studies and practical work will form a major component of this course. Topics may include: Regression Modelling; Analysis of variance and covariance; Time Series Modelling; Statistics for Quality; Nonparametric statistics; large data sets; new and emerging topics in statistical methods for business.

### *Agricultural and Food Economics (Not on offer in 2020/21)*

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.

### *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.

### *Banking Law*

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

### *Behavioural Economics (Not on offer in 2020/21)*

This module explores the foundations, applications, and implications of the rapidly developing field of behavioural economics. In economics, individuals' behaviour is generally modelled under the assumption that individuals are perfectly rational, self-interested, utility maximizers with unlimited cognitive resources. Such models often provide valuable insights across a range of domains. However, in many instances, individuals observed behaviour systematically differs from the predictions of these models. For instance, individuals respond differently when outcomes are framed as losses rather than gains, they tend to overestimate the probability of unlikely outcomes such as winning the lottery, while underestimating more likely outcomes, such as losing a job. They also tend to attach more weight to immediate gains/losses than they should. The study of these behavioural anomalies, has given rise to a new field of economics referred to as behavioural economics, which seeks to understand these anomalies and to propose alternative models that provide additional insights into individuals' behaviour.

### *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.

### *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.

### *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.

### *MS414 - Business Intelligence & Analytics*

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.

### *Cases in Marketing Strategy*

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

### *Consumer Law and Policy*

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

### *Contemporary 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.

### *MS325 - Contemporary Project Management*

This module 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.

### *MS218 - Database Technologies*

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

### *Development Economics (Not on offer in 2020/21)*

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

### *Digital Marketing Planning*

The Digital Marketing Planning module examines the processes by which marketing can be managed to create and sustain superior performance in the marketplace. The module demonstrates the various factors that influence digital marketing and focuses on how the role of marketing is changing in organisations and society. The objective of this module is to build 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.

### *Disciplined Entrepreneurship*

The development of this module is derived from the comprehensive framework of MIT's Disciplined Entrepreneurship. The module focuses on concept selection, development of an intellectual property strategy, 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 will involve individual and team research and interdisciplinary skills to approach a specific need. It includes engagement with NUIG Technology Transfer Office, Blackstone Launchpad, TechInnovate and Enterprise Ireland.

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

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

### *Econometrics*

This introductory course aims to give students an understanding of the assumptions made, and concepts used in classical linear regression analysis, the statistics underlying regression analysis and its application in practice. This will involve a mixture of interdependent theoretical and practical learning – including computer-based sessions, practical assignments and lectures. The interdependency of the material and activities make it important to attend all sessions. A project is used to provide the student with hands on experience of the development, estimation and interpretation of an econometric model.

### *Economics of Financial Markets*

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

### *Economics of Public Policy*

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

### *Economics and Philosophy*

This module will explore the interface between economic analysis and moral philosophy. It will show how insights and analytical tools from economics can contribute to ethics and demonstrate how an understanding of moral philosophy can improve economic analysis. Topics covered include rationality and the preferences axioms, welfare, efficiency and consequentialism, rights, theories of distributive justice, social choice theory, game theory and decision theory.

### *Employee Relations: Rights and Obligations*

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

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

### *Employment Relations*

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

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

### *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.

### *Environmental & Natural Resource Economics*

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

### *European Union Law I*

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

### *European Union Law II*

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

### *Financial Management I*

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

### *Financial Management II*

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

### *Financial Management III*

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

### *Global Marketing*

The objective of this course will be to provide students with an introduction to international marketing through study of the international marketing environment and the decisions which are required to develop international markets. The course will focus in particular on analysis of international markets and decision making in the international environment. International market analysis will include study of the data sources currently available on international markets, methods of screening export markets, and export marketing research. International marketing management-coverage will include product development and adaptation for exporting, international distribution, pricing and promotion strategy formulation and implementation. The course will include an analysis of Irish export marketing performance and will in general have an orientation towards the Irish exporter. The course will be taught mainly by non-lecture forms of instruction. Students will be expected to undertake projects and case studies which will form the major course activities.

### *Health Economics*

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

### *Human Resource Management*

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

### *HR 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.

### *Inferential Statistical Methods for Business*

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

### *AY209 - International Financial Reporting I*

This 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.

### *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 (prerequisite: Int Fin Reporting. II)*

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

### *Industrial and Intellectual Property Law*

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



### *MS403 - Information Systems Strategy and Planning*

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

### *Innovation, Creativity & Enterprise*

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

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

### *International Business*

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.

### *International Economics (Not on offer in 2020/21)*

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

### *International Trade Law*

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

### *Introduction to Financial Economics*

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

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

#### *Ireland in the Global Economy*

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

#### *Logistics and Transportation*

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

#### *Macroeconomics 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..

#### *Macroeconomics and Public Policy*

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

#### *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

#### *AY321 - Management Accounting II (prerequisite: Management Accounting I)*

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

#### *AY322 - Management Accounting III (prerequisite: Management Accounting II)*

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

#### *Management of Organisational Change*

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

### *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.

### *Marine Economics (Not on offer in 2020/21)*

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

### *Marketing Analytics*

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 & 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.

### *Media and Marketing Communications*

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

### *Medical Device Law and Regulation*

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

### *Microeconomics and Public Policy*

The module provides students with an introduction to topics in advanced microeconomic theory, with applications to public policy where relevant. Topics covered include game theory, oligopoly and regulation, collective decision making and criteria for social choice, general equilibrium and the welfare theorems, uncertainty and information, contracting and externalities. We will consider the appropriate economic role for the State that emerges from an analysis of these topics.

### *Money and Banking*

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

### *Operations Research*

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

### *Operations Strategy*

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

### *Organisational Psychology*

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

### *Public Economics*

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

### *Quality Systems*

Quality Management Systems, Six sigma philosophy, basic statistical quality control, tools for quality improvement, process capability analysis, Kaizen, quality costs, quality auditing. Quality in a regulated sector e.g. Medical Devices.

### *Skills for Success*

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

### *Strategic Management*

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

### *AY308 - Taxation I*

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

### *AY319 - Taxation II (prerequisite: Taxation I)*

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

### *The Psychology of Consumer Behaviour*

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

### *The Marketing of Services*

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

### *MS323 - 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. The

design of interactive systems relies on an understanding of the capabilities and needs of people and an understanding of the kinds of technologies available. It also relies on the ability to identify requirements and to transform them into an appropriate design. There are a wide variety of interfaces available today and it is important that interaction designers have an appreciation and understanding of these.

#### *MS321 - Web and 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.

#### *Work in a Global Context*

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.

#### *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.

#### *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 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.



*MS4101 - Implementing Digital Innovation*

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

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

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

### Programme Objective

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

### Programme Specific Regulations

#### Admission requirements

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

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

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

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

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

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

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

### Programme structure

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

#### First Year

| <i>Code</i> | <i>Module</i>                         | <i>ECTS</i> |
|-------------|---------------------------------------|-------------|
| EC8102      | Economics                             | 10          |
| AY8102      | Introduction to Financial Accounting  | 5           |
| AY8103      | Introduction to Management Accounting | 5           |
| MS100.1     | Information Management for Business   | 10          |
| MG8102      | Contemporary Management Thought       | 5           |
| AL1100      | Skills for Learning                   | 5           |
| MA152       | Mathematics                           | 5           |

## Second Year

| <i>Code</i> | <i>Module</i>                               | <i>ECTS</i> |
|-------------|---|-------------|
| AY8101      | Business Finance                            | 5           |
| EC7101      | Applied Microeconomics for Business         | 5           |
| EC7102      | Macroeconomics and the Business Environment | 5           |
| LW3118      | Business Law I                              | 5           |
| MG8101      | Management Skills                           | 5           |
| MK8100      | Foundations of Marketing Thought            | 5           |
| MG8103      | Organisational Psychology and Analysis      | 5           |
| MK8101      | Marketing Management                        | 5           |
| ST2352      | Statistics                                  | 5           |

## Third Year

| <i>Code</i>         | <i>Module</i>                       | <i>ECTS</i> |
|---------------------|-------------------------------------|-------------|
| <b>Core Modules</b> |                                     |             |
| LW300.3             | Business law II                     | 5           |
| MS330.3             | Information & Operations Management | 5           |
| EC426.4             | Ireland in the Global Economy       | 5           |
| EC8100              | Economics of Public Policy          | 5           |
| AY8100              | Management Accounting               | 5           |
| MK7107              | Services Marketing                  | 5           |
| MK7108              | Marketing Analytics and Research    | 5           |
| MK7106              | Qualitative Marketing Research      | 5           |
| MG8100              | Work and Employment Relations       | 5           |

## Fourth Year

| <i>Code</i>             | <i>Module</i>                        | <i>ECTS</i> |
|-------------------------|--------------------------------------|-------------|
| <b>Core Modules</b>     |                                      |             |
| MG440.4                 | Management of Organisational Change  | 5           |
| MG8104                  | Business Strategy                    | 5           |
| MK8102                  | Cases in Marketing Strategy          | 5           |
| MK8103                  | Integrated Marketing Communication   | 5           |
| MS8101                  | Implementing Digital Innovation      | 5           |
| MS8102                  | Business Intelligence and Analytics  | 5           |
| MG335.3                 | Innovation and Entrepreneurship      | 5           |
| <b>Optional Modules</b> |                                      |             |
| MK8104                  | Negotiation Skills                   | 5           |
| EC8013                  | Financial Economics Research Project | 5           |
| MG7102                  | Leading and Managing People          | 5           |
| MS443.4                 | IS Strategy and Planning             | 5           |



## **Repeat Examinations**

The pass mark on all modules is 40%. A student will be required to re-present for examination (or repeat continual assessment) in any module in which a minimum mark of 40% has not been achieved."

To graduate with a Bachelor of Commerce degree the student must successfully complete all credits associated with course instance.

## Syllabii

### *Economics*

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

### *Introduction to Financial Accounting*

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

### *Information Management for Business*

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

### *Contemporary Management Thought*

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

### *Skills for Learning*

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

### *Mathematics*

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

### *Introduction to Management Accounting*

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

### *Business Finance*

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

### *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.

### *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..

### *Business Law 1*

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

### *Management Skills*

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

### *Foundations of Marketing Thought*

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

### *Organisational Psychology and Analysis*

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

### *Marketing Management*

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

### *Statistics*

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

### *Information and Operations Management*

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

### *Ireland in the Global Economy*

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

### *Management Accounting 2*

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

### *Marketing Analytics and Research*

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

### *Qualitative Marketing Research*

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

### *Business Law II*

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

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

### *Economics of Public Policy*

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

### *Marketing of Services*

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

### *Work and Employment Relations*

This module is designed as an introductory foundation to the areas of industrial relations and human resource management. The objective of this module is to present an introductory foundation to the areas of industrial relations and human resource management. Focusing on the human aspect of business, the module explores the nature of the relationship between employee and employer and looks at how that relationship is regulated on a day-to-day basis. The module will give a broad-based overview of contemporary Irish industrial relations highlighting some of the key actors, institutions, processes, and employment law. The second part of the course focuses on the management of human resources and some of the core concepts and practices associated with managing people in organisations. The module consists of six units. Each unit covers a specific area of the subject and lays out a clear programme of work, setting out which chapters of the core textbook you will need to read for each unit, and other activities which you will need to complete.

### *Negotiation Skills*

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

### *Innovation & Entrepreneurship*

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

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

#### *Information Systems Strategy and Planning*

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

#### *Management of Organisational Change*

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

#### *Business Strategy*

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

#### *Cases in Marketing Strategy*

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

#### *Integrated 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.

#### *Implementing Digital Innovation*

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

#### *Business Intelligence and Analytics*

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.

#### *Financial Economics Research Project*

This is quite a practical module for those interested in conducting research in the area of financial economics and those interested in other financial disciplines. This research module is designed to enable you to get answers to important financial economics problems and deepen your understanding of the concepts involved. Research areas may include: Introduction to Financial Markets and Excel Functions; time Value of Money & NPV; Risk & Portfolio Statistics; Valuing Shares and Bonds; and Introduction to Financial Options.



*Leading and Managing People*

This course provides a solid foundation to the study of Leading and Managing People. The material delivered and presented highlights the practicality of the issues involved in work and employment, and specifically in managing and leading people. People management is essentially about leading and managing people in a way that both maximises and rewards the contribution each individual makes in the organisation. This course introduces content such as recruitment and selection of employees, how to reward, employment terms and conditions, leading and developing talent, international HRM, and other facets of managing the employment relationship.

## DIPLOMA IN MARKETING

### Course Overview

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

This is an ideal programme for students who wish to:

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

### Specific Programme Requirements

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

### Key Course Facts

|                     |   |
|---------------------|---|
| ECTS Weighting:     | 30 ECTS   |
| Award (NFQ Level):  | Level 7   |
| Duration of course: | The programme is part-time and is two year in duration. |
| Mode of Study:      | The programme will be delivered online                  |

### Course Outline

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

Using online learning, each module will include the following:

- Module pack – detailing module level learning objectives, learning materials and learning resources.
- Interactive discussion forums with tutors and peers.
- Online lectures and/or podcasts.
- All modules will include formative assessments – this type of assessment may be in the form of quizzes, essays, blogs, research reports, e-tivities and presentations. Formative assessment feedback will allow students to identify any learning gaps and provide an opportunity to bridge the learning gap.
- Summative assessment may be in the form of written examinations, reports or research projects.

### Modules (all modules are core)

#### Year 1

##### *Foundations of Marketing Thought*

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

##### *Negotiation Skills*

Negotiation is a dialogue to discover common ground among parties with differing aims, needs and perspectives in order to achieve a solution that as far as possible meets people's interests. It is a process by which parties pursue a mutually acceptable outcome, which typically involves elements of creativity and compromise. Negotiation Skills explore how two or more parties with competing interests discuss and manage issues so as to attain an agreement, settle a matter of mutual concern, or resolve a conflict. Negotiation is a valuable leadership and management skill,

which is employed in a wide range of business contexts, such as contracts, deal-making, employment discussions, team building and disputes. Negotiations occur in commercial, non-profit and governmental organisations.

#### *Marketing Management*

Marketing Management is designed to build on the knowledge acquired in Foundations of Marketing Thought. Through a combination of game-based learning, online technology and the development of a Learning Journal, this innovative module allows students to gain a deeper understanding of marketing theory and apply it to real-world settings. While the module is highly experimental and challenging, it is also an engaging and effective way of learning how marketing works in a managerial context

## **Year 2**

#### *Qualitative Marketing Research*

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

#### *The Marketing of Services*

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

#### *Marketing Analytics & Research*

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

Or

#### *AL1111 Critical Thinking*

The module will introduce learners to the concept of critical thinking and its associated skills and applications. Participants will learn about the basic concepts of critical thinking, what it means to think critically, how to think critically and why critical thinking competence is valuable. It will endeavour to build the necessary critical thinking skills required for academic research.

## **Requirements & Assessments**

Modules are assessed by written assignments during the semester. -

## **Career Opportunities**

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

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



## DIPLOMA IN MANAGEMENT

### Course Overview

The Diploma in Management is aimed at students who seek a management qualification to develop their careers. Students will be equipped with key concepts, knowledge and skills to enable them to embark on a career in management. Graduates may be employable in a range of industries and sectors.

### Entry Requirements

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

### Course Profile

**Aim:** The modules in this Diploma provide a solid foundation in the principles and practice of effective management.

This Diploma is ideal for students who wish to:

- Understand the principles of contemporary management
- Enhance their leadership capability
- Understand management's role in achieving organisational outcomes and success
- Develop their critical thinking, analysis and decision-making skills
- Understand the role of organisational psychology and behaviour in organisational effectiveness
- Develop essential negotiation and management skills
- Apply this knowledge to a wide range of organisational settings.

### Content:

#### Year 1

S1: MG8102 Contemporary Management Thought

S2: AL1101 Critical Thinking

S1&2: MG7102 Leading and Managing People

#### Year 2

S1: MG8101 Management Skills

S1: MG8103 Organisational Psychology and Analysis

S2: MK8104 Negotiation Skills

### Key Course Facts

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

### Course Outline

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

Using online learning, each module will include the following:

- Module pack – detailing module level learning objectives, learning materials and learning resources.
- Interactive discussion forums with tutors and peers.
- Online lectures and/or podcasts.

- All modules will include formative assessments – this type of assessment may be in the form of quizzes, essays, blogs, research reports, e-tivities and presentations. Formative assessment feedback will allow students to identify any learning gaps and provide an opportunity to bridge the learning gap.
- Summative assessment may be in the form of written examinations, reports or research projects.

### Requirements & Assessments

Modules are assessed by a combination of written assignments, online activities and block release workshops during the semester.

### Career Opportunities

The Diploma in Management is aimed at students who wish to develop their careers in a range of business and management roles. Students will be equipped with the fundamental knowledge and skills required to embark on a career in management or enhance their capacity to perform in current management roles. This programme is also suited to self-employed managers seeking to add value to their organisation.

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

### Start Date

The programme will commence in September 2019.

### Applications

|                        |   |
|------------------------|---|
| Application Procedure: | Applications should be made online at the following address; <a href="http://www.nuigalway.ie/apply">www.nuigalway.ie/apply</a> |
| Closing Date:          | Friday, 23 June 2017  |
| Application Fee:       | 30 euros  |

### Find out more

|                          |  |
|--------------------------|--|
| <b>Name &amp; Title:</b> | Louise Coyle   |
| <b>Phone:</b>            | 091 492144   |
| <b>E- mail:</b>          | <a href="mailto:louise.coyle@nuigalway.ie">louise.coyle@nuigalway.ie</a> |
| <b>Address:</b>          | Centre for Adult Learning and Professional Development                   |
| <b>Website:</b>          | <a href="http://www.ptba.nuigalway.ie">http://www.ptba.nuigalway.ie</a>  |

## Marks & Standards for all Postgraduate Taught Masters Degree, Postgraduate Diploma, Higher Diploma, Professional Diploma and Postgraduate Certificate Examinations (Fulltime and Part-time) and the LLB.

**Document Status: Approved – 14/05/2013. Incorporates amendments agreed by Academic Standing Committee on 13/8/2015.**

### 1. Introduction

These general regulations apply to all Postgraduate Taught Masters Degree, Postgraduate Diploma, Higher Diploma, Professional Diploma and Postgraduate Certificate (Fulltime and Part-time) programmes in the University. Every Postgraduate Taught Master's degree, Postgraduate Diploma, Higher Diploma, Professional Diploma and Postgraduate Certificate (Fulltime and Part-time) programme **must comply** with these regulations unless otherwise provided as per section 9 below. Students must also refer to the specific College programme regulations and requirements.

These regulations are approved by the University's Academic Council and are regulated and reviewed by the Academic Council's Standing Committee, following prior consideration by the Academic Regulations Committee. The Academic Regulations Committee is comprised of the Registrar and Deputy-President (Chair), Deans of College, another representative from each College and the Director of Lifelong Learning. Relevant administrative staff are in attendance at the Committee's meetings. The Committee reports to Standing Committee of Academic Council.

### 2. Programme Curricula

The University's programmes are organised in accordance with the European Credit Transfer System (ECTS). **Programmes** of study are organised into specific units of study called **Modules**. Each Module is a unit of teaching and learning formally offered within the University, and carrying credit expressed as a number of credit points in accordance with the European Credit Transfer System.

A programme has a prescribed aggregate credit value in accordance with the Level of Study as set-out in Ireland's National Framework for Qualifications, NFQ. Programmes have prescribed Learning Outcomes for each module and for the overall programme. **Module Descriptions and Weightings**

### 3. Module Descriptions

**Module Descriptions** will be specified in the University's central **Module Repository** (or "Module Manager" System) and be set out in the **Programme Descriptions and Regulations** for each College's programmes.

***Individual modules will have an ECTS credit weighting of 5 ECTS, but may be expressed in whole multiples of 5 ECTS where good academic practice requires larger units of study.***

Credit is awarded to students who obtain a minimum of 40% on a module (see also provisions on compensation at 5.5 below).

## **4. Arrangements for Assessment and Formal Examination**

The University's standard examination periods for Taught Postgraduate Programmes are

- End of Semester 1
- End of Semester 2
- August, in respect of programmes provided over 3 semesters and ending in August
- Repeat (of Semester 1 and 2) Examinations (August).

The holding of examinations outside of these periods requires the prior approval of the Academic Regulations Committee.

Repeat examinations will be held for all programmes and modules unless the prior approval of the Academic Regulations Committee for repeat examinations not to be held is given. Repeat examinations for modules examined in Semester 1 and Semester 2 will be held in August. Repeat examinations for modules examined in August will not be held until the following August.

Some Postgraduate Taught Masters Degree, Postgraduate Diploma, Higher Diploma, Professional Diploma and Postgraduate Certificate (Fulltime and Part-time) programmes are provided over three semesters, ending in August, and there will be requirements in respect of such programmes for the submission of material for examination in August or September.

Modules may be assessed in any combination of formal examinations, minor dissertation, assignments, projects, essays, papers, reports, presentations & debates, locally set exercises, laboratory or field-work, or other experiential learning.

Where modules are examined by means of a **formal examination** paper administered by the University's Examinations Office and timetabled centrally, the examination will be of standard **two hours duration**. Where a module weighting is greater than 5 ECTS, the formal examination may be broken into a number of 2 hour papers or one 2 hour paper and alternate assessment methods (e.g. A 10 credit module might attract two 2 hour examinations). In exceptional circumstances, where robust academic assessment reasons require longer examinations, 3-hour (or longer) examinations may be facilitated. Approval for such arrangements will require the prior approval of the Academic Regulations Committee.

## **5. Time Limit for Completion of Programmes**

Colleges will set out in Programme Regulations the time-limit within which Postgraduate Taught Masters Degree, Postgraduate Diploma, Higher Diploma, Professional Diploma and Postgraduate Certificate (Fulltime and Part-time) programmes must be completed. Credit gained for particular modules will lapse at the end of the prescribed time-limit period unless the College provides otherwise.

## **6. Passing and Progression**

The Examination Board is the formal examination authority for each College and examination session. Chaired by the Dean, the Board is made-up of academic staff members of the College and external examiners from the relevant disciplines, or from the Colleges responsible for multi-College programmes. Only decisions approved by the Examinations Board will be formally recognised as official University examination results, relating to **P a s s i n g**, Progression, Determination of Honours, and Granting of Deferrals.

**Examination Boards will be held on completion of a programme and at the end of each programme year.** The Examination Board held on completion of the programme will determine the overall result and will apply compensation provisions. The Examination Board

held at the end of a programme year will determine eligibility to proceed to the next programme year.

### ***6.1. Progression***

Where a programme is taught over more than one year there will be a requirement that the previous year be satisfactorily completed before the student registers for a subsequent year.

### ***6.2. Passing***

**The pass mark on all modules is 40%.** Where different components of assessment (course work, laboratory work, continuous assessment, final assessment, etc.) within a module contribute to the final grade, it shall **not normally** be a requirement that any one of these components be separately passed. Only an overall mark for the module will be returned. Marks will not be returned for components of a module.

**A mark of ‘Incomplete’ must be returned to the Examinations Office where there is a requirement that an element(s) of a module be passed, and that element(s) is not passed. A student is required to retake all elements of an incomplete module unless the relevant College provides by regulation that students be exempt from retaking specific components.**

College level provisions should be the same across all programmes and modules in a College.

### ***6.3. Carrying Forward Marks***

A student will be given credit for modules passed and will not have to represent for examination in any module in which a minimum mark of 40% has been returned within the time limit set out in regulations for the successful completion of the programme (see section 5 above).

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

Marks for components of a module (i.e. sub-module assessment elements) from previous attempt(s) do not carry forward from one assessment to the next unless the relevant College has made provision to exempt a student from retaking specific components for academic reasons.

### ***6.5. Compensation Provision for Programmes of One Year Duration***

Compensation will only be applied in cases where its application enables the student to successfully complete the programme as a whole.

The pass standard for a Module is 40%. However, a student with marks of less than 40% in one or more modules will be deemed to have passed the programme provided

- the aggregate mark for all modules is at least 40% **and**
- the mark in every module is 35% or more **and**
- the module(s) with marks in the range 35-39% total
  1. not more than 5 ECTS in the case of programmes with an ECTS weighting of 30 – 55
  2. not more than 10 ECTS in the case of programmes with an ECTS weighting in the range 60 - 85
  3. not more than 15 ECTS in the case of programmes with an ECTS weighting of 90 or above.

Note: compensation provision will not apply in the case of programmes with an ECTS weighting of less than 30.

The carrying forward of marks does not invalidate the potential for compensation provision. Where a module has been passed by compensation the mark for the module will appear on transcripts with a grade of Pass by Compensation.

In some programmes, Compensation may not be allowed in core or mandatory prescribed modules or groups of modules, as to do so would undermine the achievement of the learning outcomes for the Programme. These specific regulations will be set out in the College's **Programme Descriptions and Regulations** for the relevant degree programmes.

## ***6.6 Compensation Provision for Programmes of More than One Year Duration and the Part-time LLB.***

In the case of programmes of more than one-year duration compensation will be applied, provided the following criteria are met.

The pass standard for a Module is 40%. However, a student with marks of less than 40% in one or more modules will be deemed to have passed the stage (year) of the programme provided:

- the aggregate mark for all modules is at least 40% **and**
- the mark in every module is 35% or more **and**
- the module(s) with marks in the range 35-39% total
  1. not more than 5 ECTS in the case of programmes with an ECTS weighting of 30 – 55 for the stage (year).
  2. not more than 10 ECTS in the case of programmes with an ECTS weighting in the range 60 – 85 for the stage (year).

Compensation is only applied when the overall mark is being calculated at the completion of a stage (year). If, after the end of year Examination Board (June) for first sitting of examinations results (i.e. Semester 1 and Semester 2 examinations), a student has marks in the range 35-39% in excess of the permitted compensation provision ECTS for that stage (year) of the programme, as outlined in bullet points 1-2 above, he/she will be required to re-sit all modules with a mark of less than 40% at the second sitting examinations (i.e. August repeat examinations).

In some programmes, Compensation may not be allowed in core or mandatory prescribed modules or groups of modules, as to do so would undermine the achievement of the learning outcomes for the Programme. These specific regulations will be set out in the College's **Programme Descriptions and Regulations** for the relevant degree programmes.

## ***7.1 Capping of Examination Marks***

With effect from the academic year 2015/16 the maximum mark which may be awarded at a repeat examination of a module will be the pass mark for the module, viz. 40%.

There are exceptions in the case of some modules in programmes in the School of Nursing, the School of Political Science and Sociology and the Master of Accounting programme in the J E Cairns School of Business and Accounting, where the maximum mark which may be awarded will be 50%, viz. the pass mark for modules on those programmes. Information on these modules/programmes is available from the Schools.

## 7.2 Arrangements for the Implementation of Capping Provisions

Capping will be applied to postgraduate taught programmes as follows:

1. Academic year 2015-16:
  - Capping applies to all postgraduate programmes commencing in September 2015.
  - Capping does not apply to students who are commencing *final year of a two, three or four-year programme in September 2015*.
2. Academic year 2016 -17:
  - Capping applies to *all* years of taught postgraduate programmes commencing in September 2016.
  - Capping applies to students who are returning to complete a taught postgraduate programme after having availed of a period of leave-of-absence, or other such gap in their studies, whether or not such leave was approved by the University

Capping will apply in all cases, as outlined above, unless a deferral has been granted, see Section 9 of this document regarding the University's Deferral Application Procedures.

## 8. Award of Honours

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

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

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

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

## 9. Deferral Provision

Application for permission to defer taking a module or modules to a subsequent examination session must be made in accordance with the Deferral Application Procedures of the University, as outlined in the Deferral of Examinations Guidelines for students:

<https://www.nuigalway.ie/media/registry/exams/QA234---Deferral-of-Examinations---A-guide-for-students.pdf>

## 10. Transcripts

Student transcripts will include details of all modules for which a mark has been entered. The Programme Honours Standard reported will be as for the grade bands set in 6 above. The only additional or alternative annotations will be:

- Exempt
- Absent
- Pass
- Pass by Compensation
- Deferred
- Incomplete
- Audit
- Fail

## ***11. Dealing with Exceptions or Deviations***

Only in exceptional circumstances will deviations be permitted from these regulations. A **structural deviation** is a significant and permanent change to these regulations which might be authorised for one or more programmes. Where a **structural deviation** is required for sound academic purposes, application must be made to the Academic Regulations Committee of Academic Council's Standing Committee, which shall recommend to Academic Council Standing Committee in the matter of applications received. A **concession** is the granting of explicit permission by the Standing Committee, following consideration and recommendation by the Academic Regulations Committee, to permit the deviation of a programme of study from these prescribed regulations. A **concession** may be required in occasional circumstances and will be a matter for Academic Council Standing Committee, following consideration and recommendation by the Academic Regulations Committee.



## MARKS & STANDARDS FOR ALL STRUCTURED PHD PROGRAMMES

### 1. Introduction

These general regulations apply to all Structured PhD programmes in the University. Every PhD programme **must comply** with these regulations unless otherwise provided as per section 9 below. Students must also refer to the specific College PhD programme regulations and requirements and the University's Guidelines for Research Degree Programmes.

These regulations are approved by the University's Academic Council and are regulated and reviewed by the Academic Council's Standing Committee, following prior consideration by the Academic Regulations Committee. The Academic Regulations Committee is comprised of the Registrar and Deputy-President (Chair), Academic Secretary, Deans of College, another representative from each College, the Dean of Graduate Studies and the Director of Adult Education. Relevant administrative staff will be in attendance at the Committee's meetings. The Committee reports to Standing Committee of Academic Council.

### 2. PhD Programme Structure

PhD programmes are aligned with Level 10 of Ireland's National Framework of Qualifications. A fulltime PhD programme is normally of 4 years duration and a part-time PhD programme is normally of 6 years duration.

The University's awards and programmes are organized in accordance with the European Credit Transfer System (ECTS). The Structured PhD **Programme requires successful completion and examination of the research thesis and 30 ECTS of modules, approved by the student's Graduate Research Committee (GRC)**. Each module is a unit of teaching and learning formally offered within the University\* and carrying credit expressed as a number of credit points in accordance with the ECTS.

The programme of modules should be discussed with the student's supervisor and agreed by her/his GRC. Fulltime students will normally take modules to a weighting of 30 ECTS over Years 1-3 of their PhD programme. In exceptional circumstances students may be allowed to take modules in Year 4, subject to the agreement of the student's GRC. In the case of part-time students, the GRC will specify an appropriate schedule for taking the modules of the programme

***In no case will a student be allowed present her/his thesis until her/his GRC has verified that she/he has successfully completed approved modules to a total of 30 ECTS.***

\*The University, through the relevant College, may approve courses at another University or Institute towards the 30 ECTS of modules.

### 3. Module Descriptions and Weightings

The modules will have prescribed **Learning Outcomes**, and carry credit expressed as a number of credit points in accordance with the European Credit Transfer System. **Module Descriptions** will be specified in the University's central Curriculum Management System and will be set out in the **Programme Descriptions and Regulations**.

***Individual modules will have an ECTS credit weighting of 5 ECTS, or may be expressed in whole multiples of 5 ECTS where good academic practice requires larger units of study.***

#### 4. Arrangements for Assessment and Formal Examination of Modules

Modules on PhD programmes are assessed on a **credit awarded/credit not awarded** basis. Credit will be awarded where the student achieves the minimum passing mark required for the module (normally 40%).

The University's standard examination periods are

- End of semester 1
- End of Semester 2
- Repeat (of Semester 1 and 2) Examinations (August).

Modules may be assessed in any combination of formal examinations, assignments, projects, essays, papers, reports, presentations & debates, locally-set exercises, laboratory or field-work, or other experiential learning.

Where different components of assessment (course work, laboratory work, continuous assessment, final assessment, etc.) within a module contribute to the final grade it shall **not normally** be a requirement that any one of these components be separately passed. Only an overall result for the module will be returned. **A mark of 'Incomplete' must be returned to the Examinations Office where there is a requirement that an element(s) of a module be passed, and that element(s) is not passed. A student is required to retake all elements of an incomplete module** unless the relevant College provides by regulation that students be exempt from retaking specific components.

College level provisions should be the same across all programmes and modules in a College.

Marks for components of a module (i.e. sub-module assessment elements) from previous attempt(s) do not carry forward from one assessment to the next unless the relevant College has made provision to exempt student from retaking specific components for academic reasons.

Where modules are examined by means of a **formal examination** paper administered by the University's Examinations Office and time-tabled centrally, the examination will be of standard **two hours duration**. Where a module weighting is greater than 5 ECTS, the formal examination may be broken into a number of 2 hour papers or one 2 hour paper and alternate assessment methods (e.g. A 10credit year-long module might attract two 2 hour examinations).

***No compensation provision applies in the case of modules taken as part of a structured PhD programme.***

Application for permission to defer taking a module or modules to a subsequent examination session must be made in accordance with the Deferral Application Procedure of the University.

#### 5. Progression

The PhD Progression Board is the formal progression authority for each College. Chaired by the Dean, the Board is made-up of academic staff members of the College and extern examiners from the relevant disciplines, or from the Colleges responsible for multi-College programmes. Only those decisions approved by the Progression Board will be formally recognized by the University. The Progression Board of each College will meet in July of each year and will consider the recommendations of relevant Graduate Research Committees.

Progression will be based upon the recommendation of the GRC to the Progression Board. The Progression Board will determine, in respect of each student, whether he/she should:

- Continue with PhD (i.e. progress to the following year)
- Transfer to another Programme (*Indicate which Programme, e.g. a Masters degree*)
- Leave PhD programme

- Note that student has discontinued studies
- Note that PhD degree has been awarded.

## 6. Examination of PhD Thesis

Arrangements in respect of the examination of the PhD Thesis are set out in the University's Guidelines for Research Degree Programmes

[http://www.nuigalway.ie/media/graduatestudies/files/university\\_guidelines\\_for\\_research\\_degree\\_programmes.pdf](http://www.nuigalway.ie/media/graduatestudies/files/university_guidelines_for_research_degree_programmes.pdf)

## 7. Award of Degree

Standing Committee of Academic Council, having considered the report of the Examiners, takes one of the following decisions in relation to the Ph D thesis:

- Award PhD
- Award PhD, but insist on typographical corrections (1 month)
- Award PhD, but insist on corrections in content (1 month)
- Award PhD, but insist on corrections in content (3 months)
- Refer; permit submission of a revised thesis with second *viva* required (1 year)
- Award a Master's degree
- Award a Master's degree, subject to typographical corrections
- Award a Master's degree, subject to corrections in content
- Reject, with no recommendation as to resubmission.

Honours are not awarded in connection with the award of a PhD or in respect of the modules taken, individually or collectively.

## 8. PhD Transcripts

Transcripts will show

- PhD awarded
- List of modules taken and for which credit was awarded as part of the programme – ECTS credits awarded per module and total awarded for modules
- The title of the thesis for which the PhD was awarded (subject to systems development.)
- The date on which the award was approved by Standing Committee of Academic Council (subject to systems development).

## 9. Dealing with Exceptions or Deviations

Only in exceptional circumstances will deviations be permitted from these regulations. A **structural deviation** is a significant and permanent change to these regulations which might be authorized for one or more programmes. Where a **structural deviation** is required for sound academic purposes, application must be made to the Academic Regulations Committee of Academic Council's Standing Committee, which shall recommend to Academic Council Standing Committee in the matter of applications received. A **concession** is the granting of explicit permission by the Standing Committee, following consideration and recommendation by the Academic Regulations Committee, to permit the deviation of a programme of study from these prescribed regulations. A **concession** may be required in occasional circumstances and will be a matter for Academic Council Standing Committee, following consideration and recommendation by the Academic Regulations Committee.

# Marcanna & Caighdeán do gach scrúdú Iarchéime Teagaisc Máistreachta, Dioplóma Iarchéime, Ard-Dioplóma, Dioplóma Gairmiúil agus Teastas Iarchéime (Lánaimseartha agus Páirtaimseartha) agus an LLB.

Stádas na Cáipéise: Faofa – 14/05/2013. Cuimsítear na leasuithe a d'aontaigh an Coiste Seasta an 13/08/2015.

## 1. Réamhrá

Baineann na rialacháin ghinearálta seo le gach scrúdú Iarchéime Teagaisc Máistreachta, Dioplóma Iarchéime, Ard-Dioplóma, Dioplóma Gairmiúil agus Teastas Iarchéime (Lánaimseartha agus Páirtaimseartha) san Ollscoil. Caithfidh gach Máistrecht Teagaisc Iarchéime, Dioplóma Iarchéime, Ard-Dioplóma, Dioplóma Gairmiúil agus Teastas Iarchéime (Lánaimseartha agus Páirtaimseartha) **cloí** leis na rialacháin seo mura ndéanfar foráil dá mhalairt de réir chuid 9 thíos Caithfidh mic léinn aird ar leith a thabhairt ar rialacháin agus ar riachtanais chláir chuí an Choláiste.

Tá na rialúcháin seo faofa ag Comhairle Acadúil na hOllscoile agus rialaithe agus leasaithe ag Coiste Seasta na Comhairle Acadúla, i ndiaidh dóibh a bheith réamh-mheasta ag Coiste na Rialachán Acadúil. Tá an Meabhránaí agus Uachtarán Ionaid (Cathaoirleach), Déin na gColáistí agus ionadaí eile ó gach Coláiste agus an Stiúrthóir Foghlama Fadsaoil ar Choiste na Rialachán Acadúil. Bíonn foireann riaracháin chuí i láthair ag cruinnithe an Choiste. Tuairiscíonn an Coiste do Choiste Seasta na Comhairle Acadúla.

## 2. Curaclaim na gClár

Tá clár na hOllscoile eagraithe de réir an Chórais Eorpaigh Aistrithe Creidiúna (ECTS). Tá na **Cláir** roinnte ina n-aonaid staidéir ar a dtugtar **Modúil**. Is aonad teagaisc agus foghlama gach Modúil a chuirtear ar fáil go foirmiúil san Ollscoil agus a bhfuil creidiúint ag dul leis a chuirtear in iúl i bhfoirm pointí creidiúna de réir an Chórais Eorpaigh Aistrithe Creidiúna (ECTS).

Tá luach creidiúna comhiomlán leagtha síos do chlár de réir an Leibhéil Staidéir mar atá socraithe i gCreatoibre Náisiúnta na gCáilíochtaí (NFQ) in Éirinn. Tá Torthaí Foghlama leagtha síos do gach modúil agus don chlár ina iomlán. **Cur Síos agus Ualú na Modúil**

## 3. Cur Síos na Modúil

Beidh **Sonraíochtaí Modúil** sonraithe i **dTaisce Modúil** lárnach (nó córas “Bainisteoir Modúil”) na hOllscoile agus beidh sé leagtha amach sna **Sonraíochtaí agus sna Rialacháin** do gach clár sa Choláiste.

***Beidh ualú creidiúnaithe 5 ECTS ag dul le modúil aonair, ach féadfar iad a thabhairt ina n-iolraithe slána 5 ECTS sa chás go n-éilítear aonaid léinn níos mó de réir dea- chleachtais acadúil.***

Bronnfar creidmheas ar mhic léinn a bhaineann 40% amach i modúil (féach ar na forálacha a bhaineann le cúiteamh ag 5.5 thíos).

## 4. Socruithe Measúnuithe agus Scrúduithe Foirmiúla

Bíonn scrúduithe na hOllscoile ar Chláir Teagaisc Iarchéime ar siúl go hiondúil

- Deireadh an Chéad Seimeastair
- Deireadh an Dara Seimeastair
- Lúnasa, i gcás cláir a mhaireann 3 sheimeastar agus a chríochnaíonn i mí Lúnasa
- Athscrúduithe (Seimeastar 1 agus 2) (Lúnasa).

Má theastaíonn scrúduithe taobh amuigh de na hamanna seo caithfear cead a fháil roimh ré ó Choiste na Rialachán Acadúil.

Reáchtálfar athscrúduithe do gach clár agus modúl ach amháin má fhaightear faomhadh an Choiste um Rialachán Acadúla roimh ré gan athscrúduithe a reáchtáil. Beidh na hathscrúduithe do mhodúil Sheimeastar 1 agus 2 ar siúl i mí Lúnasa. Ní bheidh na hathscrúduithe do mhodúil a scrúdaíodh i mí Lúnasa ar siúl go dtí an Lúnasa ina dhiaidh sin.

Cuirtear roinnt Máistreacht Teagaisc Iarchéime, Dioplóma Iarchéime, Ard-Dioplóma, Dioplóma Gairmiúil agus Teastas Iarchéime (Lánaimseartha agus Páirtaimseartha) ar fáil thar thrí sheimeastar, ag críochnú i mí Lúnasa, agus beidh riachtanais i ndáil le gach clár chun ábhar a chur isteach le scrúdú i mí Lúnasa nó Meán Fómhair.

Féadfar modúil a mheas le meascán ar bith de scrúduithe foirmiúla, miontráchtas, measúnuithe, tionscadail, aistí, páipéir, tuairiscí, cuir i láthair & díospóireachtaí, ceachtanna, obair shaotharlainne nó obair allamuigh, nó foghlaim eile ó thaithí.

Sa chás gur scrúdú i bhfoirm **páipéar scrúdaithe foirmiúil** a bhíonn le déanamh don mhodúl agus go mbeidh sé riarta ag Oifig na Scrúduithe agus le cur ar an amchlár go lárnach, mairfidh an scrúdú **dhá uair an chloig** de ghnáth. Sa chás go bhfuil ualú níos mó ná 5 ECTS ag modúl, féadfar roinnt páipéar dhá uair an chloig a chur isteach sa scrúdú foirmiúil nó páipéar amháin dhá uair an chloig agus modhanna measúnaithe eile (e.g. d'fhéadfadh dhá scrúdú dhá uair an chloig a bheith mar chuid de mhodúl 10 greidiúint). I gcásanna eisceachtúla, má éilíonn cúiseanna measúnuithe acadúla níos daingne scrúduithe níos faide, d'fhéadfaí scrúduithe 3 huair an chloig (nó níos faide) a reáchtáil. Caithfear cead a fháil roimh ré ó Choiste na Rialachán Acadúil sula gceadófar é seo.

## 5. *Teorainn ama chun Cláir a chur i gCrích*

Leagfaidh Coláistí amach i Rialachán na gClár na teorainn ama ina gcaithfear Máistreacht Teagaisc Iarchéime, Dioplóma Iarchéime, Ard-Dioplóma, Dioplóma Gairmiúil agus Teastas Iarchéime (Lánaimseartha agus Páirtaimseartha) a chur i gcrích. Tíocfaidh deireadh leis an greidiúint do mhodúil áirithe ag deireadh na teorainn ama mura ndéanfaidh an Coláiste foráil dá mhalairt.

### 6. *Pas agus Dul ar Aghaidh*

Is é an Bord Scrúdaithe an t-údarás foirmiúil scrúduithe do gach Coláiste agus do gach seisiún scrúduithe. Is é an Déan a bhíonn ina Chathaoirleach agus bíonn comhaltaí acadúla an Choláiste agus scrúdaitheoirí seachtracha ó na disciplíní éagsúla nó ó na Coláistí atá freagrach as cláir idir Coláistí a bhíonn ar an mBord. Caithfidh cinní a bheith faofa ag an mBord Scrúdaithe chun aitheantas foirmiúil a fháil mar thorthaí oifigiúla scrúduithe Ollscoile - maidir le Pas, Dul ar Aghaidh, Onóracha agus ligean do mhac léinn scrúdú a chur siar.

**Reáchtálfar Bord Scrúdaithe nuair a chríochnófar clár agus ag deireadh gach bliana.** Cinnfidh an Bord Scrúdaithe ag deireadh an chláir an toradh foriomlán agus déanfaidh sé iarratas ar fhorálacha cúitimh. Cinnfidh an Bord Scrúdaithe ag deireadh na bliana an mbeidh mac léinn incháilithe le dul ar aghaidh chuig an gcéad bhliain eile den chlár.

#### 6.1. *Dul ar aghaidh*

Má mhaireann clár teagaisc níos faide ná bliain caithfidh bliain a bheith curtha i gcrích go sásúil ag mac léinn sula bhféadfaidh sé/sí clárú don bhliain dar gcionn.

#### 6.2. *Pas*

**40% an marc pas ar gach modúl.** Sa chás go bhfuil measúnuithe éagsúla le déanamh (obair chúrsa, obair shaotharlainne, measúnú leanúnach, measúnú deiridh, etc.) sa mhodúl chun an grád deiridh a bhaint amach **ní gá pas** a bhaint amach in gach ceann de na measúnuithe seo de ghnáth. Ní thabharfar ach marc foriomlán don mhodúl ar ais don mhac léinn. Ní thabharfar marcanna do gach measúnú mar chuid de mhodúl.

**Caithfear marc ‘Neamhiomlán’ a thabhairt d’Oifig na Scrúduithe má bhíonn riachtanas ann go gcaithfear gné(ithe) de mhodúl a phasáil agus nach bhfuil an ghné/na gnéithe sin pasáilte. Caithfidh mac léinn gach gné de mhodúl neamhiomlán a dhéanamh arís mura bhfuil sé sna rialacháin ag an gColáiste cuí go mbeadh mic léinn díolmhaithe ó mheasúnuithe áirithe a dhéanamh arís.**

Ba chóir go mbeadh forálacha ag leibhéal an Choláiste mar a chéile do gach clár agus gach modúl sa Choláiste.

### **6.3. Marcanna a Thabhairt ar Aghaidh**

Gheobhaidh mac léinn creidiúint as modúil a pasáladh agus ní bheidh air/uirthi aon scrúdú a athshuí má baineadh 40% ar a laghad amach sa mhodúl taobh istigh den teorainn ama a leagadh amach sna rialacháin maidir le tréimhse áirithe a chríochnú go rathúil (féach cuid 5 thuas).

### **6.4. Ábhar le Meas san Athscrúdú**

Ní féidir marcanna as measúnuithe an mhodúil (i.e. sub-module assessment elements) a rinneadh cheana a thabhairt ar aghaidh don chéad bhabhta eile mura mbeidh foráil déanta ag an gColáiste díolúine a thabhairt do mhac léinn ó mheasúnuithe áirithe a dhéanamh ar chúiseanna acadúla.

### **6.5. Cúiteamh maidir le Cláir Bhliana**

Ní chuirfear cúiteamh i bhfeidhm ach i gcásanna ina gceadófar don mhac léinn an clár a chríochnú go rathúil ar an iomlán.

40% an marc pas ar gach modúl. Measfar, áfach, go bhfuil pas bainte amach ag mac léinn a bhfuil níos lú ná 40% aige/aici i modúl amháin nó níos mó más rud é

- gurb é 40% ar a laghad an marc comhiomlán do gach modúl **agus**
- gurb é 35% nó os a chionn an marc i ngach modúl **agus**
- an modúl/na modúil nach bhfuil na marcanna sa réimse 35-39% san iomlán
  1. níos mó ná 5 ECTS i gcás cláir le hualú ECTS 30 – 55
  2. agus nach bhfuil níos mó ná 10 ECTS i gcás na gclár a bhfuil ualú ECTS acu sa réimse 60 - 85
  3. agus nach bhfuil níos mó ná 15 ECTS i gcás cláir le hualú ECTS 90 nó os a chionn.

Tabhair faoi deara: ní bheidh cúiteamh i gceist i gcás na gclár a bhfuil ualú ECTS níos lú ná 30 leo.

Má dhéantar marcanna a thabhairt ar aghaidh ní dhéantar neamhbhailí an cumas le cúiteamh a chur i bhfeidhm.

Nuair atá pas bainte amach i modúl le cúiteamh, beidh marc an mhodúil le feiceáil ar na tras- scríbhinní agus Pass le Cúiteamh mar ghrád.

I roinnt clár, d'fhéadfadh sé nach mbeadh cead Cúiteamh a thabhairt i gceimhodúil nó i modúil éigeantacha nó grúpaí modúl, mar dá ndéanfaí a leithéid d'fhéadfaí an bonn a bhaint de thorthaí foghlama an Chláir. Beidh na rialacháin shonracha seo leagtha amach i Sonraíochtaí agus Rialacháin Cláir an Choláiste do na cláir léinn chúí.

### **6.6 Cúiteamh maidir le Cláir a mhairfidh níos faide ná Bliain agus an LLB páirtaimseartha.**

I gcás cláir a mhaireann níos faide ná bliain amháin cuirfear cúiteamh i bhfeidhm má chomhlíontar na critéir seo a leanas.

40% an marc pas ar gach modúl. Measfar, áfach, go bhfuil pas bainte amach ag mac léinn sa tréimhse (bliain) den chlár más rud é go bhfuil níos lú ná 40% aige/aici i modúl amháin nó níos mó más rud é

- gurb é 40% ar a laghad an marc comhiomlán do gach modúl **agus**
- gurb é 35% nó os a chionn an marc i ngach modúl **agus**
- an modúl/na modúil nach bhfuil na marcanna sa réimse 35-39% san iomlán

1. gan a bheith níos mó ná 5 ECTS i gcás cláir le hualú ECTS 30 – 55 don tréimhse (bliain).
2. agus nach bhfuil níos mó ná 10 ECTS i gcás na gclár a bhfuil ualú ECTS acu sa réimse 60 - 85 don tréimhse (bliain).

Ní chuirtear cúiteamh i bhfeidhm ach nuair atá an marc iomlán á ríomh ar chríochnú na tréimhse (na bliana). Más rud é, ag Bord Scrúdaithe dheireadh na bliana (Meitheamh) don chéad suí de thorthaí na scrúduithe (i.e. scrúduithe Sheimeastar 1 agus Sheimeastar 2), go bhfuil marcanna sa réimse 35-39% ag mac léinn sa bhreis ar an gcúiteamh ECTS a cheadaítear ECTS don tréimhse (bliain) sin den chlár, mar a mhínítear i bpointí 1-2 thuas, caithfidh sé/sí gach modúl ar mharc níos ísle ná 40% a athshuí ag an dara suí de na scrúduithe (i.e. athscrúduithe mhí Lúnasa).

I roinnt clár, d'fhéadfadh sé nach mbeadh cead Cúiteamh a thabhairt i gcroímhodúil nó i modúil éigeantacha nó grúpaí modúl, mar dá ndéanfaí a leithéid d'fhéadfaí an bonn a bhaint de thorthaí foghlama an Chláir. Beidh na rialacháin shonracha seo leagtha amach i Sonraíochtaí agus Rialacháin Cláir an Choláiste do na cláir léinn c

## **7.1 Marcanna Scrúdaithe a Uasteorannú**

Le héifeacht ón mbliain acadúil 2015/16 is é pasmharc an mhodúil, viz 40%, an t-uasmharc is féidir a bhronnadh nuair a bheidh modúl á athscrúdú.

Tá eisceacht amháin i gcás roinnt de na modúil ar chlár Scoil an Altranais is é an marc is airde a bhronnfar ná 50%, is é sin an marc chun pas a fháil sna modúil ar na cláir sin. Tá eolas faoi na modúil sin ar fáil ó Scoil an Altranais.

## **7.2 Socruithe maidir le hUasteorannú a chur i bhfeidhm**

Beidh uasteorannú i bhfeidhm do gach clár teagaise iarchéime mar seo a leanas:

1. An bhliain acadúil 2015-16:
  - Beidh uasteorannú i bhfeidhm do gach clár iarchéime a gcuirfear tús leis i mí Mheán Fómhair 2015.
  - Ní bheidh uasteorannú i bhfeidhm i gcás mic léinn a chuireann tús le Bliain a dó de chlár dhá bhliain i mí Mheán Fómhair 2015.
2. An bhliain acadúil 2016-17:
  - Beidh uasteorannú i bhfeidhm i *ngach* bliain de chlár iarchéime a gcuirfear tús leis i mí Mheán Fómhair 2016.
  - Beidh uasteorannú i bhfeidhm i gcás mic léinn a thagann ar ais chun a gclár teagaise iarchéime a chríochnú i ndiaidh dóibh leas a bhaint as saoire neamhláithreachta nó briseadh de chineál eile a ghlacadh óna gcuid staidéir, is cuma má bhí, nó mura raibh an tsaoire sin faofa ag an Ollscoil.

Cuirfear uasteorannú i bhfeidhm i ngach cás, mar atá leagtha amach thuas, mura bhfuil cead faighte an scrúdú a chur siar, féach Cuid 9 den cháipéis seo maidir le Nósanna Imeachta na hOllscoile i leith Scrúdú a Chur Siar.

## 8. Onóracha a Bhronnadh

Ríomhtar onóracha ar chríochnú an chláir de réir na scéime seo a leanas.

|      |                |
|------|----------------|
| H1   | comhiomlán 70% |
| H2.1 | comhiomlán 60% |
| H2.2 | comhiomlán 50% |
| H3   | comhiomlán 40% |

Nóta (1): Bronntar onóracha ar an gcaoi a n-éiríonn leis an mac léinn ar an iomlán sa Scrúdú ina iomláine. Ní bhronntar onóracha ar na torthaí a fhaightear i modúil ar leith.

Nóta (2): Tabharfar grád neodrach do chreidiúint a bhronntar ar réamhfhoghlaim nó ar Aitheantas Réamhfhoghlama (RPL) agus ní chuirfear san áireamh é agus onóracha á ríomh.

## 9. Modúl a chur siar

Caithfear iarratas a dhéanamh ar chead modú(i)l a chur siar go dtí seisiún scrúdaithe eile de réir Nósanna Imeachta na hOllscoile atá i bhfeidhm maidir le Scrúdú a Chur Siar, mar atá leagtha amach i dTreoirínte do mhic léinn maidir le scrúduithe a chur siar:

[https://www.nuigalway.ie/media/uncategorised/deferral\\_of\\_examinations\\_guide\\_for\\_students.pdf](https://www.nuigalway.ie/media/uncategorised/deferral_of_examinations_guide_for_students.pdf)

## - 10. Athscríbhinní

Beidh sonraí maidir le gach modúl a bhfuil marc faighte ina leith le feiceáil ar thrasscríbhinní na mac léinn. Beidh Caighdeán Onóracha na Céime a thuairisceofar bunaithe ar na bandaí gráid ag 6 thuas. Is iad seo a leanas na nótaí eile a bheidh le feiceáil:

- Diolúinte
- As láthair
- Pas
- Pas trí Chúiteamh
- Curtha siar
- Neamhiomlán
- Iniúchadh
- Teip

## 11. Déileáil le hEisceachtaí nó Athruithe

Ní ghlacfar le haon athruithe ar na rialacháin seo ach i gcásanna eisceachtúla amháin. Is éard is **athrú struchtúrtha** ann athrú suntasach buan ar na rialacháin seo a d'fhéadfaí a cheadú do chlár amháin nó níos mó. Sa chás go dteastaíonn **athrú struchtúrtha** chun críche acadúla, caithfear iarratas a dhéanamh ar Choiste na Rialachán Acadúil de chuid Choiste Seasta na Comhairle Acadúla, agus déanfaidh an Coiste sin moladh do Choiste Seasta na Comhairle Acadúla maidir leis na hiarratais a fhaightear. Is éard is lámhaltas ann an Coiste Seasta ag tabhairt cead sonrach, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil, clár staidéir a athrú ó na rialacháin atá leagtha síos. D'fhéadfadh **lámhaltas** a bheith ag teastáil ó thráth go chéile agus is faoi Choiste Seasta na Comhairle Acadúla cinneadh a dhéanamh ina leith, i ndiaidh breithniú agus moladh a bheith déanta ag Coiste na Rialachán Acadúil.



## MASTER OF ACCOUNTING

### POSTGRADUATE DIPLOMA IN PROFESSIONAL ACCOUNTING

#### **Programme Objective:**

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

#### **Entry Requirements:**

To be eligible for admission to the programme, applicants must hold a first or upper second class honours degree in Business or Commerce, with a significant specialisation in Accounting, including particular specialisations and professional accounting exemptions as specified by the Accounting Discipline

The number of places on the programme will be limited, and not all applicants who meet the minimum criteria can be guaranteed admission.

#### **Programme Duration:**

The programme is a one-year full-time course, commencing in September each year. Most modules are taught either in Semester I or in Semester II and are examined at the end of the semester in which they are taught. Repeat examinations are held in Autumn. The module AY537 Skills for Accounting Research and Practice is taught over the full academic year, with a result in this module determined at the end of Semester II, and a repeat sitting at Autumn. The module AY518 Accounting Research Project (which requires completion of two summer schools or a dissertation) is completed after the Semester II examinations, with a result in this module determined in Autumn. Dates for the work in AY518 are determined by the Accounting Discipline.

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

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

A candidate who has passed all of the modules other than AY518 Accounting Research Project within a period of two years from commencement of the programme shall be eligible for the award of Postgraduate Diploma in Professional Accounting.

#### **Programme Content**

##### ***Semester 1***

| <b>Code</b> | <b>Module</b>                      | <b>ECTS</b> |
|-------------|------------------------------------|-------------|
| AY5100      | Taxation I                         | 5 (Core)    |
| AY5103      | Management Accounting              | 5 (Core)    |
| AY5104      | Investment and Financing Decisions | 5 (Core)    |
| AY5116      | Auditing 1                         | 5 (Core)    |
| AY5118      | Advanced Financial Accounting I    | 5 (Core)    |

##### ***Elective Modules (choose one - subject to availability)***

|        |                              |   |
|--------|------------------------------|---|
| MG571  | Strategic Management         | 5 |
| MS5104 | Decision Theory and Analysis | 5 |

##### ***Semester 2***

| <b>Code</b> | <b>Module</b>                             | <b>ECTS</b> |
|-------------|---|-------------|
| AY5101      | Taxation II                               | 5 (Core)    |
| AY5102      | Management Control Systems                | 5 (Core)    |
| AY5105      | Corporate Finance                         | 5 (Core)    |
| AY5117      | Auditing II                               | 10 (Core)   |
| AY5119      | Advanced Financial Accounting II          | 10 (Core)   |
| AY537       | Skills for Accounting Research & Practice | 5 (Core)    |

##### ***Year Long***

| <b>Code</b> | <b>Module</b> | <b>ECTS</b> |
|-------------|---------------|-------------|
| AY518       | Project       | 20 (Core)   |

## Syllabii

### *AY5100 - Taxation I*

The objective of this course is to provide an insight into and appreciation of the impact of taxation on business and business decisions. It will assist students to understand and apply the legislation, procedure and practices governing Capital Gains Tax. It will also provide an understanding of the theoretical basis for taxation and address ethical, and international aspects of taxation.

### *AY5101 - Taxation II*

The objective of this course is to provide an insight into and appreciation of the impact of taxation on business and business decisions. It will assist students to understand and apply the legislation, procedure and practices governing Corporation Tax and Capital Acquisitions Tax. It will also build on the content covered in Taxation I (AY5100) to aid students in assessing and evaluating tax policy.

### *AY5102 - Management Control Systems*

The objectives of this module are to facilitate students in developing an ability to critically evaluate the conceptual and practical issues in the design of managerial control systems, including distinctive budgetary and non-budgetary mechanisms, divisional performance evaluation, and strategic performance management.

### *AY5103 - Management Accounting*

The objective of this module is to facilitate students in developing and applying a comprehensive understanding of the role of management accounting information in business decision-making, especially the analysis of complex and unstructured decision situations in a strategic context. The module explores the role of management accounting information in supporting the strategic management processes in an organisation, including strategic cost management and strategic pricing. The module also addresses the design and application of costing systems (both traditional and innovative) in ways which recognise context-specific considerations of a technical, managerial, and cost-benefit nature. Furthermore, the module addresses the strategic importance of performance measurement systems which use both financial and nonfinancial measures of performance.

### *AY5104 - Investment and Financing Decisions*

The objectives of this module are to facilitate students in developing and applying a comprehensive understanding of the role of corporate finance in investment and financing decision-making, especially the analysis of complex structured and unstructured decision situations in a strategic context. The module explores the role of finance theory and corporate finance tools and techniques in supporting the strategic capital investment and financing decision-making processes in an organisation.

### *AY5105 - Corporate Finance*

The objectives of this module are to facilitate students in developing and applying a comprehensive understanding of the role of corporate finance in strategic financial decision-making contexts in particular in financing and valuation decisions giving detailed consideration to risk. The module focuses on decision-making under conditions of uncertainty and requires consideration of theoretical and real-world conditions in financial decision-making in a strategic context. The module explores the role of finance theory and corporate finance tools and techniques in supporting the strategic investment, financing and related decision-making processes in an organisation.

### *AY5116 - Auditing I*

The objective of this course is to give students a professional understanding of the role and function of the External Auditor, the principles that underpin modern auditing and the fundamental core processes involved in the audit of the Financial Statements of a corporate entity. As well as focusing on the role of Auditing in a business and societal context, this module will introduce students to the domestic and European legal and regulatory auditing environment and the challenges for auditing in the modern era.

### *AY5117 - Auditing II*

This module will build on the module Auditing I' which is a prerequisite to this module. The module will extend students understanding of approaches to auditing addressing complex areas such as 'Going Concern' and audit completion obligations and challenges. Further, the module will address the preparation of complex and qualified audit reports, and the auditor's responsibilities to report to relevant bodies other than the organisation's members especially in cases of fraud. Finally, the module will cover approaches to auditing in IT settings and approaches to sampling in an auditing context.

### *AY5118 - Advanced Financial Reporting*

The objective of this module is to develop students' understanding of the regulatory framework for the international financial reporting. They will build a conceptual understanding of advanced problems of financial

reporting together with the ability to apply complex international financial reporting standards (IFRS) to practical situations. Students will consolidate their ability to prepare and analyse complex financial statements.

#### *AY5119 - Advanced Financial Reporting I*

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

#### *AY518 - Research Project*

The objective of this module is to familiarise students with a range of contemporary global issues that influence how businesses operate, and how management both accounts for the stewardship of the business, and, assesses the management of organisational performance. This module will involve opportunities for students to gain a deeper understanding of these matters and be able to critically assess the implications these issues have for businesses and performance measurement. The module also aims to broaden students' skills in assessing organisational performance.

#### *AY537 - Skills for Accounting Research and Practice*

The objective of this module is to develop students' skills for a transformed accounting and finance profession. While technical skills remain critical, accountants are increasingly expected to demonstrate robust communication, presentation and analytical skills. This module is designed to address these requirements and thus develop students' employability skills. Excel is extensively used within the accounting profession, however many users only use a limited range of features. Covering more advanced Excel techniques makes users more productive and efficient enabling manipulation of large complex data sets into useful insights. Advanced Excel skills is a key business proficiency in contemporary organisations, facilitating faster and better decision making.

#### *MG571 - Strategic Management*

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

#### *MS5104 - Decision Theory and Analysis*

The objective of this course is to introduce students to the different aspects of decision theory and analysis and specifically how these apply to business.

## MASTER OF SCIENCE IN CORPORATE FINANCE

### **Programme Objectives**

The MSc in Corporate Finance is designed to equip you with analytical and decision-making skills relevant to the finance industry. It combines specialist knowledge, practical insight and an advanced understanding of corporate finance theory and practice. Potential careers include roles in investment banking, commercial banking, fund management, insurance, corporate finance services, and in finance divisions of firms in other industries and sectors.

### **Entry Requirements**

Applicants should normally hold a qualification from a university or other internationally recognised academic institution or authority, corresponding to a H2.1 undergraduate honours degree (NFQ Level 8 or international equivalent) in:

- (a) Business/Commerce to include a number of quantitative subjects such as Economics or Finance; or
- (b) A quantitative-based degree such as Engineering, Mathematics, Physics and Economics.

Applicants should have demonstrated strong academic ability (a H1 or H2.1, or equivalent) in a number of quantitative modules in their degree, such as mathematics, statistics, or econometrics. The qualification must include an element of quantitative techniques, for example, graduates of Business Studies, Engineering, Computer Science, other Sciences, Mathematics or other courses that have some quantitative content.

All applicants whose first language is not English, must present one of the following qualifications in the English language: IELTS (6.5 overall, with no less than 5.5 in any component), TOEFL (88) or PTE (61). Language test must be taken no more than two years prior to commencement of your programme at the University.

## Programme Structure

The programme will be offered on a full-time basis over one academic year. The programme will consist of lectures, practical classes, seminars and projects in the required subjects. To be eligible for the award of the MSc in Corporate Finance, candidates must successfully complete modules to a total of 90 ECTS.

## Programme Content

### *Semester 1*

| <b>Code</b> | <b>Module</b>                                  | <b>ECTS</b> |
|-------------|--|-------------|
| AY5131      | International Financial Reporting and Analysis | 10 (Core)   |
| AY5106      | Accounting for Management                      | 5 (Core)    |
| AY5108      | Intermediate Corporate Finance                 | 5 (Core)    |
| EC5104      | Applied Portfolio Management                   | 10 (Core)   |

### *Semester 2*

| <b>Code</b> | <b>Module</b>                   | <b>ECTS</b> |
|-------------|---------------------------------|-------------|
| AY5109      | Advanced Corporate Finance      | 5 (Core)    |
| EC5119      | Derivatives and Risk Management | 10 (Core)   |
| MG5113      | Business and Society            | 5 (Core)    |

*Elective Modules - Choose 20 ECTS (subject to availability)*

| <b>Code</b> | <b>Module</b>   | <b>ECTS</b> |
|-------------|---|-------------|
| AY5107      | Accounting for Management Control                     | 5           |
| AY5126      | Analytical and Communication Skills Development       | 5           |
| AY5122      | Advanced International Financial Reporting & Analysis | 5           |
| *AY5130     | Sustainable Corporate Finance & Accounting            | 5           |
| EC5124      | Economics and the Global Economy                      | 10          |
| MS5109      | Business Analytics with SAP                           | 10          |

### *Semester 3 (choose 20 ECTS)*

|        |  |    |
|--------|--|----|
| AY5129 | Corporate Finance Placement  | 20 |
| AY5128 | Summer Schools in Accounting & Finance: Contemporary Global Issues | 20 |

\*Not available 2020/21

## Syllabii

### *AY5106 - Accounting for Management*

The objective of this module is to facilitate students in developing and applying a comprehensive understanding of the role of management accounting information in business decision-making, especially the analysis of complex and unstructured decision situations in a strategic context. The module explores the role of management accounting information in supporting the strategic management processes in an organisation, including strategic cost management and strategic pricing. The module also addresses the design and application of costing systems (both traditional and innovative) in ways which recognise context-specific considerations of a technical, managerial, and cost-benefit nature.

### *AY5107 - Accounting for Management Control*

The objectives of this module are to facilitate students in developing an ability to critically evaluate the conceptual and practical issues in the design of managerial control systems, including distinctive budgetary and non-budgetary mechanisms, divisional performance evaluation, and strategic performance management.

### *AY5108 - Intermediate Corporate Finance*

The objectives of this module are to facilitate students in developing and applying a comprehensive understanding of the role of corporate finance in investment and financing decision-making, especially the analysis of complex structured and unstructured decision situations in a strategic context. The module explores the role of finance theory and corporate finance tools and techniques in supporting the strategic capital investment and financing decision-making processes in an organisation.

#### *AY5109 - Advanced Corporate Finance*

The objectives of this module are to facilitate students in developing and applying a comprehensive understanding of the role of corporate finance in strategic financial decision-making contexts in particular in financing and valuation decisions giving detailed consideration to risk. The module focuses on decision-making under conditions of uncertainty and requires consideration of theoretical and real-world conditions in financial decision-making in a strategic context. The module explores the role of finance theory and corporate finance tools and techniques in supporting the strategic investment, financing and related decision-making processes in an organisation.

#### *AY5122 - Advanced International Financial Reporting and Analysis*

The objectives of this course are to develop in students an awareness of the methods available for dealing with advanced problems of financial reporting, the ability to apply complex accounting standards to practical situations and to consolidate their ability to prepare and analyse company financial statements.

#### *AY5126 - Analytical and Communication Skills Development*

The objective of this module is to develop students' skills for a changing accounting and finance profession. The module focuses on the development of analytical, writing, presentation and employability skills.

#### *AY5128 - Summers Schools in A&F: Contemporary Global Issues*

The objective of this module is to familiarise students with a range of contemporary global issues that influence how businesses operate, and how management both accounts for the stewardship of the business, and, assesses the management of organisational performance. This module will involve opportunities for students to gain a deeper understanding of these matters and be able to critically assess the implications these issues have for businesses and performance measurement. The module also aims to broaden students' skills in assessing organisational performance.

#### *AY5129 - Corporate Finance Placement*

There is strong evidence to suggest that placements and work experience are extremely valuable to students, both in terms of their academic performance in their chosen profession and enhancing their employability. In the MSc in Corporate Finance we recognise that every student is different thus getting the 'fit' right between the student and the host company for placements is a priority for us. As placements are paid, employers regard students on this programme as real employees and expect them to bring value. Consequently, students are guaranteed to be challenged and supported simultaneously as they gain practical experience of working in the world of corporate finance. From the start we encourage students to look within in order to acknowledge who they truly are, what they like to do, what makes them happy, what they are really good at, what they would like to be really good at and to acknowledge their values, desires and ambitions. And then we actively help students to seek and secure a position in a company where they will thrive and grow, both personally and as a finance professional, over a 10-week paid professional placement.

#### *AY5130 - Sustainable Corporate Finance and Accounting (not available 2020/21)*

Sustainability is a global priority and finance professionals have a crucial role to play in enabling organisations to align profitability and sustainability. The objective of this module is to provide students with a knowledge of sustainability issues and the practices of sustainable finance and accounting. This module will explore how traditional corporate finance and accounting techniques are applied in a sustainable context. In addition, students will gain an understanding of how environmental, social and governance (ESG) criteria can inform decision making and shape organisational strategies.

#### *AY5131 - International Financial Reporting and Analysis*

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 designed for students who have little or no previous knowledge of accounting. The course will provide a good basic foundation in Financial Accounting and Analysis and will also develop students' knowledge of the regulatory framework and ethical considerations which apply to international financial reporting. Students will enhance their ability to analyse financial statements by developing a conceptual understanding of the International Financial Reporting Standards (IFRS) covered, together with the ability to apply these standards to practical accounting problems and prepare and analyse financial statements.

#### *EC5104 - Applied Portfolio Management*

Successful portfolio management requires the development of a broad array of quantitative and qualitative skills, involving an analysis of both the investment instruments available in the capital market and the objectives and constraints of the ultimate investor. In addition, we will explore the linkages between portfolio management and modern risk management. This involves some interaction with the Semester 2 module EC568 Derivatives & Risk

Management. We will also explore how to perform some of the quantitative analysis using Excel. This will be integrated into your year's work assignment. To facilitate your learning of Excel, a series of laboratory sessions will be scheduled later in the semester. Guest speakers from the financial services industry will give talks on aspects of portfolio management. Further details will be made available as the times and dates for these talks are confirmed.

#### *EC5119 - Derivatives and Risk Management*

This course is an introduction to modern derivatives and risk management. We begin by exploring the basic features of futures, swaps and options with an emphasis on economic intuition and understanding, although important quantitative techniques are developed. We use the insights developed in these topics to examine some well-known examples of derivatives mishaps and recent applications of derivatives, including credit derivatives and weather derivatives.

#### *EC5124 - Economics and the Global Economy*

The aim of this module is to increase students' understanding of economics and economic issues in the global economy. Topics include the scope of economics, global economic issues, methodology and economic models, role of economic policy and policymakers, economic performance: measurement and analysis, and the economic and business environment.

#### *MG5113 - Business & Society*

The module provides a comprehensive overview of the intersection between business and society, including the challenges facing organisations as they pursue global business activities. Ethics in business has grown to be of increasing importance in the world of today, as companies have been placed in the moral spotlight by shareholders, consumers, employees and governments. The growing complexities of the global economy demand a broader and a deeper view of the interaction between business and society than that offered by current management approaches that focus on reforming corporate behaviour. This module places business ethics in a richer contextual setting, focusing on the challenges that businesses must now confront, and exploring how these issues can be met by a rethinking of business models, goals and strategies. The course enables students to engage with contemporary social issues related to global business and gain an appreciation of these issues from the perspective of managers, government, citizens and consumers. The module incorporates academic, professional and industry input.

#### *MS5109 - Business Analytics with SAP*

The objective of this module is to provide students with practical experience of an industry-standard Business Analytics/Intelligence system and knowledge of how such a system may impact organisations. Firstly, this module will involve undertaking a certification in SAP HANA through the successful completion of case studies in an SAP education system. Secondly, students are required to reflect on the impact and value of business intelligence systems for organisations.

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

### **Programme Objective**

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

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

These modeling skills are increasingly in demand in industry, local and national government, utilities, consultancies, environmental agencies and academia. Employers are looking for economists, with an interdisciplinary background who have good skills across all major areas of economics yet who are quantitatively highly competent.

The programme also aims to deepen students' knowledge of interactions between economy, society and natural resources. Students will have the opportunity to develop analytical modeling tools and draw on concepts coming from many different disciplines and fields of expertise to propose policy measures for sustainable development. They will have the ability to influence the formulation of business and corporate strategies in the marine, energy and agriculture sectors and shape regulatory policy.

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

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

*\*The 1MNR1 full-time and part-time programme is being replaced with a new programme in 2018/19 called M.Sc. Global Environmental Economics. For 2018/19 only Year 2 of the MNR programme applies to allow the part-time students complete it.*

### **M.Econ.Sc. (Natural Resource Economics & Policy) (part-time) – Year 2**

#### **Programme Content**

Students must take all 5 core modules in Year 2

| <i>Core</i>                                | <i>Semester</i> | <i>ECTS</i> |
|--|-----------------|-------------|
| EC506 Econometrics                         | 1               | 10          |
| EC5103 Natural Resource Governance         | 1               | 10          |
| EC517 Cost Benefit Analysis and Evaluation | 2               | 10          |
| EC561 Economic Modelling                   | 2               | 10          |
| EC505 Dissertation                         | 1 & 2           | 10          |

#### *EC506 Econometrics*

Topics covered include the linear regression model, dummy variables, biases due to omitted variables, extraneous variables, heteroscedasticity, and autocorrelation, probit and logit models, and regression analysis in practice.

#### *EC5103 Natural Resource Governance*

The term “environmental governance” has been widely used in relation to the concept of sustainable development.

The module takes a capital based approach to the study of sustainability. In this regard particular attention will be given to the relationship between social capital, natural capital and physical capital and institutions and regimes that govern these forms of capital in the context of natural resource management.

#### *EC517 Cost Benefit Analysis & Evaluation*

Evaluation of public sector projects or programmes is important and is required to ensure that resources are used in the best possible way and also to ensure that the government is getting value for money. The objective of this module is to introduce students to evaluation procedures and to Cost Benefit Analysis, the most commonly employed method for the evaluation of public sector projects or programmes.

#### *EC561 Economic Modelling*

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

#### *EC505 Dissertation*

The thesis provides an opportunity for independent and original work. The aims of the dissertation is to enable the student to critically evaluate research in economics; to demonstrate independent research and to apply theoretical knowledge acquired; to demonstrate critical thinking skills and to produce a well written minor dissertation of approximately 10,000 words in length that contributes to existing knowledge; and where appropriate is normally linked to an internship. This module involves a series of discussions and meetings with supervisors, submission of research proposals, progress reporting to supervisors within agreed timeframes, and linked to the internship where appropriate.

## M.SC. IN GLOBAL ENVIRONMENTAL ECONOMICS

This programme is designed to address many of the greatest challenges facing societies around the world today including climate change, food and energy security, the need to achieve sustainable and resilient forms of economic development, pollution or biodiversity loss. A global environmental economics perspective is central to our understanding of these challenges and students acquire relevant theoretical and practical skills to meet these global challenges and formulate appropriate policy responses. A unique combination of theoretical and applied subjects is delivered through small group teaching by academics as well as industry and policy experts. This guarantees a practical focus that is further strengthened through work placements in related companies or research institutes in Ireland or abroad.

### Programme objectives

The programme objectives of the MSc in Global Environmental Economics are:

Core economic knowledge - our graduates will understand and analyse global environmental issues from an economic perspective

Analytical skills – our graduates will have advanced knowledge of economic methods used to analyse environmental problems

Influence public policy – our graduates will have the required knowledge and skills to critically evaluate and inform future public policy in relation to the environment

Global perspective – our graduates will be able to understand interlinkages regarding environmental problems and how these differ around the world

Communication skills – our graduates will have effective communication skills and be proficient with various media

### Learning objectives

On successful completion of this programme, graduates should be able to:

- Apply suitable theoretical and practical economic methods to analyse global environmental challenges;
- Conduct economic evaluations of environmental policies and projects;
- Apply advanced econometric and statistical methods to analyse various environmental problems;
- Utilise economic theory and practical skills to inform public policy;
- Discuss and explain differences and similarities regarding environmental problems around the world;
- Critically evaluate and summarize the current scholarly environmental economics literature in selected specialized fields;
- Communicate clearly the outcomes of analyses and recommended actions and decisions

### Programme Structure (Full-time)

#### *Semester 1 Core*

| <b>Mod Code</b> | <b>Module Title</b>                          | <b>ECTS credits</b> |
|-----------------|--|---------------------|
| EC501           | Microeconomic Theory                         | 10                  |
| EC506           | Econometrics                                 | 10                  |
| EC5118          | Climate Change Economics                     | 10                  |
| EC5117          | Natural Resource Governance & Sustainability | 10                  |



*Semester 2 Core*

| <b>Mod Code</b> | <b>Module Title</b>  | <b>ECTS credits</b> |
|-----------------|--|---------------------|
| EC5115          | Environmental Economic Modelling                                     | 10                  |
| EC517           | Cost Benefit Analysis & Evaluation                                   | 10                  |
| EC5116          | Global Issues in Agricultural, Marine and Renewable Energy Economics | 10                  |

|       |              |    |
|-------|--------------|----|
| EC505 | Dissertation | 10 |
|-------|--------------|----|

Plus one optional module

| <b>Mod Code</b> | <b>Module Title</b>                               | <b>ECTS credits</b> |
|-----------------|---|---------------------|
| EC5102          | Renewable Energy Economics and Policy             | 10                  |
| MS5109          | Business Analytics with SAP                       | 10                  |
| EC5119          | Derivatives and Risk Management                   | 10                  |
| MK5132          | Social Marketing and Environmental Sustainability | 10                  |
| EC5121          | Applied Econometrics                              | 10                  |

**Programme Structure (Part-time) Year 1**
*Semester 1 Core*

| <b>Mod Code</b> | <b>Module Title</b>      | <b>ECTS credits</b> |
|-----------------|--------------------------|---------------------|
| EC501           | Microeconomic Theory     | 10                  |
| EC5118          | Climate Change Economics | 10                  |

*Semester 2 Core*

| <b>Mod Code</b> | <b>Module Title</b>  | <b>ECTS credits</b> |
|-----------------|--|---------------------|
| EC5116          | Global Issues in Agricultural, Marine and Renewable Energy Economics | 10                  |

Plus one optional module

| <b>Mod Code</b> | <b>Module Title</b>                               | <b>ECTS credits</b> |
|-----------------|---|---------------------|
| EC5102          | Renewable Energy Economics and Policy             | 10                  |
| MS5109          | Business Analytics with SAP                       | 10                  |
| MK5132          | Social Marketing and Environmental Sustainability | 10                  |
|                 |   |                     |
| EC5121          | Applied Econometrics                              | 10                  |

**Programme Structure (Part-time) Year 2**
*Semester 1 Core*

| <b>Mod Code</b> | <b>Module Title</b>                          | <b>ECTS credits</b> |
|-----------------|--|---------------------|
| EC506           | Econometrics                                 | 10                  |
| EC5117          | Natural Resource Governance & Sustainability | 10                  |

*Semester 2 Core*

| <b>Mod Code</b> | <b>Module Title</b>                | <b>ECTS credits</b> |
|-----------------|------------------------------------|---------------------|
| EC5115          | Environmental Economic Modelling   | 10                  |
| EC517           | Cost Benefit Analysis & Evaluation | 10                  |

|       |              |    |
|-------|--------------|----|
| EC505 | Dissertation | 10 |
|-------|--------------|----|

**Module Descriptions**
**Semester 1**
*Econometrics*

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

has evolved from simply describing a set of abstract statistical recipes, to showing how econometrics can be used to empirically study questions across a variety of disciplines.

#### *Climate Change Economics*

This module will apply the theoretical and practical tools of economic analysis to the problem of climate change. A particular focus will be on economic evaluation of the costs of climate change (empirical estimation of climate damages) and the economic tools used to evaluate climate policy (climate-economy models).

#### *Microeconomic Theory*

The course will cover the core topics in microeconomic theory at the Masters level.

#### *Natural Resource Governance & Sustainability*

The term “environmental governance” has been widely used in relation to the concept of sustainable development. The module takes a capital-based approach to the study of sustainability. In this regard particular attention will be given to the relationship between social capital, natural capital and physical capital and institutions and regimes that govern these forms of capital in the context of natural resource management.

### **Semester 2**

#### *Environmental Economic Modelling*

This module covers a number of key economic modelling approaches typically applied in environmental economics. Topics covered are revealed and stated preference techniques, economic experiments, as well as GIS and spatial methods. The course has an applied focus and students learn to estimate and apply several quantitative models.

#### *Cost Benefit Analysis & Evaluation*

Evaluation of public sector projects or programmes is important and is required to ensure that resources are used in the best possible way and also to ensure that the government is getting value for money. The objective of this module is to introduce students to evaluation procedures and to Cost Benefit Analysis, the most commonly employed method for the evaluation of public sector projects or programmes.

#### *Dissertation*

The thesis provides an opportunity for independent and original work. The aims of the dissertation is to enable the student to critically evaluate research in economics; to demonstrate independent research and to apply theoretical knowledge acquired; to demonstrate critical thinking skills and to produce a well written minor dissertation of approximately 10,000 words in length that contributes to existing knowledge; and where appropriate is normally linked to an internship. This module involves a series of discussions and meetings with supervisors, submission of research proposals, progress reporting to supervisors within agreed timeframes, and linked to the internship where appropriate.

#### *Global Issues in Agricultural, Marine and Renewable Economics*

This module covers economic concepts about a wide range of problems and issues related to agriculture, marine and renewable energy. This course focuses on contemporary issues and topics may vary from year to year. Examples are agricultural production, markets, trade and policy, asymmetric information. Economic analyses to evaluate specific marine policies in the areas of marine tourism and recreation, shipping, aquaculture, fishing, coastal development, and the protection of marine habitats and biodiversity will also be covered. Finally, the course covers energy policies concerned with energy systems including, wind, solar and tidal and wave power. The course has a global emphasis using material from both developed and developing countries.

## Optional Modules

### *Business Analytics with SAP*

The objective of this module is to provide students with practical experience of an industry-standard Business Analytics/Intelligence system and knowledge of how such a system may impact organisations. Firstly, this module will involve undertaking a certification in SAP BW through the successful completion of case studies in an SAP education system. Secondly, students are required to reflect on the impact and value of business intelligence systems for organisations.

### *Derivatives and Risk Management*

This course is an introduction to modern derivatives and risk management. We begin by exploring the basic features of futures, swaps and options with an emphasis on economic intuition and understanding, although important quantitative techniques are developed. We use the insights developed in these topics to examine some well-known examples of derivatives mishaps and recent applications of derivatives, including credit derivatives and weather derivatives.

### *Renewable Energy Economics and Policy*

A key focus of the module is the optimal provision of renewable energy resources and it addresses problems that arise due to the variability of renewable energy from an economic perspective and the incomplete nature of markets for these resources. The course will address the theory of externalities, missing markets and property rights; the theory of public goods and Nash-Cournot equilibria. Attention is given to energy externalities, public goods, Pigovian taxes in the energy sector, emission standards, tradable permits and tradable energy certificates. The economics of energy distribution systems and energy firm behavior and electricity deregulation is critically analyzed. Electricity pricing systems such as peak load pricing, energy efficiency and energy conservation is explored. The course evaluates specific energy policies concerned with energy systems including, wind, photovoltaic, and tidal and wave power. Emphasis will be given to an analysis of policies concerned with renewable energy in both developed and developing countries.

### *Social Marketing and Environmental Sustainability*

This course challenges the student to consider and critically reflect upon the scope for marketing principals, tools and techniques relevant to the UN SDG17 Goals for social change, innovation and societal challenges. Marketing's insights, concepts and techniques can be applied equally well outside the commercial marketplace in different exchange systems to tackle behaviourally driven social inequalities such as obesity and climate change and drive sustainable goals such as sustainable transport, waste management, ocean literacy and circular economies. This course shows that Marketing, as a provisioning system for private and public offerings, is a means of influencing our behaviours while Social Marketing, as a multiplicity of people and stakeholder systems interacting to create patterns of behaviours, choices and values over time in a dynamic macro-micro context, is a means of influencing our behaviour for the betterment of the individual and society.

### *Applied Econometrics*

This module introduces the student to econometric methods for the estimation of associative and causal effects and equips the student to undertake such analysis for the purposes of informing decision-making in the public policy and/or private enterprise spheres.

## MASTER OF ECONOMIC SCIENCE: INTERNATIONAL FINANCE

### Programme Objective

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

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

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

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

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

### Semester 1

#### Core

EC5104 Applied Portfolio Management  
EC5109 Macroeconomic Theory and Policy  
EC5128 Financial Econometrics

Plus 1 optional module

#### Optional

EC501 Microeconomic Theory  
EC5129 Global Financial Economics

### Semester 2

#### Core

EC563 International Finance  
EC5119 Derivatives and Risk Management  
EC5127 Financial Data Analytics

Plus 1 optional module optional module:

EC5124 Economics and the Global Economy  
EC5126 Financial and Macroeconomic  
History

In addition students must also complete a minor dissertation.

### Year Long:

#### Core

EC505 Dissertation

## Course Descriptions (10 ECTS per module )

### *Applied Portfolio Management*

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

### *Derivatives and Risk Management*

This course is an introduction to modern derivatives and risk management. We begin by exploring the basic features of futures, swaps and options with an emphasis on economic intuition and understanding, although important quantitative techniques are developed. We use the insights developed in these topics to examine some well-known examples of derivatives mishaps and recent applications of derivatives, including credit derivatives and weather derivatives.

### *Financial Econometrics*

The aim of this course is to provide students with an accessible introduction to current models and techniques in time series analysis. This course is designed to provide students with the tools needed to carry out empirical research in international finance. Students will be given the opportunity to apply these tools in a financial econometrics research project. The project and course lab sessions will provide students with hands on experience in analysing time series data sets.

### *Financial Data Analytics*

The aim of this module is to introduce students to financial data analytics and empirical methods used in finance. The module focuses on quantitative techniques that are used in asset valuation, portfolio management, derivative valuation, risk management and financial decision making. Different core financial models are estimated and discussed. In addition, students are introduced to machine learning techniques in finance. Overall, the module has an applied focus and students will get hands-on experience with financial data analytics based on real data. Students will also be introduced to computer programming in Python, where these financial techniques are implemented.

### *Global Financial Economics*

This module surveys developments in global financial markets and institutions, providing an overview of challenges for industry, policy and society. A key focus is on sourcing high quality data and analysis on industry developments, and on framing interpretations in the light of evolving theoretical approaches, and societal concerns. Particular attention is paid to developments in banking systems and securities markets in a post-global financial crisis environment, and to challenges for regulators and for industry in respect of rapid technological and political change.

### *Financial and Macroeconomic History*

Economists and financial market participants increasingly value the perspectives and insights offered by historical approaches. This module surveys the evolution of financial markets and institutions, and their relationships to the evolving global macroeconomic environment. Focussing initially on Europe and Atlantic economies, we survey the development of equity, foreign exchange, and government debt markets over historical time, exploring the availability of empirical evidence from diverse sources. There is a particular emphasis on how modern finance theory and time series econometrics are both useful in, and challenged by, historical financial data.

### *International Finance*

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

### *Macroeconomic Theory and Policy*

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

### *Microeconomic Theory*

The course will cover the core topics in microeconomic theory at the Masters level.

### *Minor Dissertation*

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

## EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

### Programme Aim

The aim of the programme is to enable participants to prepare for accelerated career progression through the acquisition of the knowledge, skills and competencies necessary for success in strategic management and senior leadership roles.

### Programme Objective

The programme objectives are:

- To provide immediate value through the delivery of learning that is contemporary, relevant and impact affirming with immediate applicability to work and business context.
- To provide a vibrant executive development environment characterised by shared learning with like-minded, ambitious people from a broad range of backgrounds and experiences.
- To provide participants with an excellent learning experience that is highly interactive, built on the business expertise of the participants and led by domain experts.
- To challenge participants to think differently.
- To expand the career options and earning potential of participants.

### Entry Requirements

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

### Programme Structure

The Executive MBA programme is a taught programme, offered on a part-time basis over a period not exceeding two academic years. Participants will attend classes on a block release basis. In year 1, participants will also attend an induction session prior to the start of the first semester and a residential component, both of which will be integrated with the early teaching blocks. Participants who successfully complete the requirements of the first year and choose to exit the programme are eligible for the award of the Postgraduate Diploma in Management. This award is confined to those first year Executive MBA candidates who, having passed first year, decide not to proceed to second year of the Executive MBA.

## FIRST YEAR MODULES FOR THE EXECUTIVE MBA PROGRAMME

Year 1 consists of 45 ECTS comprising of 5 non-semester credits, 20 credits in Semester One and 20 credits in Semester Two. Semester Two credits are taken from the current cycle i.e. Cycle I or Cycle II. The modules for the first year of the Executive MBA programme are as follows:

### Year 1 Non-Semester (Year Long - Semester II examination)

| <i>Code</i> | <i>Module</i>          | <i>ECTS</i> |
|-------------|------------------------|-------------|
| FA5103      | Leadership Development | 5           |

### Year 1 Semester One

| <i>Code</i> | <i>Module</i>                   | <i>ECTS</i> |
|-------------|---------------------------------|-------------|
| AY532       | Accounting for Managers         | 5           |
| MG578       | Management and Organisation     | 5           |
| MK5124      | Marketing for Executives        | 5           |
| MS5110      | Managing the Digital Enterprise | 5           |

### Semester Two - Cycle I

| <i>Code</i> | <i>Module</i>         | <i>ECTS</i> |
|-------------|-----------------------|-------------|
| MK516       | Business Negotiations | 5           |

#### Plus

AY533 Financial Management 5

And

MG579 Human Resource Management 5

And

EC554 Economics and the Business Environment 5

#### Plus

MS5111 Lean Principles for Managers 5

Or

FA5100 Contemporary Issues Visiting Scholar Elective 5

### Semester Two - Cycle II

| <i>Code</i> | <i>Module</i>                   | <i>ECTS</i> |
|-------------|---------------------------------|-------------|
| MG588       | Innovation and Entrepreneurship | 5           |

Or

EC5112 Irish Economy in a Global Context 5

#### Plus

AY535 Performance Management, Governance & Ethics 5

And

MK517 Strategic Marketing 5

Or

MS5112 Business Analytics and Decision Making 5

#### Plus

MS5113 Systems for Team Empowerment 5

Or



|        |   |   |
|--------|---|---|
| MK5125 | Digital Marketing                             | 5 |
| Or     |   |   |
| FA5101 | Contemporary Topics Visiting Scholar Elective | 5 |

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

Year 2 will consist of 45ECTS comprising of 10 non-semester credits, 15 credits in Semester One and 20 credits in Semester Two. Semester Two credits are taken from the current cycle i.e. Cycle I or Cycle II. The modules for the second year of the Executive MBA programme are as follows:

#### **Year 2 Non-Semester (Year Long - Semester II examination)**

| <i>Code</i> | <i>Module</i>                        | <i>ECTS</i> |
|-------------|--------------------------------------|-------------|
| MG6113      | Applied Strategic Leadership Project | 5           |

#### **Year 2 Non-Semester (Summer - Semester II examination)**

| <i>Code</i> | <i>Module</i>                    | <i>ECTS</i>       |
|-------------|----------------------------------|-------------------|
| FA5102      | International Leadership Gateway | 5 (2017 Entrants) |

#### **Year 2 Semester One**

| <i>Code</i> | <i>Module</i>         | <i>ECTS</i> |
|-------------|-----------------------|-------------|
| MG528       | Strategic Management  | 5           |
| MG590       | Leadership and Change | 5           |
| MG6114      | Business Consulting   | 5           |

#### **Year 2 Semester Two**

As per Semester Two Cycle I or Cycle II above.

### **ELECTIVE MODULES FOR THE EXECUTIVE MBA PROGRAMME**

The electives modules offered will depend on a minimum number of participants sufficient to facilitate adequate interactivity and peer-to-peer discussion. Normally, the minimum class size is about 14 participants. Electives are also dependant on the availability of teaching staff.

#### **Marks and Standards**

Participants must accumulate 90 ECTS credits across year 1 and year 2 to be eligible for the award of the Executive MBA degree.

#### **Award of Honours**

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

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

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

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

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

A minimum pass mark of 40% is required in each module for the award of credit. The calculation of the final award is based on the average of the combined results of Year One and Year Two, which have equal weighting.

## Syllabii

### *Year 1: Non-Semester – (Semester 2 Examination)*

#### *Leadership Development*

This year long module is the Launchpad for your leadership and professional development its aim is to provide the foundational development that will enabling you to provide effective leadership in a volatile, uncertain, complex and ambiguous world. Commencing with an intensive residential programme aimed at an exploration of the dynamics of leadership development through an investigation of both horizontal and vertical development. Participants will categorise leadership styles and reflect on their dominant leaning before beginning a journey of self-awareness and vertical development. The module will explore leadership approaches to Strategic Thinking, Leading Change, Conflict and Leading across boundaries. The module will also focus on the development of critical internal consulting and business interface skills.

### *Year 1: Semester 1*

#### *Accounting for Managers*

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

#### *Management and Organisation*

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

#### *Contemporary Marketing for Executives*

The creation of value is intrinsic to marketing and essential for organisations wishing to engage with their target markets. Marketing is a process for understanding markets, for quantifying the present and future value required by the different groups of customers within these markets, for communicating this to all other functions with responsibility for delivering this value and for measuring the value actually delivered. For marketing to be effective, all other functions should be 'market driven'.

In this digital age, to go along with proven traditional marketing methods, marketers have a dazzling set of new online, mobile, and social media tools for engaging customers anytime, anyplace to jointly shape brand conversations, experiences, and community.

#### *Managing the Digital Enterprise*

Information Technology and the Information Systems that they enable are now pervasive within and between Enterprises and have given rise to the term 'Digital Enterprises'. In addition to being pervasive these systems continue to adapt and evolve at a rapid pace. Managing and directing such complex and evolving systems requires that an executive understands the fundamental technologies within these systems, their impacts on the enterprise and the most appropriate way to manage these systems to deliver value to the Enterprise. Participants in this module will develop a critical understanding of the key systems currently being used in organisations; Enterprise systems, E-business systems, Decision support systems, Collaborative systems, IT security systems. In addition, the module will look at best practice in using, managing and developing these systems to add value to the Enterprise.

## **Year 2: Non-Semester – (Semester 2 Examination)**

### *International Leadership Gateway*

Organisations operate in a global context and whether your organisation is operating nationally or internationally it faces global competition. Accordingly, today's leaders are required to possess a deep understanding of international influences and best practices. This innovative gateway programme, will develop and enhance your international leadership perspective. The gateway module is delivered in an international location, such as Fordham University NYC, in collaboration with academic and business partners. It affords participant's exposure to, and interaction with, high calibre academics and business leaders. This compulsory module will take place in late May or early June and is normally taken during year 1. Assessment is continuous with participants required to maintain a critical learning reflection diary documenting their experience and learning from the gateway programme.

### *Applied Strategic Leadership Project*

The Applied Strategic Leadership Project requires students to build on both their professional experience and their learning on the Executive MBA programme to identify, scope, design, lead and evaluate an in-company applied strategic leadership project. The project will be chosen in consultation with the Applied Strategic Leadership Project multi-disciplinary academic assessment team. The project requires students to integrate the functional knowledge, strategic leadership and management skills they have learned on the Executive MBA programme. Students are required to critically examine a real-world leadership challenge in an organisation by applying theory to practice. In completing the module, participants will apply their critical research and business consultancy skills. The project will require participants to consider a range of organisational issues including financial and talent resourcing within the broader external environment context and assess relevant ethical and CSR considerations. The Applied Strategic Leadership Project is the capstone integrative module on the Executive MBA. Participants will be supported through a range of innovative learning methods including action learning sets, multi-disciplinary academic team input, phased in-class deliverables, peer-to-peer learning, and external professionally qualified business coaches and mentors.

## **Year 2: Semester 1**

### *Leadership and Change*

This course will consider the approaches to leadership used to initiate, design and implement change initiatives considering the organisational context and environmental situation. Different approaches to change will be considered in conjunction with the nature of the leadership required to implement each approach. Topics will be chosen to help students to understand the ways that leadership can be effectively applied, considering their own attributes and position within their organisation. Students will be required to draw on their own experience and to develop their own leadership and group-working skills. Ethical considerations for organisations implementing change will also be discussed.

### *Strategic Management*

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

### *Business Consulting*

This module provides theoretical knowledge and applied competence in Business Consulting, building on the core learning in the EMBA programme as a whole. The module covers the business consultancy industry, the process of consulting, core and advanced, bespoke meta-approaches and techniques, and the role of the business consultant. The module references learning in other EMBA modules and includes leading practitioner involvement.

## **Semester 2: Cycle 1**

### *Business Negotiations*

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

### *Financial Management*

The objective of this course is to introduce students to the principles of financial management, the decision-making needs of financial managers and the various choices of a firm's goals managers can choose to pursue. Topics covered will include: Market Valuation and Present Values; Capital Investment Appraisal Criteria: The Capital Investment Appraisal Process; Risk

Analysis in Capital Investment Appraisal: Options and Corporate Finance; the Valuation of Bonds and Shares; the Firms' Cost of Capital, Working Capital Management; the Maturity Structure of Financing and Sources of Finance.

#### *Human Resource Management*

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

#### *Economics and the Business Environment*

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

#### *Lean Principles for Managers*

The objective of this model is to develop a deep understanding of Lean Principles as a basis for driving transformational change that meets the needs of business stakeholders as they seek an agile and progressive response to a changing marketplace. This practical module blends theory, immersive experiential learning and industry practitioner input in a dynamic learning experience. The module will stretch and challenge participants to enhance and develop their own problem solving, internal consultancy, and change management skills through the internalisation of Kaizen – continuous improvement.

#### *Contemporary Issues Visiting Scholar Elective*

This module facilitates the inclusion of topical issues of importance to MBA participants and the organisations they serve. The topics and content will be determined not less than four months prior to delivery and be subject to the need to address emergent issues and leverage advantage from visiting high calibre scholars.

### **Semester 2: Cycle 2**

#### *Innovation and Entrepreneurship*

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

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

The aim of this course is to increase students' understanding of recent developments and prospects of the Irish economy, the euro area, and the wider global economy and the implications of these developments for businesses and governments.

Topics: Economic developments and policy during the boom in Ireland. Current policy issues in Ireland:

1. Banking crisis and policy response.
2. Mortgage arrears.
3. Lending the SME's. Budget. The Euro Zone crisis: An overview. The Euro Zone crisis: The ECB and Banking Union. Recent developments in the Global Economy.

#### *Performance Management, Ethics and Governance*

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

### *Strategic Marketing*

Increasingly, marketers are involved in charting the direction of the organization and contributing to decisions that will create and sustain a competitive advantage and affect long-term organisational performance; hence, the emergence of strategic marketing management. Creating and delivering value requires insight into the organisations changing marketplace and decisions regarding how to match the organisation's distinctive capabilities with promising value opportunities. Being able to do this is the key for many marketers to increase their influence and drive profitability. Understanding the strategic dimensions of marketing from a market-driven perspective challenges organizations to: (1) develop a shared vision throughout the organization about the market and how it is likely to change in the future; (2) identify opportunities for delivering superior value to customers; (3) position the organization and its brands in the market place to obtain the best match between distinctive capabilities and value opportunities; (4) recognise the potential benefits of partnering with customers, suppliers, distribution channel members, internal functions, and even competitors; and (5) shape the design of the organization to implement and manage strategy.

### *Information Systems Innovation*

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

### *Business Analytics and Decision Making*

New data is being produced at an exponential rate, and alongside this more advanced tools and techniques are being incorporated into information systems. Organisations regardless of size are being impacted by the wider availability of data alongside commercially available systems and tools to analyse this data. Participants in this module will develop a critical understanding of big data and analytics within organisations and the tools used to construct decision making algorithms. Participants' ability to analyse complex data sets will be enhanced by gaining experience of techniques for business analytics and decision making such as data visualisation and data mining.

### *Systems for Team Empowerment*

In an increasingly complex and dynamic business environment, effective, empowered teams lie at the core of business success, but unleashing and sustaining team empowerment remains a constant and often elusive challenge. The purpose of this module, to challenge participants to employ a creative systems approach to team empowerment. To enable this, the module will expose participants to, and give experience of, systematic approaches to team empowerment. Through the combination of case studies, active learning, and practitioner contribution, participants will study and experience the utilisation of systems in the altering of the normative team characteristic of 20/80 engagement to 100/100 engagement. Through the use of a facilitated active learning methodology participants will engage in an experiential systematic approach to team empowerment aimed at unlocking new knowledge and breaking habitual thinking within teams. Participants will also develop a critical understanding of the organisation as a system and cultivate and enhanced skillset to utilise that perspective to positively impact team empowerment.

### *Digital Marketing*

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

### *Contemporary Topics Visiting Scholar Elective*

This module facilitates the inclusion of topical issues of importance to MBA participants and the organisations they serve. The topics and content will be determined not less than four months prior to delivery and be subject to the need to address emergent issues and leverage advantage from visiting high calibre scholars.

## MASTER OF BUSINESS STUDIES (MBS) DEGREE PROGRAMMES

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

### Entry Requirements

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

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

#### ➤ *MBS Mode A*

This mode is available in the following subject areas:

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

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

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

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

Further optional courses may be required.

Students in Mode A are required to complete a major research dissertation (which carries 600 marks) under the supervision of staff members. The dissertation is completed in the course of the summer of the Second Year and must be lodged by the date published by the Examinations Office.

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

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

## DEGREE OF MBS (PART-TIME)

The facility to complete the MBS by research on a part-time basis is also available.

Candidates must have the approval of the J.E. Cairnes School of Business and Economics to enter the programme. In such cases, the candidate will pursue a programme of studies specified by the appropriate Professor, and must successfully complete a series of assignments related to those studies. The dissertation must be submitted within nine terms from initial registration, unless permission is obtained from the School to extend this time period.

## MBS QUALIFYING COURSE AND EXAMINATION

### Eligibility

Candidates possessing (a) a B.Comm., H.2.1., who either have not presented in the required subjects for the specialism in question or who have not performed satisfactorily in these subjects at primary degree level or (b) candidates possessing a H.2.1. Degree (other than a B.Comm. or equivalent) and a Higher Diploma in Business Studies.

### Structure

For candidates eligible under category (a), the Qualifying Course will consist of appropriate subjects/modules from the B.Comm. or other programmes of the School as determined by the Professor for the specialism in question together with the examinations in those subjects; for candidates eligible under category (b), the Qualifying Course will consist of

appropriate subject/modules from the B.Comm. or other programmes of the School as determined by the School and the Professor for the specialism in question together with the examinations in those subjects.

### **Admission**

A decision on admission to the Qualifying Year rests with the M.B.S. Selection Committee. The achievement of a H.2.1 performance in the above-mentioned examinations will be required for admission to the M.B.S. programme proper.

## **M.COMM. DEGREE**

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

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

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

## MASTER OF SCIENCE IN HUMAN RESOURCE MANAGEMENT

The objective of the M.Sc. in Human Resource Management is to develop a critical and applied approach to people management. In particular, the programme will provide students with:

- a critical understanding of the theoretical principles underpinning employment relations & HRM;
- a critical understanding of the spectrum of global business contexts, organisational ethics and corporate responsibility and their impacts on HR policy and practice;
- an ability to analyse national and international social, economic and political factors that influence the way people are managed
- demonstrate competence in developing HR strategies and policies that are appropriate for the organisational contexts in which they are delivered.
- opportunities to develop a range of skills that are important to successful HR management including leadership, communications, decision-making and teamworking ; and
- the skills to prepare a persuasive academic and business case with valid and convincing conclusions and recommendations.

### Entry Requirements

Candidates for the M.Sc. (mode 'B') in HRM will normally hold or expect to hold before the programme, a good second class honours degree in business or management (or a cognate discipline). Practical experience of management is an advantage.

Prospective candidates may also be obliged to undertake the Graduate Management Admissions Test (GMAT) for entry to the programme. Where appropriate, the Test of English as a Foreign Language (TOEFL)/IELTS (with not less than 5.5 in any one component), may also be required. In addition, an interview may form part of the selection process for the programme.

### Places Available

The number of places available each year is limited.

### Mode of Delivery

The M.Sc. (mode 'B') in Human Resource Management will be offered on a full-time basis over 12 months commencing in September of each year. Candidates must complete all requirements for the programme within two years of commencement. No compensation is permissible in the M. Sc. in Human Resource Management. The Postgraduate Diploma Human Resource Management is not approved by the Chartered Institute of Personnel Development (CIPD).

A candidate who has passed all of the modules other than the \*Research Project within a period of two years from commencement of the programme shall be eligible for the award of Postgraduate Diploma Human Resource Management.



## POSTGRADUATE DIPLOMA HUMAN RESOURCE MANAGEMENT

A candidate who has passed modules totaling 60 ECTS, other than the Research Project, within a period of two years from commencement of the programme shall be eligible for the award of Postgraduate Diploma Human Resource Management.

The Postgraduate Diploma Human Resource Management is not approved by the Chartered Institute of Personnel Development (CIPD).

### Programme Structure

Students are required to take all core elements.

#### Core Modules:

##### Semester 1

|        |  |         |
|--------|--|---------|
| MG6102 | Leading, Managing & Developing People      | 10 ECTS |
| MG6103 | Employment Relations & Law                 | 10 ECTS |
| MG6108 | International Human Resource Management    | 10 ECTS |
| MG5121 | Business & Professional Development Skills | 5 ECTS  |

##### Semester II

|        |                             |        |
|--------|-----------------------------|--------|
| MG5105 | Global Business & HR        | 5 ECTS |
| MG5108 | Business & People Analytics | 5 ECTS |
| MG5109 | Learning & Development      | 5 ECTS |
| MG5113 | Business & Society          | 5 ECTS |
| MG5124 | Business Research Skills    | 5 ECTS |

\*MG5122 Internship & Applied Management Project 30 ECTS

\*MG5123 Dissertation 30 ECTS

*Note: from time to time, specific course offerings may vary*

### Syllabii

#### **MG6102 Leading, Managing & Developing People**

The Leading, Managing and Developing People (LMDP) module focuses on how people are managed in the workplace, the manner in which organisations seek to manage and deploy their people in order to realise organisational strategies, and the day-to-day interactions between the organisation and its human resources. The module examines contemporary developments in the talent and people management field. The aim of this module is to: a) familiarise students with major contemporary research evidence on employment and effective approaches to talent/human resource management and development practice b) provide an in-depth coverage of the functional areas of talent and HRM including: employment relations; reward management; performance management; recruitment, planning and talent management; and learning and development c) introduce students to major debates about talent and HR theory and practice in the fields of leadership and change management to enable them to become effective HR managers and specialists in an ethical and professional manner. d) enable students to critically analyse HR policy and practice and work on applied HR projects and real-world HR cases.

#### **MG6103 Employment Relations and Law**

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

#### **MG6108 International Human Resource Management**

The purpose of the International Human Resource Management (IHRM) module is to encourage students to critically develop their knowledge and expertise across a range of specialist themes in IHRM. Within the context of IHRM we consider global workforce staffing while developing an awareness of the skills and knowledge required by managers in seeking to work abroad as international executives. The meaning of culture is explored by mapping a range of national culture models to the practice of IHRM and taking an institutional lens, we differentiate and highlight the role that organisational culture plays in global staffing. The latest concepts and models will be examined and new developments in the global business environment will be considered in relation to the implications for International HRM policy and practice. Drawing from current research and case studies this module aims to provide a stimulating learning experience while bridging the gap between research and practice.

### ***MG5121 Business & Professional Development Skills***

A key purpose of this module is thus to encourage learners to develop a strong sense of self-awareness and of their own strengths and weaknesses as managers and colleagues. The module is primarily concerned with the development of skills, and specifically seeks to develop and improve a range of definable skills that are pivotal to successful management practice and to effective leadership. These include thinking and decision-making skills, the management of financial information, managing budgets, a range of team working and interpersonal skills and others associated with developing personal effectiveness and credibility at work. Finally, the module seeks to help learners make the most of their formal programmes of study with the inclusion of key postgraduate study skills and requires critical reflection on theory and practice from an ethical and professional standpoint.

### ***MG5105 Global Business & HR***

This module examines the theories of the multinational firm, rationales for multinational firms, the process of internationalisation, entry modes for international expansion, location decisions, management of international subsidiaries. Providing learners with an understanding of the principal internal and external environmental contexts of contemporary organisations we recognise and acknowledge that corporate decisions and HR choices are not always shaped by managers and are influenced by internal and external forces beyond their immediate control. Taking a strategic human resource management lens we address the managerial and business context, within which managers, and HR professionals interact in conditions of environmental turbulence, change and uncertainty and how these are addressed within the internal organisation.

### ***MG5108 Business & People Analytics***

*This module aims to develop the awareness, skills and knowledge required to understand people analytics as a mental framework, linking human resource decisions to business outcomes and organisational performance.* The module provides a grounding in the basic principles of people analytics and through critical discussion and practice-based case studies, we investigate how HR data from both internal and external sources can be used to create, capture, leverage and protect value by supporting business and people related decision making. Recognising the value of human capital, the module will critically access key pillars of people analytics including: Workforce planning; Acquisition/hiring; Onboarding, Culture fit, and engagement; Performance assessment and development; Turnover and Retention.

### ***MG5109 Learning and Development***

The module explores the role of learning and development in facilitating enhanced individual, team and organisational performance. The context, internal and external, within which learning and development takes place will be examined. The module will examine learning and development at all levels ranging from first line to senior managers and draws on the established body of knowledge and theory in leadership, management, human resource development (HRD) and learning and development. The module will include industry guest speaker presentations and will explore contemporary learning and development practice. The module will enable learners to develop a critical understanding of the complexities of learning and development and understand the contribution the learning and development function makes to the achievement of organisational goals. Students will study the learning and development cycle including design, delivery and evaluation.

### ***MG513 Business and Society***

The module provides a comprehensive overview of the intersection between business and society, including the challenges facing organisations as they pursue global business activities. Ethics in business has grown to be of increasing importance in the world of today, as companies have been placed in the moral spotlight by shareholders, consumers, employees and governments. The growing complexities of the global economy demand a broader and a deeper view of the interaction between business and society than that offered by current management approaches that focus on reforming corporate behaviour. This module places business ethics in a richer contextual setting, focusing on the challenges that businesses must now confront, and exploring how these issues can be met by a rethinking of business models, goals and strategies. The course enables students to engage with contemporary social issues related to global business, and gain an appreciation of these issues from the perspective of managers, government, citizens and consumers. The module incorporates academic, professional and industry input.

### ***MG5124 Business Research Skills***

This module provides students with an understanding of the research and academic writing skills that are necessary in business research. The objective of the module is to provide students with a theoretical and practical understanding of the tools and techniques used for collecting and analysing data in business research and with the necessary skills to critically evaluate research.

### ***MG5122 Internship and Applied Management Report***

The internship and applied project report is an integrative module on the MSc programme. The Internship requires the student to develop a wide range of professional skills through reflection on their real-life work experience. In addition, the Applied Project Report requires students to draw upon their professional experience and their learning on the internship to identify and evaluate an organisational issue. Students are required to critically examine a real-world challenge related to their internship company by applying theory to practice and to recommend actions. Overall, the Internship & Applied Project

Report requires students to integrate and apply the functional knowledge and management skills they have learned on their MSc programme.

***MG5123 Dissertation***

The research project provides the opportunity for you to demonstrate your ability to diagnose and investigate a live, complex business issue, to locate the work within the body of contemporary knowledge, to collect and analyse data, to derive supportable conclusions and to make practical and actionable recommendations for change, improvement or enhancement of current practice. The applied nature of the research project requires a critical evaluative approach, analysis and a combination of academic research and business report writing skills. It requires reflection on the implications for professional practice from an ethical, professional and continuous professional development standpoint.

## **POSTGRADUATE DIPLOMA IN STRATEGY, INNOVATION AND PEOPLE MANAGEMENT**

A candidate who has passed modules totaling 60 ECTS, other than the \*Research Project, within a period of two years from commencement of the programme shall be eligible for the award of Postgraduate Diploma in Strategy, Innovation and People Management.

## **MASTER OF SCIENCE IN STRATEGY, INNOVATION AND PEOPLE MANAGEMENT**

### **Programme Objectives**

The objective of the M.Sc. in Strategy, Innovation and People Management is to develop a critical approach to the theoretical and applied aspects of strategic management, innovation and people development. In particular, the course aims to provide students with:

- a thorough knowledge and applied competence in the fundamentals of both strategic management, innovation and people development, and their interfaces;
- intellectual and analytical perspectives on strategy, innovation and people development processes, both separate and integrated;
- an appreciation of the rapidly evolving environmental and organisational contexts of strategic management, innovation and people development;
- critical understanding and insight of the theoretical principles underpinning strategic management and people development, and their relationships;
- the capability to develop and realise superior strategies and integrated people development policies to the advantage of the organisation as a whole.

### **Entry Requirements**

Candidates for the M.Sc. in Strategy, Innovation and People Management will normally hold or expect to hold before the programme, an undergraduate degree (level 8). The minimum standard for entry is second class honours, usually to grade 1 level, or b) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI, Galway or other approved colleges. Practical experience providing exposure to the strategic, innovation and human resource issues confronting organisations would be an advantage.

Applicants who do not hold a Level 8 qualification but who hold professional qualifications and/or have relevant practical experience are eligible to apply for the programme in accordance with the University's guidelines on the Recognition of Prior Learning (RPL). Such candidates will be required to provide evidence of their previous knowledge and may be required to attend for interview. Applicants may apply for exemption for some modules, in accordance with the University's RPL guidelines as determined by the School.

Prospective candidates may also be obliged to undertake the Graduate Management Admissions Test (GMAT) for entry to the programme. Where appropriate, the Test of English as a Foreign Language (TOEFL) /IELTS (with not less than 5.5 in any one component), may also be required. In addition, an interview may form part of the selection process for the programme.

### **Places Available**

The number of places available each year is limited.

### **Mode of Delivery**

The M.Sc. in Strategy, Innovation and People Management is offered on a full-time basis over 12 months. Candidates must successfully complete six obligatory courses, plus a Research Project.

No compensation is permissible in the M.Sc. in Strategy, Innovation and People Management. The Postgraduate Diploma in Strategy, Innovation and People Management is not approved by the Chartered Institute of Personnel Development (CIPD).

## Programme Structure

### Core Modules:

#### Semester 1

|        |  |         |
|--------|--|---------|
| MG602  | Strategic Management                       | 10 ECTS |
| MG6102 | Leading, Managing & Developing People      | 10 ECTS |
| MG5117 | Innovation & Entrepreneurship              | 10 ECTS |
| MG5121 | Business & Professional Development Skills | 5 ECTS  |
| MG5124 | Business Research Skills                   | 5 ECTS  |

#### Semester 2

|             |                                   |        |
|-------------|-----------------------------------|--------|
| MG5108      | Business & People Analytics       | 5 ECTS |
| MG5109      | Learning and Development          | 5      |
| ECTS MG5111 | Organisation Design & Development | 5      |
| ECTS MG5105 | Global Business & HR              | 5      |
| ECTS        |                                   |        |
| MG5113      | Business & Society                | 5      |
| ECTS        |                                   |        |

\*MG5123 Dissertation 30 ECTS

\*MG5122 Internship & Applied Management Report 30 ECTS

*Note: From time to time, specific course offerings may vary.*

### Assessment

Assessment on the programme will comprise a variety of continuous assessment approaches in addition to examinations.

### Syllabii

#### **MG602 Strategic Management**

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.

#### **MG6102 Leading, Managing & Developing People**

The Leading, Managing and Developing People (LMDP) module focuses on how people are managed in the workplace, the manner in which organisations seek to manage and deploy their people in order to realise organisational strategies, and the day-to-day interactions between the organisation and its human resources. The module examines contemporary developments in the talent and people management field. The aim of this module is to: a) familiarise students with major contemporary research evidence on employment and effective approaches to talent/human resource management and development practice b) provide an in-depth coverage of the functional areas of talent and HRM including: employment relations; reward management; performance management; recruitment, planning and talent management; and learning and development c) introduce students to major debates about talent and HR theory and practice in the fields of leadership and change management to enable them to become effective HR managers and specialists in an ethical and professional manner. d) enable students to critically analyse HR policy and practice and work on applied HR projects and real-world HR cases.

#### **MG5117 Innovation & Entrepreneurship**

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

#### **MG5121 Business & Professional Development Skills**

A key purpose of this module is thus to encourage learners to develop a strong sense of self-awareness and of their own strengths and weaknesses as managers and colleagues. The module is primarily concerned with the development of skills, and specifically seeks to develop and improve a range of definable skills that are pivotal to successful management practice and to effective leadership. These include thinking and decision-making skills, the management of financial information, managing budgets, a range of team working and interpersonal skills and others associated with developing personal effectiveness and credibility at work. Finally, the module seeks to help learners make the most of their formal programmes of study with the inclusion of key postgraduate study skills and requires critical reflection on theory and practice from an ethical and professional standpoint.

### ***MG5124 Business Research Skills***

This module provides students with an understanding of the research and academic writing skills that are necessary in business research. The objective of the module is to provide students with a theoretical and practical understanding of the tools and techniques used for collecting and analysing data in business research and with the necessary skills to critically evaluate research.

### ***MG5111 Organisational Design and Development***

The purpose of this module is to enable students to develop a critical understanding of the theory and conceptual framework of organisation design and of the principles and practices of organisation development. The module focuses on organisational functioning and resides within the context of organisation theory. In terms of organisation design, the focus is on decisions on the most appropriate organisational structures, relationships and allocation of work activities, including duties and role responsibilities. Organisation development focuses on how an organisation's culture, values and environment support and enhance organisational performance and adaptability.

### ***MG5109 Learning and Development***

The module explores the role of learning and development in facilitating enhanced individual, team and organisational performance. The context, internal and external, within which learning and development takes place will be examined. The module will examine learning and development at all levels ranging from first line to senior managers and draws on the established body of knowledge and theory in leadership, management, human resource development (HRD) and learning and development. The module will include industry guest speaker presentations and will explore contemporary learning and development practice. The module will enable learners to develop a critical understanding of the complexities of learning and development and understand the contribution the learning and development function makes to the achievement of organisational goals. Students will study the learning and development cycle including design, delivery and evaluation.

### ***MG5105 Global Business and HR***

This module examines the theories of the multinational firm, rationales for multinational firms, the process of internationalisation, entry modes for international expansion, location decisions, management of international subsidiaries. Providing learners with an understanding of the principal internal and external environmental contexts of contemporary organisations we recognise and acknowledge that corporate decisions and HR choices are not always shaped by managers and are influenced by internal and external forces beyond their immediate control. Taking a strategic human resource management lens we address the managerial and business context, within which managers, and HR professionals interact in conditions of environmental turbulence, change and uncertainty and how these are addressed within the internal organisation.

### ***MG5113 Business and Society***

The module provides a comprehensive overview of the intersection between business and society, including the challenges facing organisations as they pursue global business activities. Ethics in business has grown to be of increasing importance in the world of today, as companies have been placed in the moral spotlight by shareholders, consumers, employees and governments. The growing complexities of the global economy demand a broader and a deeper view of the interaction between business and society than that offered by current management approaches that focus on reforming corporate behaviour. This module places business ethics in a richer contextual setting, focusing on the challenges that businesses must now confront, and exploring how these issues can be met by a rethinking of business models, goals and strategies. The course enables students to engage with contemporary social issues related to global business, and gain an appreciation of these issues from the perspective of managers, government, citizens and consumers. The module incorporates academic, professional and industry input.

### ***MG5108 Business and People Analytics***

This module aims to develop the awareness, skills and knowledge required to understand people analytics as a mental framework, linking human resource decisions to business outcomes and organisational performance. The module provides a grounding in the basic principles of people analytics and through critical discussion and practice-based case studies, we investigate how HR data from both internal and external sources can be used to create, capture, leverage and protect value by supporting business and people related decision making. Recognising the value of human capital, the module will critically access key pillars of people analytics including: Workforce planning; Acquisition/hiring; Onboarding, Culture fit, and engagement; Performance assessment and development; Turnover and Retention.

### ***MG5122 Internship and Applied Management Report***

The internship and applied project report is an integrative module on the MSc programme. The Internship requires the student to develop a wide range of professional skills through reflection on their real-life work experience. In addition, the Applied Project Report requires students to draw upon their professional experience and their learning on the internship to identify and evaluate an organisational issue. Students are required to critically examine a real-world challenge related to their internship company by applying theory to practice and to recommend actions. Overall, the Internship & Applied Project Report requires students to integrate and apply the functional knowledge and management skills they have learned on their MSc programme.

***MG5123 Dissertation***

The research project provides the opportunity for you to demonstrate your ability to diagnose and investigate a live, complex business issue, to locate the work within the body of contemporary knowledge, to collect and analyse data, to derive supportable conclusions and to make practical and actionable recommendations for change, improvement or enhancement of current practice. The applied nature of the research project requires a critical evaluative approach, analysis and a combination of academic research and business report writing skills. It requires reflection on the implications for professional practice from an ethical, professional and continuous professional development standpoint.

## MASTER OF SCIENCE IN BUSINESS INFORMATION SYSTEMS (FULL-TIME)

The Master of Science in Business Information Systems is a programme of advanced studies and research, which is designed to develop the participants' research skills and to engage them in a research programme in a relevant area of Business Information Systems.

A candidate will be eligible to obtain the degree upon the satisfactory completion of courses of study totalling 90 ECTS credits in Research Skills and the presentation of a Research Dissertation. The programme can be taken online.

The normal duration of the full-time research programme is one academic year, commencing in September and ending in the following August. The normal duration of the part-time programme is two academic years.

### Entry Requirements

It is expected that applicants will already have a significant undergraduate or postgraduate background in information systems or a related area. Applicants should normally hold a qualification from a university or other internationally recognised academic institution or authority, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent). To be eligible for admission to the full- or part-time programme, the candidate should have (i) a degree which includes significant coverage of information systems or related areas with at least a Second Class Grade 1 honours degree award, or at least a Second Class Grade 2 honours degree award together with at least three years of relevant professional experience; or (ii) a degree in any discipline, together with at least a Second Class Grade 1 honours award in the Higher Diploma in Systems Analysis, or in an equivalent postgraduate programme.

Applicants who do not hold a Level 8 qualification but who hold professional qualifications and/or have relevant practical experience are eligible to apply for the programme in accordance with the University's guidelines on the Recognition of Prior Learning (RPL). Such candidates will be required to provide evidence of their previous knowledge and may be required to attend for interview.

All applicants whose first language is not English or who have not been educated through the medium of the English language during their two most recent years of study must present one of the following qualifications in the English language: IELTS score of 6.5 (with not less than 5.5 in any one component), TOEFL (paper based) score of 550, TOEFL (computer based) score of 213, or TOEFL (internet based) score of 80. On a case by case basis, the programme director may deem an applicant's level of English satisfactory and may thus waive this general requirement.

In order to maintain a high standard of tuition and access to facilities, numbers will be limited.

### Programme Structure

| <i>Code</i>                | <i>Module</i>                                  | <i>ECTS</i> |
|----------------------------|--|-------------|
| MS5101                     | Research Skills for Business Students (online) | 10          |
| MS563                      | Research Dissertation                          | <u>80</u>   |
| <i>Total ECTS Credits:</i> |  | <u>90</u>   |

The Research Skills module is assessed solely on the basis of continuous assessment. The module is delivered online. Students will be assigned a suitable staff member as supervisor for the Research Dissertation. This programme has been constructed in consultation with industry. Students register for the programme in September, with the expectation that the Research Dissertation is submitted by the end of that academic year, unless permission is obtained from the School to extend this time period. To be eligible for award of the degree, candidates must achieve at least a pass mark in each course. All results will be considered at the Winter Examination Board Meeting in the year following registration.

### Syllabii

#### *Research Skills for Business Students (online)*

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

Students register for the programme in September, with the expectation that the Research Dissertation is submitted by the end of that academic year, unless permission is obtained from the School to extend this time period. To be eligible for award of the degree, candidates must achieve at least a pass mark in each course. All results will be considered at the Winter Examination Board Meeting in the year following registration.



## MASTER OF SCIENCE IN BUSINESS INFORMATION SYSTEMS (PART-TIME)

### Entry Requirements

Entry requirements for admission to the M.Sc. in Business Information Systems (part-time) programme are the same as those for the full-time programme. It is expected that successful applicants will come from a variety of academic backgrounds and will have exposure to computing/information technology and/or quantitative disciplines during their undergraduate studies. The number admitted in any one year may be limited. The programme can be taken online.

*Candidates will pursue the following programme of studies.*

### Year 1

#### Programme Structure

| <i>Code</i> | <i>Module</i>                                  | <i>ECTS</i> |
|-------------|--|-------------|
| MS5101      | Research Skills for Business Students (online) | 10          |

The Research Skills module is assessed solely on the basis of continuous assessment. The module is delivered online.

### Year 2 Programme Structure

|                            |                       |           |
|----------------------------|-----------------------|-----------|
| MS563                      | Research Dissertation | <u>80</u> |
| <i>Total ECTS Credits:</i> |                       | <u>90</u> |

Students register for the programme in September of the first year but may begin preliminary work in advance of registration with agreement from a supervisor(s). Students must take Research Skills at the earliest time of offering and must complete this module and any associated assignments within the first academic year. In the first academic year students must also undertake work on their Research Dissertation to the satisfaction of their supervisor(s), with the expectation that the Research Dissertation is submitted by the end of the second academic year, unless permission is obtained from the School to extend this time period.

To be eligible for award of the degree, candidates must achieve at least a pass mark in each course. Results for each year of the programme will be considered at the Winter Examination Board Meeting for that academic year.

### Syllabii

#### *Research Skills for Business Students (online)*

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

# MASTER OF SCIENCE IN INTERNATIONAL ACCOUNTING AND ANALYTICS

## Programme Objectives

The course prepares students for leadership roles in the accounting profession and in business by equipping them with the necessary technical and analytical skills reflecting the growing importance of analytics for a successful career in both audit and accounting.

## Entry Requirements – Pathway A

This programme is taken by students who have achieved a minimum of a 2.1 or GPA 3.5 (out of 4) in a commerce/business degree and have not specialised in accounting.

All applicants whose first language is not English, must present one of the following qualifications in the English language: IELTS (6.5 overall, with no less than 5.5 in any component), TOEFL (88) or PTE (61). Language test must be taken no more than two years prior to commencement of your programme at the University.

## Entry Requirements – Pathway B

This programme is taken by students who have a professional accounting qualification and is designed to equip professional accountants with the technical accounting skills and understanding and knowledge of the growing importance of analytics in the field of audit and accounting. This will equip graduates of this programme with the skills to take on broader management roles across a range of sectors including professional services, accounting practice, industry and the public sector. Applicants are required to have completed all of the accounting examinations and qualification from a recognised professional accountancy body including the following: ACCA, CIPFA, CIMA, CPA, ICAEW, ICAI, ICAS or other IFAC member body assessed as equivalent by the Programme Director.

All applicants whose first language is not English, must present one of the following qualifications in the English language: IELTS (6.5 overall, with no less than 5.5 in any component), TOEFL (88) or PTE (61). Language test must be taken no more than two years prior to commencement of your programme at the University.

## Programme Structure

### Pathway A

This MSc in International Accounting and Analytics is offered on a full-time basis over one academic year for students taking Pathway A. The programme will commence early in September with lectures, projects, case studies and presentations in the required modules. A range of assessment methods are used, including essays, projects, reports, presentations, case studies and/or written examinations. To be eligible for the award of Masters, candidates must pass examinations in each module. The formal teaching element of the programme is structured over two semesters and is followed by two Summers Schools in April – June/July. Students are required to take 90 ects and attend mandatory Summer Schools as part of their professional development. Students taking the year-long programme starting in September will secure substantial exemption from the examinations of ACCA, CIMA and CPA Ireland see <http://www.nuigalway.ie/business-public-policy-law/cairnes/subjectareas/accountancy-finance/mscinternationalaccountingandanalyticspathways/>

### Pathway B

Students taking Pathway B will join the programme in early January each year and will be exempt from 45 ects. See the detailed programme module content below.

## Skills Development

Key features of the programme include an internationally recognised and valued SAP Certification, KPMG led Summer School on Audit and Accounting Analytics using KPMG analytics software, the development of professional skills for the workplace, and membership of the ACCA Accelerate Programme which offers specialist networking advice, CV workshops and professional profile guides, and access to the global ACCA community. The university Career Development Centre offers career guidance and information focused on facilitating and empowering you to manage your own career development and make effective career transitions.

In June 2020, NUI Galway has announced a new partnership with leading enterprise Robotic Process Automation (RPA) software firm UiPath, making the University the first in Ireland to offer robotic process automation content to accounting and finance students. The partnership will feature a 2nd innovative summer school entitled 'Disruptive Technologies in Accounting and Finance'. Students will develop practical skills in Robotic Process Automation (RPA), mapping of workflow processes, Data preparation and Data Analytics, and Artificial Intelligence (AI).

## Programme Content – Pathway A

### *Semester 1*

| <b>Code</b> | <b>Module</b>                                  | <b>ECTS</b> |        |
|-------------|--|-------------|--------|
| AY5106      | Accounting for Management                      | 5           | (Core) |
| AY5108      | Intermediate Corporate Finance                 | 5           | (Core) |
| AY5110      | Auditing & Assurance I                         | 5           | (Core) |
| AY5131      | International Financial Reporting and Analysis | 10          | (Core) |
| MG571       | Strategic Management                           | 5           | (Core) |

### *Semester 2*

| <b>Code</b> | <b>Module</b>                       | <b>ECTS</b> |        |
|-------------|-------------------------------------|-------------|--------|
| AY5107      | Accounting for Management Control   | 5           | (Core) |
| AY5109      | Advances Corporate Finance          | 5           | (Core) |
| AY5120      | Auditing & Assurance II             | 5           | (Core) |
| AY5121      | Analytical and Communication Skills | 5           | (Core) |
| MS5106      | Data Science and Big Data Analytics | 5           | (Core) |
| MS5109      | Business Analytics with SAP         | 10          | (Core) |

### *Professional Development - Summer Schools*

| <b>Code</b> | <b>Module</b>                                     | <b>ECTS</b> |        |
|-------------|---|-------------|--------|
| AY5128      | Summer Schools in A&F: Contemporary Global Issues | 20          | (Core) |

## Programme Content – Pathway B

### *Semester 1*

| <b>Code</b> | <b>Module</b>                                  | <b>ECTS</b> |          |
|-------------|--|-------------|----------|
| AY5106      | Accounting for Management                      | 5           | (Exempt) |
| AY5108      | Intermediate Corporate Finance                 | 5           | (Exempt) |
| AY5110      | Auditing & Assurance I                         | 5           | (Exempt) |
| AY5131      | International Financial Reporting and Analysis | 10          | (Exempt) |
| MG571       | Strategic Management                           | 5           | (Exempt) |

### *Semester 2*

| <b>Code</b> | <b>Module</b>                       | <b>ECTS</b> |        |
|-------------|-------------------------------------|-------------|--------|
| AY5107      | Accounting for Management Control   | 5           | (Core) |
| AY5121      | Analytical and Communication Skills | 5           | (Core) |
| MS5106      | Data Science and Big Data Analytics | 5           | (Core) |
| MS5109      | Business Analytics with SAP         | 10          | (Core) |

### *Professional Development - Summer Schools*

| <b>Code</b> | <b>Module</b>                                     | <b>ECTS</b> |        |
|-------------|---|-------------|--------|
| AY5128      | Summer Schools in A&F: Contemporary Global Issues | 20          | (Core) |

# MASTER OF SCIENCE IN INTERNATIONAL ACCOUNTING AND ANALYTICS (PART TIME)

## Programme Content – Pathway B (PT)

### Year 1

#### Semester 1

| Code   | Module                         | ECTS |          |
|--------|--------------------------------|------|----------|
| AY5106 | Accounting for Management      | 5    | (Exempt) |
| AY5108 | Intermediate Corporate Finance | 5    | (Exempt) |
| AY5110 | Auditing & Assurance I         | 5    | (Exempt) |

#### Semester 2

| Code   | Module                              | ECTS |        |
|--------|-------------------------------------|------|--------|
| MS5106 | Data Science and Big Data Analytics | 5    | (Core) |
| MS5109 | Business Analytics with SAP         | 10   | (Core) |

#### Professional Development - Summer Schools

| Code   | Module  | ECTS |        |
|--------|---|------|--------|
| AY5128 | Summer Schools in A&F: Contemporary Global Issues | 20   | (Core) |

### Year 2

#### Semester 1

| Code   | Module   | ECTS |          |
|--------|--|------|----------|
| AY5131 | International Financial Reporting and Analysis | 10   | (Exempt) |
| MG571  | Strategic Management                           | 5    | (Exempt) |

#### Semester 2

| Code   | Module                              | ECTS |        |
|--------|-------------------------------------|------|--------|
| AY5107 | Accounting for Management Control   | 5    | (Core) |
| AY5121 | Analytical and Communication Skills | 5    | (Core) |

#### Professional Development - Summer Schools

| Code   | Module  | ECTS |        |
|--------|---|------|--------|
| AY5128 | Summer Schools in A&F: Contemporary Global Issues | 20   | (Core) |

## Assessment & Examination

In the main, modules will be assessed by examination and course work. Some modules may be assessed by course work only.

## Syllabii

### AY5106 - Accounting for Management

The objective of this module is to facilitate students in developing and applying a comprehensive understanding of the role of management accounting information in business decision-making, especially the analysis of complex and unstructured decision situations in a strategic context. The module explores the role of management accounting information in supporting the strategic management processes in an organisation, including strategic cost management and strategic pricing. The module also addresses the design and application of costing systems (both traditional and innovative) in ways which recognise context-specific considerations of a technical, managerial, and cost-benefit nature.

### AY5107 - Accounting for Management Control

The objectives of this module are to facilitate students in developing an ability to critically evaluate the conceptual and practical issues in the design of managerial control systems, including distinctive budgetary and non-budgetary mechanisms, divisional performance evaluation, and strategic performance management.

### AY5108 - Intermediate Corporate Finance

The objectives of this module are to facilitate students in developing and applying a comprehensive understanding of the role of corporate finance in investment and financing decision-making, especially the analysis of complex structured and unstructured decision situations in a strategic context. The module explores the role of finance theory and corporate finance tools and techniques in supporting the strategic capital investment and financing decision-making processes in an organisation.

### *AY5109 - Advanced Corporate Finance*

The objectives of this module are to facilitate students in developing and applying a comprehensive understanding of the role of corporate finance in strategic financial decision-making contexts in particular in financing and valuation decisions giving detailed consideration to risk. The module focuses on decision-making under conditions of uncertainty and requires consideration of theoretical and real-world conditions in financial decision-making in a strategic context. The module explores the role of finance theory and corporate finance tools and techniques in supporting the strategic investment, financing and related decision-making processes in an organisation.

### *AY5110 - Auditing & Assurance I*

The objective of this course is to give students a professional understanding of the role and function of the External Auditor, the principles that underpin modern auditing and the fundamental core processes involved in the audit of the Financial Statements of a corporate entity. As well as focusing on the role of Auditing in a business and societal context, this module will introduce students to the domestic and European legal and regulatory auditing environment and the challenges for auditing in the modern era.

### *AY5120 - Auditing & Assurance II*

This module will build on the module 'AY5110 Auditing I' which is a prerequisite to this module. The module will extend students' understanding of approaches to auditing addressing complex areas such as 'Going Concern' and audit completion obligations and challenges. Further, the module will address the preparation of complex and qualified audit reports, and the auditor's responsibilities to report to relevant bodies other than the organisation's members especially in cases of fraud. Finally the module will cover approaches to auditing in IT settings and approaches to sampling in an auditing context.

### *AY5121 - Analytical and Communication Skills Development*

The objective of this module is to develop students' skills for a transformed accounting and finance profession. While technical skills remain critical, accountants are increasingly expected to demonstrate robust communication, presentation and analytical skills. This module is designed to address these requirements and thus develop students' employability skills. Excel is extensively used within the accounting profession, however many users only use a limited range of features. Covering more advanced Excel techniques makes users more productive and efficient. Transforming huge volumes of complex data into useful insights is a challenge for all organisations, Tableau enables users to build visual representations of the analysis conducted to allow clearer and more succinct communication of key insights. Advanced Excel and Tableau skills are essential business skills in contemporary organisations, facilitating faster and better decision making.

### *AY5122 - Advanced International Financial Reporting and Analysis*

The objective of this course is to 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

### *AY5128 - Summer Schools in A&F: Contemporary Global Issues*

The objective of this module is to familiarise students with a range of contemporary global issues that influence how businesses operate, and how management both accounts for the stewardship of the business, and, assesses the management of organisational performance. This module will involve opportunities for students to gain a deeper understanding of these matters and be able to critically assess the implications these issues have for businesses and performance measurement. The module also aims to broaden students' skills in assessing organisational performance.

### *AY5131 - International Financial Reporting and Analysis*


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 designed for students who have little or no previous knowledge of accounting. The course will provide a good basic foundation in Financial Accounting and Analysis and will also develop students' knowledge of the regulatory framework and ethical considerations which apply to international financial reporting. Students will enhance their ability to analyse financial statements by developing a conceptual understanding of the International Financial Reporting Standards (IFRS) covered, together with the ability to apply these standards to practical accounting problems and prepare and analyse financial statements.

### *MG571 - Strategic Management*

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

### *MS5106 - Data Science & Big Data Analytics*

This module aims to provide students with knowledge required to become active contributors to big data analytics projects and develop specific skills needed to use and implement big data analytics technology and tools. Topics may include: big data technology and tools: Hadoop, MapReduce, Yarn; Hadoop ecosystem: HBase, Hive, Pig; Spark; big



data analytics project life cycle; creating business value with big data. The module focuses on how technologies can be integrated and used in a business intelligence environment through case studies of big data applications.

*MS5109 - Business Analytics with SAP*

The objective of this module is to provide students with practical experience of an industry-standard Business Analytics/Intelligence system and knowledge of how such a system may impact organisations. Firstly, this module will involve undertaking a certification in SAP HANA through the successful completion of case studies in an SAP education system. Secondly, students are required to reflect on the impact and value of business intelligence systems for organisations.

### Programme Objectives

The MSc in Business Analytics serves distinct needs pertaining to the use, management and development of business analytics within organisations. It is anticipated that students will bring to the programme a variety of skills from different backgrounds. The programme is designed as a specialist course which assists students in blending their existing talents with the technological skills and business knowledge needed to use and manage big data and business analytics in modern knowledge-based organisations.

### Entry Requirements

Applicants should normally hold a qualification from a university or other internationally recognised academic institution or authority, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent). The qualification must include an element of quantitative techniques, for example, graduates of Business Studies, Engineering, Computer Science, other Sciences, Mathematics or other courses that have some quantitative content.

All applicants whose first language is not English, must present one of the following qualifications in the English language: IELTS (6.5 overall, with no less than 5.5 in any component), TOEFL (88) or PTE (61). Language test must be taken no more than two years prior to commencement of your programme at the University.

### Programme Structure

The programme will be offered on a full-time basis over one academic year. The programme will consist of lectures, practical classes, seminars and projects in the required subjects. To be eligible for the award of the MSc in Business Analytics, candidates must successfully complete modules to a total of 90 ECTS.

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

Pass by compensation is not permitted in module MS5115 Project.

#### Semester 1

| Code   | Module  | ECTS     |
|--------|---|----------|
| MS805  | Database Systems                              | 5 (Core) |
| MS806  | Business Applications Programming             | 5 (Core) |
| MS5104 | Decision Theory & Analysis                    | 5 (Core) |
| MS5105 | Statistical Techniques for Business Analytics | 5 (Core) |
| MS5107 | Business Modelling & Analytics                | 5 (Core) |

#### Semester 2

| Code   | Module                                      | ECTS     |
|--------|---|----------|
| MS802  | Information Systems Strategy and Innovation | 5 (Core) |
| MS810  | Information Systems Security and Ethics     | 5 (Core) |
| MS5106 | Data Science and Big Data Analytics         | 5 (Core) |
| MS5108 | Applied Customer Analytics                  | 5 (Core) |
| MS5114 | Advanced Programming for Business Analytics | 5 (Core) |

#### Elective Modules (choose 10ECTS - subject to availability)

|        |  |    |            |
|--------|--|----|------------|
| MG557  | Strategic Management                     | 5  | Semester 1 |
| MS804  | Systems Development & Project Management | 5  | Semester 1 |
| MS809  | Enterprise Systems                       | 5  | Semester 2 |
| MS5109 | Business Analytics with SAP              | 10 | Semester 2 |

#### Autumn

| Code   | Module                           | ECTS      |
|--------|----------------------------------|-----------|
| MS5115 | Business Analytics Major Project | 30 (Core) |

## Syllabii

### *MG557 - Strategic Management*

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

### *MS802 - Information Systems Strategy and Innovation*

Information Systems Strategy and Innovation is an advanced second Semester module. The objective of this course is to provide students with an in-depth understanding of the theory of IS Strategy and Innovation in an applied context using case studies. The topics covered include the fundamentals of Innovation, Strategic IS & Planning, Value Creation with IS, Value Frameworks, Formulating an IS Innovation Strategy, Emerging Issues in IS Strategy and Innovation, Collaboration for Innovation (Lean Startup, Open Innovation, Crowdsourcing, Business Model Canvas), Design Thinking, and Business Analytics. The module will feature guest lectures balancing the focus between industry and research.

### *MS804 - Systems Development & Project Management*

The objective of this course is to develop in students an understanding of the fundamentals of project management within the context of information systems development. Topics include the systems development life cycle, project integration, requirements analysis and scope management, time management, cost management, risk management, communications management etc. In addition, different IS development methods will be covered (Waterfall, SDLC, RAD, and Agile methods) as well as business process modelling techniques (e.g. DFDs).

### *MS805 - Database Systems*

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

### *MS806 - Business Applications Programming*

The objective of the course is to develop your knowledge and competence in object-oriented programming for the business environment using visual C# programming language.

### *MS809 - Enterprise Systems*

The objective of this course is to develop students' understanding of Enterprise Systems in business. Topics include: Information systems in 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; enterprise architecture management; ERP Implementation; Supply Chain Management (SCM); Digital Transformation and emerging directions in Enterprise Systems such as fintech innovation, cryptocurrencies, blockchain, gamification and enterprise personal analytics.

### *MS810 - Information Systems Security & Ethics*

Information Systems Security and Ethics is an advanced second Semester module. The objective of this course is to provide students with an in-depth understanding of the management of security risks facing the individual operator or organization. The topics covered are designed to give information systems professionals a background overview of the IS Security domain and an overview of tools required to manage threats to the organisation or business. Furthermore, the concept of ethics in the information age is explored with historical and philosophical perspectives from the social sciences provided.

### *MS5104 - Decision Theory and Analysis*

The objective of this course is to introduce students to the different aspects of decision theory and analysis and specifically how these apply to business.

### *MS5105 - Statistical Techniques for Business Analytics*

The objectives of this module are to build the knowledge and skills required to apply quantitative techniques to analyse business data and interpret and present results from such analyses. Topics may include: descriptive analysis, visualisation and charting; how to work with various data types and how they relate to statistical tests; how to know what analytical tests to run; how to read data output; how to interpret and report results; business data correlations, regression; t-tests and various analyses of variance methods; factors analysis; parametric and non-parametric analyses; other statistical techniques for business analytics.

### *MS5106 - Data Science and Big Data Analytics*

This module aims to provide students with knowledge required to become active contributors to big data analytics projects and develop specific skills needed to use and implement big data analytics technology and tools. Topics may include: big data



technology and tools: Hadoop, MapReduce, Yarn; Hadoop ecosystem: HBase, Hive, Pig; Spark; big data analytics project life cycle; creating business value with big data. The module focuses on how technologies can be integrated and used in a business intelligence environment through case studies of big data applications.

#### *MS5107 - Business Modelling and Analytics*

The objective of this course is to develop students understanding of the role of business analytics in decision making and equip them with solutions used to create scenarios, understand realities, and predict future states. The course focuses on three types of business analytics: descriptive analytics used to gain insight from historical data; predictive analytics used to forecast future business performance; and prescriptive analytics used to recommend decisions using optimisation, simulation etc. Students are introduced to core concepts and technologies of business analytics, such as modelling, analysis, optimisation; data exploration and data mining; forecasting models; decision trees; neural networks; clustering techniques; etc. The course uses real business cases, to illustrate the application and interpretation of these methods. An important feature of the course is the use of MS Excel, an environment familiar to business analysts. All discussed models are provided by the Excel add-ins Analytic Solver Platform and XLMiner plus illustrative examples.

#### *MS5108 - Applied Customer Analytics*

In today's digitally enabled world, businesses are collecting more data than they know what to do with it. Using the R programming language, which has become the industry standard for statistical analytics, this module will focus on turning large datasets into useful insights. The focus is applying statistical techniques to real dataset using R, rather than the mathematical details. With an emphasis on customer datasets, candidates will explore the R, RStudio, and R packages; learn how to programme basic statistics; create attractive, intuitive statistical graphics; write user-defined functions; combine and reshape multiple datasets; build linear, generalised linear, and nonlinear models; assess the quality of models and variable selection; analyse univariate and multivariate time series data; and learn how to write-up data analyses.

#### *MS5109 - Business Analytics with SAP*

The objective of this module is to provide students with practical experience of an industry-standard Business Analytics/Intelligence system and knowledge of how such a system may impact organisations. Firstly, this module will involve undertaking a certification in SAP HANA through the successful completion of case studies in an SAP education system. Secondly, students are required to reflect on the impact and value of business intelligence systems for organisations.

#### *MS5114 - Advanced Programming for Business Analytics*

Understanding key computational models and concepts for business analytics is important in today's data-driven business environment. In this module, learners will be introduced to computational thinking, experimental methodologies, and empirical methods for training, validation, and testing models within an analytics context. This module will provide learners with a working knowledge of how to prepare datasets, present data visualisations, and support decision-making using data analysis programming.

#### *MS5115 - Business Analytics Major Project*

This is a major applied project which will be undertaken under the supervision and direction of staff. The project will normally be undertaken on a group basis. Projects will be based on a substantial topic in the field of business analytics. This module has two components: (1) a group project, and (2) an individual learning journal. To successfully complete this module, students must attain a pass grade in both components.

## MASTER OF SCIENCE IN HEALTH ECONOMICS

### Programme Outline

Understanding resource issues and the ways in which economics can help to analyse them is increasingly necessary for those involved in planning and delivery of health and social care. The need for specific economic skills is increasingly recognized by government, the health service and industry. This and the continuing growth of both the public and private health care sectors means that there is a large and growing demand for health economics expertise within Ireland and further a field. Opportunities include the pharmaceutical and medical device industries, government, the health service and among professional bodies to inform debate, undertake research and assist in policy development. This programme is designed to provide an appreciation of the scope and use of economics in the examination of health and health care decision making and to equip the student with the skills necessary for a career in the public or private sector or for use in further academic study in health economics.

The programme provides the student with an understanding of the key economic issues confronting health care systems. It introduces the student to the tools and methods necessary to analyse these issues and critically appraise alternative solutions that have emerged in different economies. The role and techniques of evaluation in health care are examined in detail including the theory and practice of evaluation, the use of models to address incomplete information and the presentation of study findings to inform policy makers.

The programme is directed by a team of highly-respected economists with extensive experience of research, teaching and the provision of policy advice in the area of health economics. It is an intensive 12 month taught programme based on course work, examinations and a minor thesis. Students are also afforded an opportunity to undertake a placement. It is ideal preparation for students considering further postgraduate study in economics or a career within the public or private health care sectors.

### Minimum Entry Requirements

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

It is expected that 10-15 students would take the course.

### Courses

The following modules are compulsory.

| <i>Code</i> | <i>Module</i>                         | <i>ECTS</i> |
|-------------|---------------------------------------|-------------|
| EC5120      | Economics of Health and Health Care   | 10          |
| EC515       | Data Management and Survey Techniques | 10          |
| EC506       | Econometrics                          | 10          |
| EC579       | Applied HTA and Decision Modelling    | 10          |
| EC584       | Economic Evaluation in Health Care    | 10          |
| EC572       | Health Systems and Policy Analysis    | 10          |
| Plus        |                                       |             |
| EC505       | Minor Dissertation                    | 10          |

In addition, students must choose modules with a cumulative value of 20 ECTS from the following optional modules:

|        |  |    |
|--------|--|----|
| MD518  | Observational Studies &<br>Analytical Research Methods | 10 |
| EC517  | Cost Benefit Analysis and Evaluation                   | 10 |
| MD515  | Systematic Review Methods                              | 10 |
| EC5121 | Applied Econometrics                                   | 10 |
| EC5123 | Dynamics of Ageing and Public Policy                   | 10 |

### Dissertation

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

## Assessment

Each module, with the exception of the minor dissertation, will be examined by an end of semester written examination and appropriate course-work.

## Timing of Examinations

Modules will be examined at the end of Semester 1 and Semester 2 with repeat examinations in Autumn.

## Structure of Programme

### Semester 1

| <i>Code</i> | <i>Module</i>                         | <i>ECTS</i> |
|-------------|---------------------------------------|-------------|
| EC506       | Econometrics                          | 10          |
| EC515       | Data Management and Survey Techniques | 10          |
| EC5120      | Economics of Health and Health Care   | 10          |
| EC584       | Economic Evaluation in Health Care    | 10          |

### Semester 2

| <i>Code</i> | <i>Module</i>                                       | <i>ECTS</i> |
|-------------|---|-------------|
| EC579       | Applied HTA and Decision Modelling                  | 10          |
| EC572       | Health Systems and Policy Analysis                  | 10          |
| EC505       | Dissertation  | 10          |
| EC517       | Cost Benefit Analysis and Evaluation                | 10          |
| MD515       | Systematic Review Methods                           | 10          |
| MD518       | Observational Studies & Analytical Research Methods | 10          |
| EC5123      | Dynamics of Ageing and Public Policy                | 10          |
| EC5121      | Applied Econometrics                                |             |

## Course Content

### *Applied Econometrics*

This module introduces the student to econometric methods for the estimation of associative and causal effects and equips the student to undertake such analysis for the purposes of informing decision-making in the public policy and/or private enterprise spheres.

### *Applied HTA and Decision Modelling*

This module examines the use of various models and techniques that are commonly used in health technology assessment. Topics covered include life tables and survival analysis; measuring, valuing and analysing costs and outcomes; decision trees and Markov modelling; and representing uncertainty in decision analytic models. Extensive use is made of practical computer lab sessions using software packages such as Excel and Treeage. Pre-requisite of Economics Evaluation in Healthcare or equivalent.

### *Current Topics in Health Economics (Not on offer in 2020/21)*

The module will cover selected topics in health economics. The topics will be in one of three broad areas – theoretical models in health economics; empirical methods in health economics; and health policy issues.

### *Data Management and Survey Techniques*

Probability and probability distributions. Test of Hypotheses (design and distribution of selected parametric and non-parametric test statistics). Analysis of variance. Measurement and Scaling. Research process. Methods of data collection. Design of Surveys. Design of questionnaires. Analysis and interpretation of survey data. Data presentation. Applied work using SPSS software.

### *Dynamics of Ageing and Public Policy*

The objective of this module is to introduce students to current developments and debates in public and social policy on ageing. It will examine demand and sustainability implications of the most significant demographic challenge of the 21st century and the future policy directions necessary to address this challenge and support positive experiences in later life. Targeting the major domains of public and social policy, the module will foster students' critical capacity to engage with and analyse relevant policies and cross-sector planning strategies. The module will also consider some of the implications of demographic ageing for other policy sectors and populations groups in related to health and well-being.

### *Dissertation*

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

### *Economic Evaluation in Healthcare*

The module examines the theory and practice of economic evaluation as it applies to health and social care interventions. Topics covered include the rationale for economic evaluation; formulating a health evaluation problem; identifying and measuring outcomes and effectiveness; identifying, enumerating, and valuing the inputs to form an economic measure of costs; measuring the benefits of health interventions using contingent valuation and discrete choice experiment

### *Economics of Health and Health Care*

Health economics is the study of how scarce healthcare resources are allocated among competing interventions and among groups in society. This course introduces basic concepts and practical issues faced by decision makers at all levels in the health system in allocating scarce resources so that the choices they make maximise health benefits to the population.

The course will introduce some key concepts in health economics (e.g. opportunity costs) and explore how better choices in resource allocation might be made. There will be an introduction to the demand for and supply of health services, the fundamentals of markets and the challenges we face in allocating resources for healthcare. We will also reflect on equity in healthcare.

### *Economics of Medical Devices (Not on offer in 2020/21)*

This module provides the student with a solid introduction to the application of the health economic analysis to medical devices for the purpose of informing decision making for health policy and healthcare practice. The student is provided with a comprehensive overview of the distinctive features of medical devices, the regulatory environment for medical devices, and the subsequent challenges associated with the application of health economic methods for the analysis of medical devices. Applied examples and practical experience are a key element of the module and, to this end, a range of interesting and relevant real-world applications will be utilised. Since a crucial part of academic and professional research is the ability to present results clearly, convincingly and succinctly, the module will also aim to teach students the basic rules of research presentation in the context of health economics and the module assessment is designed with this in mind.

### *Health Economic Analysis of Medical Devices*

This module provides the student with an introduction to the health economic analysis of medical device technologies. The student is provided with a comprehensive overview of the distinctive features of medical devices, the regulatory environment for medical devices, and the subsequent challenges for the conduct of health economic methods for the analysis of medical devices for the purposes of informing decision making for health policy and healthcare practice.

### *Health Systems and Policy Analysis*

The module examines alternative health and social care systems operating in developed economies. The structures, funding, incentive arrangements and performance of systems are compared. Policy development, appraisal and system reform are critically appraised including examination of strategies aimed at tackling emerging public health issues such as ageing and obesity and policies aimed at cost containment. Case studies are used to explore policy development, implementation and appraisal.

### *Systematic Review Methods*

This course about research synthesis focuses on comparisons between alternative interventions. Interactive learning modules, required readings, discussion boards, tutorials, and assignments will be used to highlight rigorous systematic review methods, such as searching for potentially relevant articles, selecting primary studies using explicit, reproducible criteria, appraisal of study architecture, quantitative data synthesis and interpretation.

### *Non-Market Valuation for Health Economists (Not on offer in 2020/21)*

The module will describe the main non-market techniques that are used to value health and healthcare. The module will describe the pros and cons of the various methods and highlight the particular challenges associated with health economics applications. The module will also illustrate the various econometric models that are used to analyse these types of data. The module will be practical in nature with students required to design their own valuation study.

### *Observational Studies & Analytical Research Methods*

This course reviews observational research methods including measures of health, causality, sampling, survey research, cross-sectional studies, retrospective studies, prospective studies, prospective cohort studies, case-control design, scale development, diagnostic testing and qualitative research methods.

### *Public Sector Economics (Not on offer in 2020/21)*

The major issues addressed in the module will be economic efficiency, theories of social valuation, behavioural public economics. public goods, externalities, social choice, local public sector economics, fiscal decentralisation and fiscal federalism.

## MASTER OF SCIENCE IN HEALTH ECONOMICS PART-TIME

### Programme Outline

The programme is designed to provide an appreciation of the scope and use of economics in the examination of health and health care decision making and to equip the student with the skills necessary for career development in the public or private sector or for use in further academic study in health economics.

It is a part time programme taught over two years based on course work, examinations and a minor thesis. Students can avail of a placement in their second year while completing their dissertation or under a project based with their current employer. It is ideal for individuals who cannot avail of a fulltime programme but wish to develop essential skills in the area of health economics.

### Minimum Entry Requirements

Students admitted to this programme will normally hold a Level 8 or higher qualification, with minimum grade of Second Class Honours Grade I, in an area of study which includes a substantial concentration of economics.

### Quota

There is no limitation on the number of students who can join the programme.

### Modules

The following modules are compulsory

| <i>Code</i> | <i>Module</i>                         | <i>ECTS</i> |
|-------------|---------------------------------------|-------------|
| EC5120      | Economics of Health and Health Care   | 10          |
| EC515       | Data Management and Survey Techniques | 10          |
| EC506       | Econometrics                          | 10          |
| EC579       | Applied HTA & Decision Modelling      | 10          |
| EC572       | Health Systems and Policy Analysis    | 10          |
| EC584       | Economic Evaluation in Health Care    | 10          |

*Plus*

|       |                    |    |
|-------|--------------------|----|
| EC505 | Minor Dissertation | 10 |
|-------|--------------------|----|

In addition students must choose modules with a cumulative value of 20 ECTS from the following optional modules:

|        |   |    |
|--------|---|----|
| EC5121 | Applied Econometrics                                | 10 |
| EC517  | Cost Benefit Analysis and Evaluation                | 10 |
| EC5123 | Dynamics of Ageing and Public Policy                | 10 |
| MD518  | Observational Studies & Analytical Research Methods | 10 |
| MD515  | Systematic Review Methods                           | 10 |

\*Not on offer in 2020/21.

#### *Dissertation*

The minor dissertation shall be approximately 10,000 words in length and shall be original in content but not necessarily a major contribution to a particular field of study. The dissertation will be completed during the course of the second year.

## Assessment

Each module, with the exception of the minor dissertation, will be examined by an end of semester written examination and appropriate course-work.

## Timing of Examinations

Modules will be examined at the end of Semester 1 and Semester 2 with repeat examinations in Autumn.

## Structure of Programme

### Core Modules

| <i>Semester 1 Year 1</i> |                                       | <i>ECTS</i> |
|--------------------------|---------------------------------------|-------------|
| EC515                    | Data Management and Survey Techniques | 10          |
| EC584                    | Economic Evaluation in Health Care    | 10          |
| <i>Semester 2 Year 1</i> |                                       |             |
| EC579                    | Applied HTA & Decision Modelling      | 10          |
| Option(s)                |                                       |             |
| <i>Semester 1 Year 2</i> |                                       |             |
| EC5120                   | Economics of Health and Health Care   | 10          |
| EC506                    | Econometrics                          | 10          |
| <i>Semester 2 Year 2</i> |                                       | <i>ECTS</i> |
| EC572                    | Health Systems and Policy Analysis    | 10          |
| EC505                    | Dissertation                          | 10          |

### Optional modules

|        |   |    |
|--------|---|----|
| EC5121 | Applied Econometrics                                | 10 |
| EC517  | Cost Benefit Analysis and Evaluation                | 10 |
| EC5123 | Dynamics of Ageing and Public Policy                | 10 |
| MD518  | Observational Studies & Analytical Research Methods | 10 |
| MD515  | Systematic Review Methods                           | 10 |

## MASTER OF SCIENCE IN INFORMATION SYSTEMS MANAGEMENT

### Programme Objectives

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

### Entry Requirements

Applicants should normally hold a qualification from a university or other internationally recognised academic institution or authority, corresponding to Level 8 of the Irish National Framework of Qualifications (NFQ), to a minimum standard of Second Class Honours (or equivalent). It is expected that successful applicants will come from a variety of academic and professional backgrounds with prior exposure to information technology and/or business.

All applicants whose first language is not English, must present one of the following qualifications in the English language: IELTS (6.5 overall, with no less than 5.5 in any component), TOEFL (88) or PTE (61). Language test must be taken no more than two years prior to commencement of your programme at the University.

### Programme Structure

The programme will be offered on a full-time basis over one academic year. The programme will consist of lectures, practical classes, seminars and projects in the required subjects. To be eligible for the award of the MSc in Information Systems Management, candidates must successfully complete modules to a total of 90 ECTS.

A candidate who has passed all of the modules other than the Project within a period of two years from commencement of the programme shall be eligible for the award of a Postgraduate Diploma in Information Systems Management.

Pass by compensation is not permitted in module MS812 Project.

#### *Semester 1*

| Code   | Module                                   | ECTS     |
|--------|--|----------|
| MS801  | Web Design & Development                 | 5 (Core) |
| MS804  | Systems Development & Project Management | 5 (Core) |
| MS805  | Database Systems                         | 5 (Core) |
| MS806  | Business Applications Programming        | 5 (Core) |
| MS820  | Interactive Systems Design               | 5 (Core) |
| MS5107 | Business Modelling and Analytics         | 5 (Core) |

#### *Semester 2*

| Code  | Module                                    | ECTS     |
|-------|---|----------|
| MS802 | Information Systems Strategy & Innovation | 5 (Core) |
| MS803 | Business Data Communications              | 5 (Core) |
| MS807 | Information Systems Management            | 5 (Core) |
| MS809 | Enterprise Systems                        | 5 (Core) |
| MS821 | Applied Systems Analysis                  | 5 (Core) |

*Elective Modules (choose one - subject to availability)*

|        |   |   |
|--------|---|---|
| MS810  | Information Systems Security and Ethics     | 5 |
| MS5114 | Advanced Programming for Business Analytics | 5 |

#### *Autumn*

| Code  | Module  | ECTS      |
|-------|---------|-----------|
| MS812 | Project | 30 (Core) |

## Syllabii

### *MS5107 - Business Modelling and Analytics*

The objective of this course is to develop students understanding of the role of business analytics in decision making and equip them with solutions used to create scenarios, understand realities, and predict future states. The course focuses on three types of business analytics: descriptive analytics used to gain insight from historical data; predictive analytics used to forecast future business performance; and prescriptive analytics used to recommend decisions using optimisation, simulation etc. Students are introduced to core concepts and technologies of business analytics, such as modelling, analysis, optimisation; data exploration and data mining; forecasting models; decision trees; neural networks; clustering techniques; etc. The course uses real business cases, to illustrate the application and interpretation of these methods. An important feature of the course is the use of MS Excel, an environment familiar to business analysts. All discussed models are provided by the Excel add-ins Analytic Solver Platform and XLMiner plus illustrative examples.

### *MS5114 - Advanced Programming for Business Analytics*

Understanding key computational models and concepts for business analytics is important in today's data-driven business environment. In this module, learners will be introduced to computational thinking, experimental methodologies, and empirical methods for training, validation, and testing models within an analytics context. This module will provide learners with a working knowledge of how to prepare datasets, present data visualisations, and support decision-making using data analysis programming.

### *MS801 - Web Design & Development*

The objective of this module is to provide students with applied skills in web development and multimedia object development. Topics may include: Web development concepts and techniques; HTML; CSS; CSS page design; web development for multiple devices and mobile web development. Multimedia development tools will include Dreamweaver, Fireworks and Photoshop.

### *MS802 - Information Systems Strategy and Innovation*

Information Systems Strategy and Innovation is an advanced second Semester module. The objective of this course is to provide students with an in-depth understanding of the theory of IS Strategy and Innovation in an applied context using case studies. The topics covered include the fundamentals of Innovation, Strategic IS & Planning, Value Creation with IS, Value Frameworks, Formulating an IS Innovation Strategy, Emerging Issues in IS Strategy and Innovation, Collaboration for Innovation (Lean Startup, Open Innovation, Crowdsourcing, Business Model Canvas), Design Thinking, and Business Analytics. The module will feature guest lectures balancing the focus between industry and research.

### *MS803 - Business Data Communications*

The objective of this course is to develop in students an understanding of the fundamentals of modern data communication technologies and to combine them with applications and practices related to a business environment. Topics may include: network concepts; transmission media; OSI and TCP/IP; LAN technologies; network and Internet connectivity; Internet communication model and application layer services; hosting solutions; IP addresses and domain name system; network security technologies – problems and solutions.

### *MS804- Systems Development & Project Management*

The objective of this course is to develop in students an understanding of the fundamentals of project management within the context of information systems development. Topics include the systems development life cycle, project integration, requirements analysis and scope management, time management, cost management, risk management, communications management etc. In addition, different IS development methods will be covered (Waterfall, SDLC, RAD, and Agile methods) as well as business process modelling techniques (e.g. DFDs).

### *MS805 - Database Systems*

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

### *MS806 - Business Applications Programming*

The objective of the course is to develop your knowledge and competence in object-oriented programming for the business environment using visual C# programming language.

### *MS807- Information Systems Management*

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



organizational change; the impact of IS on organizations; IS and the changing competitive environment; how IS/IT delivers new ways of doing business; outsourcing; trends in information systems; and current issues in the management of the information systems resource.

#### *MS809 - Enterprise Systems*

The objective of this course is to develop students' understanding of Enterprise Systems in business. Topics include: Information systems in 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; enterprise architecture management; ERP Implementation; Supply Chain Management (SCM); Digital Transformation and emerging directions in Enterprise Systems such as fintech innovation, cryptocurrencies, blockchain, gamification and enterprise personal analytics.

#### *MS810 - Information Systems Security & Ethics*

Information Systems Security and Ethics is an advanced second Semester module. The objective of this course is to provide students with an in-depth understanding of the management of security risks facing the individual operator or organization. The topics covered are designed to give information systems professionals a background overview of the IS Security domain and an overview of tools required to manage threats to the organisation or business. Furthermore, the concept of ethics in the information age is explored with historical and philosophical perspectives from the social sciences provided.

#### *MS812 - Project*

A major applied project will be undertaken under the supervision and direction of staff. The project will normally be undertaken on a group basis. Projects must be based on a substantial topic in the field of business information systems relating to the use, management or development of an information system.

#### *MS820 - Interactive Systems 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. The design of interactive systems relies on an understanding of the capabilities and needs of people and an understanding of the kinds of technologies available. It also relies on the ability to identify requirements and to transform them into an appropriate design. There are a wide variety of interfaces available today and it is important that interaction designers have an appreciation and understanding of these. Newer interfaces include robotic, wearable, shareable, mixed reality and mixed-modal interfaces while more traditional interfaces such as desktop, multimedia and web interfaces are still, and will continue to be, widely used.

#### *MS821 - Applied Systems Analysis*

The objective of this module is to provide students with an in-depth understanding of foundation and advanced aspects of systems analysis in an applied context. The topics covered may include: systems theory; the practice of systems analysis; modelling approaches such as data, process and object-oriented modelling; systems development methodologies and techniques; the use of computer-aided systems engineering (CASE) tools; requirements determination and analysis; requirements determination techniques (e.g., interviewing, observation and questionnaires) one-to-one and group interviewing techniques and skills; presentation techniques; compiling and evaluating requests for proposals; software and hardware contracts; project and systems documentation; feasibility analysis; case studies in systems analysis and design, emerging issues in systems analysis.

# MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT

The objective of the M.Sc. in International Management is to provide students with in-depth knowledge and expertise in international business and cross-cultural management.

On completion of the programme students would be able to:

- Understand current theories, concepts and frameworks in international management, cross-cultural management and international business & the multinational enterprise.
- Appreciate the relevance of theories, concepts and frameworks to undertaking business across frontiers.
- Understand the practical tools and techniques applied at strategic and operational levels when successfully undertaking cross-border activities.
- Proficiently use library and internet-based resources.
- Understand relevant sources of information and their limitations.
- Identify, analyse and evaluate international management and international business options
- Apply models, tools and techniques in different company, country and sectoral contexts.
- Integrate and apply knowledge from a range of international management and international business subjects.
- Synthesize and present complex information in an appropriate way according to audience requirements.

## Entry Requirements

Candidates for the M.Sc. in International management will normally hold or expect to hold before the programme, an undergraduate degree (level 8). The minimum standard for entry is second class Honours, usually to grade 1 level. Practical experience of Management would be an advantage.

Prospective candidates may also be obliged to undertake the Graduate Management Admissions Test (GMAT) for entry to the programme. Where appropriate, the International English Language Testing System IELTS (with not less than 5.5 in any one component), may also be required. In addition, an interview may form part of the selection process for the programme.

## Places Available

The number of places available each year is limited.

## Mode of Delivery

The M.Sc. in International Management will be offered on a full-time basis over 12 months.

## Programme Structure

### *Semester 1*

|        |  |         |
|--------|--|---------|
| MG602  | Strategic Management                       | 5 ECTS  |
| AY590  | International Corporate Finance            | 5 ECTS  |
| MK579  | Global Marketing                           | 5 ECTS  |
| MG5124 | Business Research Skills                   | 5 ECTS  |
| MG5127 | International Management in Practice       | 5 ECTS  |
| MG6108 | International HRM                          | 10 ECTS |
| MG5121 | Business & Professional Development Skills | 5 ECTS  |

### *Semester 2*

|        |  |         |
|--------|--|---------|
| MG5108 | Business & People Analytics            | 5 ECTS  |
| MG5112 | International Management               | 5 ECTS  |
| MG5113 | Business & Society                     | 5 ECTS  |
| MG5114 | International Entrepreneurship         | 10 ECTS |
| MG5126 | Applied International Management Study | 10 ECTS |
| MG5127 | International Management in Practice   | 10 ECTS |
| MG6112 | International Management Report        | 20 ECTS |
| MG5122 | Internship & Applied Management Report | 30 ECTS |

## Syllabii

### ***MG602 - Strategic Management***

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

### ***AY590 – International Corporate Finance***

The objectives of this module are to facilitate students in developing and applying a comprehensive understanding of the role of corporate finance in investment and financing decision-making, especially the analysis of complex structured and unstructured decision situations in a strategic context. The module explores the role of finance theory and corporate finance tools and techniques in supporting the strategic capital investment and financing decision-making processes in an organisation.

### ***MK579 – Global Marketing***

In an increasingly global environment this module seeks to develop students' understanding of the political, legal, economic, and socio-cultural variables which will impact on international marketing decision-making and planning. The course will concentrate on four strategic international marketing decision areas: market selection criteria, market entry strategies and defending/growing market position. The module aims to provide students with the necessary knowledge, skills and techniques to appraise the pertinent issues that affect international marketing decisions. The course will equip learners with a cohesive and integrated understanding of how a firm can achieve international competitiveness through the design and implementation of market-response programmes.

### ***MG5124 – Business Research Skills***

This module provides students with an understanding of the research and academic writing skills that are necessary in business research. The objective of the module is to provide students with a theoretical and practical understanding of the tools and techniques used for collecting and analysing data in business research and with the necessary skills to critically evaluate research.

### ***MG5127 – International Management in Practice***

The aim of this module is to provide students with the opportunity to learn about international management/business in practice, and from multiple perspectives. The module is delivered through a series of seminars and/or workshops delivered by practitioners or experts with the purpose of: Discussing contemporary aspects and issues of international management/business; Providing an understanding of and beginning to develop skills and competencies required for working in an international context; and Exposing students to the realities of working in an international management/business context. Therefore, the emphasis of the module is placed on application, skills and experiential learning.

### ***MG6108 - International Human Resource Management***

The purpose of the International Human Resource Management (IHRM) module is to encourage students to critically develop their knowledge and expertise across a range of specialist themes in IHRM. Within the context of IHRM we consider global workforce staffing while developing an awareness of the skills and knowledge required by managers in seeking to work abroad as international executives. The meaning of culture is explored by mapping a range of national culture models to the practice of IHRM and taking an institutional lens, we differentiate and highlight the role that organisational culture plays in global staffing. The latest concepts and models will be examined and new developments in the global business environment will be considered in relation to the implications for International HRM policy and practice. Drawing from current research and case studies this module aims to provide a stimulating learning experience while bridging the gap between research and practice.

### ***MG5121 – Business & Professional Development Skills***

A key purpose of this module is thus to encourage learners to develop a strong sense of self-awareness and of their own strengths and weaknesses as managers and colleagues. The module is primarily concerned with the development of skills, and specifically seeks to develop and improve a range of definable skills that are pivotal to successful management practice and to effective leadership. These include thinking and decision-making skills, the management of financial information, managing budgets, a range of team working and interpersonal skills and others associated with developing personal effectiveness and credibility at work. Finally, the module seeks to help learners make the most of their formal programmes of study with the inclusion of key postgraduate study skills and requires critical reflection on theory and practice from an ethical and professional standpoint.

### ***MG5108 – Business & People Analytics***

This module aims to develop the awareness, skills and knowledge required to understand people analytics as a mental framework, linking human resource decisions to business outcomes and organisational performance. The module provides a grounding in the basic principles of people analytics and through critical discussion and practice-based case studies, we investigate how HR data from both internal and external sources can be used to create, capture, leverage and protect value by supporting business and people related decision making. Recognising the value of human capital, the module will critically access key pillars of people analytics including: Workforce planning; Acquisition/hiring; Onboarding, Culture fit, and engagement; Performance assessment and development; Turnover and Retention.

### ***MG5112 - International Management***

This is a learning-by-doing module. Through the combination of lectures, case studies and company engagement, this module will develop your knowledge of the tools and vocabulary prerequisite to the effective management of multinational corporations. We will examine the internal and external challenges of firms that have foreign subsidiaries and how these can be addressed to create and capture value across national borders. We will adopt the perspective of headquarters and subsidiaries to achieve a holistic view of managing multinational corporations.

### ***MG5127 – International Management in Practice***

The aim of this module is to provide students with the opportunity to learn about international management/business in practice, and from multiple perspectives. The module is delivered through a series of seminars and/or workshops delivered by practitioners or experts with the purpose of: Discussing contemporary aspects and issues of international management/business; Providing an understanding of and beginning to develop skills and competencies required for working in an international context; and Exposing students to the realities of working in an international management/business context. Therefore, the emphasis of the module is placed on application, skills and experiential learning.

### ***MG6112 – International Management Report***

The objective of the IMR (International Management Report) is to equip you with the opportunity to investigate and diagnose 'live' international business and management issues, to review and draw on best practice/academic literature, to further explore the issues, to collect and analyse relevant research data, derive logical conclusions and make recommendations. You will act as a mini subject matter expert in the area of the project.

## MASTER OF SCIENCE MARKETING PRACTICE

### Programme Overview

The MSc (Marketing Practice) offers marketing graduates the opportunity to obtain (paid) professional marketing work experience. This experience is gained within a structured framework where participants on the programme benefit from a combination of:

1. taught modules where essential marketing professional skills and other transferrable skills are developed;
2. a challenging placement where theory is put into practice; and
3. On-going one-to-one mentoring and supervision by the Programme Director.

### Programme Objective

The objectives of this programme are to:

- deepen students' understanding and knowledge of marketing to an advanced level;
- enable marketing graduates to experience a challenging real-world placement that offers a launch pad for a successful career in marketing;
- encourage students to think critically in the application of marketing theory to increasingly complex real-world challenges that emerge daily in the workplace;
- ensure that students are prepared for the workplace with advanced workplace skills, focus, motivation, confidence and an enthusiastic "can-do" attitude;
- Expand the career choice and earning potential of graduates of this programme.

### Entry Requirements

Normally the minimum entry requirements will be (a) a second class honours Bachelor of Commerce or equivalent business degree (level 8), with a significant specialisation in Marketing (achieving a minimum of 55% in undergraduate degree) or (b) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI, Galway or other approved colleges, specialising in Marketing. However, not all applicants meeting this standard may be admitted as the number of places available in any year will be limited.

The MSc (Marketing Practice) selection committee will assess applicants' aptitude for the course, and applicants will be interviewed.

### Programme Structure

The programme is offered on a full-time basis over one year, running from September to the end of June. Students are required to:

- complete five obligatory taught modules: Marketing & Sales Automation, Analytics & Attribution, Inbound Marketing Strategy, Marketing Consulting in Action, Digital Marketing Strategy & Management, and Marketing Research & Strategy. These modules are designed to deepen students' knowledge and understanding of marketing to an advanced level and have a strong applied orientation;
- undertake a 37 week placement whereby students apply marketing theory to real-world scenarios on a daily basis while refining excellent transferrable skills; and
- complete an Applied Marketing Project relating to the organisation in which they are placed

### Taught Modules 35 ECTS

The taught modules take place over the course of the induction weeks and three subsequent workshops, scheduled at regular intervals throughout the placement period. All are examined by continuous assessment.

|        |   |         |
|--------|---|---------|
| MK5131 | Marketing and Sales Automation,         |         |
|        | Analytics and Attribution               | 5 ECTS  |
| MK584  | Marketing Research & Strategy           | 5 ECTS  |
| MK5122 | Inbound Marketing Strategy              | 5 ECTS  |
| MK5106 | Digital Marketing Strategy & Management | 10 ECTS |
| MK589  | Marketing Consulting in Action          | 5 ECTS  |

**30 ECTS**

TOTAL

### **Applied Marketing Project MK51 45 15ECTS**

Students complete an applied project (minor dissertation) focusing on the application of marketing theory, under the supervision of staff members. This project must be completed by a date in the summer specified by the Discipline of Marketing.

### **Marketing Placement MK586 45ECTS**

Students complete a 37 week work placement in an organisation that has a clear requirement for marketing expertise and a challenging job description. Students keep a daily Marketing Activity Log that is submitted to their supervisor on a weekly basis.

### **Assessment & Examination**

All taught modules are examined by continuous assessment, with no written examination.

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

## **Syllabii & Assessment**

### *Marketing & Sales Automation, Analytics & Attribution*

As technology continues to drive the practice of marketing, Marketing Professionals are constantly bombarded with emerging technology and feel enormous pressure to keep up-to-date on everything... multi-channel marketing, account-based marketing, content marketing, inbound marketing, marketing attribution, marketing analytics, SEO, SEM, marketing qualified leads, sales qualified leads, lead generation and nurturing using automated email .... the list is endless and new additions are relentlessly added to the list every day. We are expected to drive sales like never before, and to combine art and science in a way Marketers never could before (enabled by digital transformation). Help! What is a Marketer to do these days? How can we keep up? In this module we explore the challenge of keeping up to date while retaining our sanity, maximising our impact while minimising stress. We also focus on three of the current 'buzz' topics which are lately calling for our attention i.e. marketing automation, analytics and attribution, all in the context of the integration of marketing and sales.

### *Marketing Research & Strategy*

Undertaking market research is a fact of life for most marketing professionals. Whether this means finding out what consumers think of your advertising campaign or undertaking extensive research into a particular industry, the same scientific approach to research can be employed and once learned will stand to students for the rest of their careers. Market research can involve secondary or primary research and the objective of this module is to ensure that students become competent and confident applied market researchers. Using the information derived from market research to then inform marketing decisions and strategy development is a skill that the most successful marketers employ to great effect.

Students are required to submit an Industry Analysis of the industry in which their host organisation operates. This requires in-depth secondary and possibly primary research to gather the information required to provide a snapshot of the industry in question. This assignment is submitted in a formal report.

### *Inbound Marketing Strategy*

Inbound marketing is used by both global companies (e.g. Starbucks, Taco Bell, American Express, Microsoft, IBM, Tesco, etc.) and small businesses alike as a means of engaging their target audience, driving quality lead growth and ultimately their bottom line. Hubspot, the acknowledged global leader in Inbound Marketing, promotes a simple but powerful model based around four primary actions (Attract, Convert, Close, Delight) that businesses must take in order to get more visitors, leads, customers, and promoters. Included in this methodology are the tools and technology that companies typically use to accomplish these goals.

### *Digital Marketing Strategy & Management*

The objective of this module is to equip all students on the programme with sufficient knowledge and understanding of digital marketing channels and tools to effectively formulate successful Digital Marketing & Sales Strategies to drive brand awareness, generate sales leads and nurture relationships online. They will learn how to work with digital marketing agencies in the delivery of these strategies, along with learning how to monitor and analyse digital marketing metrics to assess the return on investment of campaigns and strategies.

### *Marketing Consulting in Action*

The objective of this module is to enable students to challenge themselves to use all they have learned by working as a Marketing Consultant. Each student will deliver an Integrated Marketing Communications Plan, as part of a group, on behalf of a client company. Starting with taking a brief, the student will undertake research, come up with creative solutions, select optimum media tools and channels and present their proposed plan to the client, both verbally and in written report format.

### *Applied Marketing Project*

Students complete an applied project (minor dissertation) focusing on the application of marketing theory, under the supervision of staff members. This project must be completed by a date in the summer specified by the Discipline of Marketing. In selecting a topic for this project, students are advised that highest marks are awarded for projects that bring value to their host companies. In the process of completing this project students achieve several key learning outcomes including the ability to: identify an opportunity or challenge facing their host company and make decisions around relevant research questions/hypothesis and appropriate research design; conduct research and demonstrate they have developed intellectual insight into the topic as well as an understanding of the relevant theories; complete a critical literature review; engage with qualitative and/or quantitative research methods; where appropriate undertake field work, managing for access ethical issues and practicalities associated with data collection; implement appropriate data analysis strategies; organise, write and present a research dissertation with appropriate referencing; demonstrate a clear understanding of the relevance of marketing theory to the practice of marketing, and how to apply this theory in practice, and show an appreciation for marketing processes and limits, and its impact on achieving organisational strategic objectives.

### *Marketing Placement*

Students complete a 37-week work placement in an organisation with a clear requirement for marketing expertise and a challenging job description. Assessment of the marketing placement is based on the following:

- a review of student Activity Logs at the first company visit, and randomly throughout the year;
- evidence provided by students at the second company visit, including their Professional Skills Profile presentation, which is based on the student's analysis of their activity logs and placement experience to that point;
- feedback from employers at the two company visits, and throughout the year, along with feedback provided by employers through the completion of an assessment form (or verbal feedback) during the summer;
- evidence of student engagement with their host company at the December presentation;
- evidence provided by students during 'Sharing of Professional Skills' sessions during workshops on campus and class participation throughout these workshops;
- information provided by students in their Reflective Journals and Critical Reflection Report;
- analysis of minutes provided by students, following Mid-Placement Reviews between students and their supervisors in February/March, along with analysis of meaningful follow-up actions taken by students based on feedback received
- relevance of student assignments and analysis of the perceived value these assignments have brought to host companies
- at the final presentation (pitch for placement grade) which students make in May, they have an opportunity to summarise the value they have brought to their company, and what they have learned in the process, both personally and professionally. Supported by an updated CV, answers to highlight the points which best reflect their placement performance and they have the opportunity to strongly influence the grade they will be awarded.

## MASTER OF SCIENCE IN MARKETING MANAGEMENT (Full-Time)

### Programme Objectives

The MSc Marketing Management Programme is aimed at graduates who wish to develop a deeper understanding and a high level of expertise in a broad range of marketing subjects such as Strategic Marketing, Strategic Brand Management, Services Marketing, Social Marketing & Sustainability, Marketing Performance & Productivity, Social Media Marketing Theory and Marketing Analytics. It is also aimed at graduates who wish to build the strategic marketing knowledge and skills to become an all-round marketing professional. The programme, available full-time and part-time, is open to business and non-business graduates who want to work with real companies, build networks, be industry ready and boost their employability skills. On successful completion of this course, the student should be able to:

- the ability to analyse and critique marketing concepts, theories and frameworks and apply them to diverse market scenarios and sectors for the benefit of consumers, organisations, policy and society;
- the ability to apply appropriate marketing research techniques and methods in various marketing contexts, for existing market offerings, as well as for innovation commercialisation;
- cognitive and specialised transferable skills in digital marketing, brand management, services marketing, marketing analytics and performance, relevant to employment in profit and not-for-profit organisations;
- the ability to analyse a variety of cases and assess the implications of specific decisions within the dynamic nature of the contemporary business world;
- the appraisal of the complex ethical and social responsibilities of businesses;
- enhanced business communication skills required to work effectively in a global, multi-cultural and technologically driven context.

### Entry Requirements

The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows:

- a) a second class honours grade 1 Bachelor of Commerce or equivalent business degree (level 8), with a significant specialisation in Marketing. Applicants who hold a high second class honours grade 2 and have achieved a 2.1 in their Marketing modules, maybe to interviewed to ascertain their suitability for entry;
- b) applicants from a discipline other than the above, applying as a conversion programme, are expected to hold a second class honours grade 1 (level 8) or higher; and applicants who have not studied Marketing in their degree will be required to successfully pass a Principles of Marketing test as specified by the Marketing Discipline;
- c) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI Galway or other approved colleges, specialising in Marketing.

International students with equivalent qualifications to the above will be considered. Applicants from non-English speaking countries must be fluent in English, as demonstrated by International English Language Testing System IELTS score of 6.5 (with not less than 5.5 in any one component), or equivalent. An interview, either in person or via Skype may form part of the selection process for the programme.

However, not all applicants meeting this standard may be admitted as the number of places available in any year may be limited.

### Programme Structure

The programme is offered on a full-time basis over one academic year with assessments at the end of each semester. Lectures will commence in the first week of September and will consist of lectures, projects/assignments, case studies and presentations. Students also complete an Applied Marketing Project (MK5137) which also incorporates a week long Summer School, under the supervision of staff members. This Applied Marketing Project will account for 25 ects and be completed by a date specified by the Marketing Discipline. To be eligible for the award of Masters, candidates must pass examinations in each module.

### Skills Development

Students will be supported by a Skills Development Programme which will cover topics such as how to study, how to summarise, file, store and reference readings, key writing skills, how to work in groups, presentation skills, using excel and databases, etc.



## Programme Content

### Semeter One Modules

| Code   | Module                                 | ECTS |
|--------|--|------|
| MK5138 | Strategic Marketing                    | 10   |
| MK51   | 39Social Media Marketing Theory        | 5    |
| MK5117 | Services Marketing                     | 5    |
| MK5133 | Marketing Performance and Productivity | 5    |
| MK563  | Research Modules                       | 5    |

### Semester Two Courses

| Code   | Module                                  | ECTS |
|--------|---|------|
| MK5140 | Cases in Marketing Management& Strategy | 10   |
| MK5668 | Strategic Brand Management              | 5    |
| MK5104 | Marketing Analytics                     | 5    |
| MK5136 | Digital Sales Management                | 5    |
| MK5116 | Negotiations                            | 5    |
| MK5118 | Social Marketing and Sustainability     | 5    |

### Standards

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

### Assessment & Examination

In the main, modules will be assessed by examination and course work. Some modules may be assessed by course work only, including modules delivered online.

### Syllabii

#### *Strategic Marketing*

Strategic marketing creates competitive advantage and is a central activity of modern enterprise and requires an articulation of the organisation's vision, mission, objectives and culture. The objective of this course is to provide a conceptual understanding and develop a strategic approach to marketing policy. The Strategic Marketing course will consist of five complex and inter-related analytical processes: defining the organisation's business, mission and goals; identifying and framing organisational opportunities; formulating product-market strategies; budgeting, marketing, financial and product resources; developing reformulation and recovery strategies.

#### *Research Methods*

This module explores the issues related to research design, methodology, implementation, and analysis. The module provides students with an understanding of the research process and the academic writing skills necessary to complete research. Students gain a theoretical and practical understanding of the tools and techniques used for qualitative and quantitative data collection and analysis, as well as the skills to evaluate research critically.

#### *Social Marketing & Sustainability*

The objective of this course is to build upon marketing principles and investigate specialist areas of marketing, where the internet and other technologies provide opportunities for applications in marketing and business. An overview of the rapidly changing world of business and technology is provided: by addressing what is unique about digital marketing, it explores how these technologies are creating value for customers as well as the benefits for companies, their brands and their products.

### *Services Marketing*

This course will explore the key issues and challenges of marketing services. Key topics will include a model of services marketing issues, a services marketing information system and an appropriate e-marketing mix for different service businesses.

### *Marketing Performance & Productivity*

This module will introduce students to the area of measuring marketing performance and productivity. Specifically, the module will introduce students to the practices and models used to measure the organisations marketing performance relative to its overall business goals and the creation of shareholder value. The objective of the module is to ensure that students, as a senior marketing practitioner, will have the skills and knowledge necessary to prove how marketing contributes to financial performance; how marketing contributes to overall company profits and where the organisation should concentrate its marketing investment in order to achieve the greatest possible return for the organisation.

### *Digital Sales Management*

Digital Sales Management examines why embracing the social web is vital and how managing selling activities changes in a digital environment. This module examines the key issues in digital sales management from both a theoretical and practical perspective. Sales and marketing functions are increasingly converging, with lead generation now frequently arising from digital campaigns. In digital sales, the selling function is carried out by many front of house services staff that need to understand and interact with customers via multiple channels, participating in social media in collaboration with marketing to influence purchasing decisions and convert leads into sales. Digital Sales Management outlines the new strategies required to make the most of the digital sales opportunities that exist. It provides the practical advice that sales and marketing professionals need to harness technology for better selling.

### *Cases in Marketing Management & Strategy*

Decision making in marketing is primarily a skill, and like all skills it is best learned through practice. The course will discuss how companies become market driven and guide their strategies based on a shared understanding of markets and competition. Each case will offer a challenging marketplace situation for learning and applying marketing strategy concepts through class discussion and case analysis of selected Irish, European and U.S. companies. Case presentations will also be required.

### *Strategic Brand Management*

Branding is a core aspect of marketing planning. This course will explore the concept of branding, through critical examination of the techniques used to build and maintain strong brands. The course will address the creation of brand equity, the strategic options for brand building, and the tools for sustaining brands over time, from an academic and practitioner perspective.

### *Marketing Analytics*

This module will introduce students to the major components of marketing and sales analytics. Using current analytical tools and techniques, students will learn how to generate analytics to support data-driven decisions in such areas as marketing insights, competitive analysis, strategy, price, sales and promotions. Students will also learn how to synthesise the findings across these marketing areas and create an informed interpretation of actionable results and data-driven recommendations.

### *Social Marketing and Sustainability*

This course considers, examines and investigates the scope for marketing ideas and techniques to effect social change. The course demonstrates how insights and technologies can be applied equally well outside the marketplace to tackle such behaviourally driven social problems as HIV/AIDS, traffic safety and global warming. It provides a critical analysis of the origins of social marketing as a concept with a substantial emphasis on the contribution theoretical frameworks can make to understanding the often complex combination of factors underlying a range of behaviours. It reviews social marketing programmes, segmentation, branding, the marketing mix, message framing and ethical concerns.

### *Negotiations*

We negotiate daily with family, friends, colleagues, and employees among others. Negotiation is a dialogue to discover common ground among parties with differing aims, needs and perspectives in order to achieve a solution. Negotiation is also critical to business success. This highly participative module examines the process to a successful negotiation, including planning negotiation strategies, employing negotiation tactics, creating and claiming value, multi-party dynamics, listening skills and crafting mutually acceptable and enduring agreements.

### *Applied Marketing Project*

The objective of this project is to challenge students to learn how to become experts on a nominated topic, which reflects as emerging trend in the practice of Marketing. This is achieved by challenging students to increase their knowledge and develop applied skills in a nominated topic. They then use this knowledge and skills to develop and deliver a strategy that will bring value to their assigned company. The module has two components: (1) a Summer School and (2) an Applied Marketing Project. The Summer School will comprise of a week long course held after the end of year exams in May, covering Executive Training and Skills for Marketing Professionals for the relevant MSc Marketing programme. The Applied Marketing Project will be a comprehensive assignment which aims to allow students to apply theories, models and tools studied during their masters programme to real-life marketing challenges.

## POSTGRADUATE DIPLOMA IN MARKETING MANAGEMENT

A candidate who has passed modules totalling 60 Ects, other than the Applied Research Project, within a period of two years from commencement of the programme, shall be eligible for the award of Postgraduate Diploma in Marketing Management.

### Programme Structure

The programme is offered on a full-time basis over one academic year with assessments at the end of each semester. Lectures will commence in the first week of September and will consist of lectures, projects/assignments, case studies and presentations. To be eligible for the award of Postgraduate Diploma, candidates must pass examinations in each module (60 ects).

## MASTER OF SCIENCE IN MARKETING MANAGEMENT (Part-Time)

### Programme Objective

The MSc Marketing Management Programme Part-Time is offered over two academic years and is aimed at graduates who wish to develop a deeper understanding and a high level of expertise in a broad range of marketing subjects such as Strategic Marketing, Strategic Brand Management, Services Marketing, Social Marketing & Sustainability, Marketing Performance & Productivity, Social Media Marketing Theory and Marketing Analytics. It is also aimed at graduates who wish to build the strategic marketing knowledge and skills to become an all-round marketing professional. The programme, available full-time and part-time, is open to business and non-business graduates who want to work with real companies, build networks, be industry ready and boost their employability skills. On successful completion of this course, the student should be able to:

- the ability to analyse and critique marketing concepts, theories and frameworks and apply them to diverse market scenarios and sectors for the benefit of consumers, organisations, policy and society;
- the ability to apply appropriate marketing research techniques and methods in various marketing contexts, for existing market offerings, as well as for innovation commercialisation;
- cognitive and specialised transferable skills in digital marketing, brand management, services marketing, marketing analytics and performance, relevant to employment in profit and not-for-profit organisations;
- the ability to analyse a variety of cases and assess the implications of specific decisions within the dynamic nature of the contemporary business world;
- the appraisal of the complex ethical and social responsibilities of businesses;
- enhanced business communication skills required to work effectively in a global, multi-cultural and technologically-driven context.

### Entry Requirements

The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows:

- a) a second class honours grade 1 Bachelor of Commerce or equivalent business degree (level 8), with a significant specialisation in Marketing. Applicants who hold a high second class honours grade 2 and have achieved a 2.1 in their Marketing modules, maybe to interviewed to ascertain their suitability for entry;
- b) applicants from a discipline other than the above, applying as a conversion programme, are expected to hold a second class honours grade 1 (level 8) or higher; and applicants who have not studied Marketing in their degree will be required to successfully pass a Principles of Marketing test as specified by the Marketing Discipline;
- c) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI Galway or other approved colleges, specialising in Marketing.

International students with equivalent qualifications to the above will be considered. Applicants from non-English speaking countries must be fluent in English, as demonstrated by International English Language Testing System IELTS score of 6.5 (with not less than 5.5 in any one component), or equivalent. An interview, either in person or via Skype may form part of the selection process for the programme.

However, not all applicants meeting this standard may be admitted, as the number of places available in any year may be limited.

## Programme Structure

The programme is offered on a part-time basis over two academic years with assessments at the end of each semester. Lectures will commence in the first week of September and will consist of lectures, projects/assignments, case studies and presentations. In year 2, students also complete an Applied Marketing Project which also incorporates a week long Summer School, under the supervision of staff members. This Applied Marketing Project will account for 25 ects and be completed by a date specified by the Marketing Discipline. To be eligible for the award of Masters, candidates must pass examinations in each module.

## Skills Development

Students will be supported by a Skills Development Programme which will cover topics such as how to study, how to summarise, file, store and reference readings, key writing skills, how to work in groups, presentation skills, using excel and databases, etc.

## Programme Content

### Year 1 Semester 1 Obligatory Courses:

| Code  | Module                           | ECTS |
|-------|----------------------------------|------|
| MK563 | Research Methods                 | 5    |
| MK51  | 36 Social Media Marketing Theory | 5    |

### Year 1 Semester 2 Obligatory Courses:

| Code   | Module                           | ECTS |
|--------|----------------------------------|------|
| MK566  | Strategic Brand Management       | 5    |
| MK5104 | Marketing Analytics              | 5    |
| MK5118 | SocialMarketing & Sustainability | 5    |

### Year 2 Semester 1 Obligatory Courses:

| Code   | Module                               | ECTS |
|--------|--------------------------------------|------|
| MK5138 | Strategic Marketing                  | 10   |
| MK5117 | Services Marketing                   | 5    |
| MK5133 | Marketing Performance & Productivity | 5    |

### Year 2 Semester 2 Obligatory Courses:

| Code   | Module                                     | ECTS |
|--------|--|------|
| MK5140 | Cases in Marketing Management and Strategy | 5    |
| MK5116 | Negotiations                               | 5    |
| MK5136 | Digital Sales Management                   | 5    |

The programme is taught full-time over two academic years with assessments at the end of each semester. Students also complete an Applied Marketing Project (MK5137) which also incorporates a week long Summer School, under the supervision of staff members. This Applied Marketing Project will account for 25 ects and be completed by a date specified by the Marketing Discipline.

## Assessment & Examination

In the main, modules will be assessed by examination and course work. Some modules may be assessed by course work only, including modules delivered online.

## Syllabii

### *Strategic Marketing*

Strategic marketing creates competitive advantage and is a central activity of modern enterprise and requires an articulation of the organisation's vision, mission, objectives and culture. The objective of this course is to provide a conceptual understanding and develop a strategic approach to marketing policy. The Strategic Marketing course will consist of five complex and inter-related analytical processes: defining the organisation's business, mission and goals; identifying and framing organisational opportunities; formulating product-market strategies; budgeting, marketing, financial and product resources; developing reformulation and recovery strategies.

### *Research Methods*

This module explores the issues related to research design, methodology, implementation, and analysis. The module provides students with an understanding of the research process and the academic writing skills necessary to complete research. Students gain a theoretical and practical understanding of the tools and techniques used for qualitative and quantitative data collection and analysis, as well as the skills to evaluate research critically.

### *Social Media Marketing Theory*

The objective of this course is to build upon marketing principles and investigate specialist areas of marketing, where the internet and other technologies provide opportunities for applications in marketing and business. An overview of the rapidly changing world of business and technology is provided: by addressing what is unique about digital marketing, it explores how these technologies are creating value for customers as well as the benefits for companies, their brands and their products.

### *Services Marketing*

This course will explore the key issues and challenges of marketing services. Key topics will include a model of services marketing issues, a services marketing information system and an appropriate e-marketing mix for different service businesses.

### *Marketing Performance & Productivity*

This module will introduce students to the area of measuring marketing performance and productivity. Specifically, the module will introduce students to the practices and models used to measure the organisations marketing performance relative to its overall business goals and the creation of shareholder value. The objective of the module is to ensure that students, as a senior marketing practitioner, will have the skills and knowledge necessary to prove how marketing contributes to financial performance; how marketing contributes to overall company profits and where the organisation should concentrate its marketing investment in order to achieve the greatest possible return for the organisation.

### *Digital Sales Management*

Digital Sales Management examines why embracing the social web is vital and how managing selling activities changes in a digital environment. This module examines the key issues in digital sales management from both a theoretical and practical perspective. Sales and marketing functions are increasingly converging, with lead generation now frequently arising from digital campaigns. In digital sales, the selling function is carried out by many front of house services staff that need to understand and interact with customers via multiple channels, participating in social media in collaboration with marketing to influence purchasing decisions and convert leads into sales. Digital Sales Management outlines the new strategies required to make the most of the digital sales opportunities that exist. It provides the practical advice that sales and marketing professionals need to harness technology for better selling.

### *Cases in Marketing Management & Strategy*

Decision making in marketing is primarily a skill, and like all skills it is best learned through practice. The course will discuss how companies become market driven and guide their strategies based on a shared understanding of markets and competition. Each case will offer a challenging marketplace situation for learning and applying marketing strategy concepts through class discussion and case analysis of selected Irish, European and U.S. companies. Case presentations will also be required.

### *Strategic Brand Management*

Branding is a core aspect of marketing planning. This course will explore the concept of branding, through critical examination of the techniques used to build and maintain strong brands. The course will address the creation of brand equity, the strategic options for brand building, and the tools for sustaining brands over time, from an academic and practitioner perspective.

### *Marketing Analytics*

This module will introduce students to the major components of marketing and sales analytics. Using current analytical tools and techniques, students will learn how to generate analytics to support data-driven decisions in such areas as marketing insights, competitive analysis, strategy, price, sales and promotions. Students will also learn how to synthesise the findings across these marketing areas and create an informed interpretation of actionable results and data-driven recommendations.

### *Social Marketing and Sustainability*

This course considers, examines and investigates the scope for marketing ideas and techniques to effect social change. The course demonstrates how insights and technologies can be applied equally well outside the marketplace to tackle such behaviourally driven social problems as HIV/AIDS, traffic safety and global warming. It provides a critical analysis of the origins of social marketing as a concept with a substantial emphasis on the contribution theoretical frameworks can make to understanding the often-complex combination of factors underlying a range of behaviours. It reviews social marketing programmes, segmentation, branding, the marketing mix, message framing and ethical concerns.

### *Negotiations*

We negotiate daily with family, friends, colleagues, and employees among others. Negotiation is a dialogue to discover common ground among parties with differing aims, needs and perspectives in order to achieve a solution. Negotiation is also critical to business success. This highly participative module examines the process to a successful negotiation, including planning negotiation strategies, employing negotiation tactics, creating and claiming value, multi-party dynamics, listening skills and crafting mutually acceptable and enduring agreements.

### *Applied Marketing Project*

The objective of this project is to challenge students to learn how to become experts on a nominated topic, which reflects an emerging trend in the practice of Marketing. This is achieved by challenging students to increase their knowledge and develop applied skills in a nominated topic. They then use this knowledge and skills to develop and deliver a strategy that will bring value to their assigned company. The module has two components: (1) a Summer School and (2) an Applied Marketing Project. The Summer School will comprise of a week long course held after the end of year exams in May, covering Executive Training and Skills for Marketing Professionals for the relevant MSc Marketing programme. The Applied Marketing Project will be a comprehensive assignment which aims to allow students to apply theories, models and tools studied during their masters programme to real-life marketing challenges.

## POSTGRADUATE DIPLOMA IN MARKETING MANAGEMENT (PART-TIME)

A candidate who has passed modules totalling 60 Ects, other than the Applied Research Project, within a period of two years from commencement of the programme, shall be eligible for the award of Postgraduate Diploma in Marketing Management.

### Programme Structure

The programme is offered on a full-time basis over one academic year with assessments at the end of each semester. Lectures will commence in the first week of September and will consist of lectures, projects/assignments, case studies and presentations. To be eligible for the award of Postgraduate Diploma, candidates must pass examinations in each module (60 ects).

## MASTER OF SCIENCE IN MARKETING MANAGEMENT (INTERNATIONAL)

### Programme Objectives

The programme content is aimed at preparing graduates for a variety of marketing positions in business. Therefore the programme will enable students to become knowledgeable about a range of Marketing subjects to an advanced level; develop analytical, oral and written presentation skills and to use accepted research methodologies.

### Entry Requirements

This programme is taken by students who have successfully completed the Postgraduate Diploma in Business Management (Marketing specialism) at the University of California Riverside (Extension), USA and have achieved a minimum of a 2.1 equivalent in the Postgraduate Diploma programme (45 ects). Students are granted exemptions for the 45 ects achieved in the Postgraduate Diploma in Business Management (Marketing specialism) at UCR.

### Programme Structure

This MSc Marketing Management (International) is offered in conjunction with the University of California, Riverside (Extension) [UCR]. The programme is offered on a full-time basis over one year. Lectures will commence in the first week of September, with assessments/written examinations during/at the end of each Semester. The programme will consist of lectures, projects, case studies and presentations in the required subjects. A range of assessment methods are used, including essays, projects, reports, presentations, case studies and and/or written examinations. To be eligible for the award of Masters, candidates must pass examinations in each subject. Students are required to take six obligatory subjects and complete a minor research project.

### Skills Development

Students will be supported by a Skills Development Programme which will cover topics such as how to study, how to summarise, file, store and reference readings, key writing skills, and presentation skills.

### Programme Content

#### Semester 1 Courses:

#### Obligatory modules:

| Code   | Module                        | ECTS |
|--------|-------------------------------|------|
| MK563  | Research Methods              | 5    |
| MK5139 | Social Media Marketing Theory | 5    |
| MK5117 | Services Marketing            | 5    |
| MK5138 | Strategic Marketing           | 10   |

MK5133 Marketing Performance & Productivity 5

#### Semester 2 Courses:

| Code   | Module           | ECTS      |
|--------|------------------|-----------|
| MK5100 | Research Project | 15 (Core) |



These courses are taught over one academic year with written assessments at the end of semester 1. Students also complete a Research Project under the supervision of staff members. This project will account for 15 ects and be completed by a date in July specified by the Marketing Discipline. Candidates who, without School permission, present the research project after the closing date as specified shall be confirmed to a maximum mark of 40% for the project.

### **Assessment & Examination**

In the main, modules will be assessed by examination and course work. Some modules may be assessed by course work only.

### **Syllabii**

#### *Research Methods*

This module explores the issues related to research design, methodology, implementation, and analysis. The module provides students with an understanding of the research process and the academic writing skills necessary to complete research. Students gain a theoretical and practical understanding of the tools and techniques used for qualitative and quantitative data collection and analysis, as well as the skills to evaluate research critically.

#### *Social Media Marketing Theory*

The objective of this module is to build upon marketing principles and investigate specialist areas of marketing, where the internet and other technologies provide opportunities for applications in marketing and business. An overview of the rapidly changing world of business and technology is provided: by addressing what is unique about digital marketing, it explores how these technologies are creating value for customers as well as the benefits for companies, their brands and their products.

#### *Strategic Marketing*

Strategic marketing creates competitive advantage and is a central activity of modern enterprise and requires an articulation of the organisation's vision, mission, objectives and culture. The objective of this module is to provide a conceptual understanding and develop a strategic approach to marketing policy. The Strategic Marketing module will consist of five complex and inter-related analytical processes: defining the organisation's business, mission and goals; identifying and framing organisational opportunities; formulating product-market strategies; budgeting, marketing, financial and product resources; developing reformulation and recovery strategies.

#### *Services Marketing*

This module will explore the key issues and challenges of marketing services. Key topics will include a model of services marketing issues, a services marketing information system and an appropriate e-marketing mix for different service businesses.

#### *Marketing Performance & Productivity*

This module will introduce students to the area of measuring marketing performance and productivity. Specifically, the module will introduce students to the practices and models used to measure the organisations marketing performance relative to its overall business goals and the creation of shareholder value. The objective of the module is to ensure that students, as a senior marketing practitioner, will have the skills and knowledge necessary to prove how marketing contributes to financial performance; how marketing contributes to overall company profits and where the organisation should concentrate its marketing investment in order to achieve the greatest possible return for the organisation.

#### *Research Project*

Students complete a minor research project under the supervision of staff members. This project must be completed in predefined area(s) within the MSc Marketing postgraduate taught programmes, by a date in the summer specified by the Discipline of Marketing.

# MASTER OF SCIENCE IN INTERNATIONAL MARKETING & ENTREPRENEURSHIP

## Programme Objectives

The programme content designed to develop a high level of competence and specialised expertise in International Marketing Strategy, International Entrepreneurship and Global Business To Business Marketing as well as general marketing knowledge in subjects such as Marketing Innovation, Social Media Marketing Theory and Marketing Analytics. The programme is open to business and non-business graduates who want to work with international companies, build networks, be industry read and boost their employability skills.

Therefore the programme will assist students to:

- cultivate problem-solving skills using various marketing tools and techniques to develop and implement responsible global marketing strategies for B2C and B2B markets and marketing systems;
- equip students with critical analytical, problem-solving, creative and learning skills, and an essential knowledge of the constituent elements of the study and practice of international marketing and entrepreneurship;
- develop cognitive and specialised transferable skills in digital marketing, brand management, services marketing, marketing analytics and performance, relevant to employment in international profit and not-for-profit organisations;
- provide in-depth and critical understanding of key issues impacting organisations in the international business environment including economic, political, legal, technological and socio-cultural factors;
- prepare students for careers as international marketing executives, international entrepreneurs, and owner-managers in different types of international organisations and to work effectively in a global, multi-cultural and technologically-driven context;
- enable students to apply appropriate marketing research techniques and methods in international marketing contexts, for existing market offerings, as well as for new innovations;
- demonstrate practical planning through the development of strategic plans for a range of business contexts or a comprehensive international marketing strategy plan which will demand critical insights into the topic and the application of research methods.

## Entry Requirements

The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows:

- a) a second class honours grade 1 Bachelor of Commerce or equivalent business degree (level 8), with a significant specialisation in Marketing. Applicants who hold a second class honours grade 2, and have achieved a 2.1 in Marketing modules, may be interviewed to ascertain their suitability for entry;
- b) applicants from a discipline other than the above, applying as a conversion programme, are expected to hold a second class honours grade 1 (level 8) or higher; and applicants who have not studied Marketing in their degree will be required to successfully pass a Principles of Marketing test as specified by the Marketing Discipline;
- c) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI Galway or other approved colleges, specialising in Marketing.

International students with equivalent qualifications to the above will be considered. Applicants from non-English speaking countries must be fluent in English, as demonstrated by International English Language Testing System IELTS score of 6.5 (with not less than 5.5 in any one component), or equivalent. An interview, either in person or via Skype may form part of the selection process for the programme.

However, not all applicants meeting this standard may be admitted as the number of places available in any year may be limited.

## Programme Structure

The programme is offered on a full-time basis over one academic year with assessments at the end of each semester. Lectures will commence in the first week of September and will consist of lectures, projects/assignments, case studies and presentations. Students also complete an Applied Marketing Project which also incorporates a week long Summer School, under the supervision of staff members. This Applied Marketing Project will account for 25 ects and be completed by a date specified by the Marketing Discipline. To be eligible for the award of Masters, candidates must pass examinations in each module.

## Skills Development

Students will be supported by a Skills Development Programme which will cover topics such as how to study, how to summarise, file, store and reference readings, key writing skills, how to work in groups, presentation skills, using excel and databases, etc.

## Programme Content

### Semester 1 Courses: Obligatory Modules

| Code   | Module                               | ECTS |
|--------|--------------------------------------|------|
| MK563  | Research Methods                     | 5    |
| MK5139 | Social Media Marketing Theory        | 5    |
| MK5117 | Services Marketing                   | 5    |
| MK5133 | Marketing Performance & Productivity | 5    |
| MK5141 | International Marketing Strategy     | 10   |

### Semester 2 Courses

| Code   | Module                                  | ECTS |
|--------|---|------|
| MK5120 | Global Business to Business Marketing   | 5    |
| MG5115 | International Entrepreneurship          | 5    |
| MK5142 | Marketing Innovation & Entrepreneurship | 10   |
| MK566  | Strategic Brand Management              | 5    |
| MK5104 | Marketing Analytics                     | 5    |
| MK5118 | Social Marketing & Sustainability       | 5    |

This programme is taught full-time over one academic year with assessments at the end of each semester. Students also complete an Applied Marketing Project (MK5137) which also incorporates a week long Summer School, under the supervision of staff members. This Applied Marketing Project will account for 25 ects and be completed by a date specified by the Marketing Discipline.

### Assessment & Examination

In the main, modules will be assessed by examination and course work. Some modules may be assessed by course work only, including those delivered online.

### Syllabii

#### *International Marketing Strategy*

In an increasingly global environment, this module seeks to develop students' understanding of the political, legal, economic, and socio-cultural variables which will impact on international marketing decision-making and planning. The course will concentrate on four strategic international marketing decision areas: market selection criteria, market entry strategies and defending/growing market position. The module aims to provide students with the necessary knowledge, skills and techniques to appraise the pertinent issues that affect international marketing decisions. The course will equip learners with a cohesive and integrated understanding of how a firm can achieve international competitiveness through the design and implementation of market-response programmes.

#### *Global Business To Business (B2B) Marketing*

The objective of the course is to enable students to gain an appreciation of pertinent issues that affect an organisation's strategic business marketing decisions and their B2B strategies. The course seeks to highlight commonalities in the consumer and business markets that foster similar marketing strategies, while distinguishing significant differences that demand an altered approach. Further, students will learn developments in strategic market analysis, relationship management, supply chain, management, and business marketing strategy development as applied to the industrial market sector and contemporary Business to Business Marketing.

#### *Research Methods*

This module explores the issues related to research design, methodology, implementation, and analysis. The module provides students with an understanding of the research process and the academic writing skills necessary to complete research. Students gain a theoretical and practical understanding of the tools and techniques used for qualitative and quantitative data collection and analysis, as well as the skills to evaluate research critically.

#### *Marketing Innovation & Entrepreneurship*

Many business ventures internationalise to capture global opportunities. This module covers the development of ventures that pursue internationalisation relatively early in their development. It focuses on the specific challenges and opportunities that international expansion entails for young ventures and how leaders can effectively address them. It is the aim of this module to equip students with the necessary knowledge to lead and work with entrepreneurial ventures in their internationalisation

efforts. Following the introductory session, it will be taught as a series of mini lectures followed by interactive workshops in which groups will present and get feedback from their peers, guest experts and the module coordinator on their live venture internationalisation-consulting project.

#### *Social Media Marketing Theory*

The objective of this course is to build upon marketing principles and investigate specialist areas of marketing, where the internet and other technologies provide opportunities for applications in marketing and business. An overview of the rapidly changing world of business and technology is provided: by addressing what is unique about digital marketing, it explores how these technologies are creating value for customers as well as the benefits for companies, their brands and their products.

#### *Services Marketing*

This course will explore the key issues and challenges of marketing services. Key topics will include a model of services marketing issues, a services marketing information system and an appropriate e-marketing mix for different service businesses.

#### *Marketing Performance & Productivity*

This module will introduce students to the area of measuring marketing performance and productivity. Specifically, the module will introduce students to the practices and models used to measure the organisations marketing performance relative to its overall business goals and the creation of shareholder value. The objective of the module is to ensure that students, as a senior marketing practitioner, will have the skills and knowledge necessary to prove how marketing contributes to financial performance; how marketing contributes to overall company profits and where the organisation should concentrate its marketing investment in order to achieve the greatest possible return for the organisation.

#### *Strategic Brand Management*

Branding is a core aspect of marketing planning. This course will explore the concept of branding, through critical examination of the techniques used to build and maintain strong brands. The course will address the creation of brand equity, the strategic options for brand building, and the tools for sustaining brands over time, from an academic and practitioner perspective.

#### *Marketing Analytics*

This module will introduce students to the major components of marketing and sales analytics. Using current analytical tools and techniques, students will learn how to generate analytics to support data-driven decisions in such areas as marketing insights, competitive analysis, strategy, price, sales and promotions. Students will also learn how to synthesise the findings across these marketing areas and create an informed interpretation of actionable results and data-driven recommendations.

#### *Social Marketing and Sustainability*

This course considers, examines and investigates the scope for marketing ideas and techniques to effect social change. The course demonstrates how insights and technologies can be applied equally well outside the marketplace to tackle such behaviourally driven social problems as HIV/AIDS, traffic safety and global warming. It provides a critical analysis of the origins of social marketing as a concept with a substantial emphasis on the contribution theoretical frameworks can make to understanding the often complex combination of factors underlying a range of behaviours. It reviews social marketing programmes, segmentation, branding, the marketing mix, message framing and ethical concerns.

#### *Applied Marketing Project*

The objective of this project is to challenge students to learn how to become experts on a nominated topic, which reflects an emerging trend in the practice of Marketing. This is achieved by challenging students to increase their knowledge and develop applied skills in a nominated topic. They then use this knowledge and skills to develop and deliver a strategy that will bring value to their assigned company. The module has two components: (1) a Summer School and (2) an Applied Marketing Project. The Summer School will comprise of a week long course held after the end of year exams in May, covering Executive Training and Skills for Marketing Professionals for the relevant MSc Marketing programme. The Applied Marketing Project will be a comprehensive assignment which aims to allow students to apply theories, models and tools studied during their masters programme to real-life marketing challenges.

## POSTGRADUATE DIPLOMA IN INTERNATIONAL MARKETING AND ENTREPRENEURSHIP

A candidate who has passed modules totaling 60 Ects, other than the Applied Research Project, within a period of two years from commencement of the programme, shall be eligible for the award of Postgraduate Diploma in International Marketing & Entrepreneurship.

### Programme Structure

The programme is offered on a full-time basis over one academic year with assessments at the end of each semester. Lectures will commence in the first week of September and will consist of lectures, projects/assignments, case studies and presentations. To be eligible for the award of Postgraduate Diploma, candidates must pass examinations in each module (60 ects).

## MASTER OF SCIENCE IN DIGITAL MARKETING

### Programme Objectives

The programme is designed to build specialised expertise in key areas such as Content, Strategy, Analytics, Inbound and Digital Sales Management as well as general marketing knowledge in subjects such as Branding, Social Marketing & Sustainability and Services. The MSc Digital Marketing programme is aimed at graduates who wish to build the knowledge, competency and skills needed to enter the digital marketing workforce. The programme is open to business and non-business graduates who want to keep ahead of the digital curve, work with real companies, build their tech stack and boost their employability skills.

Therefore, the programme will assist students to:

- evaluate digital concepts, tactics, tools and measurement frameworks to create digital content, strategies and analytical insights into the role of digital marketing in practice;
- demonstrate the ability to research, critique and evaluate elements of digital marketing activity through the preparation and presentation of reports, audits, infographics, videos, plans, strategies and campaigns;
- generate analytics to support data-driven decisions and recommendations;
- recognise the strategic role digital performs in selling;
- assess critically organisations' digital marketing efforts according to international standards of 'best practice';
- build digital marketing technical skills and a repertoire of globally recognised certifications, sought-after by employers.

### Entry Requirements

The programme is open to recent graduates of all disciplines. Normally the minimum entry requirements will be as follows:

- a) a second class honours grade 1 Bachelor of Commerce or equivalent business degree (level 8), with a significant specialisation in Marketing. Applicants who hold a second class honours grade 2, and have achieved a 2.1 in Marketing modules, maybe to interviewed to ascertain their suitability for entry;
- b) applicants from a discipline other than the above, applying as a conversion programme, are expected to hold a second class honours grade 1 (level 8) or higher; and applicants who have not studied Marketing in their degree will be required to successfully pass a Principles of Marketing test as specified by the Marketing Discipline;
- c) a second class honours, grade 1 or higher in the Higher Diploma in Business Studies from NUI Galway or other approved colleges, specialising in Marketing.

International students with equivalent qualifications to the above will be considered. Applicants from non-English speaking countries must be fluent in English, as demonstrated by International English Language Testing System IELTS score of 6.5 (with not less than 5.5 in any one component), or equivalent. An interview, either in person or via Skype may form part of the selection process for the programme.

However, not all applicants meeting this standard may be admitted as the number of places available in any year may be limited.

### Programme Structure

The programme is offered on a full-time basis over one academic year with assessments at the end of each semester. Lectures will commence in the first week of September and will consist of lectures, projects/assignments, case studies and presentations. Students also complete an Applied Marketing Project which also incorporates a week long Summer School, under the supervision of staff members. This Applied Marketing Project will account for 25 ects and be completed

by a date specified by the Marketing Discipline. To be eligible for the award of Masters, candidates must pass examinations in each module.

## Skills Development

Students will be supported by a Skills Development Programme which will cover topics such as how to study, how to summarise, file, store and reference readings, key writing skills, how to work in groups, presentation skills, using excel and databases, etc.

## Programme Content

### Semester I Modules:

#### Obligatory Modules

| Code   | Module                               | ECTS |
|--------|--------------------------------------|------|
| MK51   | 39Social Media Marketing Theory      | 5    |
| MK5143 | Inbound Marketing & Content          | 10   |
| MK5117 | Services Marketing                   | 5    |
| MK5133 | Marketing Performance & Productivity | 5    |
| MK563  | Research Methods                     | 5    |

#### Semester 2 Modules

| Code   | Module                            | ECTS |
|--------|-----------------------------------|------|
| MK5130 | Digital Marketing Strategy        | 10   |
| MK5144 | Digital Metrics & Analytics       | 5    |
| MK566  | Strategic Brand Management        | 5    |
| MK5104 | Marketing Analytics               | 5    |
| MK5118 | Social Marketing & Sustainability | 5    |
| MK5136 | Digital Sales Management          | 5    |

This programme is taught full-time over one academic year with assessments at the end of each semester. Students also complete an Applied Marketing Project (MK5137) which also incorporates a week long Summer School, under the supervision of staff members. This Applied Marketing Project will account for 25 ects and be completed by a date specified by the Marketing Discipline.

#### Assessment and Examination

In the main, modules will be assessed by examination and course work. Some modules may be assessed by course work only, including those delivered online.

## Syllabii

### *Social Media Marketing Theory*

The objective of this course is to build upon marketing principles and investigate specialist areas of marketing, where the internet and other technologies provide opportunities for applications in marketing and business. An overview of the rapidly changing world of business and technology is provided: by addressing what is unique about digital marketing, it explores how these technologies are creating value for customers as well as the benefits for companies, their brands and their products.

### *Digital Marketing Strategy*

This module equips students with sufficient knowledge and understanding of digital marketing channels and tools to effectively formulate successful Digital Marketing & Sales Strategies to drive brand awareness, generate sales leads and nurture relationships online. They will learn how to work with digital marketing agencies in the delivery of these strategies, along with learning how to monitor and analyse digital marketing metrics to assess the return on investment of campaigns and strategies.

### *Digital Sales Management*

Digital Sales Management examines why embracing the social web is vital and how managing selling activities changes in a digital environment. This module examines the key issues in digital sales management from both a theoretical and practical perspective. Sales and marketing functions are increasingly converging, with lead generation now frequently arising from digital campaigns. In digital sales, the selling function is carried out by many front of house services staff that need to understand and interact with customers via multiple channels, participating in social media in collaboration with marketing to influence purchasing decisions and convert leads into sales. Digital Sales Management outlines the new strategies required to make the most of the digital sales opportunities that exist. It provides the practical advice that sales and marketing professionals need to harness technology for better selling.

### *Research Methods*

This module explores the issues related to research design, methodology, implementation, and analysis. The module provides students with an understanding of the research process and the academic writing skills necessary to complete research. Students gain a theoretical and practical understanding of the tools and techniques used for qualitative and quantitative data collection and analysis, as well as the skills to evaluate research critically.

### *Services Marketing*

This course will explore the key issues and challenges of marketing services. Key topics will include a model of services marketing issues, a services marketing information system and an appropriate e-marketing mix for different service businesses.

### *Marketing Performance & Productivity*

This module will introduce students to the area of measuring marketing performance and productivity. Specifically, the module will introduce students to the practices and models used to measure the organisations marketing performance relative to its overall business goals and the creation of shareholder value. The objective of the module is to ensure that students, as a senior marketing practitioner, will have the skills and knowledge necessary to prove how marketing contributes to financial performance; how marketing contributes to overall company profits and where the organisation should concentrate its marketing investment in order to achieve the greatest possible return for the organisation.

### *Strategic Brand Management*

Branding is a core aspect of marketing planning. This course will explore the concept of branding, through critical examination of the techniques used to build and maintain strong brands. The course will address the creation of brand equity, the strategic options for brand building, and the tools for sustaining brands over time, from an academic and practitioner perspective.

### *Marketing Analytics*

This module will introduce students to the major components of marketing and sales analytics. Using current analytical tools and techniques, students will learn how to generate analytics to support data-driven decisions in such areas as marketing insights, competitive analysis, strategy, price, sales and promotions. Students will also learn how to synthesise the findings across these marketing areas and create an informed interpretation of actionable results and data-driven recommendations.

### *Social Marketing & Sustainability*

This course considers, examines and investigates the scope for marketing ideas and techniques to effect social change. The course demonstrates how insights and technologies can be applied equally well outside the market place to tackle such behaviourally driven social problems as HIV/AIDS, traffic safety and global warming. It provides a critical analysis of the origins of social marketing as a concept with a substantial emphasis on the contribution theoretical frameworks can make to understanding the often complex combination of factors underlying a range of behaviours. It reviews social marketing programmes, segmentation, branding, the marketing mix, message framing and ethical concerns.

### *Inbound Marketing & Content Creation*

Inbound marketing is used by both global companies (e.g. Starbucks, Taco Bell, American Express, Microsoft, Tesco...the list goes on) and small businesses alike as a means of engaging their target audience, driving quality lead growth and ultimately their bottom line. HubSpot, the acknowledged global leader in Inbound Marketing, promotes a simple but powerful model based around four primary actions (Attract, Convert, Close, Delight) that businesses must take in order to get more visitors, leads, customers, and promoters. Included in this methodology are the tools and technology that companies typically use to accomplish these goals.

### Digital Metrics & Analytics

Digital Marketers need to be able to look at more than just impressions and clicks to drive better decisions and return on investment. Digital Marketers need to know what happens *after* a person clicks on an ad and understand what, if any, value that provides to a business. This module focuses on the **digital metrics, KPIs** and analytics used to measure and track the performance of marketing campaigns. The more insight that can be gained from metrics and analytics, alongside the generation and automation of reports to track trends in behaviour and sales, the more informed the decisions a company can make when allocating where, when, and how much, or little, to invest in digital marketing spend.

### *Applied Marketing Project*

The objective of this project is to challenge students to learn how to become experts on a nominated topic, which reflects an emerging trend in the practice of Marketing. This is achieved by challenging students to increase their knowledge and develop applied skills in a nominated topic. They then use this knowledge and skills to develop and deliver a strategy that will bring value to their assigned company. The module has two components: (1) a Summer School and (2) an Applied Marketing Project. The Summer School will comprise of a week long course held after the end of year exams in May, covering Executive Training and Skills for Marketing Professionals for the relevant MSc Marketing programme. The Applied Marketing Project will be a comprehensive assignment which aims to allow students to apply theories, models and tools studied during their MSc programme to real-life marketing challenges.

## **POSTGRADUATE DIPLOMA IN DIGITAL MARKETING**

A candidate who has passed modules totalling 60 Ects, other than the Applied Research Project, within a period of two years from commencement of the programme, shall be eligible for the award of Postgraduate Diploma in Digital Marketing.

### **Programme Structure**

The programme is offered on a full-time basis over one academic year with assessments at the end of each semester. Lectures will commence in the first week of September and will consist of lectures, projects/assignments, case studies and presentations. To be eligible for the award of Postgraduate Diploma, candidates must pass examinations in each module (60 ects).

## **MASTER OF SCIENCE IN TECHNOLOGY MANAGEMENT**

**(Blended Learning)**

### **Programme Objectives**

The MSc in Technology Management is a blended-learning Masters programme. It provides participants with an insight into the role of technology management within the Irish and international economy. The programme aims to develop students' knowledge of product innovation, technology transfer, and research & development processes, thus enabling participants and companies to gain competitive advantage through their technology.

The programme is a targeted response to a clearly identified need in specific occupations and sectors of the economy and aims to:

- Develop knowledge and understanding of the increasingly important area of technology management;
- Build the management and leadership capabilities of companies and individuals in this area;
- Enable graduates to facilitate organisational change and sustainable improvements at the enterprise level through competitive work systems and effective knowledge management

### **Entry Requirements**

Applicants are expected to hold a primary honours degree (minimum H2.2), or equivalent and have at least 5 years of relevant industrial experience.

Candidates who do not meet the Entry Requirements for the MSc may apply for the Postgraduate Diploma in Innovation Management or the Post-graduate Diploma in Technology Commercialisation. Students who successfully complete their Post-graduate Diploma with an average grade of 2.1 honours may apply for the MSc Technology Management with exemptions.

### **Programme Duration**

The Masters programme runs over two academic years (four semesters) on a part-time basis. Courses start in late August and finish with examinations in May of each year. In year two of the programme, students submit a thesis during the month of August and make a final presentation in September.



## Programme Structure

The curriculum includes 10 taught modules and one year long research (thesis) module as follows:

*Core modules (5 ECTS each, except Strategy)*

| <b>Code</b> | <b>Module</b>                            | <b>ECTS</b> | <b>Sitting</b> |
|-------------|--|-------------|----------------|
| MG662       | Managing Innovation                      | 5           | Semester 1     |
| IE651       | Product Design and Development           | 5           | Semester 1     |
| MG615       | Strategy & Management of Technology      | 10          | Semester 1     |
| IE620       | Managing Technology Projects             | 5           | Semester 2     |
| AY620       | Technology Finance & Capital             | 5           | Semester 2     |
| MG620       | Innovation & Technology Transfer         | 5           | Semester 3     |
| MK620       | Marketing Technology Products            | 5           | Semester 3     |
| MG670       | Technology Innovation & Entrepreneurship | 5           | Semester 4     |

### Optional modules, choose one of the following (10 ECTS each):

|       |  |    |              |
|-------|--|----|--------------|
| MG614 | People Management for Technology Organisations | 10 | Semester 2   |
| IE605 | Six Sigma                                      | 10 | Semester 2   |
| MG651 | Thesis   | 30 | Semester 3&4 |

### Teaching Approach

The programme is delivered using a blended approach, that is, a combination of distance/online learning materials combined with face-to-face tutorials and seminars. Students will be required to attend seminars on average once per month. The programme is a collaborative offering between NUI Galway, the University of Limerick and UCC and workshops are held on a revolving basis at each institution.

### Certification

The Masters in Technology Management is a joint initiative of NUI Galway, University of Limerick and University College Cork under the auspices of the Atlantic University Alliance. The programme is jointly accredited through the partner universities. In the second year students choose which institution they wish to register with and on successful completion will receive the award from that University.

### Year's Work

Candidates obtain credit for any modules passed at an examination sitting. Compensation is not allowed. Students must pass each module at 40% with no less than 35% attained in each assessment element (i.e. module assignment and written examination), to pass the module overall.

### Transfer credit

Students who have completed the Diploma in Technology Commercialisation or the Diploma in Innovation Management will be allowed exemptions from equivalent modules on the master's programme. Where a student is exempt from modules, the final aggregate will be calculated across the modules completed on the programme. Students seeking exemptions with post-graduate qualifications from other master's programmes will be considered on a case-by-case basis.

## Syllabii

### *Managing Innovation*

- This module is an introduction to the building-blocks of innovation management for organisations. It looks at the nature of innovation and examines different types of innovation. It explores the innovation management process from start to finish. The module covers topics such as: sources of new ideas, effective selection and portfolio processes, and the challenge of implementation. These innovation processes operate in a context defined through the interaction of people, technology and organisational goals, or more concisely, the innovation strategy of the company.
- As part of your learning, you will consider some of the key contemporary issues in innovation management such as the increasing trend towards accessing ideas and expertise from outside the organisation, and the need for organisations to develop capabilities in managing alliances and open innovation mechanisms. The module discusses the growing importance of innovation in services; the role of leadership in supporting innovation performance and the use of formal knowledge management systems to capture and leverage learning.
- On completion of this module you should be able to put innovation to work in any organisation through being able to:
- Identify different kinds of innovation and innovation strategy

- Manage the innovation process from generation to selection and implementation
- Motivate and organise people for innovation and learning
- Apply new organisational forms for innovation

#### *Managing Technology Projects*

- To gain an understanding of the systems approach to management and balance traditional problem solving with systemic thinking.
- To understand project management through handling technology-related work as project work.
- To apply the tools and techniques of project management to maximise the successful delivery of technology.

#### *Product Design and Development*

- To provide participants with a comprehensive understanding of process and product development from concept to implementation or market introduction in the case of new products. This understanding should be based on knowledge of the various methodologies and tools used by product or process development teams. The methodologies and tools will be presented in the context of various models of the overall process and will be illustrated with industrial case studies.
- To provide an overview of today's process and product development environment, including consideration of Extended Enterprise, Virtual Enterprise, Vendor-Customer co-design and co-makership issues. The nature and operation of shared design and manufacturing partnerships.

#### *Innovation and Technology Transfer*

- To provide the student with the knowledge and skills necessary to forecast the future technological needs of their organisations, to evaluate the possible sources of new technology, and to manage the transfer of new products and processes, into or out of their organisations.
- Participants will develop the ability to identify new technology platforms of potential strategic importance and to successfully assimilate such platforms into their firms.
- The module will also address the different mechanisms through which firms can gain the maximum return from technologies that they have developed. These include patents, licensing, and trading in technical know-how.

#### *Marketing Technology Products*

- To provide an understanding of the key marketing concepts in business generally and technology in particular.
- To be capable of analysing markets for technology products/services.
- To produce a marketing plan for a technology company (their own or another actual company).
- To provide the participant with an understanding of the selling process.

#### *Technology Innovation and Entrepreneurship*

- Present a curriculum in the area of Technology Innovation & Entrepreneurship that reflects the needs of the user.
- Provide easy to access, state of the art reference material in the area of Technology Innovation & Entrepreneurship to help learners to understand the essential fundamental concepts involved in the discipline.
- Equip participants with the values, best practices, skills and supporting tools necessary to effectively design, develop and deploy technical projects in their organisations and to empower users to autonomously apply these concepts and tools.
- To provide information on project managing an innovative idea

#### *Technology Finance and Capital*

- To ensure that participants understand how investment decisions are made in large corporations and in SMEs. This is a key issue for executives seeking to persuade their superiors or Boards of Directors of the efficacy of particular investments in equipment and other assets. It is also a key issue for producers of equipment and other assets since these tools are generally used to guide investment (and hence purchasing) decisions.
- To ensure that participants understand how financial assets (debt and equity claims) are priced in order to build credible proposals for bank and venture capital investment.
- To develop an appreciation of the relation between new manufacturing technologies and cost structures. New manufacturing technologies result in a radical realignment of cost structures and hence impact upon many operational and strategic decisions.

#### *Strategy & Management of Technology*

- To introduce participants to the basic theoretical and empirical contributions of management theory and practice, including operations management. To provide participants with an overview of the strategy process from conceptual and applied perspectives, introducing the concepts, theories and techniques of strategic management;
- To investigate the main components of strategic management, product life cycles and new technological developments. To provide insight into the impacts of value chain analysis, supply chain management and first mover advantages on the competitive dynamics of an industry. To highlight the impact of strategic alliances, licensing agreements and corporate venturing on technology leadership.
- To introduce participants to the nature, functioning and evolution of manufacturing, communications, information and emergent technologies in today's global society, allowing participants to assess the impact of technological change.
- To outline the importance of national and international technology policy in the pursuance of a technology driven core competence, including the impact of innovation systems on national and regional groupings.

- To equip participants to contribute effectively to the strategy process and operations function from a direct line or staff position.

#### *Information System & Software Management*

- To consider the role of information technology in actual product development. The material covered here would include prototyping, product data management systems, workflow systems and case-based reasoning (CBR).
- To develop a knowledge about electronic commerce and electronic work and discuss its application to supply chain management
- To consider how information technology might support the actual management of product development. The material covered would include knowledge management systems, computer-mediated communication, intranets, groupware, and issues to do with knowledge creation, storage, transfer and reuse
- The objective of this module is: to consider the role of information technology in organisational development; to consider how information technology might support the actual management of continuous improvement in a process/service life cycle; to consider how IT can support the development of the organisation.

#### *People Management for Technology Organisations (elective)*

- To understand the human resource contribution to organisational effectiveness and culture management.
- To evaluate the range of internal and external factors shaping group dynamics, management choice and organisational development. To understand the dimensions of the psychological contract and its implications for organisational effectiveness.
- To create awareness of the relationship between quality systems and the development of world-class competitive capabilities: speed, cost, dependability, quality and innovation.
- To develop understanding of HRM problems associated with delayering, team working, re-engineering, downsizing and the introduction of technical change.
- To provide a range of tools and techniques useful to diagnose, audit and resolve human resource problems associated with technology management initiatives.
- To equip participants with an understanding of the complexity of mobilising change initiatives within organisations.
- To equip participants in understanding and utilising the political and power bases within organisations and the role of leadership in managing innovation and implementing change.

#### *Six Sigma (elective)*

This module will introduce and use the Statistics appropriate for master black belt level Six Sigma. Delivery will include a practical application of software tools to undertake statistical analysis. Areas covered include:

- History and development of traditional quality control techniques; Statistical quality control, inspection and detection methods, Taguchi and the design of metrics
- Fundamental Statistics, Basic distribution theory, Graphs, histograms, location, spread, Box-plots
- Statistical Process Control, Various types of control charts for both variable and attribute data
- Basic Six Sigma Statistics, T-tests, Regression, Decision making under uncertainty, hypothesis testing and analysis of variance
- Introduction to Design of Experiments
- Advanced Six Sigma Statistics
- Process capability indices
- Introduction to Reliability Theory
- Design of Experiments Fractional and factorial designs
- Taguchi methods, EVOP (evolutionary operation) experimentation.

## POSTGRADUATE DIPLOMA IN INNOVATION MANAGEMENT

### Programme Objective

The aim of the programme is to facilitate innovation management learning amongst the participants and in turn promote an awareness of business innovation. It will equip participants with state-of-the-art reference material to support module topics such as innovation management, product design and development, enterprise modelling and simulation, as well as managing technology products. Participants will learn about innovation and change, and how it effects business operations. They will seek to identify new process technologies that are appropriate to their industry and will contribute to improving operational efficiency and competitiveness. The programme will also address how to manage new product innovation strategies and process technologies effectively and identify appropriate business process improvements to facilitate the introduction of such technologies.

### Entry Requirements

An undergraduate Degree 1st or 2nd Class Honours in any discipline + 3 years of relevant industrial experience;  
**or)** Ordinary or 3rd Class Honours Undergraduate Degree + 5 years of relevant industrial experience;  
**or)** Recognised Professional Qualification + 5 years of relevant industrial experience

Candidates who do not meet the minimum entry criteria may be interviewed by the Programme Board to ascertain their suitability for the programme.

### Programme Duration

This programme is a one-year, part-time, blended learning programme running from September to June. The programme is delivered using a blended learning approach, that is, a combination of self-instructional materials, online learning activities, face-to-face tutorials and seminars.

A limited number of students may wish to take this programme on a modular basis over 2 years.

### Target Audience & Industry

The Diploma in Innovation Management is designed to assist managers, scientists and engineers in supporting innovation management activities, realise the potential of innovation. The course is targeted at mid to upper level managers responsible for innovation in their organisations or to those who have an interest in introducing innovation into their organisation both in the private and public sector organisations. The Programme will also appeal to those who have experience or academic credentials such as degrees or diplomas in non-management areas and wish to gain the skills and knowledge to launch their own enterprises or introduce new products or services to the market.

### Learning Outcomes

On completion of the course participants will be equipped with the knowledge and skills to enable them to: -  
Identify, develop and understand the skills necessary to manage innovation at both operational and strategic levels in their organisation.

Familiarise themselves with business process improvement methods and simulation tools.

Present a professional innovative idea to their peers with the potential to improve business at their organisation.

### Postgraduate Diploma in Innovation Management

| <i>Code</i> | <i>Module</i>                | <i>ECTS</i> |
|-------------|------------------------------|-------------|
| MG662       | Managing Innovation & Change | 5           |
| MG616       | Improving Business Processes | 5           |
| IE620       | Managing Technology Projects | 5           |
| MG690       | In Company Project           | 10          |
| MG618       | User Centered Design         | 5           |
| IE651       | Product Design & Development | 5           |

### Assignments

Each module will be accompanied by a written examination and one piece of continuous assessment work, with the exception of the project module which will be assessed by continuous assessment only. A selection of assignments will be group based and will be based on module content with support given from module tutors.

In addition to projects and module learning, participants will be encouraged to participate in the writing of an article for an internationally recognised journal.

## Module Descriptions

### *Managing Innovation and Change*

To understand innovation as a management process and determine how innovation can be identified, analyzed, monitored and implemented within organisations.

To develop critical understanding of the techniques for diagnosing the need for innovation and change.

To identify what is required to empower individuals in the area of innovation.

### *Managing Technology Projects*

To gain an understanding of the systems approach to management and balance traditional problem solving with systemic thinking.

To understand project management through handling technology-related work as project work.

To apply the tools and techniques of project management to maximise the successful delivery of technology.

### *Improving Business Processes*

To focus participants on business process reengineering and business process modelling. It will also introduce simulation as a modelling technique for business process improvement.

Provide a platform for participants to understand their organisations current goals, strategies and their business process environment. It will also provide information on how to establish business process improvements and what is required to support these improvements.

During the course of this module it is envisaged that participants would formulate an improvement proposal (CASE STUDY) which defines how their organisation can transition to a future business process improvement, and identify the tools, systems and processes required to implement change.

### *Product Design and Development*

To provide participants with a comprehensive understanding of process and product development from concept to implementation or market introduction in the case of new products. This understanding should be based on knowledge of the various methodologies and tools used by product or process development teams. The methodologies and tools will be presented in the context of various models of the overall process and will be illustrated with industrial case studies.

To provide an overview of today's process and product development environment, including consideration of Extended Enterprise, Virtual Enterprise, Vendor-Customer co-design and co-makership issues. The nature and operation of shared design and manufacturing partnerships.

### *User Centered Design*

This module covers why and how to put the human user of systems, services and products at the centre of the design process.

It explores the user-centered design paradigm from a broad perspective, emphasizing how user research and prototype assessment can be integrated into different phases of the design process. Students learn to think like a user-centered designer and carry out activities that are key to user-centered design. Topics include: Introducing the User Centred Design process; Introducing the Basic Psychology of the User; Introducing Cognition - how we problem solve in completing tasks; Introducing Anthropometrics and ergonomics - how our bodies influence how we can interact with systems and devices; Case studies in User Centred Design of systems, services and products.

### *Project*

The project phase of the Diploma is an opportunity to pursue a relevant activity related to Innovation Management. Each participant will be required to prepare a proposal; plan and manage the project; collect, analyse and use data where necessary; present their results; and write the project report. It is imperative that the participant receives support throughout the project, including guidance on how to write a professional report.

## HIGHER DIPLOMA IN BUSINESS STUDIES

### Entry and Duration

The course is open to graduates (level 8) other than holders of the B.Comm. degree (or equivalent). The numbers admitted in any one year may be limited. Applicants may be required to present for interview. The course is full-time and will be offered over one academic year i.e. two semesters. It consists of lecture courses extending over two semesters, case work, group presentations and computer workshops. Examinations will be held at the end of each of the semesters, and repeat examinations are held in the Autumn.

### Programme Objective

The Diploma is designed to provide an orientation for graduates, other than graduates in Commerce, towards the commercial and industrial environment and a training in the fundamental skills of business administration that would enable the diplomates to play an active and fruitful role in the development and management of business enterprises.

### Courses

In the First Semester, the following subjects are obligatory except that graduates with Economics to degree level are exempt from Economics I:

| <i>Code</i> | <i>Module</i>                        | <i>ECTS</i> |
|-------------|--------------------------------------|-------------|
| AY872       | Financial Management I               | 5           |
| AY5123      | Accounting & Financial Analysis      | 5           |
| EC5133      | Principles of Economics for Business | 5           |
| MG524       | Management                           | 5           |
| MS873       | Management Information Systems I     | 5           |
| MK204       | Marketing Principles                 | 5           |

In the Second Semester, the following subject is obligatory:

|         |                                     |   |
|---------|-------------------------------------|---|
| SBE3001 | Innovation, Creativity & Enterprise | 5 |
|---------|-------------------------------------|---|

In addition, students will select, subject to approval of the School, courses totalling 25 ECTS credits from the following list:

| <i>Code</i> | <i>Module</i>                               | <i>ECTS</i> |
|-------------|---|-------------|
| AY209       | Int. Fin. Reporting 1                       | 5           |
| AY874       | Accounting for Management Decisions         | 5           |
| AY875       | Financial Management II                     | 5           |
| EC2101      | Macroeconomics and the Business Environment | 5           |
| MG325       | Employment Relations                        | 5           |
| MG2101      | Entrepreneurial Venture Development         | 5           |
| MG3102      | Work in a Global Context                    | 5           |
| MK203       | Buyer Behaviour Analysis                    | 5           |
| MK303       | Global Marketing                            | 5           |
| MK341       | Brand Management                            | 5           |
| MS319       | Enterprise Systems                          | 5           |
| MS2100      | Cybersecurity                               | 5           |
| MS4101      | Implementing Digital Innovation             | 5           |
| LW190       | Business Law                                | 5           |
| LW428       | European Union Law II                       | 5           |

Candidates must accumulate a total of 60 ECTS credits to be eligible for the award of the Diploma (55 ECTS for candidates exempt in Economics 1).

## Syllabii

### *Financial Management 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. It is designed for students who have not previously studied finance. The course will provide a good basic foundation in Financial Management for students not intending to specialise in finance. The course provides a broad understanding of the objectives and methods of financial management, from which students can progress to a more advanced study of corporate finance.

### *Accounting and Financial Analysis*

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 designed for students who have not previously taken accounting. The course will provide a good basic foundation in Financial Accounting and Analysis. On course completion, students will be expected to be capable of preparing and interpreting simple financial statements.

### *Principles of Economics for Business*

This module will start with an overview of Economics. This will be followed with an introduction to Microeconomics and Macroeconomics, the two streams of Economics. Microeconomics is the study of how households and firms make decisions and how they interact in specific markets. In this module you will learn the basic principles of Microeconomics. You will learn how demand and supply interact to determine market prices and how government intervention can affect market outcomes. You will also learn how firms make production decisions and become familiar with different types of market structures, such as monopoly and perfect competition. Macroeconomics is the study of the economy as a whole. In this module you will learn about measures used to measure an economy's performance and about short run fluctuations in the economy.

### *Management*

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

### *Management Information Systems I*

The objective of this module is to provide students with a broad understanding of the fundamental and strategic importance of information systems in the operations and management of contemporary organisations.

### *Marketing Principles*

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

### *Innovation, Creativity & Enterprise*

This course has an underlying theme of innovative practice and is designed to educate students to recognise and develop opportunities for innovation in response to organizational 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.

### *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.

### *Accounting for Management Decisions*

The objective of this course is to provide students with a comprehensive introduction to the principal issues and practices in cost and management accounting. Students are required to have previously completed an introductory course in financial accounting, but no previous knowledge of management accounting is assumed.

### *Financial Management 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. In particular, the course is designed to achieve the learning outcomes specified separately under each topic heading.

### *Macroeconomics and the Business Environment*

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

### *Employment Relations*

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 process 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.

### *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. While lectures will provide an introduction into the tools and approaches to entrepreneurial thinking and action that are underpinned by theory, 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.).

### *Work in a Global Context*

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.

### *Buyer Behaviour Analysis*

The objective of this module is to give students a critical understanding of the factors influencing consumer behaviour which can be used in the development of more effective marketing strategies. On completion of this module, students will appreciate the significance of the consumer in the overall marketing mix; be familiar with the principles and concepts of consumer behaviour and how these translate into practice; understand how, when, by whom and in what way the consumer is influenced in making purchase decisions; be aware of the methods and tools used to gain insight into consumer behaviour and appreciate how marketing managers use consumer motivations to make tactical and strategic marketing decisions.

### *Global Marketing*

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



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

#### *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.

#### *Enterprise Systems*

The objective of this course 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 sub-systems (Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management) contained within Enterprise Systems. It will also deal with how these systems are designed, implemented and updated.

#### *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 policies to implement information security controls.

#### *Implementing Digital Innovation*

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

#### *Business Law I*

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, its relevance to business. This will first require an understanding of the Irish Legal System and the impact of EU Law. This course will focus on the law of contract and sale of goods law. Introduction to Irish law. Sources of law. Classification of law. The Irish court system and court procedure. The legal structure of business, sole trader, partnership, companies, co-operatives. The legal concept of property. Freehold and leasehold interests in property. Statutory protection for business tenants. The law of Contract: formation of contracts, contract terms and their interpretation, exclusion and limitation of liability, contract defects and their consequence. Discharging the contract, breach of contract, remedies for breach of contract. Law of agency. Insurance law. Legal problems in sales and marketing: sale of goods contracts. Hire purchase sales. Credit sales. Consumer protection. Product liability. Irish competition policy. Negotiable instruments. Employer liability: Tort, negligence, strict liability, occupier's liability. EC Law: primary and secondary sources of EC law, the institutional framework of the EC.

#### *European Union Law II*

The objective of this course is to provide students with a clear understanding of the substantive issues of European economic law or the law of the internal market and of European competition law. The course deals with the substantive law of the European Union. Emphasis is given to the basic freedoms of Community law: the free movement of goods; the free movement of persons; the freedom of establishment; the freedom to provide services; the free movement of capital; and the free movement of payments. Consideration is also given to Union policies such as competition policy, the common agricultural policy, regional policy, industrial policy and social policy.

## HIGHER DIPLOMA IN ECONOMIC SCIENCE

### Introduction

The Higher Diploma in Economic Science is a nine-month taught programme with research papers. It is aimed at graduates who want to further their knowledge of modern economic analysis. The programme is designed to equip graduates with the professional and analytical skills necessary to pursue a career in economics or related disciplines in the public and private sectors. The programme also provides introductory training for students intending to undertake the Masters of Economics Science programme at the National University of Ireland Galway.

### Aims & Objectives

The programme has three objectives as follows:

- To enhance and develop the analytical skills of students who have taken economics to pass level in their primary degree
- To provide an opportunity for graduates in related disciplines to undertake post-graduate study in economics
- To provide introductory training in economics for students intending to undertake the Masters of Economic Science programme at NUI Galway.

### Minimum Entry Requirements

Admission is open to graduates (level 8) who have obtained a pass degree in Economics from a recognised third level institution. Admission is also open to honours graduates from related disciplines who have taken at least a principles course in Economics. Applications are also accepted from graduates with no previous training in economics but with an excellent academic record of achievement.

The number of places available in any year will be limited and not all applicants meeting the recommended entry requirement may be admitted. All students must write a letter of application to the Programme Board outlining their motivation and suitability for the programme. In certain circumstances an interview may also form part of the selection process.

### Programme duration

Full-time programme, over two semesters, September to May.

### Important Note

*Students in the programme will be directed to one of two streams depending on whether they had previously taken economics to degree level or not*

Programme for those without a Degree in Economics: (Stream A):

#### Semester 1

EC269 Intermediate Microeconomics  
EC273 Mathematics for Economics  
EC423 Ireland in the Global Economy

Plus

EC207 Irish Economic History

Or

EC219 Comparative Economics Thought

#### Optional Modules

EC345 Health Economics  
EC369 Money and Banking  
EC388 Environmental and Natural Resource Economics

#### Semester 2

EC268 Intermediate Macroeconomics  
EC275 Statistics for Economics  
EC416 Research Paper 2

#### Optional Modules

EC362 Economics of Financial Markets

EC386 Public Economics

EC416 Research Paper 2 is worth 10 ects. Everything else is worth 5 ects each.

**Programme for those with a Degree in Economics (or its equivalent)  
(Stream B):**

| Semester 1                                 | Semester 2                          |
|--|-------------------------------------|
| EC3101 Microeconomics and Public Policy    | EC3102 Macroeconomics and Public    |
| EC3105 Econometrics                        | EC416 Research Paper 2              |
| Plus either EC207 Irish Economics History  | Plus 3 options from Semester 2 (see |
| Plus 3 options from Semester 1 (see below) |                                     |

EC416 Research Paper 2 is worth 10 ects. Everything else is worth 5 ects each.

The optional modules would be chosen from the following list

Optional Modules:

| <i>Semester 1</i>                                  | <i>Semester 2</i>                    |
|--|--------------------------------------|
| EC345 Health Economics                             | EC3100 Economics and Philosophy      |
| EC369 Money and Banking                            | EC362 Economics of Financial Markets |
| EC388 Environmental and Natural Resource Economics | EC386 Public Economics               |
| EC423 Ireland in the Global Economy                |                                      |

## Course Descriptions

### *Agricultural and Food Economics (Not on offer in 2020/21)*

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.

### *Behavioural Economics. (Not on offer in 2020/21)*

This module explores the foundations, applications, and implications of the rapidly developing field of behavioural economics. In economics, individuals' behaviour is generally modelled under the assumption that individuals are perfectly rational, self-interested, utility maximizers with unlimited cognitive resources. Such models often provide valuable insights across a range of domains. However, in many instances, individuals' observed behaviour systematically differs from the predictions of these models. For instance, individuals respond differently when outcomes are framed as losses rather than gains, they tend to overestimate the probability of unlikely outcomes such as winning the lottery, while underestimating more likely outcomes, such as losing a job. They also tend to attach more weight to immediate gains/losses than they should. The study of these behavioural anomalies, has given rise to a new field of economics referred to as behavioural economics, which seeks to understand these anomalies and to propose alternative models that provide additional insights into individuals' behaviour.

### *Comparative Economic Thought*

The course examines differing schools of thought in modern economics through a comparative framework. The historical development of each of the schools is covered.

### *Development Economics*

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

### *Econometrics*

This introductory course aims to give students an understanding of the assumptions made, and concepts used in classical linear regression analysis, the statistics underlying regression analysis and its application in practice. This will involve a mixture of interdependent theoretical and practical learning – including computer-based sessions, practical assignments and lectures. The interdependency of the material and activities make it important to attend all sessions. A project is used to provide the student with hands on experience of the development, estimation and interpretation of an econometric model.

### *Economics of Financial Markets*

This course introduces students to the key concepts and current issues in financial economics. To reflect the diversity of the financial services sector, this course covers all the important financial markets: stock; bond; foreign exchange; and derivatives. Particular emphasis is placed on linking the financial theory to the major global economic and business stories of recent years, for example, the rise and fall of world stock prices; the volatility of the euro-dollar exchange rate; and how billions of euro were lost in derivatives-related trading.

### *Environmental & Natural Resource Economics*

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

### *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.

### *Health Economics*

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

### *Intermediate Microeconomics*

This is an intermediate microeconomics course dealing with the theory and application of microeconomics. Topics covered include consumer behaviour, utility theory, applications of consumer theory, production and costs, market structure, theories of pricing, game theory, general equilibrium theory, externalities and public goods, economics of information and welfare economics. We review the neo-classical and non neo-classical theories of consumer behaviour and their implications for the government's policies. Students who have not studied microeconomics before **cannot** take this course.

### *Intermediate Macroeconomics*

This is an intermediate macroeconomics course dealing with the theory and practice of macroeconomics. It builds on the concepts and principles covered in 1<sup>st</sup> Year Economics. The objective of the course is to understand, in more detail, the core principles of macroeconomic theory and to learn how these basic principles can be applied to various policy issues, both domestically and in an international setting. The topics covered include the following: National Income Accounting; Aggregate Demand and Supply; Equilibrium and disequilibrium; Saving-Investment relationship; Consumption function; the multiplier; The determinants of investment; Liquidity preference and theory of interest; International Macroeconomics; Growth Theory. Students who have not studied macroeconomics before should **not** take this course.

### *International Economics (Not on offer in 2020/21)*

The course is a combination of theory, empirical tests of theories, the policy implications of theories and contemporary debates on the trade aspect of globalisation. The standard neo-classical theories of trade are examined and the textbook is supplemented with articles that examine some of the empirical issues relating to trade, its causes and effects. The implications of market distortions for the gains or otherwise from trade liberalisation are also considered. The actuality of current international trade policies is explored, with some emphasis on the reasons for its generally mercantilist orientation. The course also addresses the issue of factor mobility (in particular capital mobility and foreign direct investment) and its implications for the home and host countries. Finally, the current debate over globalisation and development is examined with a critique of the arguments of both sides.

### *Ireland in the Global Economy*

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

### *Irish Economic History*

This course examines the major economic and social developments in 19<sup>th</sup> century Ireland together with major developments in the post-independent Irish economy. The course will end with Ireland's entry into the European Community in 1973. Developments post-1973 are the subject of the Irish Economy course in the final year. The course covers issues of trade, industrialization, agriculture, planning, macroeconomic policy and social policy.

### *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.

### *Marine Economics (Not on offer in 2020/21)*

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

### *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.

### *Money and Banking*

This course sets out to develop your understanding of international banking and monetary institutions and the world's financial architecture. Using the basic economics of banking, the course explores a variety of current issues, including: the role of the new Irish Financial Services Regulatory Authority (IFSRA); how banking and currency crises have occurred around the world since the 1990s; the role of the International Monetary Fund (IMF); and why the European Central Bank (ECB) is considering a change in its monetary policy.

### *Public Economics*

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

### *Research Paper II*

This course gives the student the opportunity to apply economic reasoning to a particular issue in Economics. The skills developed during the first semester will be further developed in this course. These include the ability to understand economic reasoning, the ability to select a research topic and discover what has been written on this topic already, the ability to access economic data, and the ability to write and present a research project. Students have to write a major essay for this course on a topic to be agreed with their supervisor.



### *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.

## POSTGRADUATE DIPLOMA IN DIGITAL TRANSFORMATION

### Programme Overview

Digital transformation has become a key strategic issue for companies as it disrupts competitive environments, value chains, business models and professions. The impact of Big Data on decision-making processes means that managers must rapidly acquire new skills and expertise. The ability to embrace digital transformation and put it to work is becoming ever more important. In a fast-changing marketplace characterised by the drive towards Industry 4.0, digital transformation demands a new way of working, necessitating leaders that are competent in the areas of business, technology and innovation management.

The Postgraduate Diploma in Digital Transformation is designed for students who wish to pursue a career as business analysts, consultants, IT project managers, or business analytics/data scientists using the concepts, tools and methodologies of digital transformation to tackle complex business challenges and create value for organisations.

### Entry Requirements

The programme is open to degree holders from a university or other recognised degree-awarding body. Applicants should hold an NQAI Level 8 qualification or equivalent; IELTS score of 6.5 or equivalent, if applicable.

### Programme Duration

The course is full-time and will be offered over one academic year i.e. two semesters. It consists of lecture courses extending over two semesters and, case studies, essays, projects, reports and presentations. Examinations will be held at the end of each of the semesters, and repeat examinations are held in the Autumn.

### Programme Structure

#### Semester 1

| Module Code                | Module                                     | ECTS |          |
|----------------------------|--|------|----------|
| MS804                      | Systems Development and Project Management | 5    | Core     |
| MS873                      | Management Information Systems             | 5    | Core     |
| Electives (choose 15 ECTS) |  |      |          |
| AY5123                     | Accounting and Financial Analysis          | 5    | Optional |
| MG3104                     | Corporate Responsibility                   | 5    | Optional |
| MS5104                     | Decision Theory and Analysis               | 5    | Optional |
| MS5107                     | Business Modelling and Analytics           | 5    | Optional |
| MS805                      | Database Systems                           | 5    | Optional |
| MS806                      | Business Applications Programming          | 5    | Optional |

#### Semester 1 and 2

| Module Code | Module                         | ECTS |      |
|-------------|--------------------------------|------|------|
| MS5117      | Digital Transformation Project | 10   | Core |

#### Semester 2

| Module Code                | Module                                      | ECTS |          |
|----------------------------|---|------|----------|
| MS2101                     | Managing Digital Transformation             | 5    | Core     |
| MS802                      | Information Systems Strategy and Innovation | 5    | Core     |
| Electives (Choose 15 ECTS) |   |      |          |
| LW383                      | Information Technology Law                  | 5    | Optional |
| MG323                      | International Business                      | 5    | Optional |
| MG5113                     | Business and Society                        | 5    | Optional |
| MK5118                     | Social Marketing and Sustainability         | 5    | Optional |
| MS4101                     | Implementing Digital Innovation             | 5    | Optional |
| MS5106                     | Data Science and Big Data Analytics         | 5    | Optional |
| MS5108                     | Applied Customer Analytics                  | 5    | Optional |
| MS5114                     | Advanced Programming for Business Analytics | 5    | Optional |
| MS803                      | Business Data Communications                | 5    | Optional |
| MS809                      | Enterprise Systems                          | 5    | Optional |
| MS810                      | Information Systems Security & Ethics       | 5    | Optional |
| MS821                      | Applied Systems Analysis                    | 5    | Optional |

## Syllabii

### *AY5123 - Accounting and Financial Analysis*

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 designed for students who have not previously taken accounting. The course will provide a good basic foundation in Financial Accounting and Analysis. On course completion, students will be expected to be capable of preparing and interpreting simple financial statements.

### *LW383 - Information Technology Law*

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.

### *MG3104 - Ethics and Corporate Responsibility*

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.

### *MG323 - International Business*

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.

### *MG5113 - Business & Society*

The module provides a comprehensive overview of the intersection between business and society, including the challenges facing organisations as they pursue global business activities. Ethics in business has grown to be of increasing importance in the world of today, as companies have been placed in the moral spotlight by shareholders, consumers, employees and governments. The growing complexities of the global economy demand a broader and a deeper view of the interaction between business and society than that offered by current management approaches that focus on reforming corporate behaviour. This module places business ethics in a richer contextual setting, focusing on the challenges that businesses must now confront, and exploring how these issues can be met by a rethinking of business models, goals and strategies. The course enables students to engage with contemporary social issues related to global business, and gain an appreciation of these issues from the perspective of managers, government, citizens and consumers. The module incorporates academic, professional and industry input.

### *MK5118 - Social Marketing & Sustainability*

Many if not all social marketing interventions proposed could be considered in terms of marketing systems today, i.e. focussing on generalised value exchange per se and the intricacies of understanding exchange from a social systems point of view. This module critically reflects upon nesting behaviour change within a social marketing systems perspective, to scale out and up social change for sustainability.

### *MK5139 - Social Media Marketing Theory*

The objective of this module is to build 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.

### *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.

#### *MS4101 - Implementing Digital Innovation*

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

#### *MS5104 - Decision Theory & Analysis*

The objective of this course is to introduce students to the different aspects of decision theory and analysis and specifically how these apply to business.

#### *MS5106 - Data Science and Big Data Analytics*

This module aims to provide students with knowledge required to become active contributors to big data analytics projects and develop specific skills needed to use and implement big data analytics technology and tools. Topics may include: big data technology and tools: Hadoop, MapReduce, Yarn; Hadoop ecosystem: HBase, Hive, Pig; Spark; big data analytics project life cycle; creating business value with big data. The module focuses on how technologies can be integrated and used in a business intelligence environment through case studies of big data applications.

#### *MS5107 - Business Modelling and Analytics*

The objective of this course is to develop students understanding of the role of business analytics in decision making and equip them with solutions used to create scenarios, understand realities, and predict future states. The course focuses on three types of business analytics: descriptive analytics used to gain insight from historical data; predictive analytics used to forecast future business performance; and prescriptive analytics used to recommend decisions using optimisation, simulation etc. Students are introduced to core concepts and technologies of business analytics, such as modelling, analysis, optimisation; data exploration and data mining; forecasting models; decision trees; neural networks; clustering techniques; etc. The course uses real business cases, to illustrate the application and interpretation of these methods. An important feature of the course is the use of MS Excel, an environment familiar to business analysts. All discussed models are provided by the Excel add-ins Analytic Solver Platform and XLMiner plus illustrative examples.

#### *MS5108 - Applied Customer Analytics*

In today's digitally enabled world, businesses are collecting more data than they know what to do with. Using the R programming language, which has become the industry standard for statistical analytics, this module will focus on turning large datasets into useful insights. The focus is applying statistical techniques to real datasets using R, rather than the mathematical details. With an emphasis on customer datasets, candidates will explore the R, RStudio, and R packages; learn how to programme basic statistics; create attractive, intuitive statistical graphics; write user-defined functions; combine and reshape multiple datasets; build linear, generalised linear, and nonlinear models; assess the quality of models and variable selection; analyse univariate and multivariate time series data; and learn how to write-up data analyses.

#### *MS5114 - Advanced Programming for Business Analytics*

Understanding key computational models and concepts for business analytics is important in today's data-driven business environment. In this module, learners will be introduced to computational thinking, experimental methodologies, and empirical methods for training, validation, and testing models within an analytics context. This module will provide learners with a working knowledge of how to prepare datasets, present data visualisations, and support decision-making using data analysis programming.

#### *MS5117 - Digital Transformation Project*

The Digital Transformation Project is the capstone element for the Postgraduate Diploma in Digital Transformation. The project gives students the opportunity to work in teams and apply the learning from the course to actual industry situations in the form of addressing a specific company problem, reflecting on a case study scenario, or developing an information system. The project provides an opportunity to engage with relevant practice-based issues and to contribute a piece of work which could have a real impact on for a client.

#### *MS802 - Information Systems Strategy and Innovation*

Information Systems Strategy and Innovation is an advanced second Semester module. The objective of this course is to provide students with an in-depth understanding of the theory of IS Strategy and Innovation in an applied context using case studies. The topics covered include the fundamentals of Innovation, Strategic IS & Planning, Value Creation with IS, Value Frameworks, Formulating an IS Innovation Strategy, Emerging Issues in IS Strategy and Innovation, Collaboration for Innovation (Lean Startup, Open Innovation, Crowdsourcing, Business Model Canvas), Design Thinking, and Business Analytics. The module will feature guest lectures balancing the focus between industry and research.

#### *MS803 - Business Data Communications*

The objective of this course is to develop in students an understanding of the fundamentals of modern data communication technologies and to combine them with applications and practices related to a business environment. Topics may include: network concepts; transmission media; OSI and TCP/IP; LAN technologies; network and Internet connectivity; Internet

communication model and application layer services; hosting solutions; IP addresses and domain name system; network security technologies – problems and solutions.

#### *MS804 - Systems Development & Project Management*

The objective of this course is to develop in students an understanding of the fundamentals of project management within the context of information systems development. Topics include the systems development life cycle, project integration, requirements analysis and scope management, time management, cost management, risk management, communications management etc. In addition, different IS development methods will be covered (Waterfall, SDLC, RAD, and Agile methods) as well as business process modelling techniques (e.g. DFDs).

#### *MS805 - Database Systems*

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

#### *MS806 - Business Applications Programming*

The objective of the course is to develop your knowledge and competence in object-oriented programming for the business environment using visual C# programming language.

#### *MS809 - Enterprise Systems*

The objective of this course is to develop students' understanding of Enterprise Systems in business. Topics include: Information systems in 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; enterprise architecture management; ERP Implementation; Supply Chain Management (SCM); Digital Transformation and emerging directions in Enterprise Systems such as fintech innovation, cryptocurrencies, blockchain, gamification and enterprise personal analytics.

#### *MS810 - Information Systems Security & Ethics*

Information Systems Security and Ethics is an advanced second Semester module. The objective of this course is to provide students with an in-depth understanding of the management of security risks facing the individual operator or organization. The topics covered are designed to give information systems professionals a background overview of the IS Security domain and an overview of tools required to manage threats to the organisation or business. Furthermore, the concept of ethics in the information age is explored with historical and philosophical perspectives from the social sciences provided.

#### *MS821 - Applied Systems Analysis*

Applied Systems Analysis is an advanced second Semester course in systems analysis. The objective of this course is to provide students with an in-depth understanding of systems analysis in an applied context. The topics covered include: the evolution of systems analysis; the discipline of systems analysis; systems theory and systems thinking in IS development; systems development methodologies and techniques; structured and object-oriented systems analysis approaches; the use of computer-aided systems engineering (CASE) tools; design and specification of requests for proposals; evaluation criteria for proposals; software and hardware contracts; project and systems documentation; cost benefit analysis; advanced systems modelling; case studies in systems analysis and design, emerging issues in systems analysis.

#### *MS873 - Management Information Systems I*

The objective of the module is to provide students with a broad understanding of the fundamental, and strategic importance of information systems in the operations and management of contemporary organisations.

## HIGHER DIPLOMA IN BUSINESS INFORMATION SYSTEMS

### Programme Overview

The worlds of business and digital technology have become inseparable. Almost all organisations now depend upon business information systems (BIS) to control and manage their data, which means that the demand for graduates with technological proficiency and business know-how is at an all-time high. Studying BIS involves, among other things, learning how to design and build ICT systems, as well as understanding how to exploit the business opportunities provided by the ever increasing digitisation of society. To do this, we must develop an intricate understanding of how organisations work, the business processes that generate and consume information, the roles of people and working groups in these processes, and the efficiency of these processes.

The main goal of Higher Diploma in BIS is to prepare graduates for employment in an ICT-related business context. This course will introduce students to the principles, methods, tools and architectures used in the development and management of ICT. Upon graduating, course participants will be equipped to manage digital technology across all industry sectors and in a range of business functions.

The employment prospects for graduates of this course are extremely good. Graduates may take up positions as systems or business analysts, technology consultants, computer programmers, network administrators, in a range of business functions, including marketing, logistics, production, finance and general business administration.

### Entry Requirements

The programme is open to degree holders from a university or other recognised degree-awarding body. Applicants should hold an NQAI Level 8 qualification or equivalent; IELTS score of 6.5 or equivalent, if applicable.

### Programme Duration

The course is full-time and will be offered over one academic year i.e. two semesters. It consists of lecture courses extending over two semesters and, case studies, essays, projects, reports and presentations. Examinations will be held at the end of each of the semesters, and repeat examinations are held in the Autumn.

### Programme Structure

#### Semester 1

| Module Code                | Module                               | ECTS |          |
|----------------------------|--------------------------------------|------|----------|
| MS873                      | Management Information Systems       | 5    | Core     |
| Electives (choose 20 ECTS) |                                      |      |          |
| AY5123                     | Accounting and Financial Analysis    | 5    | Optional |
| AY872                      | Financial Management I               | 5    | Optional |
| EC5133                     | Principles of Economics for Business | 5    | Optional |
| MG524                      | Management                           | 5    | Optional |
| MK204                      | Marketing Principles                 | 5    | Optional |
| MS111                      | Business Application Development I   | 5    | Optional |
| MS222                      | Decision Modelling and Analytics     | 5    | Optional |

#### Semester 1 and 2

| Module Code | Module        | ECTS |      |
|-------------|---------------|------|------|
| MS5116      | Major Project | 10   | Core |

#### Semester 2

| Module Code                | Module                                | ECTS |          |
|----------------------------|---------------------------------------|------|----------|
| SBE3001                    | Innovation: Creativity and Enterprise | 5    | Core     |
| Electives (Choose 20 ECTS) |                                       |      |          |
| MS112                      | Business Application Development II   | 5    | Optional |
| MS119                      | Business Data Communications          | 5    | Optional |
| MS2100                     | Cybersecurity                         | 5    | Optional |
| MS2101                     | Managing Digital Transformation       | 5    | Optional |
| MS319                      | Enterprise Systems                    | 5    | Optional |
| MS4101                     | Implementing Digital Innovation       | 5    | Optional |

## Syllabii

### *AY5123 - Accounting and Financial Analysis*

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 designed for students who have not previously taken accounting. The course will provide a good basic foundation in Financial Accounting and Analysis. On course completion, students will be expected to be capable of preparing and interpreting simple financial statements.

### *AY872 - Financial Management 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. It is designed for students who have not previously studied finance. The course will provide a good basic foundation in Financial Management for students not intending to specialise in finance. The course provides a broad understanding of the objectives and methods of financial management, from which students can progress to a more advanced study of corporate finance.

### *EC5133 - Principles of Economics for Business*

This module will start with an overview of Economics. This will be followed with an introduction to Microeconomics and Macroeconomics, the two streams of Economics. Microeconomics is the study of how households and firms make decisions and how they interact in specific markets. In this module you will learn the basic principles of Microeconomics. You will learn how demand and supply interact to determine market prices and how government intervention can affect market outcomes. You will also learn how firms make production decisions and become familiar with different types of market structures, such as monopoly and perfect competition. Macroeconomics is the study of the economy as a whole. In this module you will learn about measures used to measure an economy's performance and about short run fluctuations in the economy.

### *MG524 - Management*

The course is designed as an introduction to the role of management in organisational structures. Locate the history and foundations of management thought in dimensions of modern organisations. Explain and discuss the role, functions and skills of effective management. Derive a view on how management principles are applied in a range of organisational settings to explain the role of planned change through strategy, technology and innovative process. Provide exposure to the concepts, theories and techniques on which management is based. Application of management concepts across a wide range of business settings.

### *MK204 - Marketing Principles*

The object of this course is to introduce students to the key marketing concepts and their application in both an Irish and international context.

### *MS111 - Business Application Development I*

The objective of this course is to initiate and develop the knowledge and skills required to develop business software applications. The focus is on individual skills development and competence in software application development.

### *MS112 - Business Application Development II*

Building directly upon Business Application Development I, the objective of this course is to further develop, build and refine the knowledge and skills required to create business software applications. The focus is on both Individual and team skills development and competence in application development.

### *MS119 - Business Data Communications*

The objective of this course is to develop in students an understanding of the fundamentals of computer networks and communications essential to the information systems technologies. The course presents the technical foundations of networking and business data communications relating them to the business environment.

### *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.

#### *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.

#### *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.

#### *MS4101 - Implementing Digital Innovation*

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

#### *MS412 - Information Systems Innovation*

The objective of this course is to provide a comprehensive survey of the major managerial issues involved in formulating and implementing a corporate IS innovation strategy. The successful development and introduction of IS innovations is critical to the success of most of today's growing businesses. The innovation process, however, must be properly organised and managed for maximum effect so that the innovative product (or service) has the best chance to succeed in the marketplace. Doing so requires that managers understand not only the exogenous and endogenous factors affecting innovation, but also the critical role of organisation change in innovation. In order to exploit the opportunities provided by changing technology, firms must recognise technology trends and formulate strategies that are consistent with them. Successful IS strategies are closely linked with a company's business strategy and match the company's existing capabilities or offer a road map as to what capabilities the company might develop.

#### *MS5116 - Major Project*

The Major Project is the capstone element for the HDip Business Information Systems. The major project gives students the opportunity to work in teams and apply the learning from the BIS course to actual industry situations in the form of addressing a specific company problem, reflecting on a case study scenario, or developing an information system. The project provides an opportunity to engage with relevant practice-based issues and to contribute a piece of work which could have a real impact on for a client.

#### *MS873 - Management Information Systems I*

The objective of the module is to provide students with a broad understanding of the fundamental, and strategic importance of information systems in the operations and management of contemporary organisations.

#### *SBE3001 - 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.

## HIGHER DIPLOMA IN FINANCIAL ANALYSIS

### Programme Overview

Graduates equipped with skills drawn from the dual disciplines of accounting and economics will play increasingly key and impactful roles in financial, banking and business sectors in the future. The goal of Higher Diploma in Financial Analysis is to introduce students to and equip students with the applied analytical skills they need to secure future employment in the financial, banking and business sectors. This course will introduce students to the fundamental principles and analytical methods of accounting and economics in addition to modules from other business related disciplines. Upon graduating, course participants will be equipped with a foundation of knowledge and skills that will prepare them for further studies and future careers in this field. The long-term employment prospects for graduates from this course are extremely good. In terms of further study opportunities, graduates will be equipped to progress to MSc level programmes, such as the [MSc Corporate Finance](#) and the [MSc International Finance](#) at NUI Galway. In terms of career opportunities, graduates may take up a range of positions in the financial, banking and business sectors.

### Entry Requirements

The programme is open to degree holders from a university or other recognised degree-awarding body. Applicants should hold an NQAI Level 8 qualification or equivalent; IELTS score of 6.5 or equivalent, if applicable.

### Programme Duration

The course is full-time and will be offered over one academic year i.e. two semesters. It consists of lecture courses extending over two semesters and, case studies, essays, projects, reports and presentations. Examinations will be held at the end of each of the semesters, and repeat examinations are held in the Autumn.

### Programme Structure

#### Semester 1

| Module Code | Module                               | ECTS |      |
|-------------|--------------------------------------|------|------|
| AY872       | Financial Management I               | 5    | Core |
| AY5123      | Accounting and Financial Analysis    | 5    | Core |
| EC5133      | Principles of Economics for Business | 5    | Core |
| MG524       | Management                           | 5    | Core |
| MK204       | Marketing Principles                 | 5    | Core |
| MS873       | Management Information Systems       | 5    | Core |

#### Semester 2

| Module Code          | Module                                       | ECTS |          |
|----------------------|--|------|----------|
| AY874                | Accounting for Management Decisions          | 5    | Core     |
| AY875                | Financial Management II                      | 5    | Core     |
| EC247                | Introduction to Financial Economics          | 5    | Core     |
| EC2101               | Macro Economics and the Business Environment | 5    | Core     |
| SBE3001              | Innovation: Creativity and Enterprise        | 5    | Core     |
| Electives (choose 1) |  |      |          |
| AY209                | International Financial Reporting I          | 5    | Optional |
| EC362                | Economics of Financial Markets               | 5    | Optional |
| EC3100               | Economics and Philosophy                     | 5    | Optional |
| MS319                | Enterprise Systems                           | 5    | Optional |

### Syllabii

#### *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.

#### *AY5123 - Accounting and Financial Analysis*

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 designed for students who have not previously taken accounting. The course will provide a good basic foundation in Financial Accounting and Analysis. On course completion, students will be expected to be capable of preparing and interpreting simple financial statements.

#### *AY872 - Financial Management 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. It is designed for students who have not previously studied finance. The course will provide a good basic foundation in Financial Management for students not intending to specialise in finance. The course provides a broad understanding of the objectives and methods of financial management, from which students can progress to a more advanced study of corporate finance.

#### *AY874 - Accounting for Management Decisions*

The objective of this course is to provide students with a comprehensive introduction to the principal issues and practices in cost and management accounting. Students are required to have previously completed an introductory course in financial accounting, but no previous knowledge of management accounting is assumed.

#### *AY874 - Financial Management 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. In particular, the course is designed to achieve the learning outcomes specified separately under each topic heading below.

#### *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.

#### *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.

#### *EC362 - Economics of Financial Markets*

This course introduces students to the key concepts and current issues in financial economics. To reflect the diversity of the financial services sector, this course covers all the important financial markets: stock; bond; foreign exchange; and derivatives. Particular emphasis is placed on linking the financial theory to the major global economic and business stories of recent years, for example, the rise and fall of world stock prices; the volatility of the euro-dollar exchange rate; and how billions of euros were lost in derivatives-related trading.

#### *EC5133 - Principles of Microeconomics for Business*

This module will start with an overview of Economics. This will be followed with an introduction to Microeconomics and Macroeconomics, the two streams of Economics. Microeconomics is the study of how households and firms make decisions and how they interact in specific markets. In this module you will learn the basic principles of Microeconomics. You will learn how demand and supply interact to determine market prices and how government intervention can affect market outcomes. You will also learn how firms make production decisions and become familiar with different types of market structures, such as monopoly and perfect competition. Macroeconomics is the study of the economy as a whole. In this module you will learn about measures used to measure an economy's performance and about short run fluctuations in the economy.

#### *MG524 - Management*

The course is designed as an introduction to the role of management in organisational structures. Locate the history and foundations of management thought in dimensions of modern organisations. Explain and discuss the role, functions and skills of effective management. Derive a view on how management principles are applied in a range of organisational settings to explain the role of planned change through strategy, technology and innovative process. Provide exposure to the concepts, theories and techniques on which management is based. Application of management concepts across a wide range of business settings.

#### *MK204 - Marketing Principles*

The object of this course is to introduce students to the key marketing concepts and their application in both an Irish and international context.

#### *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.

#### *MS873 - Management Information Systems I*

The objective of the module is to provide students with a broad understanding of the fundamental, and strategic importance of information systems in the operations and management of contemporary organisations.

#### *SBE3001 - 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.



## SPECIALIST DIPLOMA IN CONTINUING PROFESSIONAL DEVELOPMENT (Management Practice)

### Programme Objectives

The Diploma in Management Practice (DMP) is designed to enhance the management practices, behaviours and leadership capabilities of senior managers (both people managers and technical managers). The purpose of the process is to provide high potential talent with an opportunity to develop their skills and place them in positions of future leadership.

### Requirements for Award

Satisfactory completion of all 4 modules of the programme, including assignments, (20 credits under the Irish National Qualifications Framework -NQF) **plus** individual research project, involving preparation of substantial work-related assignment (10 credits).

### Target Group

Senior executives in both people and technical areas all educated at minimum to degree level. It is expected that 10 to 20 students per year will attend.

### Programme Format

The programme consists of 4 taught modules and a final project. Each module consists of 30 hours in total as well as pre-module reading assignments, project assignments, and case study preparation.

All taught modules involve a number of learning approaches and are all highly participative. They involve lectures, case studies, group exercises, individual assignments, video presentations, and pre-course reading assignments and projects. Each module in the programme will be practical and applied. The activities in the programme are designed to improve the participants management capability thus positively impacting bottom line business performance.

There will also be continual coaching during the process, psychometric assessment, and feedback. Assessment for the individual modules is primarily by means of continuous assessment. Each participant will complete a work based assignment for each module, this will provide each participant an opportunity to demonstrate their knowledge and understanding of course content.

The final project involves preparation and implementation of a substantial work-related assignment.

### Administration of Programme

The programme will be organised in partnership with Evolve Training Consultants. Students will be registered through the Office of Adult and Continuing Education for a Specialist Diploma in Continuing Professional Development. These awards may be recognised at Level 8 of the Irish NQF, and credits may count towards further qualifications at Masters level 9. Dr Paul Ryan is the Academic Director of the programme.

### MODULE DESCRIPTIONS

#### *Management of Human Resources*

Human resource planning; communication and participation; training and development; reward management - compensation and benefits, job analysis and job evaluation, performance appraisal; career planning and development, root cause identification, six sigma, team decision thinking, tools for business thinking; six thinking hats; work life balance; personal productivity; scenario planning, self assessment questionnaires and 360 feedback; benefits of coaching, analysing the coaching process, differentiating the different coaching focus areas, practice the principles of a coaching conversation, identify and discuss the role of values in a coaching engagement.

#### *Organisational Behaviour*

Perception; attribution; personality; communication; motivation; stress; individual development; leadership; power; group effectiveness; intergroup relations; organisational structure; contingency designs; work design; developing people and teams; performance management, team formation and development.

#### *Management of Organisational Change and Innovation*

The diagnosis of organisational position in the environment; the introduction, adoption and implementation of successful change in organisations; understanding the need for an innovation strategy, changing the work environment to promote innovation and creativity, how to change management processes to encourage ideas, how to best reward ideas.

### *Business Negotiations and Strategic Influencing*

Negotiations in context; conflict, decision analysis and negotiations; process of negotiations; negotiation styles and tactics; principles of influence; effective influencing behaviours; preparation for influencing; relating to different personality types; schools of decision making; stakeholder mapping; departmental drivers; personal wins/losses; individual decision-making styles; action planning.

### *Final Project*

Each participant will complete a significant work-based project at the end of the four modules providing the opportunity to demonstrate their knowledge and synthesis of the course content as a link between the core programme modules and work.

### *Presentation of Project*

Participants should prepare a 20-minute PowerPoint presentation of their projects to present to Programme staff. This will be followed by a 20-minute Q&A session.

### *Advanced Presentation Skills*

Advanced Presentation Skills training will be provided on necessary components required to make a compelling, impactful and persuasive presentation to a group. It will cover audience examination, preparation, designing for memory, platform skills, and persuasion.

### *Assessment of the Project*

The project will be assessed by programme staff for award of the diploma.

## MARKS & STANDARDS FOR ALL STRUCTURED PHD PROGRAMMES

### 1. Introduction

These general regulations apply to all Structured PhD programmes in the University. Every PhD programme **must comply** with these regulations unless otherwise provided as per section 9 below. Students must also refer to the specific College PhD programme regulations and requirements and the University's Guidelines for Research Degree Programmes.

These regulations are approved by the University's Academic Council and are regulated and reviewed by the Academic Council's Standing Committee, following prior consideration by the Academic Regulations Committee. The Academic Regulations Committee is comprised of the Registrar and Deputy-President (Chair), Academic Secretary, Deans of College, another representative from each College, the Dean of Graduate Studies and the Director of Adult Education. Relevant administrative staff will be in attendance at the Committee's meetings. The Committee reports to Standing Committee of Academic Council.

### 2. PhD Programme Structure

PhD programmes are aligned with Level 10 of Ireland's National Framework of Qualifications. A fulltime PhD programme is normally of 4 years duration and a part-time PhD programme is normally of 6 years duration.

The University's awards and programmes are organized in accordance with the European Credit Transfer System (ECTS). The Structured PhD **Programme requires successful completion and examination of the research thesis and 30 ECTS of modules, approved by the student's Graduate Research Committee (GRC)**. Each module is a unit of teaching and learning formally offered within the University\* and carrying credit expressed as a number of credit points in accordance with the ECTS. The programme of modules should be discussed with the student's supervisor and agreed by her/his GRC. Fulltime students will normally take modules to a weighting of 30 ECTS over Years 1-3 of their PhD programme. In exceptional circumstances students may be allowed to take modules in Year 4, subject to the agreement of the student's GRC. In the case of part-time students, the GRC will specify an appropriate schedule for taking the modules of the programme.

**In no case will a student be allowed present her/his thesis until her/his GRC has verified that she/he has successfully completed approved modules to a total of 30 ECTS.**

\*The University, through the relevant College, may approve courses at another University or Institute towards the 30 ECTS of modules.

### 3. Module Descriptions and Weightings

The modules will have prescribed **Learning Outcomes**, and carry credit expressed as a number of credit points in accordance with the European Credit Transfer System. **Module Descriptions** will be specified in the University's central Curriculum Management System and will be set-out in the **Programme Descriptions and Regulations**.

**Individual modules will have an ECTS credit weighting of 5 ECTS, or may be expressed in whole multiples of 5 ECTS where good academic practice requires larger units of study.**

### 4. Arrangements for Assessment and Formal Examination of Modules

Modules on PhD programmes are assessed on a **credit awarded/credit not awarded** basis. Credit will be awarded where the student achieves the minimum passing mark required for the module (normally 40%).

The University's standard examination periods are

- End of semester 1
- End of Semester 2
- Repeat (of Semester 1 and 2) Examinations (August).

Modules may be assessed in any combination of formal examinations, assignments, projects, essays, papers, reports, presentations & debates, locally-set exercises, laboratory or field-work, or other experiential learning.

Where different components of assessment (course work, laboratory work, continuous assessment, final assessment, etc.) within a module contribute to the final grade it shall **not normally** be a requirement that any one of these components be separately passed. Only an overall result for the module will be returned.

**A mark of 'Incomplete' must be returned to the Examinations Office where there is a requirement that an element(s) of a module be passed and that element(s) is not passed. A student is required to retake all elements of an incomplete module** unless the relevant College provides by regulation that students be exempt from retaking specific components.

College level provisions should be the same across all programmes and modules in a College.

Marks for components of a module (i.e. sub-module assessment elements) from previous attempt(s) do not carry forward from one assessment to the next unless the relevant College has made provision to exempt student from retaking specific components for academic reasons.

Where modules are examined by means of a **formal examination** paper administered by the University's Examinations Office and time-tabled centrally, the examination will be of standard **two hours duration**.

Where a module weighting is greater than 5 ECTS, the formal examination may be broken into a number of 2 hour papers or one 2 hour paper and alternate assessment methods (e.g. a 10 credit year-long module might attract two 2 hour examinations).

**No compensation provision applies in the case of modules taken as part of a structured PhD programme.**

Application for permission to defer taking a module or modules to a subsequent examination session must be made in accordance with the Deferral Application Procedures of the University.

## 5. Progression

The PhD Progression Board is the formal progression authority for each College. Chaired by the Dean, the Board is made-up of academic staff members of the College and extern examiners from the relevant disciplines, or from the Colleges responsible for multi-College programmes. Only those decisions approved by the Progression Board will be formally recognized by the University. The Progression Board of each College will meet in July of each year and will consider the recommendations of relevant Graduate Research Committees.

Progression will be based upon the recommendation of the GRC to the Progression Board. The Progression Board will determine, in respect of each student, whether he/she should:

- Continue with PhD (i.e. progress to the following year)
- Transfer to another Programme (*Indicate which Programme, e.g. a Masters degree*)
- Leave PhD programme
- Note that student has discontinued studies
- Note that PhD degree has been awarded.

## 6. Examination of PhD Thesis

Arrangements in respect of the examination of the PhD Thesis are set out in the University's Guidelines for Research Degree Programmes

[http://www.nuigalway.ie/media/graduatestudies/files/university\\_guidelines\\_for\\_research\\_degree\\_programmes.pdf](http://www.nuigalway.ie/media/graduatestudies/files/university_guidelines_for_research_degree_programmes.pdf)

## 7. Award of Degree

Standing Committee of Academic Council, having considered the report of the Examiners, takes one of the following decisions in relation to the Ph D thesis:

- Award PhD
- Award PhD, but insist on typographical corrections (1 month)
- Award PhD, but insist on corrections in content (1 month)
- Award PhD, but insist on corrections in content (3 months)
- Refer; permit submission of a revised thesis with second *viva* required (1 year)
- Award a Master's degree
- Award a Master's degree, subject to typographical corrections
- Award a Master's degree, subject to corrections in content
- Reject, with no recommendation as to resubmission.

Honours are not awarded in connection with the award of a PhD or in respect of the modules taken, individually or collectively.

## 8. PhD Transcripts

Transcripts will show

- PhD awarded
- List of modules taken and for which credit was awarded as part of the programme – ECTS credits awarded per module and total awarded for modules
- The title of the thesis for which the PhD was awarded (subject to systems development.)
- The date on which the award was approved by Standing Committee of Academic Council (subject to systems development).

## 9 Dealing with Exceptions or Deviations

Only in exceptional circumstances will deviations be permitted from these regulations. A **structural deviation** is a significant and permanent change to these regulations which might be authorized for one or more programmes. Where a **structural deviation** is required for sound academic purposes, application must be made to the Academic Regulations Committee of Academic Council's Standing Committee, which shall recommend to Academic Council Standing Committee in the matter of applications received. A **concession** is the granting of explicit permission by the Standing Committee, following consideration and recommendation by the Academic Regulations Committee, to permit the deviation of a programme of study from these prescribed regulations. A **concession** may be required in occasional circumstances and will be a matter for Academic Council Standing Committee, following consideration and recommendation by the Academic Regulations Committee.

## STRUCTURED PhD

### COLLEGE OF BUSINESS, PUBLIC POLICY AND LAW

#### Overview

The goal of doctoral education is to cultivate a research mindset, to nurture flexibility of thought and intellectual autonomy through an original, concrete research project. It is the practice of research that creates this mindset. The core component of the structured PhD programme is the advancement of knowledge through original research.

The purpose of structuring the doctoral programme is to provide the support and skills that students need to help achieve their academic and professional goals. The structured PhD is a formalized, integrated programme of education, training, research, personal and professional development activities. It enables the development of discipline-specific knowledge and research skills as well as generic transferable skills.

Supervision is by a principal supervisor who is responsible for providing guidance on the research carried out by the student and manages the student's training. The student and supervisor are supported by a Graduate Research Committee (GRC). The GRC formally monitors student progress through an annual review process in line with national and international best practice. (Students whose progress towards a PhD is unsatisfactory may be recommended to submit an MPhil.)

**The Structured PhD is available as a 4-year Full Time programme or a 6-year Part Time programme (360 ECTS).**

*Students who first register for a PhD prior to the academic year 2015/2016:*

Each student must obtain a minimum of **30 ECTS** through structured modules having a taught or skills component, and a maximum of 45 ECTS, over the course of the PhD.

*Students who first register for a PhD from or after the academic year 2015/2016:*

Each student must obtain a total of **30 ECTS** through structured modules having a taught or skills component, over the course of the PhD and the remaining 330 ECTS are awarded for the Dissertation.

The thesis remains central to the award of the PhD. The remaining ECTS are derived from the research component.

**Part Time:** The traditional research only PhD also remains available for those wishing to complete on a part time basis.

#### Induction and Orientation

**Induction** is organized by the College of Business Public Policy & Law through its constituent Schools (the School of Business and Economics and the School of Law) and is mandatory for all first year research students. Research process, regulations and ethics, research finances, information/library resources and other general information on the University will be provided to students at Induction. **Orientation** is a separate event, also mandatory for all research students, which is organized by Graduate Studies and normally takes place prior to induction.

#### Governance

The student's Graduate Research Committee is responsible for confirming that modules have been taken and assessed.<sup>2</sup> Module assessment is the responsibility of the student's supervisor or the lecturer delivering the module, as appropriate. The student should provide the GRC, in advance of the annual review, with details of modules taken, results achieved and copies of their assessment as part of their annual progress review. This should include a signed declaration to the effect that the student has not taken these modules previously, either as part of the structured PhD or as part of a master's degree in this or any other institution. The GRC, once satisfied that modules have been taken and assessed, will sign off on the modules in the annual GRC report. This information is passed to the College office where it is recorded on the student's Yearly Progress Report. The Dean and the College office have responsibility for oversight of this process.

<sup>2</sup> See University Guidelines for Research Degree Programmes, section 4.2 and section 5.8  
[http://www.nuigalway.ie/media/graduatestudies/files/university\\_guidelines\\_for\\_research\\_degree\\_programmes.pdf](http://www.nuigalway.ie/media/graduatestudies/files/university_guidelines_for_research_degree_programmes.pdf)

## **SCHOLARSHIPS AND PRIZES**

### **THE CAMPBELL BEWLEY MEDAL**

The Campbell Bewley Medal shall be awarded to the highest placed candidate at the B.Comm. Degree examination from among those who joined Third Commerce under the joint National University of Ireland, Galway/Shannon College of Hotel Management programme, provided the candidate obtains at least Second Class Honours overall in the degree.

### **THE CIMA PRIZE IN MANAGEMENT ACCOUNTING**

The CIMA prize in Management Accounting shall be awarded on the recommendation of the J.E. Cairnes Graduate School of Business & Economics to the student in the Bachelor of Commerce/Bachelor of Commerce International programmes for the best performance in Management Accounting 1 (AY207), provided the student passes the examinations of the year as a whole. The prize consists of a voucher and a parchment.

### **THE HPE Chris Coughlan Prize in Systems Analysis (MSc) (Information Systems Management)**

From 2009-10 onwards, the HPE Chris Coughlan Prize in Systems Analysis (MSc) (Information Systems Management) will be awarded to the student in the M.Sc. in Information Management Programme (full time and part time) who attains the highest aggregate score across modules MS804 (Systems Development and Project Management), MS805 (Database Systems) and MS821 (Applied Systems Analysis). To be eligible for this prize, the student must pass all three modules at the first attempt and within one academic year of entering the programme. Students who are exempted from taking these modules are not eligible for this prize.

### **KPMG PRIZES SECOND YEAR B. COMM.**

These prizes will be awarded annually, on the recommendation of the J.E. Cairnes School of Business and Economics based on the results of the examinations of the Second Commerce year, to those students who obtain first, second and third place in the aggregate in the subjects Management Accounting I, Business Finance I and International Financial Reporting I, provided they pass the examinations of the year as a whole. In the event of a tie, the prize or prizes will be divided equally.

### **KPMG PRIZES THIRD YEAR B.COMM. (ACCOUNTING)**

These prizes will be awarded annually, on the recommendation of the J.E.Cairnes School of Business and Economics, based on the results of the examinations of the third year of the B. Comm (Accounting) degree, to those students who obtain first, second and third place in the aggregate mark of all examinations taken. In the event of a tie, the prize or prizes will be divided equally.

Only students on the B. Comm (Accounting) Programme are eligible for these Prizes.

### **THE MAZARS PRIZE IN BUSINESS FINANCE IN MEMORY OF MARK NEVIN**

This prize is sponsored by MAZARS, Galway, and will be awarded annually on the recommendation of the J.E. Cairnes School of Business and Economics, to the student who attains the highest mark in the module Business Finance I in his/her Second Commerce year, providing the student received 60 ECTS credits from his/her first sitting of the examinations of that year. In the event of a tie, the prize will be divided equally.

### **THE LABHRÁS O NUALLÁIN PRIZE**

The Labhrás O Nualláin Prize is awarded to the student who achieves the highest mark in Development Economics, which is a final year course offered to B.A. and B. Comm students. The award was bequeathed by Professor Labhrás O Nualláin who lectured in Economics in this University from 1953 until 1970, and was Professor of Economics from 1970 to 1982. He was an acknowledged specialist in Economic Development, both national and international.

### **PWC MEDAL AND PRIZE FOR STUDENT ON 1<sup>ST</sup> YEAR B. COMM DEGREE: ACCOUNTING MODULE**

The Price Waterhouse Coopers Medal and Prize shall be awarded on the recommendation of the J.E. Cairnes School of Business & Economics to the student in the Bachelor of Commerce degree programmes who obtains the highest marks in the first-year Accounting module, provided a pass is achieved in the first year examinations overall. In the event of a tie, the prize will be divided equally.

This prize is not available to B. Comm (Accounting) students.

### **PWC PRIZES FOR STUDENT ON 1<sup>ST</sup> YEAR B. COMM (ACCOUNTING) DEGREE**

These prizes will be awarded annually, on the recommendation of the J.E. Cairnes School of Business and Economics, based on the results of the examinations of the first year of the B. Comm (Accounting) degree, to those students who obtain first, second and third place in the aggregate mark of all examinations taken. In the event of a tie, the prize or prizes will be divided equally. This prize is not available to students on the B. Comm. programmes

### **PRICE WATERHOUSE COOPERS PRIZE IN TAXATION**

This prize is sponsored by Price Waterhouse Coopers, and will be awarded annually on the recommendation of the J.E. Cairnes School of Business and Economics, to the student who attains the highest aggregate mark in the module Taxation I and Taxation II in his/her Final Commerce year, providing the student achieves at least a Second Class Honours, Grade 1 overall in the Bachelor of Commerce degree.



### **THE HPE (Hewlett Packard Enterprise) PRIZE IN SYSTEMS ANALYSIS M.Sc. (Information Systems Management)**

From 2009-10 onwards, the Hewlett Packard Prize in Systems Analysis will be awarded to the student in the M.Sc. in Information Systems Management Programme (full-time and part-time) who attains the highest aggregate score across modules MS804 (Systems Development and Project Management), MS805 (Database Systems) and MS821 (Applied Systems Analysis). To be eligible for this prize, the student must pass all three modules at the first attempt and within one academic year of entering the programme. Students who are exempted from taking these modules are not eligible for this prize.

### **IRISH TAXATION INSTITUTE PRIZE IN TAXATION**

This prize is sponsored by the Irish Taxation Institute, and will be awarded annually on the recommendation of the J.E. Cairnes Graduate School of Business and Economics, to the student who attains the highest mark in the Taxation module of the Master of Accounting programme, providing the student achieves at least a Second Class Honours overall in the Master of Accounting degree. In the event of a tie, the prize will be divided equally.

### **MARTIN A. WHYTE MEMORIAL MEDAL**

A medal will be awarded annually within Social Media Marketing Theory (MK 5139) in the MSc Marketing Programme to the student who receives the highest overall mark in this module.

### **MEDTRONIC AVE**

This prize, will be awarded annually on the recommendation of the Professor of Management, to the student achieving first place in the MSc in Human Resource Management programme, provided an overall result of Second Class Honours, Grade 1 has been achieved.

### **THE RUSSELL BRENNAN KEANE PRIZE (FINAL YEAR COMMERCE)**

This prize, sponsored by Russell Brennan Keane, will be awarded annually on the recommendation of the J.E. Cairnes School of Business and Economics, to the student who attains the highest aggregate mark in the modules International Financial Reporting III and Management Accounting III in his/her Final commerce year, provided the student achieves at least a second class honours Grade 1 overall in the Bachelor Of Commerce degree. In the event of tie the prize will be divided equally.

### **INTEL PRIZE FOR MSC INTERNATIONAL MANAGEMENT**

This prize shall be awarded annually. The prize shall be awarded to the student who receives the highest overall aggregate mark in the examinations for MSc International Management programme. In the event of a tie, the prize will be divided equally.

### **NELIPAK PRIZE FOR MSC STRATEGY, INNOVATION AND PEOPLE MANAGEMENT.**

This prize will be awarded annually. The prize will be awarded to the student who receives the highest overall aggregate mark in the examination if the MSc in Strategy, Innovation and People Management programme. In the event of a tie the prize will be divided equally.

### **INTEL PRIZE FOR MSC INTERNATIONAL MANAGEMENT**

This prize shall be awarded annually. The prize will be awarded to the student who receives the highest overall aggregate mark in the examinations for MSc International Management programme. In the event of a tie, the prize will be divided equally.

### **MEDTRONIC PRIZE FOR MSc HUMAN RESOURCE MANAGEMENT.**

This prize will be awarded annually. The prize will be awarded to the student who receives the highest overall aggregate mark in the examinations of the MSc in Human Resource Management programme. In the event of a tie the prize will be divided equally.

