



## BACHELOR OF COMMERCE (including GLOBAL EXPERIENCE)

### Final Year Streams

#### (3BC1, 4BC8 & 4BC9)

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
MG3120	Ethical, Responsible and Sustainable Business	5	Semester I
MG3119	Strategy	5	Semester II
MG3109	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; Management.**

(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:

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

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

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



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

The following are the obligatory modules for the stream:

### **ECONOMICS & PUBLIC POLICY (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>
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:

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>
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
EC3106	Behavioral Finance	5	Semester II
EC357	Development Economics	5	Semester II
EC362	Economics of Financial Markets	5	Semester II
EC386	Public Economics	5	Semester II
EC429	Marine Economics	5	Semester II

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

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

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

The following are the obligatory modules for the stream:

<b><i>Code</i></b>	<b><i>Module</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>
MK3101	Cases in Marketing Strategy	5	Semester I
MK3104	Marketing Strategy	5	Semester I
MK3105	Marketing Analytics	5	Semester II
MK3103	Digital Marketing Planning	5	Semester II
MK303	Global Marketing	5	Semester II

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

<b><i>Code</i></b>	<b><i>Title</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>
MK3107	Customer Experience Design	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:

<b><i>Code Module</i></b>	<b><i>ECTS</i></b>	<b><i>Semester</i></b>
MG3123 Critical Human Resource Management	5	Semester I
MG3124 Human Resource Management: Global Practice	5	Semester I
MG3122 Future of Work	5	Semester II
MG326 Employee Relations: Rights And Obligations	5	Semester II
MS222 Decision Modelling and Analytics	5	Semester II

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

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

### **DIGITAL BUSINESS & ANALYTICS (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>
MS218	Database Technologies	5	Semester I
MS414	Business Intelligence and Analytics	5	Semester I
MS222	Decision Modelling and Analytics	5	Semester II
MS4101	Implementing Digital Innovation	5	Semester II
MS319	Enterprise Systems	5	Semester II

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

MS325	Contemporary Project Management	5	Semester I
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### **FINANCE (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>
EC369	Money and Banking	5	Semester I	
AY308	Taxation I	5	Semester I	
MG3111	Entrepreneurial Finance	5	Semester I	Business Finance 1
AY314	Business Finance II	5	Semester II	Business Finance I
EC362	Economics of Financial Markets	5	Semester II	

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

AY319	Taxation II	5	Semester II	Taxation I
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### **BUSINESS LAW (25 ECTS)**

Students can elect modules from the list for the stream:

<b>Code</b>	<b>Module</b>	<b>ECTS</b>	<b>Semester</b>	<b>Prerequisites</b>
LW427	European Union Law I	5	Semester I	Bus. Law I & Bus. Law II
LW428	European Union Law II	5	Semester II	European Union Law I
LW229	Company Law I	5	Semester I	Bus. Law I & Bus. Law II
LW231	Company Law II	5	Semester II	Company Law I
LW3159	Lawyering, Technology and Innovation	5	Semester II	Bus. Law I & Bus. Law II
LW3152	Law and Analytics	5	Semester II	Bus. Law I & Bus. Law 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
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>Code</b>	<b>Module</b>	<b>ECTS</b>	<b>Semester</b>	<b>Prerequisites</b>
MG3124	Human Resource Management: Global Practice	5	Semester I	
MS414	Business Intelligence and Analytics	5	Semester I	
MG323	International Business	5	Semester II	
EC357	Development Economics	5	Semester II	
MK303	Global Marketing	5	Semester II	

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

The following are the obligatory modules for the stream:

<b>Code</b>	<b>Module</b>	<b>ECTS</b>	<b>Semester</b>	<b>Prerequisites</b>
MG3113	Megatrends	5	Semester I	
MG3111	Entrepreneurial Finance	5	Semester I	Business Finance 1
MS222	Decision Modelling and Analytics	5	Semester II	
MG3125	Entrepreneurial Leadership and Management:Startup to Scaleup	5	Semester II	
MG3114	Founder Selling	5	Semester II	

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

The following are the obligatory modules for the stream:

<b>Code</b>	<b>Module</b>	<b>ECTS</b>	<b>Semester</b>	<b>Prerequisites</b>
MG3124	Human Resource Management: Global Practice	5	Semester I	
MG3126	Supply Chain Management	5	Semester I	
MS222	Decision Modelling and Analytics	5	Semester II	
MG3125	Entrepreneurial Leadership and Management:Startup to Scaleup	5	Semester II	
MG323	International Business	5	Semester II	



**ELECTIVES AVAILABLE IN SEMESTER I**

<i>Code</i>	<i>Module</i>	<i>ECTS</i>	<i>Prerequisites</i>
AY325	Int. Fin. Reporting II	5	
AY321	Management Accounting II	5	Mgmt. Acc. I
EC3101	Microeconomics and Public Policy	5	
EC3105	Econometrics	5	
EC369	Money and Banking	5	
EC345	Health Economics	5	
EC388	Environmental and Natural Resource Economics	5	
MS414	Business Intelligence and Analytics	5	
MS3110	The Future of Technology in Work and Society I	5	
MS321	Web & Interactive Media Design	5	
MG3124	Human Resource Management: Global Practice	5	
MG3126	Supply Chain Management	5	
MK3107	Customer Experience Design	5	
MK314	Media & Marketing Communications	5	
LW229	Company Law I	5	
LW333	Comparative Competition Law	5	Bus. Law I & Bus. Law II
LW3159	Lawyering, Technology and Innovation	5	Bus. Law I & Bus. Law II
LW383	Information Technology Law	5	Bus. Law I & Bus. Law II
LW423	Advanced Business Law	5	Bus. Law I & Bus. Law II
LW427	European Union Law I	5	
CI300	Doing Business in China – Lang. & Culture I	5	
MG3111	Entrepreneurial Finance	5	Business Finance 1
MG3113	Megatrends	5	
ST311	Applied Statistics 1	5	ST2120 or ST2217
IE309	Operations Research	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 I
AY322	Management Accounting III	5	Management Accounting II
AY326	Int. Fin. Reporting III	5	Int. Fin. Rep. II
EC3102	Macroeconomics and Public Policy	5	
EC357	Development Economics	5	
EC362	Economics of Financial Markets	5	
EC386	Public Economics	5	
EC3100	Economics and Philosophy	5	
EC429	Marine Economics	5	
EC3106	Behavioural Economics	5	
MS4101	Implementing Digital Innovation	5	
MS319	Enterprise Systems	5	
ME353	Quality Systems	5	
MG3122	Future of Work	5	
MG323	International Business	5	
MK303	Global Marketing	5	
MK341	Brand Management	5	
LW428	European Union Law II	5	European Union Law I
LW231	Company Law II	5	Company Law I
LW364	International Trade Law	5	Bus. Law I & Bus. Law II
LW3152	Law and Analytics	5	Bus. Law I & Bus. Law II
LW356	Industrial And Intellectual Property Law	5	Bus. Law I & Bus. Law II
MG3125	Entrepreneurial Leadership and Management : Startup to Scaleup	5	
MG3114	Founder Selling	5	
CI300	Doing Business in China - Language & Culture I	5	
CI301	Doing Business in China – Lang. & Culture II	5	Lang. & Cult. I
ST312	Applied Statistics 2	5	ST2120 or ST2217