

Bachelor of Business

Year 1

Seven mandatory subjects provide foundation knowledge in core business areas and disciplines.

Year 2

Subjects in Year 2 further develop student knowledge and understanding of the key business disciplines. Students are also introduced to critical analysis of business situations and issues.

Year 3

At the final year, there are four mandatory subjects including the two 5 credit employability modules, management and the business project to which adds a practical dimension along with a choice of three electives.

Overview

The Bachelor of Business programme is designed to give a clearly structured business education that provides a solid foundation for success in a business career. The course provides a strong grounding in fundamental business concepts, ideas, practices and methodologies. It features a rich learning environment that involves students in comprehensive analysis of business organisations, functions, processes and management techniques. This course provides students with a solid understanding of general business theory and practice. It also provides the knowledge and skills that will enable an effective contribution to the resolution of business problems and will prepare students for the challenges posed by the dynamic nature of the modern business environment.

Structure and Content

This degree course offers students considerable flexibility in their choice of third year subjects. This allows students to orientate their studies towards preferred subjects or to choose disciplines in which they have demonstrated strength in year one.

Transfer Students

Students holding a relevant certificate, diploma or other relevant qualifications may qualify for entry to the second year or third year of the degree programme.

Teaching and Assessment

The Bachelor in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations.

Further Study Options

Students who complete this programme successfully will qualify for direct entry into the final year of our BA (Hons) in Business (Level 8).

Career Opportunities

Due to the broad spectrum of subjects studied, career opportunities for business studies students are numerous. The wide-ranging nature of knowledge and skills gained by business graduates makes them an attractive proposition for any prospective employer. There are a range of employment opportunities possible in areas such as marketing, sales, operations, information technology, finance and general management.

Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

7 (Ordinary Bachelor Degree)

Award Type

Major

Course Length

3 Years

Programme Content

Year 1

- ▶ Business Environment
- ▶ IT Skills for Business
- ▶ Fundamentals of Accounting
- ▶ Business Mathematics
- ▶ Fundamentals of Marketing
- ▶ Learning to Learn
- ▶ Personal Development

Year 2

- ▶ Organisational Behaviour
- ▶ Economics
- ▶ ICT Applications for Business
- ▶ Cost Accounting
- ▶ Effective Selling for Business
- ▶ Communications for Success
- ▶ The World of Work

Year 3: Award

- ▶ Management
- ▶ Business Project
- ▶ Innovation and Entrepreneurship
- ▶ Employability Skills

Options (Choose 3)

- ▶ Business & Company Law
- ▶ Digimarketing
- ▶ International Marketing Practice
- ▶ Business Information Systems
- ▶ Financial Management