

Dublin Business School

Bachelor Programmes

Why Dublin Business School



9,000+ students

100+ accredited
programmes



40+ years in operation

50+ nationalities



75+ university partnerships in
EU countries

Recognition and Accreditation

Over 100 accredited courses recognised internationally



Awards

Best Student Experience and Best Library Team in The Education Awards 2017



Best Business School in Ireland 3 consecutive years



Faculties and Programmes

Faculties

- School of Business
- School of Arts
- School of Law

Programmes

- Bachelor degrees
 - Ordinary (Level 7)
 - Honours (Level 8)
- Masters degrees (Level 9)



Undergraduate Programmes

Business and Management

Marketing and Event Management

Accounting and Finance

Psychology and Social Science

Counselling, Psychotherapy and Psychoanalysis

Law

Media and Journalism

Information Technology

Arts

Ordinary and Honours Degrees recognised by Quality and Qualifications Ireland (QQI) and the European Framework of Qualifications (EFQ).

Top Up Degree Option

Structure of Academic Year

- Enter final year of DBS Bachelor (Year 3)
- Students can attend a Bachelor degree (Level 7 in Irish System)
- Study 7 modules

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 second and 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

CAO Code

DB571

Entry Requirements

5D3s (Ord) to include Maths & English or another language

Application Procedure

Application through CAO

Programme Content

Year 1

- Business Environment
- IT Skills for Business
- Fundamentals of Accounting
- Business Maths
- 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

- Management
- Business Project
- Innovation and Entrepreneurship
- Employability Skills
- Options (Choose 3)*
 - Business & Company Law
 - Digital marketing
 - International Marketing Practice
 - Business Information Systems
 - Financial Management

Bachelor of Business in Marketing

Year 1

Year 1 provides a thorough understanding of the key business functions accompanied by introductory marketing knowledge.

Year 2

The emphasis shifts to the marketing function with subjects more focused on marketing specific areas such as marketing communications.

Year 3

At the final year, students learn to develop a management perspective on the marketing function in general and also on a range of specialist marketing disciplines including Internet and marketing communications.

Overview

Marketing is an exciting, vibrant and dynamic area impacting on all of our lives. From the major global brands to the local corner shops, identifying customers and meeting their needs is critical to business survival and success. For many, this makes marketing a particularly attractive career path, giving ambitious individuals an opportunity to face up to the challenge posed by an increasingly competitive marketplace. The Bachelor of Business in Marketing aims to develop students' understanding of current marketing principles in both business and non-profit contexts, together with their applications in marketing practice. This course is designed to meet the needs of tomorrow's marketing professional and the range of skills fostered will enable students to take advantage of opportunities to progress in a career in marketing management or a range of sub disciplines, such as marketing research or customer service.

Structure and Content

The design of this three-year degree programme is innovative since it allows students to develop a sound base of business knowledge combined with thorough understanding of the marketing function. The business content of this programme majors on general management, and finance, while the marketing content covers the most salient marketing concepts and activities.

Transfer Students

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

Further Study Options

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

Career Opportunities

Students completing a marketing degree can look towards building a career in general marketing management, brand management, business-to-business, services or international marketing. There are also opportunities for careers in marketing research, advertising, media buying and media planning. Demand among employers for graduates with strong business knowledge plus an in-depth knowledge of marketing is significant as companies face ever more competitive market environments.



Awarding Body

Quality & Qualifications Ireland (QQI)

Award Level

7 (Ordinary Bachelor Degree)

Award Type

Major

Course Length

3 Years

CAO Code

DB573

Entry Requirements

5D3s (Ord) to include Maths & English or another language

Application Procedure

Application through CAO

Programme Content

Year 1

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

Year 2

- Organisational Behaviour
- Economics
- ICT Applications for Business
- Market Research
- Effective Selling for Business
- Communications for Success
- The World of Work

Year 3

- Management
- Business Project
- Contemporary Marketing Communications
- Digimarketing
- International Marketing Practice
- Innovation and Entrepreneurship
- Employability Skills

Welcome Programme Option

- Students can come early to do a Business & Academic English welcome programme
- 1 or 2 week programme free of charge to partner university students



City Centre Campus

Friendly Safe Educational Tradition
Young Population Euro Currency
International **DUBLIN** **Easy Access**
Peaceful **Tech Hub Student Destination**
Work opportunities Green Cosmopolitan

City centre location



Ireland



Europe's Tech Hub



What do students say about DBS?

*Practical approach
in coursework*

*Dynamic social scene
and plenty of social
clubs and societies*

*Excellent
location*

Small classes

*Friendly
atmosphere
with students
and lecturers*

*Opportunity to get an
internationally recognised
qualification from an
English speaking country*

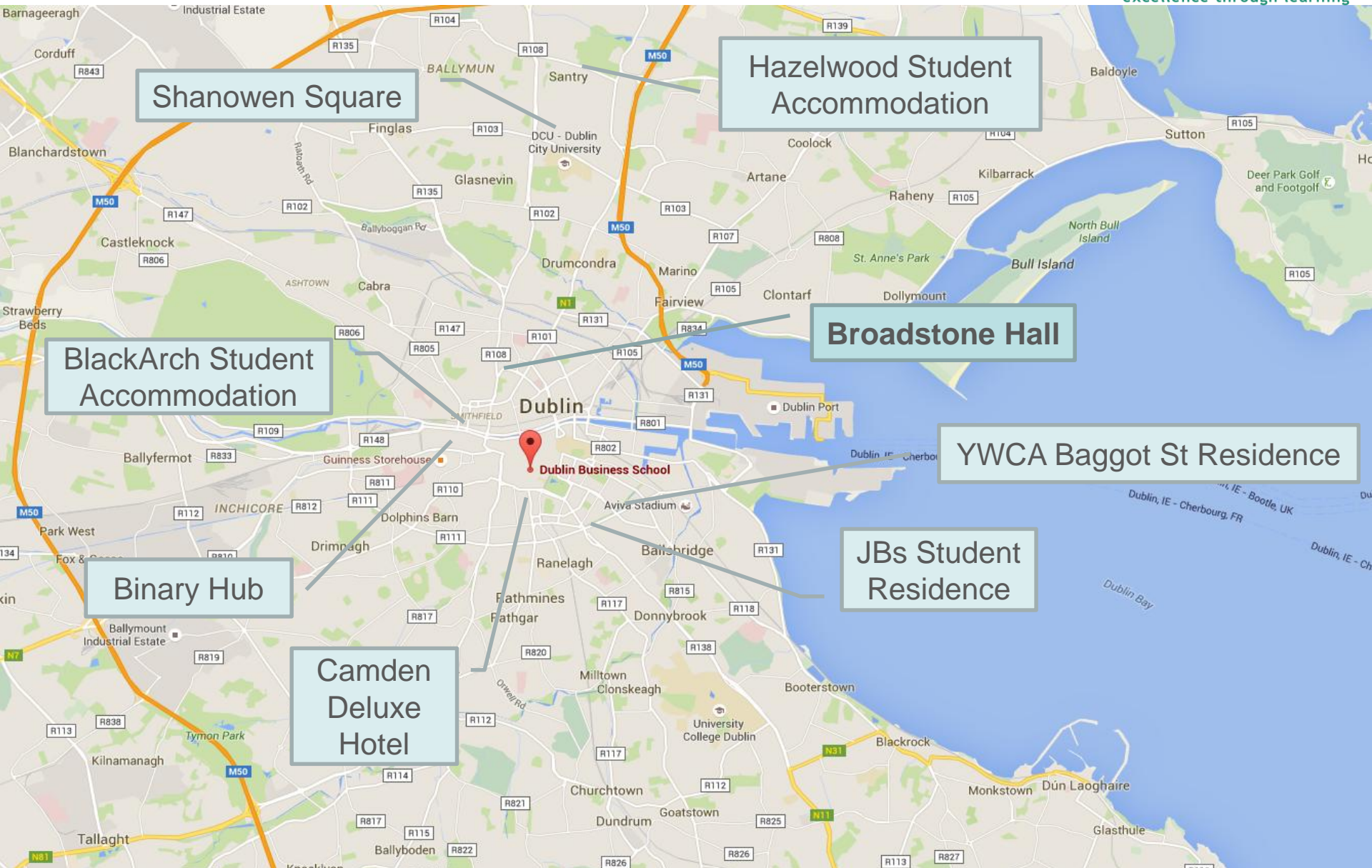
*Interaction
with other
nationalities*

Accommodation Options

- Residences
- Host Families
- Rent apartments



Students Residences



Accommodation Useful Links

- Accommodation partner isaccommodation.com
- Host Family database hostingpower.ie
- Webpages for renting apartments / rooms www.daft.ie
- Student accommodation search engines: collegecribs.ie
- dbs-students.com/accommodation



Estimate of a Monthly Student Budget for a room in a rented house:

- Accommodation €450 - 600
- Food €200 - 250
- Electricity, heating (based on 3/4 people sharing) €50
- Textbooks and Study equipment €50
- Clothes, entertainment and other living expenses €200 - 400
- Transportation (depends on type of ticket required) €40 - 70

Total €990 - 1,420

DBS Student Experience

Events



Graduation

Clubs + Societies



Student Union

Trips



Bundoran Experience Weekend

Student Services



How to apply

Step 1: Submit your Application documents

- Application form
- Proof of identification (passport / photo ID)
- Proof of English (IELTS 6.0 or equivalent)
- Transcript of academic results

Step 2: Receive your Confirmed/Provisional Offer Letter

Step 3: Send back

- Offer Acceptance Form

Contact

Cristina Pons

cristina.pons@dbs.ie

+353 1 417 7503

European Admissions

admissions@dbs.ie

+353 1 417 7500



Share on Instagram:

[www.instagram.com/
dbscollege/](https://www.instagram.com/dbscollege/)



'Like' DBS on facebook:

[www.facebook.com/
DublinBusinessSchool](https://www.facebook.com/DublinBusinessSchool)



Follow us on Twitter:

[www.twitter.com/
dbscollege](https://www.twitter.com/dbscollege)



Find us on Snapchat:

@DBScollege

Visit our website:

www.dbs.ie

Business

Information Systems

Project Management

FinTech **Computing** MBA

Addiction Studies

Social Science

HRM Law

Accountancy

Film

Data Analytics

Psychology

Digital Marketing Software Development

Journalism