

Dublin Business School (DBS) and
DBS School of Arts

Course Catalogue

2011/2012



Dublin Business School
excellence through learning



School of Arts

Fall Semester Options

Level One

- Culture and Violence
- Introduction to Media, Culture and Society
- Introduction to Economics
- Introduction to European Cinema
- Practical Criticism
- Creative Writing
- Introduction to Fiction
- Introduction to Psychology
- Social Policy-Historical & Cultural Perspectives I

Level Two

- Cognitive Psychology I
- Exploring Economic Issues
- Documentary & Non-Fiction Film & Television
- The Making of Modern Ireland 1798-1922
- The Rise of the Novel
- Visual & Dramatic Writing Workshop
- Media, Law & Ethics
- News Story Analysis
- Individuals, Society & the State
- History of Economic Theories
- Introduction to Media, Culture & Society

Level Three

- Culture, Gender and Sexuality
- Social Theory I: Classical Social Theory
- Culture, Politics and Power
- International Journalism
- 20th-Century Irish Literature
- Contemporary Drama
- Post-Colonial Literature
- Film & Literature
- Advanced Practice: Production
- Media Production II
- Masterclass: New Media and Society
- Current Issues in Irish Media
- Interpreting Contemporary Life
- Language & Psychoanalysis
- Theories of Human Sexuality
- Developmental Psychology II
- Health Psychology
- Neuropsychology
- Globalization and Identity
- Studying Gender and Sexuality
- Migration and Demographic Change
- Socio-Linguistics
- The Sociology of Work
- Minorities in Ireland

School of Arts

Spring Semester Options

Level One

- Introduction to Politics
- Introduction to World Cinema
- Material Culture and Consumption
- Information Technology for Journalism
- Drama in Context
- World Dramas
- Race and Ethnicity in Film
- Introduction to Psychoanalysis
- History and Schools of Psychology
- Social Policy-Historical and Cultural Perspectives II

Level Two

- Cognitive Psychology II
- Exploring Political Issues
- Avant Garde & Experimental Film & Video
- The Making of Modern Ireland 1922-2000
- Literary Theory
- Poetry: Romanticism To Modernism
- Sub-Editing I
- Media, Law & Ethics
- Political Economy

Level Three

- Socio-Linguistics
- Social Theory II: Postmodernism
- Journalism Electives
- Journalism: Witnessing History
- News, Journalism and Documentary
- Contemporary Fiction
- Irish Drama and Performance
- Current Issues in Film & Broadcasting
- Masterclass: Feature Film & Broadcasting
- State Media
- The Enlightenment
- Metapsychology
- Personality and Individual Differences
- Abnormal Psychology
- Psychology of Organizations
- Studying Contemporary Religions

School of Business & Law

Fall Semester Options

Level One

- Communications & Personal Development
- Business Organization
- Business Maths & Research Techniques
- Economics
- Introduction to Marketing
- Information & Communications Technology
- Introduction to Chinese Language & Culture
- Business Spanish
- Marketing Communications
- Tourism Marketing
- Sales & Selling
- Business Accounting
- Management
- Event Management
- Multinational Business: Theory & Practice
- Event Operations
- Economic & Social Aspects of Irish Society

Level Two

- Organisational Behaviour
- Management
- Business Information Systems
- Business Economics
- Business Finance
- Business Law
- Selling & Sales Management
- Sociology of Leisure & Recreation
- Event Planning
- Leisure & Recreation Law
- Financial Accounting
- Cost Accounting
- Finance 1
- Business & Company Law
- Fund Accounting & Lending
- Financial Institutions & Regulatory Environment
- Marketing Research
- Marketing Communications
- Special Events Environment
- Web & Media Design
- Principles of Programming
- Criminal Law for Business

Level Three

- Business Strategy
- Global Business Environment
- Human Resource Management
- Personality & Individual Differences
- Psychology of Organizations
- Corporate & Commercial Law
- Information Management
- Management Accounting
- Services Marketing
- Employee Relations & the Law
- Training & Development
- Leisure & Recreation Operations Management
- Issues in Leisure & Recreation
- Auditing
- Financial Reporting
- Taxation Systems
- Finance II
- Investor Research & Analysis
- Treasury & Risk Management
- Derivative Theory & Practice
- International Marketing
- Consumer Analysis
- Events Operations
- Services Event Marketing
- Event Risk Management
- Network & Communications Management
- Database & Web Application Development
- Advanced Programming for Business
- Company Law
- Commercial Law
- Criminal Law

School of Business & Law

Spring Semester Options

Level One

- Communications & Personal Development
- Business Organization
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- Economics
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- Information & Communications Technology
- Introduction to Chinese Language & Culture
- Business Spanish
- Marketing Communications
- Tourism Marketing
- Sales & Selling
- Business Accounting
- Management
- Event Management
- Multinational Business: Theory & Practice
- Event Operations
- Economic & Social Aspects of Irish Society

Level Two

- Programming for Business Applications
- Web Design and Media
- Database Design and Development
- Networks and Communication Management
- Human Resource Management
- Marketing Practice
- Accounting and Finance
- Communication Skills
- Employment Law
- E- Business Strategy and Management
- Training & Development
- Industrial Relations
- Database Design and Development

Level Three

- Services Marketing
- Consumer Analysis
- Business Strategy
- International Marketing
- Corporate & Commercial Law
- Human Resource Management

CUL184 / MED1812 Culture and Violence

Fall Only

3 Credits – Level 1

This module highlights inter-disciplinary theoretical perspectives on violence and social relations. It identifies differential experiences and expressions of violence and considers the social construction of violence within a range of different social contexts, both public and private spaces, including families, sexual-emotional relationships, schools, streets, sports and media. The relationship between violence and popular media is investigated by discussing both the media coverage of violence and the effects of violence presented in the media, and the social and political context of violence is analyzed as well as interventions to deal with different types of violence.

CUL381 Social Theory I: Classical Social Theory

Fall Only

3 Credits – Level 3

This module introduces students to the classic literature on social theory that has underpinned cultural studies. Marxism, sociological readings of capitalism, and the work of the Frankfurt School are introduced. The ways in which capitalism, the influence of religion, social cohesion and morality, urbanization, and how space and time were conceptualized in classical social theory are also discussed, as are the ways in which different theories influenced disciplines, ideas and political praxis.

CUL382 Culture, Gender and Sexuality

Fall Only

3 Credits – Level 3

This module introduces students to gender studies and their various theoretical underpinnings including feminist theory, masculinity studies and sexuality studies. The social construction of gender and the political issues that this generates are explored. Topical issues in gender and sexuality studies are further discussed.

CUL383 Culture, Politics and Power

Fall Only

3 Credits – Level 3

This module examines political ideologies cross-culturally and further explores the ways in which culture mediates, moulds and tempers political policy. Other areas of interest are also discussed, for example, the State, nationalism, political borders (vis-à-vis cultural and geographic borders), as well as the ways in which multiculturalism via immigration transforms political agendas, and politics and power in Ireland from a cultural studies perspective.

CUL188/MED1813 Material Culture and Consumption

Spring Only

3 Credits – Level 1

This module introduces basic terms, concepts and methods required in the study of material culture and consumption. Learners are also introduced to the role of objects and design in underpinning culture, and

familiarized with some of the ways in which objects and design may be seen to articulate relations of power, gender, cultural difference and belief.

AN3817/CUL384/SSC385 Sociolinguistics

Spring Only

3 Credits – Level 3

This module outlines the key concepts in linguistics, and helps the students appreciate language as a social medium of communication.

CUL385 Social Theory II: Postmodernism

Spring Only

3 Credits – Level 3

This module explores some of the discussions of postmodernism and post modernity, and develops in the student a critical understanding of some of the terms used in the discussions of postmodernism, as well as developing a critically informed approach to contemporary society and culture.

ECN1810 Introduction to Economics

Fall Only

3 Credits – Level 1

This module provides an introduction to the basic principles, theories and institutions in microeconomics and macroeconomics. It examines the role of economics and the central concepts used in the field, the decisions of individual consumers and firms, and examines the economy as a whole.

PLT1810 Introduction to Politics

Spring Only

3 Credits – Level 1

This module equips students with an understanding of the central ideas and frameworks necessary to engage in the study of politics. It examines the concepts which underpin politics such as rights, property, liberty, sovereignty and democracy.

TBC Political Economy

Spring Only

3 Credits – Level 2

This module provides an overview of political economy in both a national and international context. It examines the changes in economic thinking and policies from the post-WWII Keynesian era until the modern day, and demonstrates how economic theories are linked to changes in economic conditions and to changes in the role of the government in the economy. The basic tools used in economics, including the IS-LM model and economic growth models, are examined. Economic theories, and their suitability to different situations as well as their strengths and weaknesses, are discussed.

TBC History of Economic Theories

Fall Only

3 Credits – Level 2

This module extends the learner's understanding of economics by looking at the historical origins of economic theories. It provides a survey of early modern economic thought, which has laid the foundation

for modern economics. It examines how economic theories have evolved from classical to Keynesian economics. The basic tools used in economics, including the IS-LM model and economic growth models, are examined. Economic theories, and their suitability to different situations as well as their strengths and weaknesses, are discussed.

SSC2814 Exploring Economic Issues

Fall Only

3 Credits – Level 2

This module defines economy and explores the role of economy in society, and the ways in which economy and society interpenetrate one another. It examines some contemporary examples where economic development, or crises, have impacted on a society(ies). It leads learners in outlining, discussing and beginning to analyze certain issues, debates and discussions regarding the role of economy in society through classroom activities and the production of written academic tasks.

SSC2815 Exploring Political Issues

Spring Only

3 Credits – Level 2

This module explores the theoretical approaches and empirical foundations of the Irish contemporary state society relations. It examines how political power is distributed between state and society, how it is institutionalised and how it is exercised. Competing definitions of power are analysed. Power in society is examined through, for example, theories of citizenship, participative democracy, social capital and social movements. It leads learners in outlining, discussing and beginning to analyse certain issues, debates and discussions regarding the role of politics in society through classroom activities and the production of written academic tasks.

FLS183/FLS1812 Introduction to European Cinema

Fall Only

3 Credits – Level 1

This module introduces learners to the range of films which exist outside of the realm of popular Hollywood cinema, particularly films produced in Europe before World War 2, including cinema from France, Germany and Britain. The idea of film as an art form is considered and the relationship between this notion and the understanding of cinema as an industry is examined. It introduces learners to the concept of national cinema.

FLS189/FLS1813 Introduction to World Cinema

Spring Only

3 Credits – Level 1

This module introduces the learner to a variety of national cinemas and filmmaking practices from around the world, including Japan, India, China, Latin America and Africa. Through the use of various case studies learners will consider such issues as industrial development, historical, economic and political context. Learners will also be introduced to the various other factors that contribute to the formation and reception of national cinemas outside of Europe and North America.

FLS283 Documentary and Non-Fiction Film & Television

Fall Only

3 Credits – Level 2

This module explores the history and development of various forms of documentary and other non-fiction film-making and the critical and theoretical responses to them. Other issues relevant to this area of film are considered, including technological innovations, ethics and aesthetics, censorship and propaganda, cultural memory, reportage, realism, reflexivity and representation. The contributions made by key individuals and movements to the evolution of this form of filmmaking are explored.

FLS288 Experimental and Avant-Garde Film and Video

Spring Only

3 Credits – Level 2

This module explores the various movements and themes associated with experimental and avant-garde film and video. It considers the aesthetic dimensions of this form of filmmaking, the critical perspectives associated with it and the dialectical relationship with the conventions and institutions of mainstream forms of filmmaking. It positions this history within a broader cultural context and examines the various practices in relation to their production and reception.

TBC The Making of Modern Ireland 1798-1922

Fall Only

3 Credits – Level 2

This module provides students with a broad understanding of the key themes, personalities and developments in Irish history from the 1798 Rebellion to the end of the Civil War in 1922. It engages with the development of nationalism and unionism throughout this period. Cultural and social developments including the Gaelic League, the GAA and the establishment of the Abbey Theatre are examined.

TBC The Making of Modern Ireland 1922-2000

Spring Only

3 Credits – Level 2

This module surveys the history of independent Ireland from the Treaty to the year 2000, examining politics, economics, culture and society in the state. It examines problems faced by successive governments (including economic development, emigration, North-South and British-Irish relations and threats to the state) and how administrations responded, or failed to respond, to them. It further examines the influence of ideologies, individuals and interest groups over the decades will be examined.

MED1810L/JRN1814 Introduction to Media, Culture and Society

Fall Only

3 Credits – Level 1

This module serves as a general introduction to the concepts, ideas and debates that constitute the academic fields of Media and Cultural Studies. It considers the various ways in which a variety of cultural forms (e.g. fiction, music, consumerism, and leisure) develop in contemporary society. It further reflects upon the relationships between power, representation, identity and cultural production as they appear in Ireland, as well as in a global context.

JRN1810 Information Technology for Journalism

Spring Only

3 Credits – Level 1

This module introduces students to the fundamentals of information technology, enabling students to describe the nature and role of the hardware and software components of computers. It provides students with good file management techniques and the ability to use the features and functions of a modern operating system environment. It develops in students the ability to create, edit, store and print documents using word processing and desktop publishing software, and provides students with an appreciation of the social, legal, moral and security/privacy concerns emanating from the growth of Information and Communications Technologies

JRN284 Sub Editing I

Spring Only

3 Credits – Level 2

This module explores how an effective sub-editor shapes reporters' stories into newspaper text on a page. It examines the various aspects of print production that influence the job of the subeditor – house style, readership, ownership, ethics and aesthetics. It outlines practice copy editing basics – grammar, punctuation, spelling, caps use, titles, common errors and to consider the rules of writing effective headlines and standfirsts. It analyzes how information is organized: handling panels, pull quotes, tables and charts and statistics. Professional page design and layout in a newspaper or magazine with reference to the expectations of differing publications and readerships is practiced. Learners study principles of good design in the context of websites and e-publications, and how layout differs between print and the web, as well as page layout packages such as InDesign.

TBC News Story Analysis

Fall Only

3 Credits – Level 2

This module examines the reasons why newspapers, television, radio, internet and magazine media choose certain stories and how they cover them. It address' how news outlets frame certain stories and are influenced by social, economic, cultural and financial agendas, and the techniques employed to maintain these in their products. It covers how the pursuit of profit, personal ideologies, and power by owners, editors and journalists can bias news coverage. This process can be characterised by sensationalist and cynical coverage in the drive for profits and bigger audiences. It further considers how the deliberate selection and framing of news reports in the five main media can negatively and positively impact public debate, resultant collective action, and Government decisions. The level of power and responsibility media players have and how this can be used positively and negatively in constructing a give worldview is discussed.

MED284/MED362 Media, Law & Ethics

Spring Only

3 Credits – Level 2

This module provides a broad overview of the regulatory and legal environment for media in Ireland. It familiarizes students with pertinent legal issues including defamation and contempt of court. It gives students the skills to identify potential legal problems in print and broadcast media. Students are familiarized with the sources of law in Ireland. It encourages students to apply the concepts covered in this module to relevant case examples.

JRN383 International Journalism

Fall Only

3 Credits – Level 3

This module evaluates the theoretical approaches to journalism as a global cultural practice. It examines the ways in which journalism operates in the global media environment, as well as across cultures. It addresses the relationships between journalism and other social institutions.

JRN386 Journalism: Witnessing History

Spring Only

3 Credits – Level 3

This module discusses the writings of journalists who wrote about what are now regarded as the most significant events in world history. It further discusses the role of journalists in capturing a significant event and will investigate whether they are writing a version of history or preserving the truth in their articles. It investigates the use of literary imagery and/or artistic licence and attention will be given to news reports and documentaries in capturing a moment in history. The impact that these works had on the society of the time and on following generations is examined, and what legacy these journalists left their fellow practitioners is considered.

JRN385 Journalism Electives

Spring Only

3 Credits – Level 3

This module explains and discusses key academic and popular debates associated with how we think about women's magazines. It examines key academic and popular debates associated with how we think about sports journalism. It explores the differences and similarities between print and online newspapers. It will look at how the internet and other technological advances have made it possible to reach diverse multi-media users. It further outlines how digital technologies make it possible for a news story to be created, and changed for use, on different media platforms, and consumed by diverse audiences almost immediately.

JRN387/MED364/MS286 News, Journalism and Documentary

Spring Only

3 Credits – Level 3

This module provides an overview of news production and an analysis of current affairs, including televisions and documentary. It further examines the processes surrounding the production and motivation of these programmes.

LIT181/LD182/FLD1811 Practical Criticism

Fall Only

3 Credits – Level 1

This module introduces the study of poetry at third level. It introduce the methods and the specialized vocabulary employed in literary critical analysis of poetry, and fosters the development of the knowledge and understanding necessary to the description and close study of poems in relation to their technical, historical, social, cultural and philosophical contexts.

FLM1815 Creative Writing

Fall Only

3 Credits – Level 1

This module introduces student writers to the workshop method of learning and production. It provides the students with an opportunity to produce written work in the genres of poetry, playwriting, short and long

prose fiction, and review/criticism, for review by their peers. It introduces student writers to an audience of serious readers and provides the opportunity for students to improve their creative and critical writing skills, including their editorial skills.

FLD1817 Introduction to Fiction

Fall Only

3 Credits – Level 1

This module introduces the study of fiction at third level with a selection of short texts. It explores some of the possibilities of the short story and the novella. It compares realistic and fantastic narratives in terms of techniques, effects and implications. The treatment of character and setting in particular pieces of fiction is studied. Works of fiction in terms of narrative techniques and structure are analyzed, and it considers the treatment of personal, intimate and local subjects as well as broad philosophical questions in fiction.

FLD1812 Drama in Context

Spring Only

3 Credits – Level 1

This module introduces the study of drama at degree level through a selection of plays. It introduces the methods and terminology used in the analysis of dramatic texts, as well as a range of dramatic traditions, models and conditions out of which individual plays emerge. It fosters the development of the knowledge and understanding necessary to the description and close study of plays in relation to their technical, historical, cultural and philosophical contexts. It broadly traces the development of dramatic forms and conventions from the classical to the modern world, and traces the development of theatre spaces and stages from the classical to the modern world.

LD286/LIT285/FLD1816 World Dramas

Spring Only

3 Credits – Level 1

This module provides the student with an introduction to a number of selected non-Western and alternative theatre traditions and conditions. It further provides the student with a knowledge and understanding of the culturally specific aspects of dramatic conventions and procedures. Students' knowledge and awareness of the political, social and philosophical implications of dramatic conventions and practices is fostered.

FLM186/FS286/FLD1818 Race and Ethnicity in Film

Spring Only

3 Credits – Level 1

This module foregrounds the construction of racial and ethnic identities on screen. It provides students with an overview of debates in postcolonial theory and theories of identity. These are examined in relation to investigation of both cinematic and cultural texts. These theoretical perspectives are illustrated as they relate to the study of film via screenings of films that encapsulate varying societal conceptions of race and ethnicity. Mainstream filmic texts are compared and contrasted with non-mainstream film and the ideological issues they may raise in relation to the construction of race and ethnicity on screen are considered.

TBC The Rise of the Novel

Fall Only

3 Credits – Level 2

This module study's the development of the novel form from the eighteenth century to the late nineteenth or early twentieth century. It investigates the relationship between the rise of the novel and history, and explores the meaning of terms such as realism' and modernism'. It considers the effects of particular narrative techniques and examines various critical approaches to the novel.

TBC Literary Theory

Spring Only

3 Credits – Level 2

This module introduces students to a broad range of texts and debates on literary theory since the early twentieth century. It considers the relevance of psychoanalysis and linguistics to the study of literature. It explores some of the arguments on the relationships between literature and class, gender as well as imperialism and postcolonial identity. It further encourages students to reflect on their own critical practice and to become aware of the variety of alternative approaches possible.

TBC Poetry: Romanticism to Modernism

Spring Only

3 Credits – Level 2

This module provides a history of the development of poetry between the early romantic period and the twentieth century through a close focus on a range of representative texts. It further provides a knowledge and understanding of the crucial paradigm shifts in the role and forms of poetry that began with Romanticism and continued into the twentieth century. The work of a range of important poets is explored, as are a range of poetic forms.

TBC Visual and Dramatic Writing Workshop

Fall Only

3 Credits – Level 2

This module explores the fundamentals of visual and dramatic writing to enable each student's acquisition of the skills necessary to write for the screen. It guides each student's work from idea to script via workshop sessions that will see students read and respond constructively to each other's work. It foregrounds the specifics of all practical aspects of the development phase of writing for the screen, including issues and concepts such as story synopsis, loglines, treatments, reader's reports, script formatting, writer's notes, copyright of material. It further encourages students to respond creatively to feedback during each phase of the process from script to screen.

FS381/FLM381 Film and Literature

Fall Only

3 Credits – Level 3

This module facilitates discussion about the relationships between the narrative conventions used in film and literature. It equips students with the critical vocabulary required for analysis and close reading of different types of narrative used in film and literature, and to make connections between the disciplines of film studies and literary/dramatic studies. It address' definitions of narrative; written, oral and visual narrative; literary and cinematic narrative; text and image; mise en scène; story and plot; character and setting; point of view; and cinematic adaptations of literary works.

FLM382 Advanced Practice: Production

Fall Only

3 Credits – Level 3

This module equips learner's with a comprehensive understanding of video production equipment, advanced skills in video photography, video lighting, sound recording and post production.

LD381/LIT381/LD389/LIT385 Contemporary Drama

Fall Only

3 Credits – Level 3

This module addresses a broad range of twentieth century developments in drama. Beginning with some of the important European experiments of the early part of the century, the module goes on to look at some of the key figures in English-language drama since 1950. It further discusses the international influences affecting contemporary playwrights, and what the term 'modern drama' is variously supposed to mean.

LD284/LD382/LIT382/FLM382 Twentieth Century Irish Literature

Fall Only

3 Credits – Level 3

This module provides an overview of some of the great works of Irish modernism as well as of the later twentieth century in Ireland. It develops an informed and critical understanding of the works of writers such as Yeats, Joyce, Beckett and McGahern and of Irish Literature in general in the twentieth century.

LIT383/LIT288 Post-colonial Literature

Fall Only

3 Credits – Level 3

This module explores the political and psychological impact of new nations grappling with their various colonial pasts. It illuminates debates about freedom and identity that continues to define nature of the human animal at the beginning of a new century.

FLM384 Current Issues in Film and Broadcasting

Spring Only

3 Credits – Level 3

This module provides students with an overview of the evolution of the Irish film and broadcasting industries and an understanding of the debates currently central to the development of these sectors.

TBC Masterclass: Feature Film Case Study

Spring Only

3 Credits – Level 3

This module provides students with an understanding of the various processes involved in the production of feature films in Ireland, from the commissioning of a project through to the post-production, distribution and marketing.

LIT384 / LD384 Irish Drama in Performance

Spring Only
3 Credits – Level 3

This module examines a broad range of elements (including grant aid, funding, and physical conditions) that affect production process and the performance outcomes of contemporary Irish plays in modern Irish theatre spaces. It reflects on the relationship between reviewer and audience, and considers who the audience is and to what extent theatre criticism influences audiences' preferences around theatre going. It further discuss' current trends and directions in Irish theatre in a manner informed by an understanding of historical and literary contexts.

LD389 / LIT385 Contemporary Fiction

Spring Only
3 Credits – Level 3

This module study's the formal and stylistic evolution of fictional writing in the late twentieth century and asks how that evolution relates to changing literary, cultural and historical conditions. It analyzes the individual texts alongside parallel developments in social, cultural and literary theory, and introduces students to a wide range of contemporary fictions, through a variety of writers from around the world.

MS383 / MED381 Media Production II

Fall Only
3 Credits – Level 3

This module equips learners with a comprehensive understanding of core media production issues as they pertain to the film and television broadcasting industries. It also equips learners with advanced skills in broadcast technology (camera, lighting, sound and editing). It provides learners with hands-on instruction in all relevant aspects of pre production, production and post production, as well as hands-on instruction in outputting projects for broadcast.

MS385 / MED382 Masterclass: New Media and Society

Fall Only
3 Credits – Level 3

This module offers an understanding of the nature, origin and variety of meaning behind our ideas surrounding cultural practice and production. It analyzes how our understanding of cultural practice and production is constantly evolving as we engage with new technologies and new media, and examines the processes of production in a number of the key areas in new media: film, radio and the internet.

MED383 / MS384 Current Issues in Irish Media

Fall Only
3 Credits – Level 3

This module focuses on current issues and concerns within Irish media industries and provides students with informed analysis of key issues from those working in the industry.

MK296 / MS283 / MED384 State Media

Spring Only
3 Credits – Level 3

This module examines how specific historical, economic and political forces shape media institutions and how these factors determine the relationship between social institutions, government bodies and the media. It analyzes the role of the state in the media and cultural industries and equips students with methods of comparative international analysis.

PSH281 / PH289 / SSC2810 Individuals, Society and the State

Fall Only

3 Credits – Level 2

This module outlines several strands of political philosophy such as liberalism, conservatism, socialism, paying particular attention to the relationship of the individual to society and the state. Some of the seminal works of ancient, mediaeval, modern and contemporary political philosophers are explored. Emphasis is placed on the pervasive influence of Plato and Aristotle, and their enduring legacy. It explores key works that established political science such as Plato's *Republic* and Aristotle's *Politics* and *Nicomachean Ethics*, to name but a few foundational texts.

PH389 / PSH384 Interpreting Contemporary Life

Fall Only

3 Credits – Level 3

This module introduces students to several strands of contemporary Continental philosophy. It explores some of the seminal works of twentieth-century philosophers. The pervasive influence of Voegelin and Iris Murdoch, and their enduring legacy, is emphasized, and it examines how modern philosophical movements such as hermeneutics, phenomenology and existentialism can throw light on issues affecting us in our time.

AN3816 / PH386 / PSH385 The Enlightenment

Spring Only

3 Credits – Level 3

This module introduces students to several strands of Enlightenment thought. It explores some of the seminal works of seventeenth and eighteenth-century philosophers and develops an appreciation and understand of what gave rise to the birth of Modern Philosophy. Key works such as Pascal's *Pensees*, Kant's *Groundwork*, Montaigne's *Essays* and Descartes' *Meditations* are discussed

PSH1810 / PSY1811L Introduction to Psychoanalysis

Spring Only

3 Credits – Level 1

This module outlines the historical context within which psychoanalysis emerged with particular reference to his work on hysteria. Basic notions relating to repression, the unconscious and psychosexual developments as outlined in Freud's texts are introduced. It outlines the function and objectives of psychoanalytic practice and technique and introduces how Jacques Lacan applied the science of linguistics to Freudian psychoanalysis and the unconscious. The specific manifestations of the return of the repressed as outlined by Freud are explored. It further studies the Freudian approach to dream interpretation.

PS175 / PS185 / PS282 / PS383 / PSH382 Theories of Human Sexuality

Fall Only

3 Credits – Level 3

This module explores in detail how unconscious forces structure sexual desire thus making human sexuality, psychosexuality, as distinct from biological sexual instinct. How Freud and early Lacan outline the manner in which the sexual drive comes to be organized in the course of the individual's psychosexual development is explored. It traces how early sexual development comes to be inscribed in adult sexual life in the psychical structures, particularly those of the neuroses and perversion. It further examines some of the central ideas in, and the key contributors to the fifteen-year debate on what it is that divides the sexes.

PS286 / PSH381 / PS177 Language and Psychoanalysis

Fall Only

3 Credits – Level 3

This module demonstrates that the unconscious can be studied in a rational and coherent way. It explores in full the idea that the unconscious is structured like a language. It study's the human subject as a speaking subject, and investigates the interface between psychoanalysis and linguistics. The importance of the concept of the symbolic for clinical practice and psychopathology is demonstrated.

PS387 / PSH383 Metapsychology

Spring Only

3 Credits – Level 3

This module familiarizes students with some key meta-psychoanalytic concepts. It introduces the basic tenets of the theory underlying Freudian psychoanalysis. It outlines Freud's topographical models of mind and informs students of Freud's seminal contributions to our understanding of the following: theory of the instincts, narcissism, mental functioning, and melancholia.

PY182 / PSY181 / PSY1810 Introduction to Psychology

Fall Only

3 Credits – Level 1

This module enables students to understand some of the basic principles and themes within Psychology. Students engage in the literature concerned with Psychology and evaluate some of the issues this literature raises. The basic themes involved in Psychology, including the various disciplines and theorists are identified and discussed. It discusses the research methods used in this discipline and indicates the awareness of the importance of ethics.

PSY680 / PSY1814 History and Schools of Psychology

Spring Only

3 Credits – Level 1

This module provides an insight into the various domains within the history and schools of psychology including its early growth from the philosophical and science disciplines and the development of the core perspectives in psychology. It explores the contributions of each of the major perspectives within the discipline of Psychology – Psychoanalysis; Behaviorism; Humanistic; Cognitive; Biological and Evolutionary.

PSY182 / PSY683 Cognitive Psychology I

Fall Only

3 Credits – Level 2

This module provides students with an insight into a number of areas within cognitive psychology, including perception, attention, memory and problem solving. It explores and examines the key theoretical and empirical work in these areas. It builds an awareness of the historical development of the discipline and familiarizes students with the principal research techniques used within cognitive psychology. It enables students to engage in the literature concerned with cognitive psychology and to evaluate the key issues involved. It explores the applications of cognitive psychology in the real world.

PY3810 / PSY281 Cognitive Psychology II

Spring Only

3 Credits – Level 2

This module builds on Cognitive Psychology 1 by introducing students to additional areas within cognitive psychology, including reasoning, language, concept formation, mental imagery and consciousness. It explores and examines the key theoretical and empirical work in these domains. It further enables students to engage in the literature concerned with cognitive psychology and to evaluate the key issues involved. It explores the discipline of cognitive science and its associated research methodologies and computational modelling techniques. It also examines the applications of cognitive psychology in the real world and some of the most central topics in the domain of cognitive psychology.

CP482 / PSY381 / PY388 Developmental Psychology II

Fall Only

3 Credits – Level 3

This module explores the development of the individual across the lifespan, focusing on three inter-related spheres - the bio-social, the psycho-social and the cognitive. It examines how research in developmental psychology can be applied to everyday life and whether interventions based on applied research have been successful in areas such as bullying and divorce.

PY382 / PSY382 Neuropsychology

Fall Only

3 Credits – Level 3

This module develops knowledge gained in biopsychology. It discusses the methods of investigation employed in neuropsychology. It examines the relationship between brain and behavior and evaluates the various theories.

PY383 / PY391 / PSY383 Health Psychology

Fall Only

3 Credits – Level 3

This module examines the rapidly developing field of health studies. It improves students understanding of the role that behaviour plays in determining health and illness. It highlights the importance of a biopsychosocial approach to understanding health and illness, and enables students to critically evaluate health research.

PY3811 / PY394 Personality and Individual Differences

Spring Only

3 Credits – Level 3

This module provides an overview of the different theoretical perspectives of psychologists interested in personality development. It provides students with a deeper understanding of the factors underpinning individual differences in personality and temperament.

PY387 / PSY385 / PY393 Psychology of Organizations

Spring Only

3 Credits – Level 3

This module critically evaluates the underlying and underpinning issues and assumptions of the theories and principles of organizational psychology. It develops a critical appreciation of the research practices employed in organizational psychology, as well as developing a clear understanding of the role of psychology in organisational settings.

PY385 / PSY386 Abnormal Psychology

Spring Only

3 Credits – Level 3

This module evaluates the causes, clinical descriptions, and treatments of the various abnormalities of human behaviour. It further explores relative diagnostics methods, research trends and findings, research methodologies used at present and historically, and the contributions these make to our understanding of this area of human behaviour.

SSC1815 Social Policy – Historical and Cultural Perspectives I

Fall Only

3 Credits – Level 1

This module introduces learners to the academic discipline of Social Policy. It explores its historical and cultural evolution and reviews the administration and funding of the main tools of Social Policy. It investigates social stratification in Ireland and the impact of this stratification on society. It leads learners in outlining and describing certain issues, debates and discussions relating to the discipline of Social Policy through classroom activities and the production of written academic tasks.

SSC1816 Social Policy – Historical and Cultural Perspectives II

Spring Only

3 Credits – Level 1

This module explores the ideology of the main political parties in Ireland and the subsequent impact on policy making and implementation. It examines specific social issues that hold significant relevance and importance in Irish society, and considers the history of Ireland's entry into the European Union and its role within Europe today.

SSC381 Studying Gender & Sexuality

Fall Only

3 Credits – Level 3

This module critically examines the key sociological concepts of identity, gender and sexuality, and shows how culture has been instrumental in negotiating constructions of gender and sexuality throughout history. It examines how the way we create, consume, and understand culture is dependent on our often unconscious assumptions regarding gender and sexuality. It explores culture from the perspective of gender and sexuality and at gender and sexuality from the perspective of their cultural representations. It further addresses the ways in which unequal power structures and stereotypical and oppressive role models can be revealed and challenged.

SSC382 Migration & Demographic Change

Fall Only

3 Credits – Level 3

This module further develops students' knowledge and understanding of the nature of the sociological literature on migration and demographic change. It explores the history of the Irish Diaspora as a key case study. It utilizes methodological and research knowledge to analyze current migration trends in Ireland. It further explores the tools and techniques of migration and demography, data sources and interpretations through case studies, as well as examining trajectories internationally and nationally.

SSC383 / CUL283 Globalization & Identity

Fall Only

3 Credits – Level 3

This module explores the interplay of globalization and human identity - the development of large-scale economic, political and cultural structures which dominate the world. It examines the creation of international movements and networks which are increasingly forming a global civil society. Some of the key stages in the process of the development of a capitalist world-society, and more recently of neo-liberalism as a hegemonic way of organizing society are investigated. It further examines social movements arguing for an alternative way of organizing the world, and explores the processes of resistance to privatization, the conflicts that arise when popular opinion clashes with neo-liberal policy, and elements of the another world that these movements are in the process of constructing.

AN3817 / CUL384 / SSC385 Socio-linguistics

Fall Only

3 Credits – Level 3

This module traces the key concepts and developments in linguistics. It couch's understanding of language in terms of the social dimension of communication (e.g., social constructionism). The focus is on such issues as historic repercussions of imposing a lingua franca on non-native speakers, and in particular how consumerism, global economics, cultural identity and the like are further shaped by native modes of communication vis-à-vis encapsulating modes of communication. It explores the evolution and development of the English language, and examines the main areas of concern, that is, current/historic linguistic debates, resistance and cultural retention in terms of language, as well as interpretation, misinterpretation and superimposition of meaning via media (literature, music, television, cinema) cross-culturally.

SSC386 Studying Contemporary Religions

Spring Only

3 Credits – Level 3

This module examines the roles and meanings of religion in human society. It analyzes the ideological foundations of religion, and explores a diverse range of topics and religious practices. It further investigates the social, cultural, political and historical construction of religious values, as well as exploring religion and religious practices in Irish society.

SSC387 The Sociology of Work

Fall Only

3 Credits – Level 3

This module presents an overview of sociological perspectives on work - paid, unpaid, and marginal. It critically appraises classical theories of work so as to focus on current trends in the organization of work. It develops students' abilities to carry out and present research on issues relevant to the sociology of work.

SSC388 Minorities in Ireland

Fall Only

3 Credits – Level 3

This module examines the history of diversity in Irish culture and explores the question of what a minority is, comparatively. It further explores the causes of minority status, disadvantage and even oppression, and the socio-political implications of minority status. It illustrates to students the trajectory of these issues in western societies, Europe and Ireland in particular.

School of Business & Law

Fall Semester Options

Level One

- Communications & Personal Development
- Business Organization
- Business Maths & Research Techniques
- Economics
- Introduction to Marketing
- Information & Communications Technology
- Introduction to Chinese Language & Culture
- Business Spanish
- Marketing Communications
- Tourism Marketing
- Sales & Selling
- Business Accounting
- Management
- Multinational Business: Theory & Practice
- Event Planning Operations
- Economic & Social Aspects of Irish Society

Level Two

- Organisational Behaviour
- Management
- Business Information Systems
- Business Economics
- Business Finance
- Business Law
- Selling & Sales Management
- Sociology of Leisure & Recreation
- Event Planning
- Leisure & Recreation Law
- Financial Accounting
- Cost Accounting
- Finance 1
- Business & Company Law
- Fund Accounting & Lending
- Financial Institutions & Regulatory Environment
- Marketing Research
- Marketing Communications
- Special Events Environment
- Web & Media Design
- Criminal Law for Business

Level Three

- Business Strategy
- Global Business Environment
- Human Resource Management
- Personality & Individual Differences
- Psychology of Organizations
- Corporate & Commercial Law
- Information Management
- Management Accounting
- Services Marketing
- Employee Relations & the Law
- Training & Development
- Leisure & Recreation Operations Management
- Issues in Leisure & Recreation
- Auditing
- Financial Reporting
- Taxation Systems
- Finance II
- Investor Research & Analysis
- Treasury & Risk Management
- Derivative Theory & Practice
- International Marketing
- Consumer Analysis
- Events Operations
- Services Event Marketing
- Event Risk Management
- Network & Communications Management
- Database & Web Application Development
- Advanced Programming for Business
- Company Law
- Commercial Law
- Criminal Law
- Management & Strategy
- Marketing Principles
- Business Information Systems
- Regulatory Environment
- Economic Environment
- Introduction to E-Business

School of Business & Law

Spring Semester Options

Level One

- Communications & Personal Development
- Business Organization
- Business Maths & Research Techniques
- Economics
- Introduction to Marketing
- Information & Communications Technology
- Introduction to Chinese Language & Culture
- Business Spanish
- Marketing Communications
- Tourism Marketing
- Sales & Selling
- Business Accounting
- Management
- Multinational Business: Theory & Practice
- Event Planning & Operations
- Economic & Social Aspects of Irish Society

Level Two

- Human Resource Management
- Marketing Practice
- Accounting and Finance
- Communication Skills
- Employment Law
- E- Business Strategy and Management
- Industrial Relations
- Training & Development
- Networks and Communication Management
- Database Design and Development
- Programming for Business Applications

Level Three

- Services Marketing
- Consumer Analysis
- Business Strategy
- International Marketing
- Corporate & Commercial Law
- Human Resource Management

BM196 Communications & Personal Development

Fall and Spring

3 Credits – Level 1

An appreciation of the importance of effective communication and business skills and their significance within a commercial environment through the identification of personal learning strengths and preferred learning styles will form an underpinning to this module. Organisational communication approaches will be founded and evidenced through key communication documents that support operations, training, sales and the recruitment process from both an organisational and personal perspective.

BM194 Business Organisation

Fall and Spring

3 Credits – Level 1

An examination of the role and basic application of financial accounting, management accounting and financial management principles, methodologies and techniques in business entities will be provided to contextualise different organisational structures and cultures. A focus on efficiency and effectiveness across the functional areas of business is a key concept to be investigated. Enterprise and entrepreneurship will be a forward-looking emphasis.

QT191 Business Maths & Research Techniques

Fall and Spring

3 Credits – Level 1

This skills-based module will provide students with data analysis tools and skills relevant business situations. This will involve the concepts involved and the mathematical problem solving skills required in the research process. Also, the application of key mathematical techniques to support business decisions is a core objective in preparing learners for the work-place.

EC191 Economics

Fall and Spring

3 Credits – Level 1

The policies that the government pursues in attempt to address the changing economic conditions will be examined through identification with key macro and micro economic terms used in an examination of the economy. An understanding of the economic factors that govern the financial decisions firms business make through historical and comparative analysis will provide a firm grounding for the appreciation of the traditional role that economics has played in studies of business and related areas.

MK1610 Introduction to Marketing

Fall and Spring

3 Credits – Level 1

An investigation into how the basic principles of marketing are applied in a variety of diverse cultural, political, legal, and economic environments is conducted which will lead to an appreciation of how marketing is related to other organisational activities and the influence of marketing on the consumer. Real life scenarios will bring alive the the marketing function and marketing implementation so that the the laws and regulatory agencies that impact decision-making in the areas of product, pricing, promotion, and channels of distribution are fully accounted for. Further this course seeks to accommodate an understanding of the nature and role of marketing and the practical application of legal rules and

regulations governing and restricting marketing practitioners. This evidenced through examination and production of a marketing plan.

1S181 Information & Communications Technology

Fall and Spring

3 Credits – Level 1

By demonstrating an appreciation of the use and role of business information systems in the modern business environment students will understand the different steps and activities involved in the development of a business information system and critically evaluate the issues, which arise in this context. This will involve an evaluation of alternative approaches to a system development project and identify the most appropriate approach for different situations resulting in the design and building of a database / spreadsheet / for business purposes and utilizing project management and modeling tools to plan, schedule, model and control such activity.

EBSCH001 Introduction to Chinese Language & Culture

Fall and Spring

3 Credits – Level 1

This module is designed for beginners in Chinese language, starting with pronunciation and guiding students in grasping essential Chinese vocabulary and the skills of simple conversations. The cultural context in which the language is used is also included. This will provide students with a basic introduction to the Chinese language and culture in such a way as to facilitate intercultural communication in the future when they have contact with Chinese people. This will also introduce students to the fundamental philosophies of Confucius and Chinese folk customs/traditions and help them learn the basics of the Chinese language. Including: the Chinese Romanization phonetic system - Pinyin and the Chinese Radical (bushou) components.

EBSSP001 Business Spanish

Fall and Spring

3 Credits – Level 1

In this module, students are helped to evaluate, monitor and take charge of their individual progress in acquiring and improving their Spanish language skills especially as it relates to its use in the global business environment. . A number of background topics (geography and climate, education, culture and society) form the unifying themes which integrate the four language skills of listening, speaking, reading and writing.

EBSMC001 Marketing Communications

Fall and Spring

3 Credits – Level 1

An intensive study and application of, integrated marketing communications strategy in the context of the sales and selling and the international business environment which will familiarise students with contemporary issues in developing marketing communications strategy and enable students to apply marketing communications theory to an actual industry example. This will equip learners with the skills and knowledge to exercise judgement in identifying the most appropriate combination of marketing communication tools to address specific challenges in company contexts.

EBSTM001 Tourism Marketing

Fall and Spring
3 Credits – Level 1

The subject of strategic tourism marketing will provide learning, knowledge and exposure to practical applications at an intellectual level appropriate for a Level 6 course. The module will bridge the gap between the theoretical processes and actual marketing practice in the Irish context. The aim of this module is to provide students with a balance of concepts, principles and processes drawn from the study of contemporary tourism marketing. The module aims to develop competent, adaptable and independent marketing oriented junior level employees capable of providing support for marketing direction in the tourism industry: tourism centres, tour operators, travel companies and agents, tourist attractions and the general tourism and hospitality sector.

EBSSM001 Sales & Selling

Fall and Spring

3 Credits – Level 1

This module aims to develop an understanding of management thinking on best practice in sales and of contemporary trends influencing selling and sales management whilst also broadening student understanding of the role of sales. The course develops critical skills in analysing sales issues and sales situations and develops an understanding of the steps in preparing and implementing sales plans, and of developing individual customer relationships.

EBSEM001 Event Planning & Operations

Fall and Spring
3 Credits – Level 1

This module presents a template for planning and executing special events in a professional manner. It takes the students through every aspect of the organisation and planning of a successful event whether it is a product launch, sales meeting, corporate hospitality or gala fund-raiser.

EBSMG001 Management

Fall and Spring
3 Credits – Level 1

The module introduces the student to a range of studies which are useful in understanding people in the workplace. It examines the concept of management within the global business environment and through the appraisal of business cases, a variety of approaches are considered. This module encourages students to synthesize knowledge and experience gained in other modules by considering competing perspectives on the nature of management. It encourages them to reflect upon the contribution that they might make as individuals to the management process, and to explore their own skills as potential managers, within the context of their peer group. The module touches practical, moral and ethical dimensions of the management role.

EBSFN001 Business Accounting

Fall and Spring
3 Credits – Level 1

Business Accounting will give a broad overview of the underlying components of financial accounting that pertain to a modern business. It will focus on the accounting system and the preparation and interpretation of financial accounting statements. It will enhance students' knowledge of financial accounting and analysis by introducing them to another European system. Further it will expand the students' understanding in the areas of sourcing finance and international finance.

EBSMB001 Multinational Business: Theory & Practice

Fall and Spring
3 Credits – Level 1

This module provides an economic, political and legal underpinning to the study of International Trade with a strong focus on the operations of multi-nationals. It will provide individuals with an understanding of the organisations they may work for in administering international business across legal and national boundaries.

EBSSE001 Economic and Social Aspects of Irish Society

Fall and Spring
3 Credits – Level 1

This module will provide the context for study of business operations in Ireland, this interpretative module explores key economic, social and political milestones in which an international student can assimilate previous learning with new learning in their chosen discipline.

BM292 / BM262 / BM282 / BM2611 Organisational Behaviour

Fall Only
3 Credits – Level 2

On completion of this module students will be able to:

- Demonstrate understanding of the major factors influencing behavior at work.
- Understand the theory underpinning many management practices so they can use, adapt, and discard practices as appropriate to the situation or case.
- Apply OB theory to real life organisational settings, by using their knowledge of same to diagnose problems, and redesign systems accordingly.
- Display understanding of how individual behavior affects the bottom line metrics in an organization, e.g. turnover, productivity.
- Use OB theory to be effective, designing incentive and other management systems.

BM291 / BM281 / BM121 / BMR261 Management

Fall Only
3 Credits – Level 2

On completion of this module students will be able to:

- Display detailed knowledge of current management concepts, challenges and opportunities
- Display advanced managerial skills, initiative and creativity in appropriate business contexts

- Demonstrate analytical and problem-solving skills, as well as other transferable skills
- Exercise appropriate judgment in the selection of suitable management approaches to a variety of business situations
- Express a holistic comprehension of the multi-disciplinary nature of management
- Work effectively in teams while developing their interpersonal skills.

IS261 / IS296 / BM1711 Business Information Systems

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Demonstrate appreciation of the use and role of business information systems in the modern business environment.
- Display understanding of the different steps and activities involved in the development of a business information system and critically evaluate the issues, which arise in this context.
- Evaluate alternative approaches to a system development project and identify the most appropriate approach for different situations.
- Design and build database / spreadsheet / for business purposes and utilize project management and modeling tools to plan, schedule, model and control such activity.

EC291 / EC281 Business Economics

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Ability to critically analyze and interpret economic and financial data and reports.
- Awareness of the interrelationship between International economic variables.
- An understanding of the mechanisms and operation of the key economic variables in the economy.
- To identify and understand the economic variables which affect both the national economy and international business.

AC296 Business Finance

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Accumulate and allocate costs to units in costing systems, for the purpose of stock valuation and profit measurement.
- Develop the use of budgets for planning and compute basic variances for control purposes.
- Identify the relevant costs and cash flows in basic decision-making scenarios incorporating working capital management and investment appraisal techniques.

- Understand and assess the sources, suitability, and cost, of various types of finance.

LW201 / LW291 / LW181 / LW261 / LW285 Business Law

Fall Only

3 Credits – Level 2

On completion of this module, students should be able to:

- Apply the rules and principles of Contract law to business dealings and appreciate the fundamental role to be played by Labor, Commercial and Tort in the business environment.

MK290 Selling & Sales Management

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Display knowledge and understanding of best practice in selling and sales management.
- Recommend and apply best practice activities and measures in organizations.
- Conduct a needs analysis, match needs with benefits, tailor suitable offerings and present that offering in a persuasive influential manner, and effectively close a sale.
- Carry out sales follow-up practices and engage in relationship management activities.
- Design sales performance management systems to effectively manage the sales activities of self and others.
- Display practical selling skills appropriate to different sales situations.

BM294 Sociology of Leisure & Recreation

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Demonstrate insight into the unique and interrelated contributions of leisure and recreation to individual development
- Display detailed knowledge of current leisure and recreation concepts, challenges and opportunities and their role in contemporary society
- Demonstrate a clear understanding of the personal leisure perspectives; motivation, values, age group and ethnic factors that influence leisure & recreation.
- Display skills of initiative and creativity in appropriate leisure & recreation contexts
- Work effectively in teams while developing their interpersonal skills.

MK285 / MK298 Event Planning

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Identify the key sources of information for planning
- Design a comprehensive programme using various planning techniques
- Have the ability to establish and manage an effective strategic plan
- Evaluate the various organisational structures which are most appropriate to the event environment
- Understand the concept of strategic event planning and apply various components in a real life context

LW294 Leisure & Recreation Law

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Demonstrate an understanding of contract law – and in particular formation, formality and termination of contracts – especially with regard to membership of leisure and recreation centers.
- Appreciate the significance of employment law – and the regulation imposed upon the employer-employee relationship.
- Be aware of the legal restraints imposed upon the marketing and advertising of leisure and recreation services.
- Identify the licensing, data protection and intellectual property obligations that arise in the context of the management of leisure and recreation activities.
- Articulate the legal responsibilities imposed upon managers in relation to the operation of indoor and outdoor leisure and recreation activities, particularly with regard to planning, health and safety, occupier liability, littering and pollution, and fire safety.
- Comprehend the duty and standard of care imposed upon leisure and recreation professionals, employers and employees and the resulting consequences when a breach occurs.

AC291 / AC262 / AC281 Financial Accounting

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Prepare financial statements in a form appropriate for use by various interested parties including partnerships and non-group limited companies.
- Appraise the theoretical and regulatory accounting framework, including current accounting standards.
- Analyze, present and interpret financial and related information for the benefit of stakeholders.

AC292 / AC263 / AC282 Cost Accounting

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Understand the importance of cost and management accounting in the modern business environment.
- Apply the principles of cost allocation and apportionment in both absorption and marginal costing environments.
- Accumulate and allocate costs to units of production in job, batch and process costing systems, for the purpose of stock valuation and profit measurement.
- Compare traditional costing techniques and contrast with more modern techniques.
- Identify the relevant costs in basic decision-making.
- Develop the use of budgets for planning and compute basic variances for control purposes.

AC283 / AC293 Finance I

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Show a clear understanding of how financial management and analysis affect the operations and decisions of a business entity.
- Demonstrate competency in applying financial management techniques to a variety of situations and interpret the results of such techniques.
- Appraise and assess commercial opportunities that may arise for an entity within a business environment.
- Understand the source and application of alternative forms of finance available to business entities.

LW292 / LW283 / LW361 Business & Company Law

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Demonstrate a firm understanding and appreciation of the role of law in business, with specific emphasis on the areas of accounting and finance.
- Apply legal principles to practical problems in the work place.
- Advise on business and company law issues arising in everyday work practice

AC285 Fund Accounting & Lending

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Understand and evaluate the key principles in lending.
- Display a detailed understanding of the different types of loans offered to both personal and corporate borrowers.

- Demonstrate the skills required to critically analyze a company's credit position.
- Display understanding of the structure and core concepts of fund accounting.
- Apply fund valuation techniques.

AC297 / AC286 Financial Institutions & Regulatory Environment

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Analyze the role and function of the Financial Regulator.
- Demonstrate a concrete understanding of the role of regulation in the financial services sector, and the distinction between credit unions, banks and building societies.
- Appreciate the main principles of insurance, and the classifications of insurance contracts
- Show a strong understanding of financial services theory.
- Analyze the role of central banks in financial markets and assess the effects of institutional intervention in an every changing financial market.

MK292 / MK382 / MK122 / MK361 Marketing Communications

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Prepare a fully integrated communications plan for a specified product offering.
- Develop a brief for an effective communications campaign including the identification of specific target markets.
- Appraise the suitability of elements of the marketing communications mix for specified objectives.
- Draw on academic studies to inform practical decisions.

MK286 / MK299 Special Events Environment

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Explain the characteristics of the Special Events Industry and Environment
- Identify and categorize events into specific typologies
- Analyze the economic and social impacts of events on the host organization, host community, sponsors, media, participants and spectators using predictive models
- Communicate effectively and systematically with stakeholders effected by the event
- Identify the role of Government, state bodies and key associations in the Event Industry in Ireland and abroad
- Describe the modern Event Management process in preparation for the module in Event Planning

IS297 / IS2711 Web Design and Media

Fall and Spring

3 Credits – Level 2

On completion of this module students will be able to:

- Explain how network and internet related technologies and protocols underpin the Internet and World Wide Web, and their applications
- Plan and design a client-side multi-media website to include content, navigation, graphics, sound and animation and appropriate documentation of the process involved
- Demonstrate a confident knowledge of current mark-up and client-side script languages as well as web and multimedia authoring tools
- Appreciate the aesthetics of web design, interface design, user friendly features, and navigation strategies

IS298 / IS1710 Principles of Programming

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Explain basic programming terminology and concepts.
- Demonstrate an ability to construct algorithms for simple programming problems.
- Draw Object-based diagrams (such as Class diagrams), using current notation and conventions.
- Use a modern programming environment to create basic programs.
- Explain the differences between the various approaches to programming.
- Demonstrate a basic understanding of good interface design.
- Describe the evolution of programming languages.

MK293 / MK283 / MK293 / MK2611 Marketing Research

Fall Only

3 Credits – Level 2

On completion of this module students will be able to:

- Clearly understand the role of marketing research in business.
- Explain the different theories and concepts behind the key forms of research.
- Differentiate between qualitative and quantitative marketing research methods.
- Undertake both primary and secondary research activities.
- Recommend the optimal research design strategy to address a marketing research problem.
- Undertake basic levels of data analysis.
- Display an understanding of the importance of basic sample management processes.
- Demonstrate basic presentation skills required in appropriate marketing research contexts.

TBC Criminal Law for Business

Fall Only

3 Credits – Level 2

On completion of this module students should be able to:

- Demonstrate understanding of the nature of criminal law, and the ingredients required to prosecute a person for the commissions of a crime.
- Identify the key defenses that may be claimed when a person is charged with committing a crime.
- Appreciate the operation and function of the criminal courts in Ireland, and the procedure for the prosecution of a criminal offence.
- Be aware of the particular types of crime that affect the functioning of commercial concerns, including the possible liability of company officers, agents, servants and well as the issue of corporate liability.
- Articulate the basic principles of criminal law and analyze practical situations to identify the offences which may have been committed.
- Appreciate the scholarly study of criminal law and its application to the business environment.

TBC Introduction to Psychology

Fall Only

3 Credits – Level 2

The objectives of this module are:

- Explore various areas within psychology including biological, cognitive, developmental, social, personality and clinical psychology and how these diverse areas can be integrated.
- Discuss the history of psychology as a science, the kinds of methodologies used in psychological research and the issues of scientific ethics as it applies to this research.
- Present students with an overview of the discipline of psychology to prepare them for undertaking undergraduate study.
- Explore relative research trends and findings, research methodologies employed presently and historically and the contribution these make to our understanding of human behavior.
- To critically reflect upon the historical development of the discipline.
- To understand the roots of modern psychology and how other disciplines have influenced its development so far.
- To outline the influence of prevailing historical and intellectual climates on the development of the many schools of thought that represent modern psychology.

BM391 Business Strategy

Spring & Fall

3 Credits – Level 3

On completion of this module students will be able to:

- Demonstrate comprehensive knowledge of the nature of strategy and its importance in an organisational context.
- Express a holistic comprehension of the core principles of strategic management.
- Display analytical and problem-solving techniques in appropriate business contexts, with the capacity to present conclusions professionally.
- Demonstrate initiative and creativity in the selection of suitable competitive strategies for organisational success.
- Display firm understanding of the importance of the strategic intent, purpose and culture in determining organisational effectiveness.

BM398 Global Business Environment

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Critically evaluate the motives for, and barriers to, internationalisation.
- Demonstrate mastery of understanding of current levels and trends of global trade and business.
- Critically evaluate modes of entry available to business in the international process.
- Comprehend the role of key supranational organizations.
- Display a critical appreciation of organisational functions in an international context.

BM392 / BM491 / BM382 / BM275 / BM2710 Human Resource Management

Spring & Fall

3 Credits – Level 3

On completion of this module students will be able to:

- Explain the differences between traditional Personnel and HRM.
- Comment on the importance of strategic HR from a National and Organisational Perspective.
- Examine the relationships between business components and HR planning.
- Understand the importance of individual differences and group behavior in the workplace.
- Comment on the importance and practical issues involved in Human Resource Planning.
- Develop a job specification and be aware of how to conduct a job interview.
- Manage a professional recruitment and selection project.
- Understand the importance of effective training and development as part of the induction process.
- Describe the main methods of managing performance at work.
- Know the main characteristics of reward systems at work.
- Describe what is meant by managing diversity in the workplace.
- Have a thorough grounding in modern HRM practices.
- Develop a clear comprehension of the legal aspects of HRM.

PY387 / PSY385 / PY393 Psychology of Organizations

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Apply concepts, theories and techniques derived from organisational psychology to workplace settings.
- Utilize research methods to address organisational issues and questions.
- Evaluate the rationale for and methods of performance appraisal; selection and assessment.
- Demonstrate a critical appreciation of human behavior in the workplace including the nature of employee behavior; the extent to which the work environment contributes to the physical and emotional wellbeing of employees; effective leadership; group functioning and performance.

LW394 Corporate & Commercial Law

Spring Only

3 Credits – Level 3

On completion of this module, students should be able to:

- Appreciate and critically assess the significant role that corporate law has to play in the operation of a commercial environment
- Evaluate the legal constraints imposed upon commercial transactions, and the obligations imposed upon the operation of commercial environments from a financial, employment, intellectual property and IT perspective
- Comprehend the role and advantages of commercial arbitration in resolving certain types of disputes

IS491 / IS396 Information Management

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Understand and evaluate strategic applications of information systems and technology.
- Explain the strategic planning process for information and evaluate approaches to the formulation of information strategy.
- Demonstrate a critical appreciation of the major issues that arise in the context of managing the information function, and informed insights into the wider dimensions of an information management policy.
- Critically evaluate a range of information issues and recommend strategically viable solutions in a variety of business contexts.

AC392 / AC387 Management Accounting

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Understand and apply the principles and concepts of management accounting.

- Demonstrate application of management accounting techniques as an aid to management in planning, control and decision making.
- Understand the management accountant's role in performance evaluation
- Critically evaluate developments in management accounting and their use in the modern business world.

MK692 / MK3910 / MKR261 / MK391 / MK381 Services Marketing

Spring & Fall

3 Credits – Level 3

On completion of this module students will be able to:

- Explain and describe historic, current and innovative services marketing theories and concepts used by marketing professionals.
- Demonstrate comprehensive understanding of the role of services marketing in the Irish S.M.E. sector.
- Exercise appropriate judgment in selecting modern service quality models for the development of a service organization's competitive advantage, targeting several customer segments.
- Conceptualize and critically evaluate the service experience and confidently apply services marketing concepts and frameworks to formulate winning solutions.
- Develop a framework for the development and implementation of services marketing programmes, which will meet the needs and wants of consumers and organizations.
- Critically assess ways of measuring, monitoring, evaluating and controlling service quality.
- Demonstrate advanced presentation skills required in appropriate sales and marketing contexts.

LW393 / LW381 Employee Relations & the Law

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- The aim of this module is to provide students with an understanding of the fields of employee and industrial relations, and to facilitate an appreciation and understanding of the contexts and practices operational in both fields.

BM278 / BM395 / BM386 / BM2713 Training & Development

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Display a clear understanding of the strategic importance of training and HRD
- Demonstrate understanding of how training and HRD are aligned to the overall HRM process
- Evaluate how training and development are aligned to the business strategy of organizations

- Design interventions, using a systematic training cycle.
- Practically apply the techniques required in the design development and evaluation of systematic training.

BM397 Leisure & Recreation Operations Management

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Evaluate the role of management within the context of the leisure and recreation industry.
- Demonstrate detailed knowledge of current leisure and recreation concepts and techniques relevant to the management of leisure and recreation facilities.
- Display advanced analytical and critical thinking skills in appropriate leisure and recreation contexts
- Express a holistic comprehension of the multi-disciplinary nature of leisure and recreation management
- Demonstrate problem-solving skills, including synthesis and evaluation in the fields of leisure and recreation

BM396 Issues in Leisure & Recreation

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Analyze and evaluate contemporary issues in leisure and recreation.
- Effectively utilize relevant knowledge, documentation and resources for problem solving.
- Display professional attributes that reflect employability within in the leisure and recreation management profession with the ability to embrace professional issues as a citizen and professional advocate
- Demonstrate the ability to integrate theory and practice in the analysis of professional practice protocols
- Analyze, synthesize, and objectively critique the chosen field of study and professional practice
- Demonstrate an understanding of ethical issues associated with professional practice in the field of leisure and recreation
- Show mastery of principles and procedures related to operation and care of resources, areas and facilities

AC397 / AC384 Auditing

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Understand the regulatory and ethical framework of auditing and analyze the pressures and influences under which an auditor is required to give a reasoned opinion.

- Develop a knowledge of practical audit applications and techniques including the use of computer assisted auditing techniques, such that students will be able to deal with audit risk, audit judgment, audit evidence, accounting systems and related internal controls.
- Learn about all aspects of the audit approach including dealing with and utilizing the internal audit function of an audit client.
- Explore the issues involved in formulating the audit opinion.
- Assess the role of external audit, evaluate its current contribution to society and consider the future direction of the audit.

AC391 Financial Reporting

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Competence in the preparation and presentation of financial statements at an advanced level in accordance with generally accepted accounting practice and current professional and legal requirements.
- Ability to analyze and interpret financial statements and recognize their limitations.
- Ability to critically appraise accounting practice with particular reference to capital maintenance theory and asset valuation
- Awareness of the international dimension to financial accounting and the associated variances in accounting practices

AC396 Taxation Systems

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Critically assess the development of the Irish Taxation System and its contribution to the economy.
- Calculate liability under the major business and personal Tax Heads and advise the tax payer accordingly.
- Display an understanding of the interaction of the various taxes and the fundamental basis for tax planning.

AC393 / AC383 Finance II

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Understand and apply the theories of portfolio construction and diversification to practice.

- Demonstrate understanding of the mechanisms and operation of internationally traded financial products.
- Interpret and analyze the financial variables which drive share price movements.
- Critically appraise mergers and takeovers in order to ascertain “true costs” and gains in the process.
- Display a detailed understanding of investment appraisal techniques.
- Critically review the application of CAPM and Arbitrage Theory in the assessment of capital structure.

AC394 / AC389 Investor Research & Analysis

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Identify and critically evaluate the different types of securities.
- Display the detailed analytical skills essential to analyzing each type of financial security.
- Examine and assess European and US security market regulation.
- Evaluate and explain the key challenges in managing securities.
- Design and implement a methodology for conducting research and analysis on investment securities.
- Display a detailed practical knowledge of the futures and options markets.

AC395 / AC385 Treasury & Risk management

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Demonstrate detailed knowledge of the techniques to manage interest rate, weather, credit, operational, commodity and foreign exchange exposures and their application to practical situations
- Demonstrate detailed understanding of the role and operation of cash management within Treasury management.
- Evaluate and comment critically on current trends within the treasury function and on developments within a broader context of economic and financial affairs.
- Display strong understanding of risk measurement techniques and their applications in the context of risk management.
- Demonstrate the skills required to assess and value currency and interest rate swaps

TBC Derivative Theory & Practice

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Display detailed knowledge of each type of financial derivative
- Be conversant with the means of trading in derivatives markets
- Calculate and construct trading strategies involving derivatives
- Appreciate the risks and rewards offered by derivatives

MK383 / MK397 International Marketing

Spring & Fall
3 Credits – Level 3

On completion of this module students will be able to:

- Critically evaluate the motives and barriers to internationalisation.
- Be cognisant of what globalization means to business managers and thereby its impact on international business practices.
- Display analytical skills, which are critical pre-requisites to the decision makers' ability to make valuable decisions in the global business environment.
- Comprehend the role of the global business environment in the development of an international marketing strategy.
- Appreciate the wide variance in national cultures, social structures, languages and corporate cultures and the impact these have on international business negotiations.
- Demonstrate understanding of the value of effective marketing strategies and how they might be developed in the context of the global business environment

MK3920 Consumer Analysis

Spring & Fall
3 Credits – Level 3

On completion of this module students will be able to:

- Clearly understand the role of consumer analysis in business.
- Explain the theoretical nature behind each of the concepts within consumer analysis.
- Analyze consumers' decision-making processes and their implications within marketing.
- Identify and apply the individual psychological influences that impact on our purchase decisions and their further implication for strategic development.
- Comprehend the influence that sociological factors may have on our behavior.
- Discuss the empirical findings in the area of consumer behavior research and practice.

MK398 Events Operations

Fall Only
3 Credits – Level 3

On completion of this module students will be able to:

- Demonstrate how the constituent elements of staging an event relate to each other
- Apply various techniques and mechanisms to manage effective event operations

- Co-ordinate the logistical effort required to ensure the successful procurement of supplies and people on site, through effective leadership
- Integrate the skills learned in the Events Planning module to effectively execute Event Operations

MK390 Services Event Marketing

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Conceptualize and critically evaluate the service experience in event management situations and to confidently apply services marketing concepts and frameworks to formulate winning solutions in the event marketing industry.
- Develop a framework for the development and implementation of services marketing programmes, which will meet the needs and wants of consumers and organizations.
- Critically assess ways of measuring, monitoring, evaluating and controlling service quality in event management.
- Become more sensitive to key issues in building and managing customer relationships in event service industries and to appreciate the value of loyal customers.

MK399 Event Risk Management

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Explain the central role of risk management in event management and administration
- Understand the various rules and regulations governing events
- Identify the necessary contracts and legal obligations for events and their components
- Recognize the onus of responsibility of the event manager through the construction of risk management and contingency plans
- Develop and Manage risk management procedures

IS2713 / IS395 Network & Communications Management

Fall Only

3 Credits – Level

On completion of this module students will be able to:

- Understand and evaluate the main issues in network construction and performance.
- Design, configure and manage network topologies such as LANs, WLANs & WANs using devices such as switched, routers, etc.
- Critically evaluate the fundamental Communication Concepts
- Recommend strategically viable network architectures in a variety of business contexts.

IS398 Database & Web Application Development

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Identify and evaluate the role of database applications in business organizations.
- Examine the most commonly used methods and techniques for database design and development.
- Critically analyze data storage and management requirements and issues and to devise appropriate database solutions.
- Demonstrate significant practical skills in database design and development.

IS397 Advanced Programming for Business

Fall Only

3 Credits – Level 3

On completion of this module students will be able to:

- Use effective programming techniques to construct business applications.
- Demonstrate an understanding of, and the ability to use, common data structures, such as arrays and linked lists.
- Show a high-level understanding of Object-Oriented methods.
- Construct applications using at least two distinct programming languages.
- Test and debug an application effectively.

LW391 / LW281 / LW383 / LW289 / LW363 Company Law

Fall Only

3 Credits – Level 3

On completion of this module, students should be able to:

- Appreciate and critically assess the significant role that Company Law has to play in the business environment.
- Differentiate between the various business forms – and assess the relative advantages and disadvantages of one form over another.
- Comprehend the duties imposed upon company officers and the sanctions available for non-compliance.
- Analyze the financial structure of companies.
- Critically assess the various methods of company dissolution, as well as corporate liability in relation to defunct companies.
- Evaluate the strengths and weaknesses of the present system of corporate governance and make recommendations for change.

LW392 / LW382 / LW388 Commercial Law

Fall Only

3 Credits – Level 3

On completion of this module, students should be able to:

- Appreciate and critically assess the significant role that Commercial Law has to play in the business environment in relation to Employment Law, Intellectual Property Law and EU Competition Law.
- Comprehend the legal vocabulary sufficient to describe the process of making contracts and the legal consequences of performance or breach.
- Understanding the characteristic grammar used in contractual documents such as a bill of lading and a bill of exchange.
- Be cognisant of the formal and legal register and possess an ability to express contractual terms in an appropriate style in the field of credit and security.

IS2710 Programming for Business Applications

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- Explain Advanced Programming terminology and concepts
- Be able to develop and create Web applications
- Develop and design projects that display and update the data from databases
- Demonstrate a basic understanding of good Sound, Animation and Graphic design
- Be able to use Object-Oriented terminology correctly

IS2712 Database Design and Development

Spring Only

3 Credits – Level 2

On completion of this module, students will be able to:

- Identify and evaluate the role of database applications in business organizations
- Examine the most commonly used methods and techniques for database design and development
- Demonstrate significant practical skills in database design and development

TBC Networks and Communication Management

Spring Only

3 Credits – Level 2

On completion of this module, students will be able to:

- Understand and evaluate the main issues in network construction and performance.

- Design, configure and manage network topologies such as LANs, WLANs & WANs using devices such as switched, routers, etc.
- Critically evaluate the fundamental Communication Concepts
- Recommend strategically viable network architectures in a variety of business contexts.

BM2710 Human Resource Management

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- Display a clear understanding of the communication process and barriers to effective communication.
- Assess the stages of Negotiation and how to create and claim value during the process.
- Identify and Appraise by means of a Communication Audit an organisations communication pathways.
- Evaluate different job search methods and the Recruitment and Selection process.
- Comprehend the importance of Non -Verbal communication when managing a diverse workforce.
- Appreciate the difference between individual and organisational ethical issues.

MK2710 Marketing Practice

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- To apply concepts to current small and medium sized companies as well as large MNCs through the case studies
- To debate contemporary issues in marketing and apply managerial marketing skills
- To manage marketing group assignment
- To be able to manage a group project and interact with a team of students with various backgrounds
- To use managerial marketing skills to present a case study

AC2710 Accounting and Finance

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- To introduce the student to the principles and concepts of Accounting – distinguishing between financial and cost accounting.
- To develop within the student the skills necessary to prepare, interpret and analyse financial statements.
- To provide students with an awareness of the financial environment in which business operates.
- To provide students with a knowledge of the sources and costs of alternative forms of finance for business.
- To provide students with the skills required to evaluate non-complex financial proposals.

BM2711 Communication Skills

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- To understand and appreciate the importance of effective communication to success in the business environment.
- To develop effective personal, interpersonal and organisational communication skills.
- To develop and enhance oral and written skills for effective internal and external business communications.
- To develop the student's business skills, with particular emphasis on written, oral and people skills.
- To introduce students to the work and research needed to be done for a job search.
- To provide students with an insight into people behaviour and communications within organisations.

LW2710 Employment Law

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- To provide students with a thorough grounding in the key employment law issues.
- To facilitate recognition of best practice regarding employment policies and procedures.
- To enable students to be aware of the legal aspects of managing people.
- To identify key employment issues, develop problem solving skills and team-building skills, and to apply these skills to resolving employment issues.
- To recognise when an issue can be dealt with informally and when it is necessary to bring in expertise knowledge to deal with grievances/disputes.
- To build on core analytical skills learned in other modules from this course.

BM2712 E- Business Strategy and Management

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- Explain how an e-business strategy is formulated
- Explain the implications of e-business on the privacy and security of personal information
- Understand the impact of the PESTEL factors on e-business
- Appraise the marketing mix strategies for e-business
- Explain how e-business influences competitive forces
- Appreciate the significant effect of e-business on the supply chain
- Understand the emergence of *Collaborative Planning, Forecasting and Replenishment (CPFR)*
- Discuss the commercial possibilities for m-commerce

BM278 Training & Development

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- Display a clear understanding of the strategic importance of training and HRD
- Demonstrate understanding of how training and HRD are aligned to the overall HRM process
- Evaluate how training and development are aligned to the business strategy of organisations
- Design a systematic training cycle
- Practically apply the techniques required in the design development and evaluation of systematic training.

BM277 Industrial Relations

Spring Only

3 Credits – Level 2

On completion of this module students will be able to:

- Provide insight in to the key players in Industrial Relations in Ireland
- Critically evaluate the differences between HRM and Traditional Industrial Relations
- Understand and appreciate the nature of Trade Unions and employer associations in Ireland and their impact at a national and local level
- Analyse the main State Institutions and agencies for resolving conflict.
- Be aware of labour law pertaining to the subject of Industrial Relations
- Appreciate the historical development and nature of Collective Bargaining in Ireland.
- Understand the importance of procedural formality pertaining to grievance and disciplinary procedures.
- Plan and develop a negotiation strategy for individual and collective bargaining.

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