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GA_BDIBG_H08

Bachelor of Business (Honours) in Business with Digital Business

Programme Documentation

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Time & Date Retrieved: 10:55:55 22-Jun-2023

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GA_BDIBG_H08 2023 Bachelor of Business (Honours) in Business with Digital Business

Programme Overview

Full Title	Bachelor of Business (Honours) in Business with Digital Business		
Status	Approved by Academic Council	Programme Code	GA_BDIBG_H08
Level	08	Required Credits	240
Delivered By	Semester	Minimum Duration	8
Start Term	2023	ISCED Code	0410 - Business and administration
Award Class	Honours Degree Ab-initio	Award Type	Bachelor of Business (Honours)
Award Standard	Business	Department	Business & Accounting
Delivery Mode(s)	Full Time		

Programme Authors

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Aim

Programme Ambition

The Bachelor of Business Honours with Digital Business wishes to provide students with a different access to higher education learning opportunity than is currently available in fields where regional and national career opportunities and pathways exist.

Programme Aim

This honours degree programme provides students with the knowledge, skills, and competencies to contribute effectively to the field of business. Students will also be able to develop a specialism that will further prepare them for their future career aspirations.

Specifically, students will examine the opportunities and challenges businesses face by constantly changing customer demands, technological advances, external environments, and societal concerns with sustainability and sustainable communities. They will further interrogate these opportunities and challenges beyond a general understanding through their chosen specialism.

Programme Learning Objectives

Students will:

- Develop a clear understanding of the complexities of contemporary business environments.
- Analyse and consider an appropriate response to business challenges.
- Conduct research in the context of ethical guidelines and programme requirements.
- Demonstrate effective communication, critical thinking, reflection, independent thinking, problem-solving and teamwork skills that can be applied to further study or the workplace.
- Gain professional and transferrable skills, e.g., research, financial awareness, effective communication, and professional writing, which will equip students for employment and professional practice in different sectors.
- Display management capabilities and digital business competencies.
- Demonstrate an appreciation of the role of digitisation in business success.

The educational aims of this programme are to prepare graduates for employment and/or progression to a level 9 programme of study by exposing them to a range of relevant core business and digital-business areas, encouraging and emphasising independent thinking and discovery, developing valuable skills, including teamwork and an ability to complete independent research, and acquiring knowledge to participate effectively in business and organisations.

Entry Requirements and Access Routes

Entry Requirements:

Leaving Certificate- Grade O6/H7 or better in five Leaving Certificate subjects. Leaving Certificate must include English or Irish and Mathematics. Maths at F2 is acceptable to meet the minimum Maths entry requirement. Irish at F2 is acceptable to meet the minimum language requirements.

OR

A Full level 5/6 QQI award,

OR

Mature applicants - (aged 23 on or before 1st January of the course commencement year). These applicants do not have to meet the minimum entry requirements listed here and are considered on an individual basis (previous education, work experience, and demonstration of competence to undertake the programme)

OR

Access programme (where LCA are allowed to gain entry to this programme)

OR

An applicant who is a minimum of 17 years of age with at least 2 years post Junior Certificate relevant experience. All applicants must demonstrate that they would qualify for the special rate of maintenance grant under the Student Grant Scheme (SUSI) and/or are in receipt of a Department of Social Protection (DSP) long-term means-tested social welfare payment and/or be from one or more of the priority groups or from any priority group identified as part of the next National Access Plan (2022-2028).

All applicants must demonstrate competence to undertake the programme.

Selection Process

Admission to a particular course will be assessed through an application form and an interview. Each ETB will arrange interviews for all eligible applications received by the closing date. Late applicants will be put on a waiting list to be considered if places remain unfilled following the initial admissions process. A common marking scheme will be in place and used by each ETB in conjunction with ATU. Given the programmes are administered by three ETBs all interviewers will receive training in relation to the interview process and implementation of the marking scheme to ensure consistency. Students will be ranked at each location for admission based on interview scores. In instances where it is impossible to distinguish between candidates and the programme is oversubscribed a process agreed between the ETBs and ATU will apply. Following the offering of places after the interview process, if places remain to be filled late, applicants can be considered using the same process. The Project Co-ordinators will assist in the process to ensure consistency of approach. This may involve QA Teams from ATU and the three ETBs as appropriate. The process will be reviewed annually.

Transfer Routes

Students progress from the FET college to their **chosen** main campus award in year two. Students who choose to progress to the ATU Galway Award will enter year two of the Bachelor of Business Honours in Business with Digital Business.

Within the supply chain field, there appears to be two level 6 awards nationally, i.e. Supply Chain Management, Logistics & Customs – Advanced, Drogheda Institute of FE and Louth & Meath ETB and Higher Certificate in Logistics Apprenticeship Programme, TUD.

Progression Pathways

Successful honours degree graduates can apply to progress to level 9 and 10 programmes. Entry criteria for these opportunities are set by the admitting higher education provider.

Example of ATU progression opportunities.

- Doctorate in Business Administration
- Master in Project Management
- Master in Professional Leadership
- Master in Strategic People Management
- Master of Science Marketing
- Master of Science in Digital Media and Marketing

Teaching & Learning Strategy

The Teaching and Learning strategy for the programme has been devised in line with the ATU Learning, Teaching and Assessment Strategy and takes account of the need to ensure a coherent progression route from the FE learning environment to the HE learning environment. The students in this programme will have an opportunity to develop core fundamental business skills and knowledge while also developing the skills and competencies required to succeed in HE. This will be achieved by teaching modules in a manner that promotes active and collaborative learning and self-reflection in individual and group learning scenarios. Students will be supported at all stages of the programme and will be facilitated to build their confidence in academic learning, taking responsibility for their academic progression and personal development. The common first year of the programme in FE provides a valuable opportunity for students to experience a broad range of subjects without specialising at an early stage, as well as the opportunity to create personal networks that will continue to support them in HE.

This programme incorporates the principles of Universal Design for Learning (UDL) by providing multiple methods of comprehension, varied presentation of teaching materials, and a broad range of learning environments. Consideration has been given to the online learning aspects of the programme in line with the student profile. The University Centre for Excellence in Learning and Teaching (CELT) will be used for staff professional development and for student support. The resources and skills available in CELT will be used to continually update the T&L strategy and to support student learning. The programme team will also have access to the Flexible Online Learning (FOL) Unit based in the Donegal campus and the Teaching and Learning Centre based on the Galway campus.

The order in which modules are presented will ensure scaffolded learning experiences as students progress to higher levels of the NFQ on the programme. Teaching experiences will be shared among lecturing staff on a formal basis via the programme board structure and informally, with a view to sharing best practices and ensuring that there is a focus on programme teaching, as well as the individual modules. Modules have been structured to provide a balanced workload in the context of the number of hours of class contact and independent learning required to achieve programme and module learning outcomes.

The Teaching and Learning strategy of this programme will be achieved through the adoption of a range of different pedagogical approaches which recognise the centrality of the student in both a traditional and self-learning environment:

- lectures/seminars/workshops, and/or practicals will be designed to provide the student with the fundamental knowledge of a given syllabus;
- tutorial/workshop and practical classes will provide the student with the opportunity to apply theory, concepts and principles in practice;
- group-work and discussions will be facilitated to encourage peer supported learning, team working, creativity and the development of interpersonal and communication skills;
- projects and case studies will provide the student with the opportunity to gain an understanding of the practical applications of theory and the

opportunity to function in a simulated business environment;

- student presentations will facilitate the building of student confidence and self-esteem through effective communication techniques;
- students will be expected to accept accountability for determining and achieving personal and/or group outcomes taking significant or supervisory responsibility for the work of themselves and others.

Workload

Student workload consists of different learning activities, including taught components, group work, assessments, lectures, field trips, tutorials etc. The programme development team have considered all of these activities and learning experiences within the context of the programme and will guide the student on independent learning time that will be required in addition to other activities to support their success on the module.

Dual Sector Pathway

Students will get to experience both the FE learning space and ATU University. Students commence their ATU first-year learning within the FET sector. In year two, students transfer to their chosen ATU pathway to complete their studies.

Once sites of FET delivery are decided on, ATU teams will work with FET providers on the programme's teaching, learning and assessment plan. FET sites also delivering the common year one will liaise with each other to support similar student teaching, learning and assessment with cross-marking as a suggested best practice model. Post the commencement of the programme, beyond the formal Programme Board process, it is proposed that the newly appointed programme coordinators meet with the FET provider monthly for updates on the project's progress.

This model is expected to be of interest to many students whose progression and relocation to university do not meet their career or personal goals at this time.

Assessment Strategy

Assessment Strategy

The Assessment strategy for the programme has been devised in line with the ATU Learning, Teaching and Assessment Strategy, which is informed by the ESG and QQI Assessment and Standards. Its principles are outlined within 6 themes:

- Learners are responsible for demonstrating their learning achievement.
- Assessment supports standards based on learning outcomes.
- Assessment promotes and supports both effective learning and teaching.
- Assessment procedures are credible.
- Assessment methods are reviewed and renewed as necessary to adapt to evolving requirements.
- Learners are well informed about how and why they are assessed.

The programme assessment strategy facilitates the evaluation of student learning and development, along with the evaluation of innovation and improvement of curriculum and teaching. As the curriculum includes defined learning outcomes, the assessment methodology addresses the relevant learning outcomes in each module. Clear guidance is provided to students relating to the assessment of stated learning outcomes for every module.

The programme assessment strategy is based on individual and group assessments and provides opportunities for collaborative learning, thereby creating a strong link between teaching and learning, and assessment. Formative and summative assessment methods are incorporated, with a view to providing early feedback to students on their performance on a continuous basis. Students are assessed through a combination of continuous assessment (CA) and final written examination but with careful consideration of the proportion of CA to final/terminal examination. Some subjects are 100% continuous assessments and include project work, assignments, case studies and in class presentations.

A calendar of assessments will be produced for each semester of the programme and distributed to students and staff in advance of the commencement of the semester.

Student Feedback Strategy

Stages of feedback and feed-forward regarding student learning will be provided throughout each semester, allowing students to gain insight into their performance and improve their work. Student feedback will also be sought through the normal student engagement mechanisms that exist, such as student feedback surveys, students' engagement in programme reviews, and student membership within programme boards and panels.

Additional Information

Integrated Dual Sector Model

This is an integrated dual-site award with year one delivered in the FET sector. This is a new model of programme development and delivery in Ireland. Successful student integration within the ATU is core to the project's success and is led by the student engagement and success team. This team are working with ETB colleagues in support of developing a model of successful integration. This will involve planned integration activities over the first year of the award.

Exit Awards

There is an exit award at the end of stage 1- Certificate in Business

There is an exit award at the end of stage 2 - Higher Certificate in Business.

There is an exit award at the end of stage 3 - Bachelor of Business.in Business with Digital Business

Applications for these exit awards should follow the required procedures.

Programme Learning Outcomes

Strand	Programme Learning Outcomes <i>On successful completion of this programme the learner will/should be able to:</i>	Modules Mapped to Outcomes
Knowledge Breadth	<ol style="list-style-type: none"> 1. Demonstrate a critical understanding of the core concepts of business and, in particular, of the subfield of Digital Business. 2. Examine the importance of sustainability for organisational success. 3. Apply theoretical knowledge to provide business solutions that demonstrate an appreciation of the inter-relationships between business functions and processes. 4. Have knowledge of how digital technologies gathers, synthesises, and visualises data to facilitate the provision of information as part of the decision-making process in an organisation 	MGMT06064 Fundamentals of Entrepreneurship TECH07063 Management Information Systems MKTG06001 Applied Marketing and Sales ECON06019 Applied Macroeconomics MGMT06052 Organisational Behaviour MGMT07030 Sales Management FINA07003 Financial Management COMP07061 Digital Business MGMT07087 Project Management MGMT07006 Operations Management BUST07026 Business Ethics and Corporate Governance COMM07012 Business Communications and Negotiations MGMT07056 New Venture Planning BUST08021 Critical Thinking MGMT08007 People Management MGMT08022 Supply Chain Management MARK08005 Services Marketing MGMT07058 Technology, Management and Society MKTG06002 Introduction to Marketing INFO06071 Fundamentals of Information Technology 1 MATH06053 Business Mathematics and Statistics MKTG06004 Sustainable Business MGMT06070 Introduction to Management BUST06038 Fundamentals of Information Technology 2 ECON06020 An Introduction to Business Economics FINA06014 Introduction to Finance MGMT06048 Human Resource Management ACCT06049 Cloud Computing Infrastructure and Services STAT06006 Statistics for Business ACCT06055 Introduction to Business Analytics INFO08023 Business Analytics PLAC07032 Work Placement COMM07008 The Next Step - Transitioning to Work INFO07021 Professional Practice Project ACCT08030 Business Strategy and IS MGMT08080 Eco & Social Enterprise MGMT08047 Research Methods ACCT08029 Systems Analysis and Design ECON08024 Sustainable Development and the Circular Economy ECON08025 Ireland in the Global Economy ACCT08040 Systems Project LAWL06030 Business Law & Legal Studies ACCT06057 Fundamentals in Financial and Management Accounting ACCT07048 Business Process Modelling

Knowledge Kind	<p>5. Apply contemporary business and digital business knowledge in the context of changing business environments, initiating and responding to external and internal challenges and requirements.</p> <p>6. Evaluate the applications of digital technologies in a business setting</p>	<p>MGMT06064 Fundamentals of Entrepreneurship TECH07063 Management Information Systems MKTG06001 Applied Marketing and Sales ECON06019 Applied Macroeconomics MGMT06052 Organisational Behaviour MGMT07030 Sales Management FINA07003 Financial Management COMP07061 Digital Business MGMT07087 Project Management MGMT07006 Operations Management BUST07026 Business Ethics and Corporate Governance COMM07012 Business Communications and Negotiations MGMT07056 New Venture Planning BUST08021 Critical Thinking MGMT08007 People Management MGMT08022 Supply Chain Management MARK08005 Services Marketing MGMT07058 Technology, Management and Society MKTG06002 Introduction to Marketing INFO06071 Fundamentals of Information Technology 1 MATH06053 Business Mathematics and Statistics MKTG06004 Sustainable Business MGMT06070 Introduction to Management BUST06038 Fundamentals of Information Technology 2 ECON06020 An Introduction to Business Economics ACCT06055 Introduction to Business Analytics STAT06006 Statistics for Business ACCT06049 Cloud Computing Infrastructure and Services MGMT06048 Human Resource Management INFO07021 Professional Practice Project COMM07008 The Next Step - Transitioning to Work INFO08023 Business Analytics PLAC07032 Work Placement ACCT08030 Business Strategy and IS MGMT08080 Eco & Social Enterprise ACCT08029 Systems Analysis and Design ECON08024 Sustainable Development and the Circular Economy ECON08025 Ireland in the Global Economy ACCT08040 Systems Project LAWL06030 Business Law & Legal Studies ACCT06057 Fundamentals in Financial and Management Accounting ACCT07048 Business Process Modelling</p>
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Know How & Skill Range	<p>7. Use a variety of technical and academic resources to conduct research and to produce appropriate reports and presentations for internal and external audiences; use knowledge and skills to develop and evaluate solutions to complex business problems.</p> <p>8. Demonstrate mastery of a range of tools and practical skills including accessing business data from a variety of sources and using appropriate research methods to conduct effective research or professional activity.</p> <p>9. Demonstrate interpersonal skills of effective listening, persuasion and teamwork.</p> <p>10. Demonstrate the application of digital technologies within the current business environment.</p>	<p>TECH07063 Management Information Systems MGMT06048 Human Resource Management MKTG06001 Applied Marketing and Sales STAT06006 Statistics for Business ECON06019 Applied Macroeconomics MGMT06052 Organisational Behaviour FINA07003 Financial Management COMP07061 Digital Business MGMT07087 Project Management MGMT07006 Operations Management BUST07026 Business Ethics and Corporate Governance BUST08021 Critical Thinking MGMT08007 People Management MGMT08022 Supply Chain Management ECON08025 Ireland in the Global Economy INFO06071 Fundamentals of Information Technology 1 MATH06053 Business Mathematics and Statistics MGMT06064 Fundamentals of Entrepreneurship MGMT06070 Introduction to Management BUST06038 Fundamentals of Information Technology 2 FINA06014 Introduction to Finance PLAC07032 Work Placement INFO07021 Professional Practice Project MGMT08080 Eco & Social Enterprise MGMT08047 Research Methods ACCT08029 Systems Analysis and Design ECON08024 Sustainable Development and the Circular Economy ACCT08040 Systems Project MARK08005 Services Marketing EDUC06026 Study and Interpersonal skills LAWL06030 Business Law & Legal Studies ACCT06057 Fundamentals in Financial and Management Accounting ACCT07048 Business Process Modelling INFO08023 Business Analytics</p>
Know How & Skill Selectivity	<p>11. Ensure informed decision-making by analysing the impact and nature of the external business environment, to identify appropriate options and actions for dealing with problems across business functions.</p> <p>12. Use research-based evidence to make judgements and play an effective role in business decision-making, with particular emphasis on the role of digital technologies in providing business solutions.</p> <p>13. Display the necessary personal management skills to plan, organise and manage business projects and assignments.</p>	<p>MGMT06064 Fundamentals of Entrepreneurship TECH07063 Management Information Systems MGMT06048 Human Resource Management MKTG06001 Applied Marketing and Sales STAT06006 Statistics for Business ECON06019 Applied Macroeconomics MGMT06052 Organisational Behaviour FINA07003 Financial Management COMP07061 Digital Business MGMT07087 Project Management MGMT07006 Operations Management BUST07026 Business Ethics and Corporate Governance MGMT07056 New Venture Planning BUST08021 Critical Thinking MGMT08007 People Management MGMT08022 Supply Chain Management MARK08005 Services Marketing ECON08025 Ireland in the Global Economy MGMT07058 Technology, Management and Society INFO06071 Fundamentals of Information Technology 1 MATH06053 Business Mathematics and Statistics MKTG06004 Sustainable Business MGMT06070 Introduction to Management BUST06038 Fundamentals of Information Technology 2 PLAC07032 Work Placement MGMT08047 Research Methods EDUC06026 Study and Interpersonal skills MKTG06002 Introduction to Marketing FINA06014 Introduction to Finance ECON06020 An Introduction to Business Economics LAWL06030 Business Law & Legal Studies ACCT06057 Fundamentals in Financial and Management Accounting ACCT07048 Business Process Modelling INFO08023 Business Analytics</p>

Competence Context	<p>14. Conduct research in a variety of business contexts, using a range of sources, including the use of data; using an ethical approach, analyse and interpret data to support business development and problem-solving.</p> <p>15. Analyse, interpret and manipulate data in pursuit of solutions to complex business problems and accept accountability for all related decision making.</p>	<p>TECH07063 Management Information Systems MGMT06048 Human Resource Management MKTG06001 Applied Marketing and Sales ECON06019 Applied Macroeconomics MGMT06052 Organisational Behaviour FINA07003 Financial Management COMP07061 Digital Business MGMT07087 Project Management MGMT07006 Operations Management BUST07026 Business Ethics and Corporate Governance COMM07012 Business Communications and Negotiations MGMT07056 New Venture Planning BUST08021 Critical Thinking MGMT08007 People Management MGMT08022 Supply Chain Management MARK08005 Services Marketing ECON08025 Ireland in the Global Economy MGMT07058 Technology, Management and Society INFO06071 Fundamentals of Information Technology 1 MKTG06004 Sustainable Business BUST06038 Fundamentals of Information Technology 2 MGMT06070 Introduction to Management ECON06020 An Introduction to Business Economics FINA06014 Introduction to Finance MGMT07030 Sales Management PLAC07032 Work Placement ECON08024 Sustainable Development and the Circular Economy EDUC06026 Study and Interpersonal skills</p>
Competence Role	<p>16. Contribute to the management of teams and to adopt appropriate team and organisational roles, working with multidisciplinary groups.</p> <p>17. Plan for effective project implementation and manage the organisation of tasks, people and resources, taking leadership responsibility in group situations where necessary.</p> <p>18. Reflect on own practice and develop an understanding of the pressures of organisational roles and roles within groups.</p>	<p>MGMT06064 Fundamentals of Entrepreneurship TECH07063 Management Information Systems MGMT06048 Human Resource Management MKTG06001 Applied Marketing and Sales ECON06019 Applied Macroeconomics MGMT06052 Organisational Behaviour COMP07061 Digital Business MGMT07087 Project Management MGMT07006 Operations Management BUST07026 Business Ethics and Corporate Governance COMM07012 Business Communications and Negotiations MGMT07056 New Venture Planning BUST08021 Critical Thinking MGMT08007 People Management MGMT08022 Supply Chain Management MARK08005 Services Marketing ECON08025 Ireland in the Global Economy MGMT07058 Technology, Management and Society EDUC06026 Study and Interpersonal skills INFO06071 Fundamentals of Information Technology 1 BUST06038 Fundamentals of Information Technology 2 PLAC07032 Work Placement MGMT08047 Research Methods MGMT08080 Eco & Social Enterprise</p>

<p>Competence Learning to Learn</p>	<p>19. Adapt to changing business requirements by continually up-skilling in line with technical and business competencies required to be effective in managing business processes; train others as appropriate.</p> <p>20. Analyse and resolve business problems in contexts which may be new to the learner and demonstrate the skills and motivation necessary to manage learning tasks independently, professionally and ethically.</p>	<p>MGMT06064 Fundamentals of Entrepreneurship TECH07063 Management Information Systems MGMT06048 Human Resource Management MKTG06001 Applied Marketing and Sales ECON06019 Applied Macroeconomics MGMT06052 Organisational Behaviour MGMT07030 Sales Management FINA07003 Financial Management COMP07061 Digital Business MGMT07087 Project Management MGMT07006 Operations Management BUST07026 Business Ethics and Corporate Governance COMM07012 Business Communications and Negotiations MGMT07056 New Venture Planning BUST08021 Critical Thinking MGMT08007 People Management MGMT08022 Supply Chain Management MARK08005 Services Marketing ECON08025 Ireland in the Global Economy MGMT07058 Technology, Management and Society ACCT06055 Introduction to Business Analytics PLAC07032 Work Placement INFO07021 Professional Practice Project ACCT08030 Business Strategy and IS MGMT08080 Eco & Social Enterprise ECON08024 Sustainable Development and the Circular Economy EDUC06026 Study and Interpersonal skills MATH06053 Business Mathematics and Statistics</p>
<p>Competence Insight</p>	<p>21. Enact the principles of social responsibility in all decisions and actions, demonstrating insight into the wider implications of such decisions and actions; generate and communicate new perspectives on complex situations.</p> <p>22. Demonstrate empathy to operate effectively in situations that can be difficult and stressful for the individual and the group.</p>	<p>MGMT06064 Fundamentals of Entrepreneurship MGMT06048 Human Resource Management ECON06019 Applied Macroeconomics MGMT06052 Organisational Behaviour MGMT07087 Project Management MGMT07006 Operations Management BUST07026 Business Ethics and Corporate Governance COMM07012 Business Communications and Negotiations MGMT07056 New Venture Planning BUST08021 Critical Thinking ECON08025 Ireland in the Global Economy MGMT07058 Technology, Management and Society EDUC06026 Study and Interpersonal skills MKTG06004 Sustainable Business ECON06020 An Introduction to Business Economics INFO08023 Business Analytics PLAC07032 Work Placement COMM07008 The Next Step - Transitioning to Work INFO07021 Professional Practice Project ACCT08040 Systems Project ECON08024 Sustainable Development and the Circular Economy MKTG06002 Introduction to Marketing MATH06053 Business Mathematics and Statistics LAWL06030 Business Law & Legal Studies</p>

Approved Programme Schedule - GA_BDIBG_H08 Bachelor of Business (Honours) in Business with Digital Business

Stage 1

Delivery	Code	Module Title	Level	Credit	M/E	FT	CA	PJ	PC	FE	Total
SEM 1	EDUC06026	Study and Interpersonal skills	06	10	M	3.00	100	0	0	0	100
SEM 1	MKTG06002	Introduction to Marketing	06	05	M	3.00	30	0	0	70	100
SEM 1	INFO06071	Fundamentals of Information Technology 1	06	05	M	3.00	100	0	0	0	100
SEM 1	MATH06053	Business Mathematics and Statistics	06	05	M	3.00	100	0	0	0	100
SEM 1	MGMT06064	Fundamentals of Entrepreneurship	06	05	M	3.00	50	0	0	50	100
SEM 2	MKTG06004	Sustainable Business	06	10	M	4.00	0	100	0	0	100
SEM 2	MGMT06070	Introduction to Management	06	05	M	3.00	20	0	0	80	100
SEM 2	BUST06038	Fundamentals of Information Technology 2	06	05	M	3.00	50	50	0	0	100
SEM 2	ECON06020	An Introduction to Business Economics	06	05	M	3.00	30	0	0	70	100
SEM 2	FINA06014	Introduction to Finance	06	05	M	3.00	20	0	0	80	100
Total Credits Available				60							

Semesters Per Stage	Elective Rules Per Stage	Credits Required Per Stage	Percentage Allocation towards Award
2	0	60	0

Special Regulation

Stage one must be passed in its entirety before students are eligible to progress to stage two of the programme. Progressing with failed elements is not permitted.

Stage Exit Award

Certificate in Business

Key

M/E - Mandatory/Elective, FT - Full Time, CA - Coursework Assessment, PJ - Project, PC - Practical, FE - Final Exam,

Approved Programme Schedule

Stage 2

Delivery	Code	Module Title	Level	Credit	M/E	FT	CA	PJ	PC	FE	Total
YEAR	LAWL06030	Business Law & Legal Studies	06	10	M	3.00	100	0	0	0	100
YEAR	ACCT06057	Fundamentals in Financial and Management Accounting	06	10	M	4.00	30	0	0	70	100
SEM 3	TECH07063	Management Information Systems	07	05	M	4.00	0	0	40	60	100
SEM 3	MGMT06048	Human Resource Management	06	05	M	3.00	100	0	0	0	100
SEM 3	MKTG06001	Applied Marketing and Sales	06	05	M	3.00	100	0	0	0	100
SEM 3	ACCT06049	Cloud Computing Infrastructure and Services	06	05	M	3.00	40	60	0	0	100
SEM 4	STAT06006	Statistics for Business	06	05	M	4.00	30	0	0	70	100
SEM 4	ECON06019	Applied Macroeconomics	06	05	M	4.00	40	0	0	60	100
SEM 4	MGMT06052	Organisational Behaviour	06	05	M	4.00	100	0	0	0	100
SEM 4	ACCT06055	Introduction to Business Analytics	06	05	M	3.00	45	55	0	0	100
Total Credits Available				60							

Semesters Per Stage	Elective Rules Per Stage	Credits Required Per Stage	Percentage Allocation towards Award
2	0	60	0

Stage Exit Award

Higher Certificate in Business

Key

M/E - Mandatory/Elective, FT - Full Time, CA - Coursework Assessment, PJ - Project, PC - Practical, FE - Final Exam,

Approved Programme Schedule

Stage 3

Delivery	Code	Module Title	Level	Credit	M/E	FT	CA	PJ	PC	FE	Total
SEM 5	MGMT07030	Sales Management	07	05	M	3.00	40	0	0	60	100
SEM 5	FINA07003	Financial Management	07	05	M	4.00	100	0	0	0	100
SEM 5	COMP07061	Digital Business	07	05	M	3.00	30	70	0	0	100
SEM 5	MGMT07087	Project Management	07	05	M	3.00	100	0	0	0	100
SEM 5	ACCT07048	Business Process Modelling	07	05	M	3.00	100	0	0	0	100
SEM 5	INFO08023	Business Analytics	08	05	M	4.00	45	55	0	0	100
SEM 6	PLAC07032	Work Placement	07	30	E1	0.00	10	10	80	0	100
SEM 6	MGMT07006	Operations Management	07	05	E1	3.00	40	0	0	60	100
SEM 6	BUST07026	Business Ethics and Corporate Governance	07	05	E1	3.00	40	0	0	60	100
SEM 6	COMM07012	Business Communications and Negotiations	07	05	E1	3.00	0	100	0	0	100
SEM 6	MGMT07058	Technology, Management and Society	07	05	E1	3.00	30	0	0	70	100
SEM 6	MGMT07056	New Venture Planning	07	05	E1	3.00	40	60	0	0	100
SEM 6	COMM07008	The Next Step - Transitioning to Work	07	05	E1	3.00	100	0	0	0	100
SEM 6	INFO07021	Professional Practice Project	07	05	E1	1.00	0	100	0	0	100
Total Credits Available				95							

Semesters Per Stage	Elective Rules Per Stage	Credits Required Per Stage	Percentage Allocation towards Award
2	1	60	0

Elective Rule	Electives Required	Credits Required
ELECTIVE_3	0	30 - Select 30 Credit(s).

Special Regulation

Students do a work placement in Semester 6. If a student fails to obtain a placement, they must do 30 of the 35 taught credits on offer in Semester 6. Of these alternative 30 credits, students must do the following 15 credits: The next step: transitioning to work; Professional practice project; Business communications & negotiations.

Stage Exit Award

Bachelor of Business

Grade Mode - Pass/Fail Modules

Module(s) graded on a Pass/Fail basis: PLAC07032 Work Placement, COMM07008 The Next Step - Transitioning to Work

Modules with Failed Elements

Module(s) containing Failed Elements: PLAC07032 Work Placement, COMM07008 The Next Step - Transitioning to Work

Key

M/E - Mandatory/Elective, FT - Full Time, CA - Coursework Assessment, PJ - Project, PC - Practical, FE - Final Exam,

Approved Programme Schedule

Stage 4

Delivery	Code	Module Title	Level	Credit	M/E	FT	CA	PJ	PC	FE	Total
YEAR	ACCT08030	Business Strategy and IS	08	10	M	3.00	0	35	15	50	100
SEM 7	BUST08021	Critical Thinking	08	05	M	3.00	40	0	0	60	100
SEM 7	MGMT08007	People Management	08	05	M	3.00	100	0	0	0	100
SEM 7	MGMT08080	Eco & Social Enterprise	08	05	M	3.00	100	0	0	0	100
SEM 7	MGMT08047	Research Methods	08	05	M	3.00	100	0	0	0	100
SEM 7	ACCT08029	Systems Analysis and Design	08	05	M	3.00	100	0	0	0	100
SEM 8	MGMT08022	Supply Chain Management	08	05	M	3.00	40	0	0	60	100
SEM 8	ECON08024	Sustainable Development and the Circular Economy	08	05	M	3.00	40	60	0	0	100
SEM 8	MARK08005	Services Marketing	08	05	M	3.00	30	70	0	0	100
SEM 8	ECON08025	Ireland in the Global Economy	08	05	M	3.00	100	0	0	0	100
SEM 8	ACCT08040	Systems Project	08	05	M	3.00	0	100	0	0	100
Total Credits Available				60							

Semesters Per Stage	Elective Rules Per Stage	Credits Required Per Stage	Percentage Allocation towards Award
2	0	60	100

Key

M/E - Mandatory/Elective, FT - Full Time, CA - Coursework Assessment, PJ - Project, PC - Practical, FE - Final Exam,

Programme Delivery Schedule

Stage 1 - Delivery Mode Full Time

Delivery	Code	Module Title	Level	Credit	M/E	Lecture	Tutorial	Practical	Total
SEM 1	EDUC06026	Study and Interpersonal skills	06	10	M	1	2		3.00
SEM 1	MKTG06002	Introduction to Marketing	06	05	M	3			3.00
SEM 1	INFO06071	Fundamentals of Information Technology 1	06	05	M			3	3.00
SEM 1	MATH06053	Business Mathematics and Statistics	06	05	M	2		1	3.00
SEM 1	MGMT06064	Fundamentals of Entrepreneurship	06	05	M	2	1		3.00
SEM 2	MKTG06004	Sustainable Business	06	10	M	3	1		4.00
SEM 2	MGMT06070	Introduction to Management	06	05	M	3			3.00
SEM 2	BUST06038	Fundamentals of Information Technology 2	06	05	M	1		2	3.00
SEM 2	ECON06020	An Introduction to Business Economics	06	05	M	3			3.00
SEM 2	FINA06014	Introduction to Finance	06	05	M	3			3.00
Total						21.00	4.00	6.00	

Stage Average Weekly Contact Hours	Semester 1 Average Weekly Contact Hours	Semester 2 Average Weekly Contact Hours
0	0	0

Programme Delivery Schedule

Stage 2 - Delivery Mode Full Time

Delivery	Code	Module Title	Level	Credit	M/E	Lecture	Tutorial	Seminar	Practical	Online Learning	Total
YEAR	LAWL06030	Business Law & Legal Studies	06	10	M	2		1			3.00
YEAR	ACCT06057	Fundamentals in Financial and Management Accounting	06	10	M	3	1				4.00
SEM 3	TECH07063	Management Information Systems	07	05	M	2			2		4.00
SEM 3	MGMT06048	Human Resource Management	06	05	M	2		1			3.00
SEM 3	MKTG06001	Applied Marketing and Sales	06	05	M	2	1				3.00
SEM 3	ACCT06049	Cloud Computing Infrastructure and Services	06	05	M	2			1		3.00
SEM 4	STAT06006	Statistics for Business	06	05	M	3	1				4.00
SEM 4	ECON06019	Applied Macroeconomics	06	05	M	3	1				4.00
SEM 4	MGMT06052	Organisational Behaviour	06	05	M	3		1			4.00
SEM 4	ACCT06055	Introduction to Business Analytics	06	05	M	1			2		3.00
Total						23.00	4.00	3.00	5.00		

Stage Average Weekly Contact Hours	Semester 1 Average Weekly Contact Hours	Semester 2 Average Weekly Contact Hours
0	0	0

Programme Delivery Schedule

Stage 3 - Delivery Mode Full Time

Delivery	Code	Module Title	Level	Credit	M/E	Lecture	Tutorial	Seminar	Practical	Online Learning	Total
SEM 5	MGMT07030	Sales Management	07	05	M	2	1				3.00
SEM 5	FINA07003	Financial Management	07	05	M	3	1				4.00
SEM 5	COMP07061	Digital Business	07	05	M	2			1		3.00
SEM 5	MGMT07087	Project Management	07	05	M	1			2		3.00
SEM 5	ACCT07048	Business Process Modelling	07	05	M	1			2		3.00
SEM 5	INFO08023	Business Analytics	08	05	M				4		4.00
SEM 6	PLAC07032	Work Placement	07	30	E1						
SEM 6	MGMT07006	Operations Management	07	05	E1	3					3.00
SEM 6	BUST07026	Business Ethics and Corporate Governance	07	05	E1	2		1			3.00
SEM 6	COMM07012	Business Communications and Negotiations	07	05	E1	2			1		3.00
SEM 6	MGMT07058	Technology, Management and Society	07	05	E1	2			1		3.00
SEM 6	MGMT07056	New Venture Planning	07	05	E1	2	1				3.00
SEM 6	COMM07008	The Next Step - Transitioning to Work	07	05	E1					3	3.00
SEM 6	INFO07021	Professional Practice Project	07	05	E1			1			1.00
Total						20.00	3.00	2.00	11.00	3.00	

Stage Average Weekly Contact Hours	Semester 1 Average Weekly Contact Hours	Semester 2 Average Weekly Contact Hours
0	0	0

Programme Delivery Schedule

Stage 4 - Delivery Mode Full Time

Delivery	Code	Module Title	Level	Credit	M/E	Lecture	Tutorial	Seminar	Practical	Online Learning	Total
YEAR	ACCT08030	Business Strategy and IS	08	10	M	2			1		3.00
SEM 7	BUST08021	Critical Thinking	08	05	M	1		2			3.00
SEM 7	MGMT08007	People Management	08	05	M	2		1			3.00
SEM 7	MGMT08080	Eco & Social Enterprise	08	05	M	2		1			3.00
SEM 7	MGMT08047	Research Methods	08	05	M	2		1			3.00
SEM 7	ACCT08029	Systems Analysis and Design	08	05	M	1			2		3.00
SEM 8	MGMT08022	Supply Chain Management	08	05	M	2	1				3.00
SEM 8	ECON08024	Sustainable Development and the Circular Economy	08	05	M	2		1			3.00
SEM 8	MARK08005	Services Marketing	08	05	M	2	1				3.00
SEM 8	ECON08025	Ireland in the Global Economy	08	05	M	2		1			3.00
SEM 8	ACCT08040	Systems Project	08	05	M				3		3.00
Total						18.00	2.00	7.00	6.00		

Stage Average Weekly Contact Hours	Semester 1 Average Weekly Contact Hours	Semester 2 Average Weekly Contact Hours
0	0	0

Programme Assessment Matrix

Stage 1 Semester 1

Code	Module Title	M/E	Type	Description	Module Outcomes Assessed	% of Total	Indicative Week
INFO06071	Fundamentals Of Information Technology 1	M	CA	Assignment Portfolio	1	15	Week 6
EDUC06026	Study And Interpersonal Skills	M	CA	Research and Report	2,3,5	30	Week 7
INFO06071	Fundamentals Of Information Technology 1	M	CA	CA 1	1,2	60	Week 8
EDUC06026	Study And Interpersonal Skills	M	CA	Group Assignment	1,4,5	30	Week 9
MGMT06064	Fundamentals Of Entrepreneurship	M	CA	Project on Entrepreneurial activity & class assessments	5	50	Week 9
MATH06053	Business Mathematics And Statistics	M	CA	Data Retrieval and Analysis Project	2,3	50	Week 10
MKTG06002	Introduction To Marketing	M	CA	Report - Environmental/Company Analysis	2,4,5	30	Week 12
INFO06071	Fundamentals Of Information Technology 1	M	CA	CA 2	2,3	25	Week 12
MKTG06002	Introduction To Marketing	M	FE	Final Exam	1,2,3,4,5	70	End of Semester
MATH06053	Business Mathematics And Statistics	M	CA	In-class test (2 of 2)	1,2,4	20	End of Semester
MGMT06064	Fundamentals Of Entrepreneurship	M	FE	Final Exam	1,2,3,4,5	50	End of Semester
EDUC06026	Study And Interpersonal Skills	M	CA	Reflective e-portfolio	1,2,3,4,5	40	OnGoing
MATH06053	Business Mathematics And Statistics	M	CA	In-class test (1 of 2)	1,4	30	OnGoing

Programme Assessment Matrix

Stage 1 Semester 2

Code	Module Title	M/E	Type	Description	Module Outcomes Assessed	% of Total	Indicative Week
ECON06020	An Introduction To Business Economics	M	CA	Class Test	1,2,3,4	15	Week 20
FINA06014	Introduction To Finance	M	CA	Report - Working Capital Theory	3	15	Week 20
MKTG06004	Sustainable Business	M	PJ	Sustainability Presentation	3,4	30	Week 16
MGMT06070	Introduction To Management	M	CA	Essay	1,2,3,4,5	20	Week 21
FINA06014	Introduction To Finance	M	CA	Presentation - Nature & Purpose of Financial Management	1	5	Week 21
BUST06038	Fundamentals Of Information Technology 2	M	CA	Multiple Choice Assessment	1,2,3,4,5,6	20	Week 25
BUST06038	Fundamentals Of Information Technology 2	M	PJ	Cloud project	1,2,3,4,5,6	50	Week 26
ECON06020	An Introduction To Business Economics	M	CA	Written Report	1,2,3,4,5	15	Week 26
MKTG06004	Sustainable Business	M	PJ	Sustainability Programme Project	1,2,3,5	70	Week 23
MGMT06070	Introduction To Management	M	FE	Final Exam	1,2,3,4,5	80	End of Semester
ECON06020	An Introduction To Business Economics	M	FE	Final Exam	1,2,3,4,5	70	End of Semester
FINA06014	Introduction To Finance	M	FE	Final Exam	1,2,3,4,5	80	End of Semester
BUST06038	Fundamentals Of Information Technology 2	M	CA	Weekly Practical Assessment	1,2,3,6	30	OnGoing

Programme Assessment Matrix

Stage 2 Year Long

Code	Module Title	M/E	Type	Description	Module Outcomes Assessed	% of Total	Indicative Week
ACCT06057	Fundamentals In Financial And Management Accounting	M	CA	Winter Continuous Assessment	1,2,3,4,5	15	Week 10
ACCT06057	Fundamentals In Financial And Management Accounting	M	CA	Spring Continuous Assessment	6,7,8,9,10,11	15	Week 22
ACCT06057	Fundamentals In Financial And Management Accounting	M	FE	Final Written Examination	1,2,3,4,5,6,7,8,9,10,11	70	End of Term
LAWL06030	Business Law & Legal Studies	M	CA	Continuous Assessment	1,2,7	50	End of Semester
LAWL06030	Business Law & Legal Studies	M	CA	Continuous Assessment	3,4,5,6,7	50	End of Semester

Programme Assessment Matrix

Stage 2 Semester 1

Code	Module Title	M/E	Type	Description	Module Outcomes Assessed	% of Total	Indicative Week
MKTG06001	Applied Marketing And Sales	M	CA	Case Study	1,2,4,5	30	Week 4
MKTG06001	Applied Marketing And Sales	M	CA	MCQ 1	1,2,5	10	Week 6
MKTG06001	Applied Marketing And Sales	M	CA	Sales Presentation	3	50	Week 11
MKTG06001	Applied Marketing And Sales	M	CA	MCQ 2	1,2,5	10	Week 12
TECH07063	Management Information Systems	M	FE	Terminal Written Exam	1,2,3,4,5,6	60	End of Term
MGMT06048	Human Resource Management	M	CA	Project	1,2,3,4,5	100	End of Term
ACCT06049	Cloud Computing Infrastructure And Services	M	PJ	Cloud Project	1,2,3,4,5	60	End of Semester
TECH07063	Management Information Systems	M	PC	Class Assessment		40	OnGoing
ACCT06049	Cloud Computing Infrastructure And Services	M	CA	Cloud Project	1,2,3,4	40	OnGoing

Programme Assessment Matrix

Stage 2 Semester 2

Code	Module Title	M/E	Type	Description	Module Outcomes Assessed	% of Total	Indicative Week
ACCT06055	Introduction To Business Analytics	M	CA	MCQ	1,2,3	15	Week 21
ACCT06055	Introduction To Business Analytics	M	PJ	Business Analytics Project	1,4	55	Week 26
STAT06006	Statistics For Business	M	FE	Final Exam	1,2,3,4,5	70	End of Term
ECON06019	Applied Macroeconomics	M	FE	Closed book exam	2,3,4,5,6	60	End of Semester
STAT06006	Statistics For Business	M	CA	Class Assessment	1,2,3,4,5	30	OnGoing
ECON06019	Applied Macroeconomics	M	CA	Class assessment / Quizzes	1,2,5,6	40	OnGoing
MGMT06052	Organisational Behaviour	M	CA	Written Assignment	1,2,3,4,5	100	OnGoing
ACCT06055	Introduction To Business Analytics	M	CA	Weekly practical	1,2,3,4	30	OnGoing

Programme Assessment Matrix

Stage 3 Semester 1

Code	Module Title	M/E	Type	Description	Module Outcomes Assessed	% of Total	Indicative Week
COMP07061	Digital Business	M	CA	Theory Assessment	1	15	Week 6
MGMT07030	Sales Management	M	CA	Assessment	1,2	40	Week 8
MGMT07087	Project Management	M	CA	Project	1,2,3,4,5	60	Week 8
INFO08023	Business Analytics	M	CA	Multiple choice assessment	1,2,3,4,5	15	Week 8
COMP07061	Digital Business	M	CA	Theory Assessment	2	15	Week 11
MGMT07087	Project Management	M	CA	Individual Assessment	1,2,3,5	40	Week 13
INFO08023	Business Analytics	M	PJ	Business Analytics Project	1,2,3,4,5	55	Week 13
MGMT07030	Sales Management	M	FE	Final Exam	2,3,4	60	End of Term
COMP07061	Digital Business	M	PJ	Digital Business Final Project	1,2,3,4	70	End of Semester
FINA07003	Financial Management	M	CA	Class Assessment Class Assessment	1,2,3,4,5,6	100	OnGoing
ACCT07048	Business Process Modelling	M	CA	BPMN Models	1,2,3,4	100	OnGoing
INFO08023	Business Analytics	M	CA	Practical tasks and short reflections	1,2,3,4,5	30	OnGoing

Programme Assessment Matrix

Stage 3 Semester 2

Code	Module Title	M/E	Type	Description	Module Outcomes Assessed	% of Total	Indicative Week
PLAC07032	Work Placement	E	PC	Seeking placement - CV / cover letter preparation, participation in mock interviews	1,2,3	10	Week 14
COMM07008	The Next Step - Transitioning To Work	E	CA	Professional career development plan	1,2,4	20	Week 17
INFO07021	Professional Practice Project	E	PJ	Interim Report	1,2,4,5	25	Week 19
MGMT07056	New Venture Planning	E	CA	Product Elevator Pitch	2,5	20	Week 20
MGMT07056	New Venture Planning	E	PJ	Business Plan	2,3,4	60	Week 24
MGMT07056	New Venture Planning	E	CA	Multiple Choice Questions	1,2,4	20	Week 25
INFO07021	Professional Practice Project	E	PJ	IS Product	3,4,5	50	Week 25
INFO07021	Professional Practice Project	E	PJ	Project Presentation	6	25	Week 26
BUST07026	Business Ethics And Corporate Governance	E	FE	Final Exam	1,2,3,4,5,6	60	Week 28
MGMT07006	Operations Management	E	FE	Final Exam Final Exam	1,2,3,4,5	60	End of Term
PLAC07032	Work Placement	E	PC	Work Placement	4	70	End of Semester
PLAC07032	Work Placement	E	CA	Work Logs	5	10	End of Semester
PLAC07032	Work Placement	E	PJ	Presentation / Evaluation of Work Placement / Final Project Placement Report	6	10	End of Semester
MGMT07058	Technology, Management And Society	E	FE	Written exam	1,2,3,4	70	End of Semester
COMM07008	The Next Step - Transitioning To Work	E	CA	e-Portfolio	2,3	80	End of Semester
MGMT07006	Operations Management	E	CA	CA	1,2,3,4,5	40	OnGoing
BUST07026	Business Ethics And Corporate Governance	E	CA	Case Study	3,4,5,6	40	OnGoing
COMM07012	Business Communications And Negotiations	E	PJ	Multidisciplinary Group Project	1,3,5	50	OnGoing
COMM07012	Business Communications And Negotiations	E	PJ	Individual	2,4,5	50	OnGoing
MGMT07058	Technology, Management And Society	E	CA	Group Project	1,2,3,4	30	OnGoing

Programme Assessment Matrix

Stage 4 Year Long

Code	Module Title	M/E	Type	Description	Module Outcomes Assessed	% of Total	Indicative Week
ACCT08030	Business Strategy And Is	M	FE	Final Exam	1,2,3,4,5,6	50	End of Semester
ACCT08030	Business Strategy And Is	M	PJ	Project / Simulation	2,3,4,5,6	35	OnGoing
ACCT08030	Business Strategy And Is	M	PC	Case Anaysis	2,3,4,5,6	15	OnGoing

Programme Assessment Matrix

Stage 4 Semester 1

Code	Module Title	M/E	Type	Description	Module Outcomes Assessed	% of Total	Indicative Week
MGMT08080	Eco & Social Enterprise	M	CA	Case Study Analysis	1,2	40	Week 7
MGMT08047	Research Methods	M	CA	Submission of a research proposal	2,3,4,5	70	Week 13
BUST08021	Critical Thinking	M	FE	Final Exam	1,2,3,4	60	End of Semester
MGMT08007	People Management	M	CA	Project	1,2,3,4	100	End of Semester
MGMT08080	Eco & Social Enterprise	M	CA	Social Enterprise Business Plan	3,4,5	60	End of Semester
BUST08021	Critical Thinking	M	CA	Practical work	1,2,3,4	40	OnGoing
ACCT08029	Systems Analysis And Design	M	CA	Systems Analysis and Design Techniques	1,2,3,4	100	OnGoing
MGMT08047	Research Methods	M	CA	Joint Assessment with "Critical Thinking" module	1	30	TBA

Programme Assessment Matrix

Stage 4 Semester 2

Code	Module Title	M/E	Type	Description	Module Outcomes Assessed	% of Total	Indicative Week
MARK08005	Services Marketing	M	CA	Theoretical assignment	1,2	30	Week 19
MGMT08022	Supply Chain Management	M	CA	Project	1,2,3,4,5	40	Week 21
MARK08005	Services Marketing	M	PJ	Model application	2,4,5	40	Week 21
MGMT08022	Supply Chain Management	M	FE	Exam	1,2,3,4	60	Week 26
ECON08024	Sustainable Development And The Circular Economy	M	PJ	Sustainable consumption and production	3	60	Week 26
MARK08005	Services Marketing	M	PJ	Group project	3,4,5	30	End of Term
ACCT08040	Systems Project	M	PJ	Systems Project	1,2,3,4	100	End of Term
ECON08024	Sustainable Development And The Circular Economy	M	CA	Discussion	1,2	40	OnGoing
ECON08025	Ireland In The Global Economy	M	CA	Continuous Assessment	1,2,3,4,5	100	OnGoing

Approved Modules

Stage	Approved Modules	New Modules
1	EDUC06026 Study and Interpersonal skills MKTG06002 Introduction to Marketing INFO06071 Fundamentals of Information Technology 1 MATH06053 Business Mathematics and Statistics MGMT06064 Fundamentals of Entrepreneurship MKTG06004 Sustainable Business MGMT06070 Introduction to Management BUST06038 Fundamentals of Information Technology 2 ECON06020 An Introduction to Business Economics FINA06014 Introduction to Finance	
2	LAWL06030 Business Law & Legal Studies ACCT06057 Fundamentals in Financial and Management Accounting TECH07063 Management Information Systems MGMT06048 Human Resource Management MKTG06001 Applied Marketing and Sales ACCT06049 Cloud Computing Infrastructure and Services STAT06006 Statistics for Business ECON06019 Applied Macroeconomics MGMT06052 Organisational Behaviour ACCT06055 Introduction to Business Analytics	
3	MGMT07030 Sales Management FINA07003 Financial Management COMP07061 Digital Business MGMT07087 Project Management ACCT07048 Business Process Modelling INFO08023 Business Analytics PLAC07032 Work Placement MGMT07006 Operations Management BUST07026 Business Ethics and Corporate Governance COMM07012 Business Communications and Negotiations MGMT07058 Technology, Management and Society MGMT07056 New Venture Planning COMM07008 The Next Step - Transitioning to Work INFO07021 Professional Practice Project	
4	ACCT08030 Business Strategy and IS BUST08021 Critical Thinking MGMT08007 People Management MGMT08080 Eco & Social Enterprise MGMT08047 Research Methods ACCT08029 Systems Analysis and Design MGMT08022 Supply Chain Management ECON08024 Sustainable Development and the Circular Economy MARK08005 Services Marketing ECON08025 Ireland in the Global Economy ACCT08040 Systems Project	



Stage 1 Modules



Ollscoil
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an Atlantaigh

Atlantic
Technological
University

EDUC06026 2023 Study and Interpersonal skills

Mandatory Delivered in Stage 1 Semester 1

Full Title	Study and Interpersonal skills		
Status	Uploaded to Banner	Start Term	2023
NFQ Level	06	ECTS Credits	10
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Seamus Lennon		
Co Authors	Deirdre Lusby		

Module Description

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Demonstrate an understanding of their role in the learning process by developing an independent, structured and organised approach to study inside and outside the classroom environment.
2. Identify sources of information for Business related disciplines, including the library and other relevant credible sources.
3. Prepare reports that conform to the relevant academic conventions and referencing requirements.
4. Develop communication and interpersonal skills that will provide a strong foundation for navigating the Higher Education environment; collaborate effectively in groups and teams.
5. Demonstrate confidence in learning, studying, academic writing and approaches to finding information

Indicative Syllabus

LO1: Demonstrate an understanding of their role in the learning process by developing an independent, structured and organised approach to study inside and outside the classroom environment.

Introduction to Higher Education and student supports

Role of the student in learning

Reflection on approach to learning and engagement in study

Effective note taking

Revising

Reading techniques

Personal development planning tools

Goal setting

Time management

LO2: Identify sources of information for Business related disciplines, including the library and other relevant credible sources.

Research skills Academic

Referencing

Academic integrity

LO3: Prepare reports that conform to the relevant academic conventions and referencing requirements.

Academic writing

Report writing

Effective communication

Language and style

LO4: Develop communication and interpersonal skills that will provide a strong foundation for navigating the Higher Education environment; collaborate effectively in groups and teams

Effective teamwork and social skills

Stress management and building resilience

Participative decision-making

Putting ideas into practice

LO5: Demonstrate confidence in learning, studying, academic writing and approaches to finding information

Communication skills

Presentation skills

Managing data overload and information gaps

Creative and critical thinking

Teaching and Learning Strategy

This is an active learning module where students will have opportunities to develop the skills needed to succeed in Higher Education. Students will actively engage in individual and group-work, and will complete written work and reports, and engage with peers in case studies, oral presentations etc. Group work, pair work and teamwork will form the basis of the module which will scaffold the students in developing independent learning skills throughout the course of the module. Students will conduct small scale independent research and will be encouraged to develop the self through reflection throughout the module.

Assessment Strategy

This module is 100% Continuous Assessment, using a variety of techniques to allow for scaffolded learning and reflection on the role of the learner in achieving success in education. Examples of assessment strategies are: Reflective e-portfolio Problem-based learning Presentations Written assignments and reports Individual Assessments Group Projects

Repeat Assessment Strategies

Students will be required to repeat assessments in the event that they do not achieve a pass grade in the module. Repeat requirements will be determined based on grades and submitted work

Indicative Coursework and Continuous Assessment:

100 %

<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Individual Project	Reflective e-portfolio	40 %	OnGoing	1,2,3,4,5
Group Project	Group Assignment	30 %	Week 9	1,4,5
Individual Project	Research and Report	30 %	Week 7	2,3,5

Full Time Delivery Mode:

<i>Type</i>	<i>Description</i>	<i>Location</i>	<i>Hours</i>	<i>Frequency</i>
Lecture	Lecture	Lecture Theatre	1	Weekly
Other	Project Class	Flat Classroom	1	Weekly
Tutorial	Tutorial	Flat Classroom	2	Weekly
Independent Learning	Independent study and project work	Off-site facility	6	Weekly

Programme Membership

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)



MKTG06002 2023 Introduction to Marketing

Mandatory Delivered in Stage 1 Semester 1

Full Title	Introduction to Marketing		
Status	Uploaded to Banner	Start Term	2023
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Seamus Lennon		
Co Authors	Breda McTaggart		

Module Description

The aim of this module is to introduce students to marketing theory and general terminology. It will equip the learner with the introductory marketing tools available to an organisation and describe relationships between the company, the customer and competition. After completing this module, the student will have a good understanding of the elements of a marketing plan.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Discuss the origins of marketing
2. Evaluate the environmental forces that affect the organisation
3. Summarise the major factors that influence buyer behaviour
4. Define the major bases for segmenting consumer markets
5. Describe and evaluate the elements of the marketing mix

Indicative Syllabus

Introduction to Marketing

- The marketing concept
- Setting Marketing objectives and goals

Environmental Analysis

- Environmental Scanning
- Introduction to Competitive Analysis

Buyer Behaviour

- The decision making process
- Influences on buyer behaviour
- Introduction to Services Marketing

Market Segmentation

- Introduction to market segmentation
- Requirements for effective market segmentation
- Evaluating and targeting market segments
- Choosing a positioning strategy

Introduction to the Marketing Mix

- Integrated marketing communications
- Pricing tactics
- Product and branding strategy
- Marketing Channels
- Elements of a Marketing Plan

Teaching and Learning Strategy

The module will comprise of a mix of formal lectures, discussion, presentations, case studies, and on-line resources.

Assessment Strategy

Coursework in this module will consist of a mix of assessment approaches, such as: reports, practicals, presentations, portfolios, class tests, quizzes, group work and integrated assessment. Details of the nature of assessment and submission dates are contained in the annual Programme Assessment Schedule

Repeat Assessment Strategies

Repeat Assessment will be based on failed components

Indicative Coursework and Continuous Assessment:		30 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Written Report/Essay	Report - Environmental/Company Analysis	30 %	Week 12	2,4,5

End of Semester / Year Formal Exam:		70 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	70 %	End of Semester	1,2,3,4,5

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	3	Weekly
Independent Learning	Independent Learning	Not Specified	5	Weekly

Required Reading Book List

Armstrong, G., (2023). *Principles of Marketing, Global Edition*. Pearson.
ISBN 1292449365 ISBN-13 9781292449364

Fahy, J., Jobber, D., (2019). *Foundations of Marketing*.
ISBN 1526847345 ISBN-13 9781526847348

Kingsnorth, S., (2022). *Digital Marketing Strategy*. Kogan Page.
ISBN 1398605972 ISBN-13 9781398605978

Journal Resources

Emerald Insight
Harvard Business Review

Online Resources

www.mii.ie
www.asai.ie
www.hubspot.com
www.smartinsights.com
www.ama.org (American Marketing Association)

Other Resources

The Irish Times Business Section
Hootsuite Blog
Digital Marketing Institute Blog

Programme Membership

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)
GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)

Full Title	Fundamentals of Information Technology 1		
Status	Uploaded to Banner	Start Term	2023
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Seamus Lennon		
Co Authors	Deirdre Lusby		

Module Description

The aims of this module are to:

Give students the document production knowledge and skills to assist them in producing assignments for their programme modules and in turn to enable them to apply these skills confidently in the workplace.

Provide students with an appreciation of the use of computer databases and train them in how they are structured, organised, and used to manage business information.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Take independent responsibility for the professional production of a range of business documents.
2. Transfer their document production skills to facilitate the delivery of assignments in other modules and subsequently for use in the workplace.
3. Design, organise, and maintain a database, analyse data, retrieve stipulated information, and present it in a summary report.

Indicative Syllabus

Document production and information presentation

- Manage and control text professionally.
- Apply and modify in-built styles, generate styles, create master styles and hierarchy.
- Plan the structure of documents, and display page elements.
- Incorporate and create graphic elements, and manipulate them skilfully.
- Insert tables and captions, manipulate columns, rows, and cells.
- Use and customise standard templates, and create templates to specifications.
- Add and customise colour.
- Build and use a custom dictionary.
- Review documents.
- Merge data.
- Create multilevel lists, tables of contents, tables of figures, cross-references, bibliographies, appendices, and indexes.
- Summarise and present information.

Database management

- Design a database.
- Create tables, add data fields, and change field properties.
- Input, modify, delete, sort, extract, and update records.
- Use mathematical operators, criteria, group by, and wildcards.
- Use subdatasheets.
- Import and export data, and link to external data.
- Apply one-to-many and one-to-one relationships, apply joins, and enforce referential integrity.
- Design forms and reports, and compile forms and reports with wizards.

Teaching and Learning Strategy

The module will be delivered through a combination of demonstrations, in-class assignment production, self-directed and blended learning.

Assessment Strategy

Assignments and in-class assessments will be used to assess this module: 15% for a portfolio of business documents; 60% for an in-class assessment on professional document production; 25% for database management.

Repeat Assessment Strategies

There will be a two-hour examination in autumn, with a mark allocation of 75% for professional document production and 25% for database management.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assignment	Assignment Portfolio	15 %	Week 6	1
In class exam	CA 1	60 %	Week 8	1,2
In class exam	CA 2	25 %	Week 12	2,3

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Practical	In-class production	Computer Laboratory	3	Weekly

Recommended Reading Book List

Frye, J., (2019). *Microsoft Office 2019 Step by Step*. 1st Edition. Microsoft Press.

Cox, J., Lambert, J., (2015). *Microsoft Access 2013*. 1st Edition. Microsoft Press.

Other Resources

Moodle, Information Technology 1.

Online Help.

Programme Membership

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)



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MATH06053 2023 Business Mathematics and Statistics

Mandatory Delivered in Stage 1 Semester 1

Full Title	Business Mathematics and Statistics		
Status	Uploaded to Banner	Start Term	2023
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Seamus Lennon		
Co Authors	Deirdre Lusby		

Module Description

This module will allow students to develop their problem solving skills to gather, organise, analyse and present data using a range of relevant mathematical methods. Students will develop their knowledge of quantitative information presented to them to support learning in other modules. Continuous assessments are designed to reinforce learning throughout the semester.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Understand the concepts of basic mathematics, including simple arithmetic and algebraic expressions
2. Summarise, analyse and interpret statistical data presented in summary and graphical forms.
3. Source, edit and analyse statistical data from official online sources.
4. Perform calculations in financial mathematics.

Indicative Syllabus

1 Be proficient in the use of simple arithmetic and algebraic expressions including the evaluation of symbolic formulae, solution of first and second order algebraic equations.

Perform arithmetic operations using fractions and decimals. Perform calculations using Percentages and Ratios. Apply the Laws of Indices to expressions involving Indices. Use an electronic calculator. Simplify mathematical expressions and transpose formulae. Calculate price and quantity indices. Change the base period of an index. Use a price index to deflate money values.

2 Summarise, analyse and interpret statistical data presented in summary and graphical forms. Use various methods of representing data in tabular and graphical form.

Calculate various measures of central tendency and variation. Tabulation of data, including grouped frequency distributions.

3 Source, edit and analyse statistical data from official online sources.

Identify, use and analyse primary and secondary data from official public data sources.

4 Solve a range of practical business related problems using the techniques learned.

Present value of money formula. Use the NPV and IRR techniques to evaluate investments. Calculate periodic loan repayments and annuities. Make out an amortisation schedule. Calculate depreciation

Teaching and Learning Strategy

The teaching and learning strategy is one which is founded on student-centered active learning. The student will develop and apply their learning through practical examples, case studies and exercise sheets.

It is expected that lectures, videos, guest speakers, group work, problem-based learning, enquiry based learning, reading, research, reflection, workshops and peer review may feature in this module. MATH06115 2023 Business Mathematics and Statistics Page 1 of 3.

A UDL approach will be embedded in the delivery of this module to ensure it is accessible for all learners. Learners will be encouraged to engage in reflective practice to help them identify how they can improve their learning during the semester.

Assessment Strategy

This module will be 100% continuous assessment. Students will receive formative feedback such as in class discussions, polls and quizzes. Students will also receive summative feedback on assessments so that they can reflect on their progress and make adjustments in later assessments. Depending on the learner group the assessments will vary and may be any of the following: group project, presentation (recorded/live or virtual), role play, open-book exam or essay, multiple choice quiz, case study, portfolio, reflective diary, podcast, infographic. Actual assessments will be reviewed annually based on student and lecturer feedback and adapted as appropriate.

Repeat Assessment Strategies

Repeat assessments will be developed to align with failed components. The pass rate for this module is 40%.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Multiple Choice/Short Answer Test	In-class test (1 of 2)	30 %	OnGoing	1,4
Individual Project	Data Retrieval and Analysis Project	50 %	Week 10	2,3
Multiple Choice/Short Answer Test	In-class test (2 of 2)	20 %	End of Semester	1,2,4

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Practical	MS Excel & Computer Applications	Computer Laboratory	1	Weekly
Independent Learning	Independent Learning	Computer Laboratory	5	Weekly

Required Reading Book List

Clendenen, G., Salzman, A., (2018). *Business Mathematics*. ISBN 0134693329 ISBN-13 9780134693323

Jacques, I., (2017). *Mathematics for Economics and Business*. ISBN 129219166X ISBN-13 9781292191669

Curwin, J., Slater, R., Eadson, D., (2013). *Quantitative Methods for Business Decisions*. Cengage Learning Emea. ISBN 1408064987 ISBN-13 9781408064986

Online Resources

<https://www.math-exercises.com>

<https://www.cso.ie/en/index.html>

<https://data.gov.ie>

<https://support.microsoft.com/en-us/excel>

<https://support.microsoft.com/en-us/office/basic-tasks-in-excel-dc775dd1-fa52-430f-9c3c-d998d1735fc>

Other Resources

Calculator

Access to computer with a recent version of MS Excel

Programme Membership

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)

Full Title	Fundamentals of Entrepreneurship		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Eilis McNulty		
Co Authors	Evelyn Moylan		

Module Description

This module aims to provide the learner with a basic understanding of the role of Entrepreneurs and the importance of entrepreneurial behaviour. The module introduces the learner to the entrepreneurial mind-set, the nature of entrepreneurship and the entrepreneurial process giving a solid grounding on the fundamentals of entrepreneurship.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Discuss the role of entrepreneurs and the entrepreneurial mind-set in business
2. Discuss the entrepreneurial process
3. Explain how entrepreneurial behaviour can affect organisational success or failure
4. Explain the supports in place for entrepreneurs and small businesses in Ireland
5. Explore a range of contemporary issues in the field of entrepreneurship including sustainability

Indicative Syllabus

Entrepreneurship:

- Definition, role, characteristics and motivations of entrepreneurs
- The individual entrepreneur and the entrepreneurial mind-set
- The nature of entrepreneurial opportunity
- Entrepreneurial activity in Ireland; Supports for Entrepreneurs
- An Introduction to Social Entrepreneurship/Minority
- Contemporary Issues including inter alia female entrepreneurship, enterprise education, ethics and sustainability in business

The Entrepreneurial Process:

- Introduction to creativity and idea generation
- New Venture Creation basics
- Business Plans
- Understanding business success and failure
- Internationalisation

Teaching and Learning Strategy

Lectures, videos, quizzes, workshops, discussions, the use of case studies, independent reading, group work incorporating transversal skills

Assessment Strategy

The assessment will consist of a continuous assessment worth 50% in the form of a project and in class assessments - this will consist of a project about entrepreneurial activity or social entrepreneurship, it will also consist of a presentation on the project and/or reflection.

End of semester examination worth 50%.

Repeat Assessment Strategies

The Repeat Assessment will consist of the project and exam

Indicative Coursework and Continuous Assessment:	50 %
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Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Project on Entrepreneurial activity & class assessments	50 %	Week 9	5

End of Semester / Year Formal Exam:		50 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	50 %	End of Semester	1,2,3,4,5

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture/Online	Tiered Classroom	2	Weekly
Tutorial	Tutorial/Online	Flat Classroom	1	Weekly

Required Reading Book List
Ireland, R., Ireland, R., (2018). <i>Entrepreneurship</i> . ISBN 1292255331 ISBN-13 9781292255330

Recommended Reading Book List
Hisrich, D., Peters, P., Shepherd, A., (2016). <i>Entrepreneurship</i> . ISBN 1259255425 ISBN-13 9781259255427
Tracy, B., (2019). <i>Entrepreneurship</i> . Gildan Media LLC aka G&D Media. ISBN 9781722521356 ISBN-13 172252135X
O'Hara, J., (2011). <i>Entrepreneurship in Ireland</i> . Gill Education. ISBN 0717149765 ISBN-13 9780717149766
de Bono, E., <i>Lateral Thinking for Management</i> . Penguin UK. ISBN 0140137807 ISBN-13 9780140137804
Estrin, J., (2009). <i>Closing the Innovation Gap: Reigniting the Spark of Creativity in a Global Economy</i> . McGraw Hill Professional. ISBN UOM:39015082746259
Burns, P., (2001). <i>Entrepreneurship and Small Business</i> . Macmillan Pub Limited. ISBN 0333914740 ISBN-13 9780333914748
Bridge, S., O'Neill, K., (2012). <i>Understanding Enterprise</i> . Macmillan International Higher Education. ISBN 9781137104281 ISBN-13 1137104287
Cooney, M., Ireland, E., (2005). <i>Irish Cases in Entrepreneurship</i> . ISBN 1842180878 ISBN-13 9781842180877
Cooney, M., (2010). <i>Fast-Growth Firms and Entrepreneurial Teams</i> . LAP Lambert Academic Publishing. ISBN 3838343867 ISBN-13 9783838343860
Cooney, M., (2010). <i>Entrepreneurship Cases</i> . LAP Lambert Academic Publishing. ISBN 3838355644 ISBN-13 9783838355641
O'Gorman, C., Cunningham, J., <i>Enterprise in Action</i> . ISBN 1860760791 ISBN-13 9781860760792
Longenecker, J., Petty, J., Palich, L., Moore, W., (2009). <i>Small Business Management: Launching and Growing Entrepreneurial Ventures</i> . Cengage Learning. ISBN 0324827830 ISBN-13 9780324827835
Henry, C., McGowan, P., , I., Of, D., (2007). <i>Irish Cases in Entrepreneurship</i> . ISBN 1842181246 ISBN-13 9781842181249
Gunn, R., Durkin, C., (2010). <i>Social Entrepreneurship</i> . Policy Press. ISBN 9781847422897 ISBN-13 1847422896
Nicholls, A., (2008). <i>Social Entrepreneurship</i> . Oxford University Press, USA. ISBN 0199283885 ISBN-13 9780199283880
Kim, W., Mauborgne, R., (2015). <i>Blue Ocean Strategy, Expanded Edition</i> . Harvard Business Review Press. ISBN 9781625274496 ISBN-13 1625274491

Online Resources
www.startingabusinessinireland.com
Irish Patents Office www.patentsoffice.ie
Social Entrepreneurs Ireland www.socialentrepreneurs.ie
www.forfas.ie/socialenterprise

Other Resources

DVD Film/Documentary Enron: The Smartest Guys in the Room, April 2005

DVD Film/Documentary November 2012 The film, *Together: How Cooperatives Show Resilience to the Crisis*, was produced by CECOP-CICOPA Europe in the framework of the UN-proclaimed International Year of Cooperatives

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
 GA_BBUSG_C06 202200 Higher Certificate in Business
 GA_BBUSG_B07 202200 Bachelor of Business
 GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems
 GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems
 GA_BBISG_C06 202200 Higher Certificate in Business in Business Information Systems (Exit)
 GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales
 GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics
 GA_BFING_B07 202300 Bachelor of Business in Finance
 GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
 GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
 GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales
 GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)
 GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)

Full Title	Sustainable Business		
Status	Uploaded to Banner	Start Term	2023
NFQ Level	06	ECTS Credits	10
Delivery Mode	Semester 2	Duration	8 Weeks - (8 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Seamus Lennon		
Co Authors	Breda McTaggart		

Module Description

Sustainable business requires individuals, companies and government to consider how products, services and practices are used in business and how they impact the environment and society. This module will introduce the students to the concept of sustainable business, and the variety and diversity of organisations that can provide sustainable solutions. This will enable students to start their journey towards future transformative occupations. Sustainable business covers a broad range of questions, including: How does sustainability impact business performance and how can today's organisations manage the competing demands of competition and sustainability. It also studies where conflicts exist between competition and sustainability and identifies opportunities to meet both requirements successfully.

Students will examine what sustainability means and how it applies to a business context. They will explore the pillars of sustainability, including the UN Sustainable Development Goals. They will review some overarching policy and legal requirements that underpin sustainable business in the 21st century. They will consider business as a component and critical part of our ecosystem. This module will provide the student with key knowledge on the importance of awareness and action for a sustainable business in the future.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Define what we mean by sustainability in business and how that impacts business performance.
2. Demonstrate an understanding of how organisations engage with the concept of business sustainability.
3. Explain how systems thinking, as part of a business ecosystem, is important to sustainable business.
4. Examine the concept of Environmental, Social and Governance (ESG) and Corporate Social Responsibility and its application to business functioning.
5. Explore the UN Sustainable Development Goals within a business context and their relevance to modern-day business.

Indicative Syllabus

LO1) Define what we mean by sustainability in business and how that impacts business performance.

Students will be introduced to the concept of sustainability, its roots, and its history. Students will work to define sustainability and business sustainability and understand how sustainability is relevant to modern-day organisations.

LO2) Demonstrate an understanding of how organisations engage with the concept of business sustainability.

Students will understand how organisations engage with the concept of business sustainability and will examine the changes necessary in organisational functions for the transition to sustainability. Students will identify opportunities and challenges within, and external, to the organisation that impact implementing sustainability in practice. Students will examine the tools available for measuring and reporting sustainability.

LO3) Explain how systems thinking, as part of a business ecosystem, is important to sustainable business.

Students will actively participate in discussions on systems thinking and business ecosystems and the relationship of both to sustainability. Students will discuss the key stakeholders within a sustainability agenda and who are the actors and change agents in a transition to a sustainable or more sustainable organisation. Within these discussions, students will explore the importance of capacity building for a team of professionals and managers supporting sustainable systems thinking.

LO4) Examine the concept of Environmental, Social and Governance and Corporate Social Responsibility and its application to business functioning

Students will examine Environmental, Social and Governance (ESG) and Corporate Social Responsibility (CSR) and their relevance to modern-day organisations. Students will consider and debate how businesses measure ESG and CSR and their relationship to sustainable business, which moves it beyond sustainability issues but the broader responsibility of organisations. In doing so, the student will examine the challenges of marrying these concepts and business sustainability requirements and ambitions.

LO5) Explore the UN Sustainable Development Goals within a business context and their relevance to modern-day business .

Students will research the United Nations Sustainable Development Goals (SDGs) and how organisations and businesses can incorporate them into their plans and practices. Students will discuss what sets the framework of the SDGs apart from previous international agreements. Students will also take the opportunity to examine how organisations measure progress and how the SDG goals are interconnected.

Teaching and Learning Strategy

The teaching and learning strategy for the module is based on the topic needs and will include for example lecture, workshops, case study, guest lectures, field trips, peer workshops.

Assessment Strategy

There are two component parts to the assessment

- 1) Presentation: Students will undertake a presentation on Sustainability, with a focus on an area that is of relevance to an organisation 30%
- 2) Students will review the Sustainability programme of the same organisation and explore where progress may not yet have occurred and provide suggestions that could be of value.70%

Repeat Assessment Strategies

Repeat assessment will be based on failed components.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Individual Project	Sustainability Presentation	30 %	Week 8	3,4
Individual Project	Sustainability Programme Project	70 %	Week 15	1,2,3,5

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	3	Weekly
Tutorial	Tutorial	Not Specified	1	Weekly
Independent Learning	IL	Not Specified	6	Weekly

Required Reading Book List

Gardetti, M., Torres, A., (2015). *Sustainable Luxury*. Routledge.
ISBN 1783530618 ISBN-13 9781783530618

Molthan-Hill, P., (2017). *The Business Student's Guide to Sustainable Management*. Routledge.
ISBN 1783533196 ISBN-13 9781783533190

Cavagnaro, E., Curiel, G., (2022). *The Three Levels of Sustainability*.
ISBN 0367726254 ISBN-13 9780367726256

Sanders, R., Wood, D., (2020). *Foundations of Sustainable Business*. Wiley.
ISBN 1119688558 ISBN-13 9781119688556

Robertson, M., (2021). *Sustainability Principles and Practice*.
ISBN 0367365219 ISBN-13 9780367365219

Grayson, D., Coulter, C., Lee, M., (2022). *The Sustainable Business Handbook*. Kogan Page.
ISBN 1398604046 ISBN-13 9781398604049

Journal Resources

Journal of Business Ethics
Journal of Sustainable Business, Economics and Finance
Journal of Sustainable Business and Management Solutions in Emerging Economies
Journal of Sustainable Business and Innovation

Online Resources

Welcome to the Anthropocene - <https://www.anthropocene.info/index.php>
Earth Overshoot Day - <https://www.overshootday.org/>
UN SDGs - <https://sdgs.un.org/goals>
UN Sustainable Development Report - <https://dashboards.sdgindex.org/>
Un SGD Rankings - <https://dashboards.sdgindex.org/rankings>
Ireland's SDGs - <https://irelandsgd.geohive.ie/>

Programme Membership

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)
GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)

Full Title	Introduction to Management		
Status	Uploaded to Banner	Start Term	2023
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Seamus Lennon		
Co Authors	Deirdre Lusby		

Module Description

The purpose of this module is to provide students with an introduction to the nature and scope of management theory and practice within modern organisations. It will allow learners to gain knowledge, insights and techniques which will aid decision making and build competencies such as interpersonal, conceptual and the technical skills required to become a manager.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Articulate the role of business in Irish society.
2. Identify the main elements of the various environments in which business operates.
3. Describe the key role of managers in the strategic development of organisations
4. Describe the key business competencies which a successful manager must possess.
5. Identify the contemporary issues affecting the modern business environment

Indicative Syllabus

- Role of Business
 - Source of wealth creation and exchange
 - Source of employment
 - Source of resources
 - Source of Innovation
 - Source of productivity
- Economic Environment
 - Interest rates
 - Inflation rates
 - Fundamentals of Demand and Supply
 - Basic economic market structures – Monopoly etc
- Global Environment
 - The Global environment defined.
 - The advantages of global trade
 - The Major trading blocs defined.
 - The benefits of EU membership to Irish business.
- Financial Markets and Systems
 - Working capital defined
 - The role of banks in modern business
 - Other sources of credit and working capital.
- Legal Environment.
 - Introduction to the Irish legal system
 - The purpose and functions of the various legal agencies
 - Consumer protection
 - Worker protection

- Business Ethics and the duties of Managers
 - What is Ethics?
 - Ethics and Corporate Social responsibility
 - Building diverse workplaces

- Business Ownership structures
 - Sole Trader
 - Partnership
 - Limited Company (LTD)
 - Company Limited by guarantee (CLG)
 - Designated Activity Company (DAC)
 - Public Limited Company

- Management functions
 - Planning
 - Leading
 - Staffing
 - Controlling
 - Directing

- Motivating Employees
 - Motivation defined.
 - Historical perspectives on Motivation
 - Theories of Motivation
 - The psychological contract

- **Teamwork and Communication.**
 - Communications defined.
 - Type of business communications.
 - The key characteristics of an effective communicator
 - The basic elements of effective teamwork
 - Tuckman's Model for Nurturing a Team to High Performance: Forming, Storming, Norming, and Performing

Teaching and Learning Strategy

A variety of teaching and learning methods will be employed in this module. This may include lectures, tutorials, guest speakers and self-directed reading.

Assessment Strategy

Coursework in this module will consist of a mix of assessment approaches, such as: reports, practicals, presentations, portfolios, class tests, quizzes, group work and integrated assessment. Details of the nature of assessment and submission dates are contained in the annual Programme Assessment Schedule

Repeat Assessment Strategies

Repeat Assessments will be based on failed components

Indicative Coursework and Continuous Assessment:

20 %

<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Written Report/Essay	Essay	20 %	Week 8	1,2,3,4,5

End of Semester / Year Formal Exam:

80 %

<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Closed Book Exam	Final Exam	80 %	End of Semester	1,2,3,4,5

Full Time Delivery Mode:

<i>Type</i>	<i>Description</i>	<i>Location</i>	<i>Hours</i>	<i>Frequency</i>
Lecture	Lecture	Lecture Theatre	3	Weekly
Independent Learning	Independent Learning	Not Specified	5	Weekly

Required Reading Book List

Tiernan, S., Morley, M., (2019). *Modern Management*. ISBN 1910393274 ISBN-13 9781910393277

Linehan, M., (2011). *Make That Grade Management*. Gill Education. ISBN 0717149854 ISBN-13 9780717149858

Other Resources

Health and Safety Authority of Ireland 2016 A Guide to Maintaining Best Practices in Safety and Health www.hsa.ie 978-1-84496-236-5

Health and Safety Authority of Ireland 2021 Code of Practice for Employers and Employees on the Prevention and Resolution of Bullying at Work
www.hsa.ie 978-1-84496-282-2

Programme Membership

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)



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BUST06038 2023 Fundamentals of Information Technology 2

Mandatory Delivered in Stage 1 Semester 2

Full Title	Fundamentals of Information Technology 2		
Status	Uploaded to Banner	Start Term	2023
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Seamus Lennon		
Co Authors	Deirdre Lusby		

Module Description

This module provides an introduction to cloud computing and business analytics. Cloud computing has become a dominant paradigm in the field of information technology service models in the last decade. Students will learn the fundamentals of cloud computing, including deployment models, services, and governance. They will also explore the latest developments in cloud computing and how other technologies are integrating with cloud computing.

Business analytics is the process of extracting, transforming, and loading data to draw information that could be used by managers at various levels in an organisation for decision-making. This module will cover the basics of business analytics, including data summarisation, fact-based decision making, and accountability in decision making.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Evaluate various cloud computing definitions and examine cloud computing business drivers.
2. Compare and contrast various cloud deployment models and identify which models are appropriate for organisations.
3. Critically evaluate cloud computing adoption barriers and enablers.
4. Explain the concepts and principles of business analytics, including data preparation, data exploration, and data visualisation.
5. Detail how organisations use business analytics to formulate and solve business problems and to support managerial decision making.
6. Evaluate how to source and extract data.

Indicative Syllabus

Cloud Computing Conceptualised - Definitions of cloud computing and cloud computing business drivers.

Cloud Computing Deployment Models - SaaS, PaaS, IaaS, service models.

Definition and types of business analytics: descriptive, predictive, prescriptive.

Applications of business analytics in various industries.

Data types, data cleaning and preparation techniques.

Principles of effective data visualization.

Types of charts and graphs.

Tools for data visualization.

Teaching and Learning Strategy

The material will be delivered in lectures and during computer laboratory practicals

Assessment Strategy

This module will comprise a continuous assessment project addressing the Cloud Computing element which is worth 50%. The Business Analytics element will be assessed by weekly practical's worth 30% and an MCQ worth 20%.

Repeat Assessment Strategies

The repeat assessment strategy will comprise a 2-hour exam with mark allocation split evenly between the two core themes of the module.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Individual Project	Cloud project	50 %	Week 13	1,2,3,4,5,6
Assessment	Weekly Practical Assessment	30 %	OnGoing	1,2,3,6
Multiple Choice/Short Answer Test	Multiple Choice Assessment	20 %	Week 12	1,2,3,4,5,6

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	1	Weekly
Practical	Computer Practical	Computer Laboratory	2	Weekly

Required Reading Book List
Comer, D., (2021). <i>The Cloud Computing Book</i> . ISBN 0367706806 ISBN-13 9780367706807
Evans, R., <i>Business Analytics, Global Edition</i> . ISBN 1292339063 ISBN-13 9781292339061

Programme Membership
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit) GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)

Full Title	An Introduction to Business Economics		
Status	Uploaded to Banner	Start Term	2023
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Seamus Lennon		
Co Authors	Deirdre Lusby		

Module Description

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Examine economic thinking as basis for business decision making
2. Explain the role of the market model in a business context
3. Apply introductory economic theory in social and environmental decision making
4. Examine the interaction of government policy and economic performance
5. Describe how the local economy is influenced by international economics

Indicative Syllabus

Economic thinking as a basis for business decision making.

Economics as a way of thinking

Incorporating the concept of scarcity into business decision making.

Considering opportunity cost.

The Market Model

Influence of market forces on business decisions.

The role of consumers in markets (demand).

The role of firms in markets (supply).

The role of government in markets.

Economic thinking in social and environmental decision making .

The concepts of economic, social and environmental sustainability and their interconnections.

Indicators of economic growth, social cohesion, inequality, and environmental sustainability.

Implications of sustainable development for individual behaviour, choice, habits and values; business decisions; government policy

Interaction of government policy and economic performance

Data patterns in Ireland's national income, price level, unemployment rate, government expenditure and national debt over a period.

The different phases of business cycles.

The main factors that led to the fluctuations in output.

International Economics

Data patterns in Irish trade in terms of quantity and types of goods and services.

The benefits and costs of trade on the Irish economy

The arguments in favour of international trade, trade protection and the fair-trade movement

Teaching and Learning Strategy

The teaching and learning strategy is one which is founded on student-centred active learning. This module will be delivered in a combination of synchronous and asynchronous material. Discussion, communication and team working skills will be nurtured throughout the module, where students will have space and the support to articulate and present on their ideas within the learning environment.

Assessment Strategy

Coursework in this module will consist of a mix of assessment approaches, such as: reports, practicals, presentations, portfolios, class tests, quizzes, group work and integrated assessment. Details of the nature of assessment and submission dates are contained in the annual Programme Assessment Schedule

Repeat Assessment Strategies

Repeat Assessments will be based on failed components

Indicative Coursework and Continuous Assessment:		30 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Class Test	15 %	Week 7	1,2,3,4
Written Report/Essay	Written Report	15 %	Week 13	1,2,3,4,5

End of Semester / Year Formal Exam:		70 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	70 %	End of Semester	1,2,3,4,5

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	3	Weekly
Independent Learning	Independent Learning	Not Specified	5	Weekly

Required Reading Book List

Miller, R., (2016). *Economics Today*. Prentice Hall.
ISBN 0133882284 ISBN-13 9780133882285

Ruane, M., (2021). *Economics Now*.
ISBN 0717191990 ISBN-13 9780717191994

Other Resources

www.centralbank.ie
www.cso.ie
www.esri.ie
www.gov.ie
Reuters.com
Bloomberg.com
Economist.com

Programme Membership

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)
GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)

Full Title	Introduction to Finance		
Status	Uploaded to Banner	Start Term	2023
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Seamus Lennon		
Co Authors	Breda McTaggart		

Module Description

The purpose of this module is to provide students with an introduction to the nature and scope of financial management both at a business and personal level. It will allow learners to apply techniques to aid decision making at the individual and organisational level.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Describe the role of financial management in supporting the business to achieve its objectives
2. Discuss the main features and relevance of the financial statements
3. Demonstrate an awareness of the importance of cash and liquidity to the business
4. Evaluate the various forms of finance available to an organisation
5. Discuss and assess personal financial products and issues

Indicative Syllabus

Financial Management Environment

- Financial management function and environment
- Nature and purpose of financial management
- Financial objectives and organisational strategy

Overview of Financial Statements

- The purpose and significance of the Income Statement
- The purpose and significance of the Statement of Financial Position
- Understanding and interpreting the Financial Statements

Introduction to Working Capital

- Nature and importance of working capital
- Management of inventories, accounts receivable, accounts payable, cash

Sources of Finance

- Introduction to debt finance
- Introduction to equity finance
- Venture capital finance
- Debt v equity

Personal Finance

- Principles of the personal financial management process
- Assessment of personal financial position and individual net worth
- Personal investments including pensions, savings, mortgages and insurance products

Teaching and Learning Strategy

A variety of teaching and learning methods will be employed in this module. This may include lectures, tutorials, guest speakers and self-directed reading.

Assessment Strategy

Coursework in this module will consist of a mix of assessment approaches, such as: reports, practicals, presentations, portfolios, class tests, quizzes, group work and integrated assessment. Details of the nature of assessment and submission dates are contained in the annual Programme Assessment Schedule

Repeat Assessment Strategies				
Repeat Assessments will be based on failed components				
Indicative Coursework and Continuous Assessment:			20 %	
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Written Report/Essay	Report - Working Capital Theory	15 %	Week 7	3
Oral Exam/Presentation	Presentation - Nature & Purpose of Financial Management	5 %	Week 8	1
End of Semester / Year Formal Exam:			80 %	
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	80 %	End of Semester	1,2,3,4,5
Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	3	Weekly
Independent Learning	Independent Learning	Not Specified	5	Weekly
Required Reading Book List				
McLaney, E., Atrill, P., <i>Accounting and Finance: An Introduction</i> . ISBN 1292312262 ISBN-13 9781292312262				
Power, T., Walsh, S., O'Meara, P., (2001). <i>Financial Management</i> . ISBN 0717131920 ISBN-13 9780717131921				
Online Resources				
www.cimaglobal.ie www.accaglobal.ie www.bloomberg.com www.economist.com				
Programme Membership				
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit) GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)				



Stage 2 Modules

Full Title	Business Law & Legal Studies		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	06	ECTS Credits	10
Delivery Mode	Year	Duration	Stage - (26 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Deirdre McHugh		

Module Description

This module will give students an introduction into the area of the Irish legal process, legal research methods, EU law, contract, commercial, tort, employment and company law.

Learning Outcomes

On completion of this module the learner will/should be able to:

1.	Explain and apply the principles of Irish Law and the legal process.
2.	Explain the role and functions of the EU Institutions and apply the principles of EU Law.
3.	Describe and apply the principles of Contract law and consumer legislation.
4.	Explain and apply the principles of Tort Law.
5.	Explain the principles of Employment Law.
6.	Explain the principles in relation to the formation of a company.
7.	Gather, analyse, and assimilate legal information from various sources, correctly reference legal sources and apply legal theories to case studies through research, critical analysis and reasoning.

Indicative Syllabus

Nature of Law & Where does the law come from?

Sources of Irish Law - Custom, Common Law, Equity, Legislation, Delegated/Subordinate Legislation, The Constitution & EU Law.

Distinction & Divisions of the Irish Legal System.

The Irish Court Structure & officers of the law.

EU Institutions, Primary & Secondary sources of EU Law, EU Committees and EU procedures.

Legal Research methods.

Contract Law - essential elements of a contract, terms of a contract, mistake, misrepresentation, capacity to contract, discharge of a contract and remedies for breach of contract.

Commercial law - Sale of Goods and Supply of Services Act 1980.

Tort Law - Principles of Liability, Duty of Care, Negligence, Products liability, Occupiers Liability, Defamation & Remedies.

Employment Law - Contracts of Employment, Employment equality, dismissals legislation.

Company Law - Form and constitution of business organisations, directors, meetings.

Teaching and Learning Strategy

This module will be delivered by lectures and seminars.

Assessment Strategy

100% Continuous Assessment.

Repeat Assessment Strategies

100% Continuous Assessment

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Individual Project	Continuous Assessment	50 %	End of Semester	1,2,7
Individual Project	Continuous Assessment	50 %	End of Semester	3,4,5,6,7

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Seminar	Seminar	Flat Classroom	1	Weekly

Blended Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Seminar	Seminar	Flat Classroom	1	Weekly

Required Reading Book List	
Keenan, I., (2021). <i>Essentials of Irish Business Law</i> . ISBN 1916019986 ISBN-13 9781916019980	
Callanan, G., (2021). <i>INTRODUCTION TO IRISH COMPANY LAW 5ED.</i> . ISBN 1911611623 ISBN-13 9781911611622	
Faulkner, M., (2018). <i>Essentials of Irish Labour Law</i> . ISBN 190553695X ISBN-13 9781905536955	

Recommended Reading Book List	
Donnell, V., (2015). <i>An Introduction to Business Law</i> . Chartered Accountants Ireland. ISBN 1910374334 ISBN-13 9781910374337	
Doolan, B., (2007). <i>Principles of Irish Law</i> . Gill & Macmillan Ltd. ISBN 0717142078 ISBN-13 9780717142071	

Online Resources
www.europa.eu www.governmentstatutes.ie www.bailli.ie www.workplacereactions.ie www.cro.ie

Other Resources
Newspapers Law Gazette Law journals

Programme Membership
GA_BBUAG_H08 202200 Bachelor of Business (Honours) GA_BBUSG_C06 202200 Higher Certificate in Business GA_BBUSG_B07 202200 Bachelor of Business GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics GA_BFING_B07 202300 Bachelor of Business in Finance GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit) GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)

Full Title	Fundamentals in Financial and Management Accounting		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	06	ECTS Credits	10
Delivery Mode	Year	Duration	Stage - (26 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Mr. Nicholas Canny		
Co Authors	Delma Carey, Mr. Shane Durcan, Isabel Buchan, Niamh Fennell		

Module Description

This module is designed to introduce students to the basic concepts in financial and management accounting.

The financial accounting element of this module will evaluate and apply the principles of double entry bookkeeping, which underpins the financial accounts. The concept of controls in accounting is introduced through the completion of the bank reconciliation process. Students progress to completing a set of accounts for a sole trader, and are also introduced to the concept of ratio analysis so that the performance of a business against its competitors can be understood.

This management accounting element of this module is designed to introduce students to the basic principles of management accounting in relation to product costing, marginal costing, Cost volume profit analysis and budgets. Once an understanding of these basic principles has been achieved, they will be applied in a variety of scenarios.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Apply double entry accounting system to individual & nominal accounts, extract a trial balance and prepare final accounts for a sole trader
2. Distinguish between capital and revenue expenditure & apply principles to different scenarios
3. Evaluate different business formats from an accounting perspective
4. Evaluate differences between the bank statement and the nominal bank account & prepare the bank reconciliation & correcting entries
5. Analyse the performance of a business using ratio analysis
6. Explain the role of management accounting within an organization and the requirements for management information.
7. Classify costs according to their function, nature and behaviour.
8. Calculate product cost using traditional absorption costing
9. Apply the principles of cost-volume-profit analysis and interpret the results.
10. Prepare and present functional budgets and a cash budget for planning and control purposes.
11. Consider ethical issues in accounting

Indicative Syllabus

Financial Accounting

Fundamental Concepts:

The Purpose of Accounting

Users of accounting information

Accounting Terminology and main elements of financial statements

Qualitative Characteristics of accounting information

Fundamental Concepts and valuation bases

Types of Business Entities

Accountants role and Ethical issues in accounting

Recording of transactions and events:

Double entry book-keeping including source documents and books of prime entry, accounting corrections/adjustments, accruals, prepayments, preparation of trial

balance and types of errors.

Allocating expenditure and income between capital and revenue.

Accounting Treatment of:

Non-current and current assets including inventory valuation, depreciation, bad debts, VAT, Wages, PAYE, PRSI, & USC

Bank Reconciliation Statements:

Explain the nature and purpose of a bank reconciliation

Identify cash book errors/omissions in the context of a bank reconciliation

Prepare a bank reconciliation statement

Preparation of final accounts for:

Sole Traders including adjustments

Interpretation of accounts:

Profitability, Liquidity & working capital efficiency

Management Accounting

Introduction to Cost and Management Accounting:

Financial versus Management accounting

Nature and purpose of management accounting

Characteristics of good management information

Organisational objectives and the role of the management accountant

Costing terms and concepts

Presentation of management information: reports, graphs, tables

Cost classification: fixed, variable, semi-variable including graphical representation, direct/indirect, product/period, production/non-production

Cost Estimation including the hi-low method

Accounting for overheads and Product Costing:

Calculate product cost using absorption costing

Explain rationale for absorption costing

Allocation, apportionment and absorption into cost centres and cost units

Apportionment of service departments

Pricing products/services based on absorption costing

Introduction to Marginal Costing:

Marginal costing profit statement

Concept of contribution

Break-even analysis (CVP): break-even units, margin of safety, target profit

Contribution/sales ratio, break-even graph, profit-volume graphs.

Application of marginal costing to reporting & decision-making.

Budgetary Planning:

Planning & control cycle & role of budgets

The budget process, the budget preparation timetable, the principal budget factor

Preparation of functional budgets: sales, production, purchases, labour and cash budgets

Benefits and limitations of budgets

Teaching and Learning Strategy

The module will be taught predominantly through a combination of lectures and tutorials, with a strong focus on practical problem-solving.

Assessment Strategy

Continuous Assessment 30% (2 assessments x 15% each)

Final Examination 70% (3 hour exam paper)

Repeat Assessment Strategies

3 Hour Written Examination

Indicative Coursework and Continuous Assessment:		30 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Winter Continuous Assessment	15 %	Week 10	1,2,3,4,5
Assessment	Spring Continuous Assessment	15 %	Week 22	6,7,8,9,10,11

End of Semester / Year Formal Exam:		70 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Written Examination	70 %	End of Term	1,2,3,4,5,6,7,8,9,10,11

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	3	Weekly
Tutorial	Tutorial	Lecture Theatre	1	Weekly

Blended Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	3	Weekly
Tutorial	Tutorial	Not Specified	1	Weekly

Required Reading Book List				
, , , <i>Course Notes, Questions & Solutions...</i> Edition. ...				

Recommended Reading Book List				
Sangster, A., Financial, L., Wood, F., (2017). <i>Frank Wood's Business Accounting 1</i> . ISBN 1292208627 ISBN-13 9781292208626				
D'Arcy, M., (2019). <i>An Introduction to Financial Accounting</i> . ISBN 1912350289 ISBN-13 9781912350285				
Media, B., (2021). <i>FIA Foundations of Financial Accounting FFA (ACCA F3)</i> . ISBN 1509737146 ISBN-13 9781509737147				
Media, B., (2021). <i>FIA Foundations in Management Accounting FMA (ACCA F2)</i> . ISBN 150973712X ISBN-13 9781509737123				

Journal Resources				
Journals				
Accountancy Ireland	Chartered Accountants Ireland			

Online Resources				
www.charteredaccountants.ie				
www.accaglobal.com				
www.cimaglobal.com				
www.cpaireland.ie				

Programme Membership				
GA_BBUAG_H08 202200 Bachelor of Business (Honours)				
GA_BBUSG_C06 202200 Higher Certificate in Business				
GA_BBUSG_B07 202200 Bachelor of Business				
GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems				
GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems				
GA_BBISG_C06 202200 Higher Certificate in Business in Business Information Systems (Exit)				
GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales				
GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics				
GA_BFING_B07 202300 Bachelor of Business in Finance				
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship				
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship				
GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales				
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)				
GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)				



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TECH07063 2022 Management Information Systems

Mandatory Delivered in Stage 2 Semester 3

Full Title	Management Information Systems		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Ronan MacGearailt		
Co Authors	Eilis McNulty, Rachael Shaw, Kevin Derrane		

Module Description

Students are introduced to the main themes of information systems, using IS and typical business desktop applications, recognising technical issues regarding computer networks and the Internet, and using collaboration tools and cloud technologies.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Analyse current information and communications technologies (ICTs) and apply them to business problems.
2. Classify security risks to personal and business information and identify appropriate controls systems.
3. Collaborate using internet technologies and cloud systems.
4. Differentiate typical computer network implementations
5. Account for the implementation of the Internet
6. Manage and analyse business data using desktop applications.

Indicative Syllabus

Information Systems

Types of Information Systems (from basic IS to Integrated Business Applications/ERP)

Networking and Internet

Computer Networks
Internet infrastructure and operation
Cloud technologies
Disruptive technologies

Security

Hardware Loss, Damage and System Failure
Software Piracy and Digital Counterfeiting

Analysing data with desktop tools

Data analysis and visualisation with spreadsheet / BI type applications
Database data analysis

Teaching and Learning Strategy

Lectures in lecture rooms.

Applied project work in spreadsheet and database applications is carried out in computer laboratories. The complexity of this work is a considerable step-up from earlier use of these applications.

Assessment Strategy

A combination of applied work using desktop application (spreadsheet and database) (40%) plus a terminal written examination (60%)

Students must attempt both the End of Term exam AND the Continuous Assessment.

Repeat Assessment Strategies

Two-hour written examination.

Indicative Coursework and Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
In class exam	Class Assessment	40 %	OnGoing	

End of Semester / Year Formal Exam:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Terminal Written Exam	60 %	End of Term	1,2,3,4,5,6

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Practical	Lab-based Practical	IT Training Centre	2	Weekly

Required Reading Book List
Bocij, P., Greasley, A., Hickie, S., (2018). <i>Business Information Systems</i> . ISBN 129222097X ISBN-13 9781292220970
Winston, L., (2011). <i>Microsoft Excel 2010</i> . ISBN 0735643369 ISBN-13 9780735643369
Winston, W., (2019). <i>Microsoft Excel 2019 Data Analysis and Business Modeling</i> . Microsoft Press. ISBN 1509305882 ISBN-13 9781509305889
Bidgoli, H., (2020). <i>MIS</i> . Cengage Learning. ISBN 0357418697 ISBN-13 9780357418697

Programme Membership
GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBUSG_C06 202200 Higher Certificate in Business
GA_BBUSG_B07 202200 Bachelor of Business
GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales
GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics
GA_BFING_B07 202300 Bachelor of Business in Finance
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems
GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems
GA_BBISG_C06 202200 Higher Certificate in Business in Business Information Systems (Exit)
GA_BRUAG_H08 202300 Bachelor of Business (Honours) in Rural Enterprise and Agri-Business
GA_BRUAG_B07 202300 Bachelor of Business in Rural Enterprise and Agri-Business
GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)
GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)

Full Title	Human Resource Management		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Colm Kelleher		
Co Authors	Noel Harvey, Michael Moran, Eva McMorrow		

Module Description

Human Resource Management (HRM) is the first of two modules in Human Resource Management. The other is Human Resource Development (HRD). Both modules aim to provide an overview of the essential areas of HRM and develop skills required by the CIPD's Professional standards

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Outline the fundamental processes in HRM, the theoretical models underpinning HRM, and describe the historical development of HRM.
2. Outline Human Resource Planning and its contribution to the successful functioning of an organisation, and explain the process of recruitment and selection.
3. Explain the links between employee induction, turnover and retention and how a strategic approach to their management can increase the potential overall competitiveness and success of the organisation
4. Explain what is meant by workplace equality and demonstrate an understanding of the role of HRM in promoting equality.
5. Explain the concept of diversity and outline the benefits of diversity management for both employees and an organisation.

Indicative Syllabus

Introducing Human Resource Management

HRM Vs Personnel Management, Characteristics of HRM, The HRM Function, Link between business strategy and HRM

Human Resource Planning and Recruitment

Aligning HRP with the organisation's strategy, The stages in human resource planning (job analysis, job description, person specification and competency framework), Methods of Recruitment, Legislation and recruitment

Selection

Short-listing, Selection methods, Legislation and Selection, Employee Induction

Turnover and Retention

Importance of managing induction, turnover and retention, Good Induction practice, Engaging high performing employees

Equality in the Workplace

Equality and discrimination in the workplace, Reasons and responses, Role of HR, handling complaints, Moving beyond legislation

Managing Diversity in the workplace

Diverse workplaces; Reasons, benefits and practices for managing diversity

Teaching and Learning Strategy

The teaching and learning strategy for this module includes a series of lectures, seminars and independent study. The seminars will allow learners to apply the practical application of the knowledge of fundamental HRM theories they gained in class to real-life case studies. There will also be class discussions providing opportunities for learners to reflect on readings and study materials provided by the lecturer on VLE and to gain valuable feedback on their progress.

Assessment Strategy

Learners will be required to complete a piece of continuous assessment in the form of an individual project in which they will have opportunity to critically evaluate the knowledge they gained during their studies of the HRM module. Besides the application of theory to practice, the project will also further develop the ability of learners to conduct secondary research.

Repeat Assessment Strategies

Repeat assessment practice will be informed by Institute Code of Practice No 3. It is planned that the assessment for repeating students is a written, individual project.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Essay	Project	100 %	End of Term	1,2,3,4,5

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Seminar	Seminar	Lecture Theatre	1	Weekly

Blended Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Seminar	Seminar	Lecture Theatre	1	Weekly

Required Reading Book List
Carbery, R., Cross, C., (2018). <i>Human Resource Management</i> . Red Globe Press. ISBN 9781352004021 ISBN-13 135200402X
Foot, M., Hook, C., (2011). <i>Introducing Human Resource Management</i> . Financial Times/Prentice Hall. ISBN 0273740989 ISBN-13 9780273740988
Bratton, J., Gold, J., (2017). <i>Human Resource Management, 6th Edition</i> . Red Globe Press. ISBN 9781137572592 ISBN-13 1137572590

Recommended Reading Book List
(2013). <i>Human Resource Management: A Concise Introduction</i> . Palgrave Macmillan. ISBN 113700939X ISBN-13 9781137009395
Bratton, J., (2012). <i>Human Resource Management: Theory and Practice</i> . Palgrave Macmillan. ISBN 0230580564 ISBN-13 9780230580565
Marchington, M., (2008). <i>Human Resource Management at Work: People Management and Development</i> . Chartered Institute of Personnel & Development. ISBN 1843982005 ISBN-13 9781843982005
Simmonds, D., (2007). <i>Exploring Human Resource Management</i> . McGraw-Hill Education. ISBN 0077111028 ISBN-13 9780077111021
Muller-Camen, M., (2006). <i>Human Resource Management: A Case Study Approach</i> . Chartered Institute of Personnel & Development. ISBN 1843981653 ISBN-13 9781843981657

Literary Resources
Required Reading/Resources:
Carbery, R., Cross, C. (eds), 2013, <i>Human Resource Management: A Concise Introduction</i> , McMillan Latest editions of all texts should be used.

Online Resources
This lists some of the websites that will be useful to students. Additional resources will be identified in class and through the VLE. www.cipd.co.uk www.shrm.org www.hrdiv.org www.peoplemanagement.co.uk http://europa.eu/legislation_summaries/index_en.htm www.hrzone.co.uk www.equality.ie www.workplacelrelations.ie www.equalitytribunal.ie www.citizensinformation.ie www.employmentrights.ie www.diversityatwork.net
CIPD Factsheets - https://www.cipd.ie/news-resources/practical-guidance/factsheets#ref
CIPD Podcasts https://www.cipd.co.uk/podcast
Work-Life Podcast (Professor Adam Grant) - https://www.adamgrant.net/podcast/

Other Resources
Students will be directed to resources in class and through the VLE

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBUSG_C06 202200 Higher Certificate in Business
GA_BBUSG_B07 202200 Bachelor of Business
GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales
GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics
GA_BFING_B07 202300 Bachelor of Business in Finance
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)
GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)



MKTG06001 2022
Applied Marketing and Sales

Mandatory Delivered in Stage 2 Semester 3

Full Title	Applied Marketing and Sales		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Andrea Moloney		
Co Authors	Noreen Henry		

Module Description

This module is designed to apply marketing and sales theory to a variety of business environments. Emphasis will be placed on understanding the stages of the selling process. In addition, students will be able to evaluate the importance of sustainability marketing in a modern business context. This module will develop students' transferable skills and competencies.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Explore the marketing environment in which a range of consumer goods, services and industrial companies operate and make sales.
2. Examine the marketing and sales theories relevant to organisations.
3. Prepare and deliver a sales presentation including negotiating, closing the sale and following-up with customers.
4. Explain the marketing planning process that integrates with a company's overall strategy.
5. Explain the importance of sustainable marketing to customers and sellers.

Indicative Syllabus

The Marketing Environment:

The forces within the Irish marketing environment.

The micro and macro environment

Market Segmentation:

Consumer, industrial and service markets.

Application of market segmentation, targeting and positioning.

Understanding the Buyer:

The Buying Process.

Consumers versus Business Buyers.

Marketing Planning:

The marketing planning process.

Elements of the marketing plan.

The Sales Process:

Sales settings

The stages in the sales process.

Building customers' trust.

Selling models.

Delivering Effective Sales Presentations:

Key elements of sales presentations.

Developing qualified leads.

Building relationships with prospects.

Sustainable Marketing:

Principles of sustainability in a marketing context.

Developing a sustainable marketing ethos within organisations.

Teaching and Learning Strategy

A variety of techniques will be used to enhance the students' learning in this module. These include lectures, discussions, case analyses and group activities. Class lectures will be supplemented with tutorials, where students will have opportunities to apply marketing and selling theory to a business environment with the use of mini case studies to illustrate real-time sales and marketing issues. The students will be encouraged to develop critical thinking through the tutorial and lecture schedule in place.

Assessment Strategy

This module will be assessed using a variety of continuous assessments during the semester that will test the students' knowledge and their ability to apply their learning. The assessment type will be reviewed annually with the external examiner. Examples of assessments include case studies, multiple choice exams and a group sales presentation. Assessments will be designed to encourage effective learning and measure progress towards the attainment of the intended learning outcomes.

Repeat Assessment Strategies

The assessment for repeating students is an individual project based on the learning outcomes for this module.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Case Study	30 %	Week 4	1,2,4,5
Multiple Choice/Short Answer Test	MCQ 1	10 %	Week 6	1,2,5
Presentation	Sales Presentation	50 %	Week 11	3
Multiple Choice/Short Answer Test	MCQ 2	10 %	Week 12	1,2,5

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	2	Weekly
Tutorial	Tutorial	Seminar Room	1	Weekly

Required Reading Book List

Padgett, D., Loos, A., (2021). *Applied Marketing*. John Wiley & Sons.
ISBN 9781119690610 ISBN-13 1119690617

Carvill, M., Butler, G., Evans, G., (2021). *Sustainable Marketing*. Bloomsbury Business.
ISBN 9781472979131 ISBN-13 1472979133

Asher, J., (2022). *The Future of Sales*. Ignite Reads.
ISBN 1728245389 ISBN-13 9781728245386

Jobber, D., Ellis-Chadwick, F., (2019). *Principles and Practice of Marketing*.
ISBN 152684723X ISBN-13 9781526847232

Journal Resources

The International Journal of Sales Transformation.

Journal of Marketing

Sustainability Journal

Online Resources

<https://mii.ie/>

<https://www.journalofsalestransformation.com/>

<https://journals.sagepub.com/home/jmx>

<https://www.mdpi.com/journal/sustainability>

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBUSG_C06 202200 Higher Certificate in Business
GA_BBUSG_B07 202200 Bachelor of Business
GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales
GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics
GA_BFING_B07 202300 Bachelor of Business in Finance
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)
GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)

Full Title	Cloud Computing Infrastructure and Services		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Trevor Clohessy		

Module Description

Cloud computing is a information technology service model which has gained widespread traction over the last decade. Upon completing this module students will be able to critically evaluate what cloud deployment models and services are suitable for organisations. They will also be able to assess various cloud security threats and identify robust risk assessment methods. Current developments with regards to cloud governance will also be examined. Students will also learn how other technologies are fusing with cloud computing technologies.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Evaluate various cloud computing definitions and examine cloud computing business drivers
2. Compare and contrast various cloud deployment models and identify which models are appropriate for organisations
3. Critically evaluate cloud computing adoption barriers and enablers
4. Analyse cloud computing security threats and risk assessment methods
5. Evaluate cloud computing governance architectures

Indicative Syllabus

1. **Cloud Computing Conceptualised** - Definitions of cloud computing and cloud computing business drivers
2. **Cloud Computing Deployment Models** - SaaS, PaaS, IaaS, XaaS service models
3. **Cloud Computing Adoption** - Barriers and enablers to cloud computing adoption
4. **Cloud Security** - Cloud security best practices, cloud governance and cloud security audits

Teaching and Learning Strategy

The teaching and learning strategy will be in line with the teaching and learning forum's national guidelines pertaining assessment OF, FOR and AS.

Assessment Strategy

This module will comprise a continuous assessment project which is worth 30% and a final closed book exam at the end of the semester which is worth 70%.

Repeat Assessment Strategies

The repeat assessment is in the form of a project.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Cloud Project	40 %	OnGoing	1,2,3,4
Group Project	Cloud Project	60 %	End of Semester	1,2,3,4,5

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	2	Weekly
Practical	Practical	Laboratory	1	Weekly

Blended Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	2	Weekly
Practical	Practical	Laboratory	1	Weekly

Recommended Reading Book List

Thomas, R., (2013). *Cloud Computing*. 1st Edition. Pearson Education.
ISBN 9780133387520 ISBN-13 0133387526

Rafaels, R., (2015). *Cloud Computing*. CreateSpace.
ISBN 1511404582 ISBN-13 9781511404587

Comer, D., (2021). *The Cloud Computing Book*.
ISBN 0367706806 ISBN-13 9780367706807

Journal Resources

Additional resources will be provided by the instructor

Online Resources

NIST Cloud Computing:

<https://csrc.nist.gov/publications/detail/sp/800-145/final>

Other Resources

Additional resources will be provided by the instructor

Programme Membership

GA_BSDAG_H08 202200 Bachelor of Science (Honours) in Digital Accounting
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)
GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)



STAT06006 2022
Statistics for Business

Mandatory Delivered in Stage 2 Semester 4

Full Title	Statistics for Business		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Clare OGrady		
Co Authors	Fearghal McHugh		

Module Description

This module is intended to provide students with an introduction to a range of basic quantitative, statistical, analytic and computational skills and techniques which are of relevance in the business environment.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Calculate statistical data and represent this diagrammatically.
2. Apply mathematical functions and equations in the solving of business problems
3. Use time series modelling and regression analysis to identify data trends and to make business forecasts.
4. Calculate expectation and probability to solve practical business problems.
5. Demonstrate an understanding of the wide applicability of quantitative techniques in business.

Indicative Syllabus

Basic Arithmetic Operations:

- Fractions, Decimals, Percentages.

Probability:

- Introduction to probability
- Conditional probability and expectation

Descriptive Statistics:

- Calculation of Mean/Median/Mode/Standard Deviation
- Tabulation of Data
- Frequency Distribution
- Representing Data Diagrammatically
- Data Collection and Sampling
- Interpreting Statistical Charts and Graphs

Financial Maths:

- Simple and Compound Interest
- Depreciation
- CAR and APR
- Net Present Value
- Investment Analysis

Forecasting using Time Series:

- Moving average
- Simple exponential smoothing
- The additive times series model
- Calculating the trend and seasonal variation.
- Forecasting

Regression Analysis:

- Simple linear regression
- Interpret the regression equation
- Calculate and interpret the coefficient of correlation

Teaching and Learning Strategy				
This module will be delivered by lectures and tutorials both onsite and online, using tutorials to apply and reinforce student learning.				
Assessment Strategy				
30% Continuous Assessment 70% Final Exam				
Repeat Assessment Strategies				
100% 2 hour Repeat written exam.				
Indicative Coursework and Continuous Assessment:			30 %	
Form	Title	Percent	Week (Indicative)	Learning Outcomes
In class exam	Class Assessment	30 %	OnGoing	1,2,3,4,5
End of Semester / Year Formal Exam:			70 %	
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	70 %	End of Term	1,2,3,4,5
Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	3	Weekly
Tutorial	tutorial	Not Specified	1	Weekly
Blended Delivery Mode:				
Type	Description	Location	Hours	Frequency
Online Learning	Lecture	Not Specified	3	Weekly
Online Learning	Tutorial	Not Specified	1	Weekly
Required Reading Book List				
Swift, L., (2010). <i>Quantitative Methods: For Business, Management and Finance</i> . Palgrave Macmillan. ISBN 0230218245 ISBN-13 9780230218246				
Morris, C., (2008). <i>Quantitative Approaches in Business Studies</i> . Financial Times Management. ISBN 0273708899 ISBN-13 9780273708896				
Wisniewski, M., (2010). <i>Quantitative Methods for Decision Makers with MathXL (5th Edition)</i> . Prentice Hall. ISBN 0273739468 ISBN-13 9780273739463				
Oakshott, L., (2012). <i>Essential Quantitative Methods: For Business, Management and Finance</i> . Palgrave Macmillan. ISBN 0230302661 ISBN-13 9780230302662				
Morris, C., (2007). <i>Essential Maths for Business and Management</i> . Palgrave Macmillan. ISBN 1403916101 ISBN-13 9781403916105				
Francis, A., (2004). <i>Business Mathematics and Statistics</i> . Cengage Learning. ISBN 1844801284 ISBN-13 9781844801282				
Swift, L., Piff, S., (2014). <i>Quantitative Methods</i> . Palgrave Macmillan. ISBN 1137376554 ISBN-13 9781137376558				
McClave, T., Benson, P., Sincich, T., (2018). <i>Statistics for Business and Economics, Global Edition</i> . ISBN 1292227087 ISBN-13 9781292227085				
Literary Resources				
Programme Membership				

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBUSG_C06 202200 Higher Certificate in Business
GA_BBUSG_B07 202200 Bachelor of Business
GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems
GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems
GA_BBISG_C06 202200 Higher Certificate in Business in Business Information Systems (Exit)
GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales
GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics
GA_BFING_B07 202300 Bachelor of Business in Finance
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)
GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)

Full Title	Applied Macroeconomics		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Marie Finnegan		
Co Authors	Patricia McCann		

Module Description

This module builds on the foundations of macroeconomics. In applied macroeconomics, the economy will be analysed in the long-run (the classical model) and the short-run (keynesian model). In these models, we examine national output, the level of unemployment and the price level and show how government policies such as stabilisation policies or investment policies affect the macroeconomy. Case studies will be a feature of the module to take account of current developments. Students will identify, act on, and evaluate their professional and personal actions with the knowledge and appreciation of interconnections among economic, environmental, and social perspectives.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Describe and distinguish between the Keynesian and Classical schools of economic thought.
2. Analyse economic growth, the natural rate of unemployment and inflation in the long-run, and the effects of savings and government debt.
3. Construct and manipulate the IS /LM model as a framework for macroeconomic analysis in the short-run
4. Identify short-run and long-run issues in macroeconomics
5. Demonstrate knowledge and understanding of current macroeconomic problems by applying theories to concrete cases.
6. Students will identify, act on, and evaluate their professional and personal actions with the knowledge and appreciation of interconnections among economic, environmental, and social perspectives.

Indicative Syllabus

Introduction to Macroeconomic Policy Issues and Data:

The Science of Macroeconomics, The Data of Macroeconomics

The Macroeconomy in the Long-Run: Classical Macroeconomics

National Income and Economic Performance: Determinants of production of goods and services, Distribution of National Income, Determinants of demand for goods and services, Equilibrium

Money, Inflation and the Monetary System: The Monetary System: What it is and how it works, The quantity theory of money, Inflation and interest rates, The nominal interest rate and the demand for money, Inflation: It's causes, effects and Social Costs

Unemployment: Job loss, job finding and The natural rate of unemployment, Real wage rigidity and structural unemployment, Labour -market experience: The United States, Labour -market experience: Europe, The long-run performance of the Irish Economy

The Macro economy in the Short -Run: Keynesian Macroeconomics

Introduction to economic fluctuations:

Aggregate demand 1: , The goods' market and the IS curve, The money market and the LM curve, The short-run equilibrium, Explaining fluctuations in the IS-LM model, The relative effectiveness of fiscal and monetary policy in the IS-LM model, IS-LM model and aggregate demand, The IS-LM model and the Economic crisis 2008

Topics in Macroeconomics

Active versus passive stabilisation, Government Debt and Budget Deficits, The Financial System: Opportunities and Dangers

Teaching and Learning Strategy

Core in-class material supplemented by tutorial material and current case studies. Students will be encouraged to contribute to in-class discussions on the material.

The delivery of the module will be taught through a combination of lectures and workshops / tutorials.

Assessment Strategy	
Continuous assessment:	40%
Final exam	60%

Repeat Assessment Strategies
Repeat closed book exam of 2 hours duration held in autumn of academic year

Indicative Coursework and Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Class assessment / Quizzes	40 %	OnGoing	1,2,5,6

End of Semester / Year Formal Exam:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Closed book exam	60 %	End of Semester	2,3,4,5,6

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Tutorial	Tutorial	Flat Classroom	1	Weekly
Lecture	Lecture	Lecture Theatre	3	Weekly

Required Reading Book List
Mankiw, N., (2022). <i>Macroeconomics</i> . ISBN 1319466885 ISBN-13 9781319466886
Mankiw, N., (2018). <i>Macroeconomics</i> . Worth. ISBN 1319243584 ISBN-13 9781319243586
Leddin, J., (2013). <i>Macroeconomics: An Irish and European Perspective</i> . Gill & Macmillan Ltd. ISBN 0717156311 ISBN-13 9780717156313

Literary Resources

Online Resources
www.learnonline.gmit.ie www.cso.ie www.esri.ie www.centralbank.ie www.irlgov.ie www.economist.com

Programme Membership
GA_BBUAG_H08 202200 Bachelor of Business (Honours) GA_BBUSG_C06 202200 Higher Certificate in Business GA_BBUSG_B07 202200 Bachelor of Business GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics GA_BFING_B07 202300 Bachelor of Business in Finance GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit) GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)

Full Title	Organisational Behaviour		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Noel Harvey		
Co Authors	Eva McMorrow		

Module Description

This module provides students with a detailed understanding of human behaviour in organisations. Organisational behaviour seeks to understand, explain and predict individual, group and organisational behaviour in the workplace. To do this, it borrows heavily from sociology, psychology and to a lesser extent anthropology. Topics covered include, among others, personality, perception, group dynamics and organisational development.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Explain the scope of study in the fields of Behavioural Science and Organisational Behaviour.
2. Discuss the individual human perspectives on perception, attitude, learning, and personality.
3. Distinguish the interrelations between the individual, the group, and the organisation.
4. Analyse the social aspects of people, organisation, and managing diversity.
5. Assess the ethical dimensions of organisational culture, power, and reward systems.

Indicative Syllabus

Behavioural Science and Organisational Behaviour

- The nature and history of Behavioural Science
- Relationship to psychology, anthropology, and social sciences
- Study human behaviour in the workplace
- Study of human behaviour (methodology)

Individual Behaviour

- Attitudes, attitude formation, attitude change
- Personality, study of personality types
- The nature of Perception
- Learning, intelligence, and cognition
- Individual - human motives - work motivation and job satisfaction
- Individual development and change

Organisational Behaviour

- Group/Team dynamics, formation, structures, roles and norms
- Evaluation and rewards
- Job design
- Stress and the causes of stress
- Values and work ethics
- Organisational culture, power and politics
- Managing diversity
- Conflict and conflict management

Teaching and Learning Strategy

Learners will be expected to participate fully in class discussions. In addition to lectures, learners will attend a weekly tutorial/seminar.

Assessment Strategy

Assessment will be a final end of term, individual project. This project will be sufficiently long and detailed to assess all learning outcomes. Support will be provided to learners in the weekly seminar in order to ensure that work is continuous on the project. Students will be expected to submit two interim projects during the semester as

an example of their ongoing work. Collective feedback will be provided on these interim projects.

Repeat Assessment Strategies

The repeat mechanism is a 100 per cent individual project.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Individual Project	Written Assignment	100 %	OnGoing	1,2,3,4,5

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	3	Weekly
Seminar	Seminar	Flat Classroom	1	Weekly

Blended Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	3	Weekly
Seminar	Seminar	Flat Classroom	1	Weekly

Recommended Reading Book List

Morley, M., (2004). *Principles of Organisational Behaviour: An Irish Text*. Gill & Macmillan Ltd.
ISBN 0717136701 ISBN-13 9780717136704

MacDonagh, J., (2002). *Behavioural Science: For Marketing and Business Students*. Gill & Macmillan Ltd.
ISBN 071713380X ISBN-13 9780717133802

Griffin, W., (2011). *Organizational Behavior*. Cengage Learning.
ISBN 0538478136 ISBN-13 9780538478137

Kehoe, M., (2008). *Organisational Behaviour (Make That Grade S.)*. Gill & Macmillan.
ISBN 0717142701 ISBN-13 9780717142705

Literary Resources

Cross, C, & Carbery R., *Organisational Behaviour: An Introduction*, Palgrave Macmillan, 2016.

Morley, M., *et al*, *Principles of Organisational Behaviour, An Irish Text*, Gill & Macmillan, 2004.

Bloisi, W, *et al*, *Management and Organisational Behaviour*, McGraw Hill, 2007.

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
 GA_BBUSG_C06 202200 Higher Certificate in Business
 GA_BBUSG_B07 202200 Bachelor of Business
 GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales
 GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics
 GA_BFING_B07 202300 Bachelor of Business in Finance
 GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
 GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
 GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales
 GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)
 GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)



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University

ACCT06055 2022 Introduction to Business Analytics

Mandatory Delivered in Stage 2 Semester 4

Full Title	Introduction to Business Analytics		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	06	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Trevor Clohessy		

Module Description

Business analytics involves understanding the data-driven activities of a business to draw inferences to make calculated decisions with higher certainty. Business analytics encompasses a gamut of analysis around business data to draw information that could be used by the managers at various levels in an organisation. It enables fact-based decision making while extending accountability in decision making. For the purposes of this module, business analytics is defined as the process of extracting, transforming, and loading data in order to summarise it to extract information.

This module introduces the learner to the basic tenants of business analytics in terms of locating data, cleaning data and importing data into basic analytics tools such as excel and excel-add-ins.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Understand how organizations use business analytics to formulate and solve business problems and to support managerial decision making.
2. Evaluate how to source and extract data
3. Investigate how to review, clean and update business data
4. Apply basic analytics tool techniques to analyse and visualise data in order to solve business problems

Indicative Syllabus

1. Business Data Management
 - 1.1. Sourcing business data
 - 1.2. Business data reviewing
 - 1.3. Business data cleansing
2. Basic Spreadsheet Analytics
 - 2.1. Business data importing
 - 2.2. Business data analysis
 - 2.3. Business data visualisation
3. Business function cases
 - 3.1. Finance analytics
 - 3.2. Accounting analytics

Teaching and Learning Strategy

The teaching strategy for this module will be tailored to achieve the learning outcomes. This module introduces the learner to tools and methods for conducting business analytics. The T&L strategy will involve a number of categories of learning activities including the acquisition of knowledge through reading websites and blogs and attending lectures. It will also encompass discussion based learning

through online discussion forums, case studies and synchronous learning where appropriate. Learners will also gain knowledge and skills through practice based learning where they will analyse information from a range of digital sources, take part in online quizzes & MCQ's, and develop and apply business analytics skills and techniques. A summary of the T&L elements is outlined below:

- Synchronous learning,
- Case study videos,
- Online quizzes,
- Formative multiple choice questions,
- Project assignments,
- Discussion forum,
- GMIT eLABs.

Assessment Strategy				
An applied project that will involve the learners using module techniques and concepts to solve a real world business analytics problem.				
Repeat Assessment Strategies				
Student to resubmit their project based on assessment outcome or submit a new project for the next assessment session.				
Indicative Coursework and Continuous Assessment:			100 %	
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Weekly practical	30 %	OnGoing	1,2,3,4
Multiple Choice/Short Answer Test	MCQ	15 %	Week 8	1,2,3
Group Project	Business Analytics Project	55 %	Week 13	1,4
Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	1	Weekly
Practical	Computer Labs	Laboratory	2	Weekly
Blended Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	1	Weekly
Practical	Computer Labs	Laboratory	2	Weekly
Required Reading Book List				
Evans, R., (2019). <i>Business Analytics</i> . ISBN 0135231671 ISBN-13 9780135231678				
Winston, W., (2019). <i>Microsoft Excel 2019 Data Analysis and Business Modeling</i> . Microsoft Press. ISBN 1509305882 ISBN-13 9781509305889				
Recommended Reading Book List				
Provost, F., Fawcett, T., (2013). <i>Data Science for Business</i> . O'Reilly & Associates Incorporated. ISBN 1449361323 ISBN-13 9781449361327				
Programme Membership				
GA_BSDAG_H08 202200 Bachelor of Science (Honours) in Digital Accounting GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit) GA_BDIBG_C06 202300 Higher Certificate in Business (Exit)				



Stage 3 Modules

Full Title	Sales Management		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Mary McCormack		
Co Authors	Monica Nielsen		

Module Description

The aim of this module is to develop the students understanding of the key elements of managing the sales function within different organisational contexts.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Evaluate sales management frameworks in different organisational contexts.
2. Discuss the key tasks involved in managing an effective sales function.
3. Develop a recruitment and selection plan.
4. Discuss the use of technology and customer relationship management tools to manage the sales function.

Indicative Syllabus

Sales Practice

- Role of selling
- Careers in sales and sales management

Sales Environment:

- Sales contexts and customer management (trust based relationship selling; personal selling skills; key account management; inside sales)
- Consumer and organisation buyer behaviour
- Digital selling
- International selling

Sales Management

- Recruitment & Selection
- Motivation & Training
- Sales forecasting and budgeting
- Structuring the sales function and rewards
- Evaluation of key sales performance indicators

Teaching and Learning Strategy

The module will be taught predominantly through a combination of lectures, guest lectures, class discussions, and practical exercises. Case studies will be used to examine professional selling in practice. Students will be encouraged to monitor current developments in selling and management of the sales process.

Assessment Strategy

Assessment will be based on a combination of continuous assessment (40%) and a final examination (60%).

Repeat Assessment Strategies

Written exam

Additional Facilities

Provision for guest lecturers to speak to the students.
Attendance at sales conferences/ seminars where appropriate.

Indicative Coursework and Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Project	Assessment	40 %	Week 8	1,2

End of Semester / Year Formal Exam:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	60 %	End of Term	2,3,4

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	2	Weekly
Tutorial	Tutorial	Not Specified	1	Weekly

Required Reading Book List
Jobber, D., Lancaster, G., le Meunier-Fitzhugh, K., (2019). <i>Selling and Sales Management PDF EBook</i> . Pearson UK. ISBN 9781292205052 ISBN-13 1292205059

Literary Resources
Jobber, D. & Lancaster, G. 2014, <i>Selling and Sales Management</i> , 9ed. Prentice Hall.
Guenzi, P & Geiger, S. 2011, <i>Sales Management, A Multinational Perspective</i> , Palgrave Macmillan
Hair, Anderson, Mehta and Babin, 2015, <i>Sales Management</i> , South Western Cengage Learning.
Johnston, M.C., Churchill, Ford & Walker, 2013, <i>Sales Force Management</i> , Routledge.
Singh, R. 2013, <i>Customer-Orientated Sales Management Practices: Text and Cases</i> , Business Expert Press.
Enns, S. A. 2011, <i>Action Plan for Sales Management</i> , B2B Sales Connections.
Manning, Reece, & Ahearn, 2010, <i>Selling Today, Creating Customer Value</i> , 11ed. Pearson International Edition.
Churchill, Ford & Walker, 2009, <i>Sales Force Management</i> , 9ed International, Mc Graw-Hill.
Johnston, M & Marshall, G, 2012, <i>Sales Force Management</i> , Financial Times Prentice Hall.

Journal Resources
The Journal of Personal Selling and Sales Management

Online Resources
www.salesinstitute.ie The Sales Institute of Ireland
www.salesmanagement.org The Sales Management Association (International)
www.sellingpower.com Selling Power (Sales management articles)
www.hbr.org Harvard Business Review
www.ismm.co.uk The Institute of Sales and Marketing Management
www.salesandmarketing.com Sales and Marketing Management
www.salesforce.com Salesforce – Customer relationship management (CRM) software.
www.salesandmarketing.com Journal of Sales and Marketing Management
www.jpssm.org Journal of Personal Selling and Sales Management

Other Resources
Provision for guest speakers and attendance at seminars

Programme Membership
GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBUSG_B07 202200 Bachelor of Business
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

Full Title	Financial Management		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Caitlin NiGhabhain		

Module Description

This module covers many broad areas of Finance and Financial Management with a particular focus on how to deal with business challenges such as identifying appropriate sources of finance, evaluating investments, interpreting financial statements and managing working capital. Having an appropriate knowledge of Financial Management is valuable across all sectors of business, regardless of whether students choose to work in Finance, Marketing, Human Resources, IT or other disciplines. By having a strong knowledge of financial management, students will be able to contribute and add value both within a business context and also on a personal level.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Discuss the role and purpose of financial management.
2. Analyse and interpret financial statements for the purposes of investment and financial management decisions.
3. Assess the working capital requirements of various business entities considering each of the components of working capital such as Trade Receivables, Trade Payables, Inventory & Cash.
4. Evaluate capital investment projects by collating and presenting relevant information and by using appropriate methods such as Pay-back Period, Accounting Rate of Return, Net Present Value & Internal Rate of Return.
5. Recommend appropriate sources of finance for particular situations.
6. Discuss contemporary issues in financial management such as ESG reporting (Environmental, Social & Governance), and consider the ethical role of finance professionals.

Indicative Syllabus

Introduction to financial management

Nature, purpose & scope

Relationship to management accounting and financial accounting

Relationship of financial objectives and organizational strategy

Detailed analysis & interpretation of financial statements

Presentation of company accounts

Revision of basic ratios

Application and interpretation of investment/shareholder ratios

Working capital ratios and their significance

Cash operating cycle

Overtrading

Limitations of ratio analysis

Management of Working Capital

Nature and scope of working capital management

Working capital needs of different business entities

Management of inventory, trade receivables, trade payables & cash.

Factoring / invoice discounting

Cash forecasting / budgeting

Capital investment appraisal

Project planning and management
 Appraisal of capital investment opportunities
 Investment Appraisal Techniques such as Payback Period, Net Present Value, Accounting Rate of Return & Internal Rate of Return

Sources of finance

Sources, costs and suitability of various types of finance
 Long-term sources of finance
 Short-term sources of finance
 Nature & importance of internally generated funds
 Dividend policy
 Introduction to the Stock Market

Contemporary Issues in Financial Management

Discussion of contemporary issues such as ESG reporting (Environmental, Social & Governance).
 The ethical role of finance professionals and sustainable business decisions.

Teaching and Learning Strategy

Teaching & Learning will take place through lectures and tutorials. Course material will focus on the practical application of many of the principles being discussed and assessment will also be of a practical nature.

A broad range of teaching methodologies will be used to promote learning. These include for example; traditional lectures, discussions, problem-based learning, the use of mcq revision aids and pre-recorded revision lectures. Teaching materials will be made available to students through the Institution's VLE, Moodle.

While most of this module will be delivered using a traditional style of lecture hall teaching, a maximum of 25% of the module will be delivered in an on-line or blended manner where students will be provided with pre-recorded lectures and revision material as well as on-line quizzes.

Assessment Strategy

The module has a 100% CA component which will assess one or more of the learning outcomes. Assessments take place at regular intervals throughout the semester and encourage students to work consistently.

Assessment methodologies may include a range of methods such as on-line MCQs, closed-book invigilated exams and on-line, open-book assessments.

Assessment will be in the form of practical application of the material being covered.

Repeat Assessment Strategies

Repeat Assessment will be in the form of a 2 hour repeat examination paper with practical questions reflecting the content covered in this module.

Indicative Coursework and Continuous Assessment:

100 %

Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Class Assessment Class Assessment	100 %	OnGoing	1,2,3,4,5,6

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	3	Weekly
Tutorial	Tutorial	Not Specified	1	Weekly

Required Reading Book List

Atrill, P., (2019). *Financial Management for Decision Makers 9th Edition* .
 ISBN 1292311436 ISBN-13 9781292311432

Recommended Reading Book List

Ward, A., *Finance: Theory and Practice*. 4th Edition. Chartered Accountants Ireland.

Media, B., *ACCA Financial Management*. Latest Edition. BPP .
 ISBN 150973810X ISBN-13 9781509738106

Literary Resources

Online Resources

www.accaglobal.com
www.cimaglobal.com
www.charteredaccountants.ie

Other Resources

Class Notes/Question Packs

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBUSG_B07 202200 Bachelor of Business
GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

Full Title	Digital Business		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Laura Hegarty		
Co Authors	Michael Kelly		

Module Description

Business is digital. Digital business drives business and societal change worldwide, and has led to the creation, destruction, and transformation of businesses. This module is to develop an e-strategy for a digital business and use digital components for business and industry. Students will know how the digital components will impact business and identify how to combine these to develop business online.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Demonstrate knowledge of the components required for an e-business.
2. Demonstrate knowledge of key issues facing an e-business keeping in mind business trends and success stories
3. Create an e-business strategy
4. Create an online presence for an e-business using a leading contemporary content management platform

Indicative Syllabus

e-business types

- characteristics, drivers and barriers, current developments in e-business

e-business strategy

- evaluation, objectives, definition, developing e-business systems, implementation, e-strategy decisions

e-management

- e-management - transformation, channel strategy, e-business models, market analysis, revenue model

e-business infrastructure

- e-business platform, development, technologies, applications, processes, collaborations, outsourcing, security, cloud

e-environment

- Social, legal, ethical, current e-business and societal issues

Teaching and Learning Strategy

The teaching strategy for this module will be tailored to achieve the learning outcomes. The focus of this module will be on the application of theory, and students will implement their knowledge and skills through the practical components and elements of the e-business project. Marking criteria, deadlines and expectations will be discussed with learners at the beginning of the semester.

A summary of the T&L elements is outlined below:

- Lectures
- Laboratory workshops and practical exercises
- Class discussions
- Videos
- Case studies
- Guest Speakers
- Online quizzes
- Formative multiple choice questions
- Discussion forum
- Project assignment

Assessment Strategy

The module will be assessed through 100% Continuous Assessments.

The overall module mark will be based on the sum of the weighted grades for each assignment.

Assessments will be designed to encourage effective learning and measure progress towards the attainment of intended learning outcomes. The learner will be assessed on their practical ability and theoretical knowledge of digital business. In the final continuous assessment project, students will be required to create and design an online presence for e-business while understanding key strategies for a successful e-business.

Repeat Assessment Strategies

The repeat assessment is the re-submission of digital business project focusing. Repeat facilities will be accommodated in line with GMIT Code of Practice No. 3 Student Assessment: Marks & Standards procedures and in compliance with programme board decisions.

Indicative Coursework and Continuous Assessment:

100 %

Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Theory Assessment	15 %	Week 6	1
Assessment	Theory Assessment	15 %	Week 11	2
Project	Digital Business Final Project	70 %	End of Semester	1,2,3,4

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Practical	Laboratory	Computer Laboratory	1	Weekly

Required Reading Book List

Chaffey, D., Hemphill, T., Edmundson-Bird, D., (2018). *Digital Business and E-Commerce Management*. ISBN 1292193336 ISBN-13 9781292193335

Turban, E., Outland, J., King, D., Lee, J., Liang, T., Turban, C., (2017). *Electronic Commerce 2018*. Springer. ISBN 3319587145 ISBN-13 9783319587141

Laudon, K., Traver, C., (2021). *E-Commerce 2021-2022: Business. Technology. Society. , Global Edition*. Pearson. ISBN 1292409312 ISBN-13 9781292409313

Recommended Reading Book List

Clark, E., Chang, K., Melvin, P., (2020). *Business and Society*. Sage. ISBN 1506388108 ISBN-13 9781506388106

Seth, N., (2021). *Winning in the Digital Age*. India Penguin Enterprise. ISBN 0670095427 ISBN-13 9780670095421

Online Resources

- <https://www.smartinsights.com/>
- <https://www.smartinsights.com/digital-marketing-strategy/sostac-model/>
- www.dataprivacy.ie
- <https://wordpress.com/>
- <https://analytics.google.com/analytics/web/>
- <https://analytics.google.com/analytics/academy/>
- Search Engine Land
- www.amarach.com
- <https://landing.google.com/academyforads/>
- <https://moz.com/beginners-guide-to-seo>
- www.clickz.com/stats/
- www.websitegrader.com
- HubSpot Marketing Blog

Other Resources

Various digital business and social networks, online apps & tools, including but not exclusive to:

- Microsoft Azure Platform
- Hootsuite
- LinkedIn
- WordPress
- Shopify
- Laptop, WIFI, Headset with microphone, webcam
- Use of computer labs

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBUSG_B07 202200 Bachelor of Business
GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems
GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems
GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
GA_BRUAG_H08 202300 Bachelor of Business (Honours) in Rural Enterprise and Agri-Business
GA_BRUAG_B07 202300 Bachelor of Business in Rural Enterprise and Agri-Business
GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

Full Title	Project Management		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	John Kennedy		

Module Description

The aim of the module is to provide students with a fundamental understanding of professional project management as well as the development of key skills and capabilities in the application of key concepts, frameworks and techniques to projects.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Explain the role of the project manager and examine the key causative factors/reasons for project success/failure.
2. Develop professional project management competencies in selection, initiation, scoping, scheduling, resourcing, costing, report writing and auditing of projects.
3. Structure and manage projects through respective project life cycle phases - in particular utilising of the [PMBOK®] project management framework.
4. Develop individual, team, people and problem-solving competencies by being an active member of a project management team.
5. Explain and apply key project management concepts, standards, analytical methods and key software tools.

Indicative Syllabus

The Project Manager

- Role of the project manager
- The Project Management function in organisational contexts
- Project purpose and strategy
- Leading, managing and engaging in project teams
- Managing stakeholder relationships
- Performance: encompassing ESG criteria; causes of project success/failure

Project Management Framework

- Project Life Cycle
- Project Management Book of Knowledge (PMBOK®)
- Process Groups
- Knowledge Areas and Constraint Management

Project Management Tools, Techniques and Application

- Project Selection Methods
- Scope Statement & Work Breakdown Structure (WBS)
- Scheduling & Controlling: GANTT and Network Diagrams, Critical Path Method (CPM), Critical Chain Method (CCM), Project Evaluation and Review Technique (PERT)
- Resourcing and Budgeting Projects
- Risk Management tools

Teaching and Learning Strategy

A combination of synchronous and asynchronous learning. Primarily classroom lecture mode and lab practical delivery. Additional online recordings/explanatory materials; group discussions, readings, case studies and project work.

Assessment Strategy

- A group project valued at 60% will be prepared and submitted in a report format.
- An individual 40% assessment will include two components: i. a Multiple Choice Questionnaire based on the lecture material presented in class; ii. Problem exercises requiring the correct application of specific project management methods learned in both lectures and lab practicals.

Repeat Assessment Strategies

- An individual project valued at 100% will be prepared and submitted in a report format.

Additional Facilities

MS Project and MS Excel software will be variously applied by students in lab practicals and online for their CA assessments

Indicative Coursework and Continuous Assessment:**100 %**

<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Group Project	Project	60 %	Week 8	1,2,3,4,5
Assessment	Individual Assessment	40 %	Week 13	1,2,3,5

Full Time Delivery Mode:

<i>Type</i>	<i>Description</i>	<i>Location</i>	<i>Hours</i>	<i>Frequency</i>
Lecture	Lectures	Flat Classroom	1	Weekly
Practical	Lab Practical	Computer Laboratory	2	Weekly

Required Reading Book List

Institute, P., (2021). *A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Seventh Edition and The Standard for Project Management (RUSSIAN)*. Project Management Institute.
ISBN 9781628257007 ISBN-13 1628257008

Lock, D., (2013). *Project Management*. Gower Publishing, Ltd..
ISBN 9781409452690 ISBN-13 1409452697

Recommended Reading Book List

Gray, F., Larson, W., (2020). *Project Management: The Managerial Process*. McGraw-Hill Education.
ISBN 1260238865 ISBN-13 9781260238860

Lewis, J., (2010). *Project Planning, Scheduling, and Control: The Ultimate Hands-On Guide to Bringing Projects in On Time and On Budget , Fifth Edition : The Ultimate Hands-On Guide to Bringing Projects in On Time and On Budget*. McGraw-hill.
ISBN 0071746528 ISBN-13 9780071746526

Meredith, R., Mantel, J., (2010). *PROJECT MANAGEMENT: A MANAGERIAL APPROACH, 7TH ED.*
ISBN 8126525215 ISBN-13 9788126525218

Online Resources

The Project Management Institute - <https://www.pmi.org>

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBUSG_B07 202200 Bachelor of Business
GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems
GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems
GA_BBISG_C06 202200 Higher Certificate in Business in Business Information Systems (Exit)
GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

Full Title	Business Process Modelling		
Status	Uploaded to Banner	Start Term	2023
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Seamus Lennon		

Module Description

On completion of this module students should be provided with the knowledge of what a business process is, its contribution to business and to modelling business processes using practical examples applying the international BPMN methodology.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Describe business operations, processes and business process Modelling /modelling methodologies
2. Apply their knowledge of business processes and business process modelling to solve business problems.
3. Apply BPM using appropriate software tools
4. Create Models workflows/task sequences and decisions in a business context/functions using Tasks, Flows, communications, artefacts, Gateways, escalations, triggers, groupings, compensations and BPMN notation as appropriate to process modelling

Indicative Syllabus

BPM Introduction

Describe how, where and why business functions, processes and operations are integrated.

Define BPM, Describe business processes, operations, purpose and context, describe the various methodologies, covering the stages of process mapping, design, specification and implementation. Introduce BPM techniques/ methods e.g. BPMN, UML, DFD

BPM knowledge

Describe integrated business operations across the business functions and the processes involved. Explain the terminology, symbols and architecture of specific and appropriate BP modelling methods for use in business operations and processes e.g. BPMN. Begin developing the analytical approach to BPM. Identify elements of processes in organisations. Use basic design practice to illustrate the use of BPM.

BPM practice

Draw/Model an integrated business procurement/fulfilment/production/similar process

Apply the process modelling methodologies to practice business case problems

BPM software

Use BPS software tools e.g. bpmn, to apply the process model designs. Describe workflow as a technique including process/workflow/operations planning, scheduling and flow control, to provide solutions to business process issues and consider it in the context of lean design.

Teaching and Learning Strategy

Apply modelling techniques to business cases to model business processes

Assessment Strategy

Applied assignments and scenarios that will involve the learners evaluating business processes and then deliver models representing these processes. The continuous assessments will be incremental in complexity over the term to develop the modelling approach and each submitted by each student at intervals during the term.

Repeat Assessment Strategies

Exam with business case to demonstrate modelling techniques

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes

Assessment	BPMN Models	100 %	OnGoing	1,2,3,4
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Full Time Delivery Mode:

<i>Type</i>	<i>Description</i>	<i>Location</i>	<i>Hours</i>	<i>Frequency</i>
Lecture	Lecture	Not Specified	1	Weekly
Practical	Practical	Laboratory	2	Weekly

Blended Delivery Mode:

<i>Type</i>	<i>Description</i>	<i>Location</i>	<i>Hours</i>	<i>Frequency</i>
Lecture	Lecture	Not Specified	1	Weekly
Practical	Practical	Laboratory	2	Weekly

Required Reading Book List

Manuel, J., *Business Process Modelling simulation and design*. 3rd Edition. CRC.

Management, B., *BPMN Notation*. Current Edition. Business Process Management Initiative.

Recommended Reading Book List

Michael, S., (2014). *Bpmn 2.0 Handbook Second Edition*. 2nd Edition. CreateSpace.
ISBN 1503045757 ISBN-13 9781503045750

Other Resources

Software - Bizagi or similar modelling software

Programme Membership

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)



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INFO08023 2022 Business Analytics

Mandatory Delivered in Stage 3 Semester 5

Full Title	Business Analytics		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Enterprise & Technology		
Module Author	Noreen Henry		
Co Authors	Rachael Shaw, Meghann Drury-Grogan		

Module Description

Business analytics involves understanding the data-driven activities of a business to draw inferences to make calculated decisions with higher certainty. Business analytics encompasses a gamut of analysis around business data to draw information that could be used by the managers at various levels in an organisation. It enables fact-based decision making while extending accountability in decision making. For the purposes of this module, business analytics is defined as the process of extracting, transforming, and loading data in order to summarise it to extract information. This module introduces the learner to tools and methods for conducting business analytics.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Manage, explore and cleanse business data for analytics
2. Execute model-driven and data-driven analytics
3. Generate reports and visualisations
4. Apply data mining methods
5. Develop analytics solutions for finance and marketing functional problems

Indicative Syllabus

Business Analytics

Introduction. Descriptive, predictive and prescriptive, analytics.

Data Management

Data - Big Data. Databases and data sets. Accessing and managing data. Data Wrangling. Data exploration. Data cleansing. Extract, Transform, Load (ETL).

Spreadsheet Analytics

Model-driven methods. Data-driven methods. Reporting and visualisation. Data manipulation, tables and charts, pivot tables, etc.

Data Mining methods

Classification. Prediction. Relationships & comparisons. Anomalies/Outliers.

Business Function Cases

Finance analytics. Marketing analytics. Web Analytics.

Teaching and Learning Strategy

Facilitation of this module will ensure that learners are placed at the centre of learning and teaching and that learners will be empowered to take ownership of their own learning.

The teaching strategy for this module will be tailored to achieve the learning outcomes. This module introduces the learner to tools and methods for conducting business analytics. The T&L strategy will involve a number of categories of learning activities including the acquisition of knowledge through reading websites and blogs and watching video lectures. It will also encompass discussion based learning through online discussion forums, case studies and synchronous learning where appropriate. Learners will also gain knowledge and skills through practice based learning where they will analyse information from a range of digital sources, take part in online quizzes & MCQ's, and develop and apply business analytics skills and techniques.

The T&L strategy will involve the following six categories of learning activities including:

Acquisition – Reading digital websites, journals and blogs and watching video lectures.

Collaboration – Learners will mentor each other in terms of providing feedback on their weekly reflective tasks. The mini projects will be integrated with the business intelligence module.

Discussion – Weekly practical/reflective tasks and asynchronous learning.

Investigation - Learners will analyse the ideas and information from a range of digital sources.

Practice – Learners will engage in reflective tasks via weekly reflective exercises based on topics presented in the weekly lectures.

Production – Applied assignments and projects that will involve the learners critically evaluating real life decision-making and data visualisation scenarios. The continuous assessments will be scaffolded whereby the various graded components will form inputs to an overall portfolio which is submitted by each student at the end of the module.

Assessment Strategy

This module will comprise 100% continuous assessment and project work. The assessment strategy will consist of practical work and short reflections on practices, a multiple-choice assessment on understanding of terminology, concepts and application. An applied project that will involve the learners using module techniques and concepts to solve, report and present a real world business analytics problem.

All submissions should adhere to the Harvard Referencing Style and learners are encouraged to avail of support services including:

- [Academic Writing Centre | ATU Libraries Galway-Mayo \(gmit.ie\)](#)
- [Cite Them Right - Home \(citethemrightonline.com\)](#)

Repeat Assessment Strategies

Repeat facilities will be accommodated in line with ATU Student Assessment: Marks & Standards procedures and in compliance with programme board decisions. Decisions on nature of assessment will be linked to the need to achieve particular learning outcomes. They may be in the form of a written assessment, project or other relevant assessment. Individuals may be interviewed or asked to present their work in a formal student conference context to validate authenticity and ownership of work.

Additional Facilities

Access to Microsoft Excel and Power BI is essential for this module.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assignment	Practical tasks and short reflections	30 %	OnGoing	1,2,3,4,5
Multiple Choice/Short Answer Test	Multiple choice assessment	15 %	Week 8	1,2,3,4,5
Individual Project	Business Analytics Project	55 %	Week 13	1,2,3,4,5

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Practical	Lecture / Practical	Not Specified	4	Weekly

Online Learning Delivery Mode:

Type	Description	Location	Hours	Frequency
Online Learning	Practical Application	Not Specified	4	Weekly

Blended Delivery Mode:

Type	Description	Location	Hours	Frequency
Practical	Lecture / Practical	Not Specified	4	Weekly

Required Reading Book List

Evans, R., *Business Analytics, Global Edition*.
ISBN 1292339063 ISBN-13 9781292339061

Clarke, E., *Everything Data Analytics-A Beginner's Guide to Data Literacy: Understanding the Processes That Turn Data Into Insights (All Things Data)* . 1st Edition.
ELizabeth Clarke.

Journal Resources

Journals include:

- [International Journal of Data Science and Analytics](#)
- [European Journal of Operational Research](#)
- [Computational Statistics & Data Analysis](#)

A reading list will be provided by the instructor, examples include:

- [Big data and business analytics ecosystems: paving the way towards digital transformation and sustainable societies](#)
- [Artificial intelligence in business: State of the art and future research agenda](#)

Online Resources

[Excel video training - Microsoft Support](#)

[Power BI Learning Overview | Microsoft Power BI](#)

[Tutorial: Get started creating in the Power BI service - Power BI | Microsoft Learn](#)

[Reflectors' Toolkit | The University of Edinburgh](#)

Other Resources

Learners access to Microsoft Excel and Power BI are essential to this module.

Programme Membership

GA_BANAG_L08 202200 Higher Diploma in Business Analytics

GA_BANAG_N08 202200 Certificate in Business Analytics

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

Full Title	Work Placement		
Status	Uploaded to Banner	Start Term	2023
NFQ Level	07	ECTS Credits	30
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Pass/Fail	Failed Element	Yes
Department	Business & Accounting		
Module Author	Seamus Lennon		

Module Description

The module will develop the learner professionally and personally and equip them with the skills, knowledge and relevant business experience to give them insight to and enable them to plan for and achieve their career goals. The module supervisor(s) will work to support students in their endeavour to secure work placement and support the student once placed.

All aspects of work placement are covered through workshops and seminars in the earlier semesters (Semester 4 for CV Preparation and semester 5 mock interviews). During semester 5, the student will be active in seeking and applying for placement, participating in the interview / screening process.

The work placement duration is 13 weeks of work at a minimum. If the student and employer agree the student can remain on the work placement past the minimum 13 weeks up to the ideal of 8 months.

Learners will gain knowledge, skills and experience in relation to the recruitment and selection process, and have the opportunity to apply their skills and knowledge in industry. Learners will enhance their communication, teamwork, problem-solving and basic work skills. Placements will incorporate technical learning.

The module will be supported and delivered by an academic staff member with assistance from the Careers Office for the preparatory workshops and other academic staff for work placement supervision. Each student will be assigned an academic supervisor and a workplace mentor at the place of work who will also support the student while on placement.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Plan for work placement by identifying internship / placement opportunities.
2. Modify CV and Covering Letter for internship / placement opportunities.
3. Demonstrate interview skills.
4. Apply prior learning from the programme with requirements for internship / placement opportunities.
5. Submit a set of documentation recording work tasks and reflecting on work experience.
6. Deliver presentation on key insights regarding the work internship / placement experience.

Indicative Syllabus

Personal Development

Personality profile and analysis of aptitudes.

Marketing for Recruitment

The recruitment and selection process, marketing yourself, CVs, cover letters, tailoring of application to specific job.

Developing an Online Profile

Online professional profile development technologies e.g. Linked In, Twitter, Tumblr, blogging technologies, video.

Professional Presentation

Interview skills, interpersonal skills, presenting, negotiating, pitching, competency based interview.

Health and safety practices.

The student will produce a portfolio including CV, LinkedIn profile and a reflective essay on what they learned during the job seeking process as well as doing a formal mock interview.

Learners will assess their work place skills in a variety of areas including basic work practices, communication skills, teamwork skills, technical skills and problem-solving. Learners will take up placement in a Business setting working at least 18 hours/week for a minimum of 13 weeks. They will obtain mentoring from the host company and maintain an online reflective logbook.

Work placement workshops will be delivered collaboratively by the Careers Office and an academic supervisor and the placement will be supervised by an academic supervisor and a mentor at the place of work.

The student will be invited to find a suitable placement and obtain ratification from the academic supervisor. Assistance will also be given to students in securing an

appropriate placement.

During the placement period the student will be visited by or conduct a telephone/Skype interview with the academic supervisor. During this visit/interview, assessment will be made of the student's progress, the technical content of the learning and any necessary alterations, modifications or adjustments will be made after consultation with the student and work place mentor.

Students will maintain an online reflective journal during the work placement to assess their progress and set short term learning goals.

On completion of the industrial placement the student will write a report and do a presentation detailing what the student has done and learned during their placement including their technical skills development.

Teaching and Learning Strategy

To prepare themselves for placement and to secure a placement, students will undergo workshops, discussions and an iterative process to develop/review their approach to generating recruitment documentation. This will be co-ordinated by an academic staff member in co-operation with the Careers Office. All students will complete their CV and do a formal mock interview. These activities will take place as workshops and seminars in the Semester prior to work placement (Semester 5).

Learning in the workplace will be 'on the job learning/training' supported by the academic supervisor and mentor at the place of work. The student will use reflective learning to gain insight into skills developed in the workplace.

Assessment Strategy

The student must undertake work for 13 weeks with tasks and duties relevant to the BSc in BIS degree. In addition, the student should furnish:

Placement Logbook

A detailed logbook will be used for the purpose of recording training and competency. The log book will form an accurate record of each learners' training experience.

Placement report

Students will submit a report at the end of their placement.

Host company assessment

Overall assessment of the learner's performance during placement will be recorded by an interview with the host company supervisor and an academic staff member.

Presentation assessment

At the end of the placement, the student will present to academic staff and peer outlining the knowledge, skills and competence gained during their placement.

Repeat Assessment Strategies

The student must undertake work placement for a minimum of 13 weeks. All elements (Placement Logbook and Report, Host company assessment, Presentation assessment) must be furnished.

If there are extraordinary circumstances for late submission of these elements, every effort will be made to facilitate the student. This may include measures such as facilitating the student beyond the normal semester period.

Additional Facilities

Work Placement Handbook

Indicative Coursework and Continuous Assessment:		%		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Work Placement	70 %	End of Semester	4
Assignment	Work Logs	10 %	End of Semester	5
Performance Evaluation	Seeking placement - CV / cover letter preparation, participation in mock interviews	10 %	Week 1	1,2,3
Assessment	Presentation / Evaluation of Work Placement / Final Project Placement Report	10 %	End of Semester	6

Required Reading Book List

McCabe, M., (2014). *How to Get an Internship Or Work Placement*. CreateSpace.
ISBN 1492290971 ISBN-13 9781492290971

English, S., (2019). *Cv & Interview 101*. Polaris.
ISBN 095750764X ISBN-13 9780957507647

Online Resources

URL Resources

www.learnonline.gmit.ie for placement opportunities and guidelines

CV Evaluation Tool:

<https://careerset.io/gmit>

Other Resources

Video Interview Tool. Currently GMIT subscribes to Sonru.

<https://modernhire.com/sonru/>

Work Placement Handbook on Moodle.

Further resources can be found on the Moodle Module page.

Programme Membership

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)



MGMT07006 2022 Operations Management

Elective Delivered in Stage 3 Semester 6

Full Title	Operations Management		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	John Byrne		

Module Description

The operations function is responsible for the production and delivery of goods and services to the marketplace. Managing the operations process effectively, is key to building and sustaining organisational growth and competitiveness.

The type of goods and services produced by an organisation is typically determined by its local environment. The global process also plays an important role in adding value to local production techniques. This module adopts a contemporary approach to operations management by promoting a global perspective in relation to locally produced goods and services. In addition to critical aspects of the operations function within an organisational context, students will learn about the role of global production networks and value chains. Specifically; how these networks and value chains influence strategy, scheduling and execution; enabling production best practice at local level regardless of scale or industry.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Describe the role of operations management in building and sustaining organisational success.
2. Explore the processes of how products or services are produced and delivered to customers.
3. Discuss how the local context influences the type of production organisations engage with and the role of the global process in enhancing local production.
4. Describe how an Enterprise Resource Planning (ERP) system works and how the major components (such as SOPs, MPS, MRP, purchasing, and shop-floor scheduling) relate to the making of the products/services.
5. Evaluate the potential of lean and quality production measures for operations to deliver goods and services to customers in a more sustainable way.

Indicative Syllabus

Introduction to Operations Management

- Defining Operations Management and its characteristics
- Inputs transformations outputs and the process hierarchy
- Forms of production - specialisation and diversification

Operations Strategy

- Operations strategy and performance objectives
- Global production networks and value chains
- Digital operations

Operations Planning and Execution

- Process Design
- Layout and flow
- Scheduling and control
- Capacity and inventory management
- Enterprise resource and Materials Requirements Planning Systems

Lean and Quality Production

- Lean operations
- Quality management
- Sustainable production considerations

Teaching and Learning Strategy

Weekly - 3 hours of lectures with the support of MS powerpoint, demonstration videos, case studies and articles.

Assessment Strategy

The assessment strategy will be in line with GMIT Marks and Standards.

The assessment will consist of a C/A during the semester worth 40% and an end of semester examination worth 60%.

This assessment strategy will assess that the student have achieved the module learning outcomes.

Repeat Assessment Strategies

The repeat process for this module will be a 2 hour written examination.

Indicative Coursework and Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Practical Evaluation	CA	40 %	OnGoing	1,2,3,4,5

End of Semester / Year Formal Exam:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Final Exam Final Exam	60 %	End of Term	1,2,3,4,5

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	3	Weekly

Required Reading Book List

Slack, N., Brandon-Jones, A., Johnston, R., (2016). *Operations Management PDF eBook*. Pearson Higher Ed.
ISBN 9781292098715 ISBN-13 1292098716

Recommended Reading Book List

Chapman, S., Gatewood, K., Arnold, K., Clive, L., (2016). *Introduction to Materials Management, Global Edition*. Pearson Higher Ed.
ISBN 9781292162379 ISBN-13 1292162376

Nicholas, J., (2010). *Lean Production for Competitive Advantage: A Comprehensive Guide to Lean Methodologies and Management Practices*. Productivity Press.
ISBN 1439820961 ISBN-13 9781439820964

Cloke, P., Crang, P., Goodwin, M., (2013). *Introducing Human Geographies*. Taylor & Francis.
ISBN 0415826632 ISBN-13 9780415826631

Pf, D., (2016). *Guide to Computing Fundamentals in Cyber-Physical Systems*. Springer.
ISBN 9783319251783 ISBN-13 3319251783

Literary Resources

The latest version of the books listed should be used.

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBUSG_B07 202200 Bachelor of Business
GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems
GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics
GA_BFING_B07 202300 Bachelor of Business in Finance
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

Full Title	Business Ethics and Corporate Governance		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Marie English		
Co Authors	Barry McMillan, Fearghal McHugh		

Module Description

The purpose of the module is to give students a grounding in ethical reasoning & reflection, ethical principles, and ethical application.

The module enables students to have an awareness of their own (inherited) ethical stances and value systems, and introduces them to the practice of formal ethical thinking. It proceeds, then, to examinations of the development of Western ethical theory and of business ethics. In light of this grounding contextualisation, the module presents the main ethical approaches in the Western tradition, exploring their application to business functions and in business contexts in a globalised world.

The module aims to give students an awareness of corporate behaviour and the purpose of corporate governance in directing and controlling this behaviour. Students will appreciate the influences that affect ethical decision making and identify the factors that support professionalism in business.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Reflect upon, and gain deeper awareness of, ethical contexts, inheritances, and legacies (personal and historical).
2. Differentiate between, and discuss, the predominant ethical frameworks in the Western tradition.
3. Integrate ethical principles and frameworks into fundamental business functions and contexts.
4. Explain the necessity of good corporate governance and the relevant approaches and structures.
5. Describe the impact of corporate governance on organisations and behaviour.
6. Assess the factors involved in decision making and the characteristics of being a professional.

Indicative Syllabus

Contexts - Personal, Historical, & Contemporary Global

The Ethical Self:

Cultural contexts and inherited value systems; personal autonomy; self-awareness and self-reflection.

Exploring Ethical Thinking:

Why be good?; values, principles, decisions, and actions; personal ethics/social ethics/business ethics.

Western Ethical Thinking:

Origins & sources; history of ethics; legacies and contexts.

History of Contemporary Business Ethics:

American development; European development; global development.

Integration of Ethics and Business

Ethical Frameworks:

Duty-based; consequence-based; character-based; rights-based.

Ethics and Business Functions & Contexts:

Ethical questions and considerations arising in marketing, human resources, management, enterprise, finance, and operations.

Corporate Governance & Corporate Social Responsibility (CSR)

Describe the principles and (UK combined/international) code(s) of governance and the impact on management and organisations.

Explain the impact of corporate governance in the context of principles vs. rules; risk; decision-making and controls.

Define Agency Theory and transaction cost theory.

Describe corporate governance structures and their impact on a company (public and private) in areas such as remuneration, auditing, risk, nomination, disclosure, and

the company's relationship with stakeholders.

Integrated (sustainability) reporting including the financial, environmental, social and ethics sections.

The corporation and behaviour

Describe the elements contributing to corporate culture (e.g. cultural web) and corporate behaviour.

The impact of regulation, risk management and ethical models (e.g. Kohlberg, Tucker) in decision making and negotiation

The development and implementation of codes of ethics and reporting mechanisms, such as whistle-blowing

The characteristics and factors that contribute to being an ethical professional.

Teaching and Learning Strategy

The module will be taught through a combination of theory, practical exercises, and applied case studies, using a reflexive methodology. Students will, as a result, be guided to reflect on their own personal ethics, value systems, and ethical contexts, before considering, and engaging with, ethics theoretically and in applied scenarios.

Lectures and seminars will be conducted in an interactive and discursive manner. A measured balance will be maintained between the reflective aspects of the module, the theoretical aspects of the module, and the practical and applied aspects of the module.

Assessment Strategy

Both theoretical and practical/applied aspects of the module will be assessed. The appropriate mode of assessment for the theoretical aspect is formal, terminal examination. The practical/applied elements will be assessed using case study or scenario-based continuous assessment.

Repeat Assessment Strategies

Repeat assessment will consist of a formal, terminal examination.

Indicative Coursework and Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Case Study	40 %	OnGoing	3,4,5,6

End of Semester / Year Formal Exam:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	60 %	Week 15	1,2,3,4,5,6

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Seminar	Seminar	Flat Classroom	1	Weekly

Blended Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	2	Weekly
Seminar	Seminar	Not Specified	1	Weekly

Required Reading Book List

Blackburn, S., (2003). *Being Good: A Short Introduction to Ethics*. Oxford University Press.
ISBN 0192853775 ISBN-13 9780192853776

Crane, A., Matten, D., Glozer, S., Spence, L., (2019). *Business Ethics*. Oxford University Press, USA.
ISBN 9780198810070 ISBN-13 0198810075

Dimitropoulos, P., Chatzigianni, E., (2022). *Corporate Social Responsibility and Governance*. Routledge.
ISBN 0367715902 ISBN-13 9780367715908

, F., Fraedrich, J., (2021). *Business Ethics*. Cengage Learning.
ISBN 0357513363 ISBN-13 9780357513361

Hendry, P., (2013). *Ethics and Finance: An Introduction (Cambridge Applied Ethics)*. Cambridge University Press.
ISBN 1107612489 ISBN-13 9781107612488

Marcus, A., Hargrave, J., (2020). *Managing Business Ethics*. SAGE Publications, Incorporated.
ISBN 1506388590 ISBN-13 9781506388595

McBride, C., (2018). *CASES IN CORPORATE GOVERNANCE AND BUSINESS ETHICS*.
ISBN 1912350149 ISBN-13 9781912350148

Recommended Reading Book List

(2014). *Business Ethics: Readings and Cases in Corporate Morality*. Wiley-Blackwell.
ISBN 1118336682 ISBN-13 9781118336687

(2009). *European Corporate Governance: Readings and Perspectives*. Routledge.
ISBN 0415405343 ISBN-13 9780415405348

Murphy, E., Laczniak, R., Harris, F., (2016). *Ethics in Marketing*. Routledge.
ISBN 1138648094 ISBN-13 9781138648098

Suikkanen, J., (2014). *This Is Ethics: An Introduction (This is Philosophy)*. Wiley-Blackwell.
ISBN 1118479858 ISBN-13 9781118479858

Widdows, H., (2014). *Global Ethics: An Introduction*. Routledge.
ISBN 1844652823 ISBN-13 9781844652822

Literary Resources

Ferrell, O.C. (2014) *Business Ethics: Ethical Decision Making & Cases*, Cengage Learning.
1285423712, 9781285423715.

Jussi Suikkanen, 2014 *This Is Ethics: An Introduction (This is Philosophy)* Wiley-Blackwell. 1118479858, 9781118479858.

Simon Blackburn, 2003 *Being Good: A Short Introduction to Ethics* Oxford University Press. 0192853775, 9780192853776.

Solomon, Corporate Governance and Accountability, 3rd ed, Wiley

Monks & Minow, Corporate Governance, 5th ed, Wiley

P1 Professional Accountant, ACCA

Boatright, Ethics in Finance, 3rd ed Wiley ISBN: 978-1-118-61582-9,

Trevino, Managing Business Ethics, 5th ed, Wiley

Audi, Business Ethics & Ethical Business, 2009, Oxford

Mele, Business Ethics in Action,

Palgrave Mellahi, The ethical business, Palgrave

Journal Resources

Business Ethics: A European Review

Business Ethics Quarterly

Journal of Business Ethics

Other Resources

Achbar, Mark and Abbott, Jennifer (2007) *The Corporation* (DVD), Zeitgeist Films.

Armstrong, Franny and Loach, Ken (2005) *McLibel* (DVD), Spanner Films.

Ferguson, Charles (2010) *Inside Job* (DVD), Sony Pictures Classics.

Gibney, Alex (2005) *Enron: The Smartest Guys in the Room* (DVD), Magnolia.

Greenwald, Robert (2005) *Wal-Mart: The High Cost of Low Price* (DVD), Brave New Films.

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)

GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems

GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems

GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics

GA_BFING_B07 202300 Bachelor of Business in Finance

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

Full Title	Business Communications and Negotiations		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Myles McHugh		
Co Authors	Sharon Cavanagh		

Module Description

The aim of this module is to help students master the concepts, skills, and practices of effective business communications and negotiations.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Assess the major concepts and theories of negotiation and the purpose of communications.
2. Evaluate suitability of social media and online tools for Business Communication
3. Assess and reflect on interpersonal skills, conflict resolution, and negotiation style.
4. Develop facilitation/mediation skills and strategies for negotiations and conflict management.
5. Assess and discuss International and Cross-Cultural communications

Indicative Syllabus

Business Communications - The purposes of Communications

Establishing rapport :

- Handling Complaints and the Grapevine
- Delivering/Breaking Bad News
- Handling Conflict Management and resolving conflict through Mediation
- Collaboration, seeking input from other and listening

Choose the Right Communication-understanding the vertical and horizontal flows of information within organisations. Writing for business - in developing assumptions, summaries, conclusion, and recommendations

Decision-making /Problem-based assessment/analysis (turning theoretical knowledge into implementable actions). Making sure the recommendations/solutions clearly match the problem

Business Communications Challenges today in the new digital age.

Business Negotiations - Negotiation fundamentals

Negotiation Subprocesses

- Perception, Cognition, and Emotion
- Finding and using Negotiation power
- Ethics in Negotiation

Negotiation process

- Preparing for negotiation - maximising your advantage before negotiations begin
- Conducting the negotiation - making a credible opening
- Post negotiation - Settlement

Advanced Negotiating skills

- Developing a negotiating style
- Establish trust and Building a relationship
- Creativity and problem solving in Negotiations
- Handling Breakdown in Negotiation
- BATNA's

Negotiation across Cultures

Alternative Dispute Resolution

- ADR overview
- Mediation
- Arbitration

Teaching and Learning Strategy

Lectures will be supported with the use of Case Studies, Exercises, Simulations and guest industry speakers. Students will be required to actively participate in all exercises and simulations.

Assessment Strategy

This module will be assessed by 100% Continuous Assessment, the nature of which will be at the discretion of the lecturer in agreement with the Programme Board. The assessment will involve both a group project and an individual project.

Repeat Assessment Strategies

Repeat students must fulfill the same CA requirements of the Assessments

Indicative Coursework and Continuous Assessment:

100 %

Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Multidisciplinary Group Project	50 %	OnGoing	1,3,5
Individual Project	Individual	50 %	OnGoing	2,4,5

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Group Participation	Lecture Theatre	2	Weekly
Practical	Workshop	Workshop	1	Weekly

Part Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Group Participation	Lecture Theatre	2	Weekly
Practical	Workshop	Workshop	1	Weekly

Required Reading Book List

Fisher, R., Ury, W., Patton, B., *Getting to Yes*. Penguin Group.
ISBN 0140065342 ISBN-13 9780140065343

Voss, C., Raz, T., (2018). *Never Split the Difference*. HarperBusiness.
ISBN 0062872303 ISBN-13 9780062872302

Stone, D., Patton, B., Heen, S., (2000). *Difficult Conversations*. Gardners Books.
ISBN 014027782X ISBN-13 9780140277821

Literary Resources

Lewicki, R. (2014), *Negotiation*. 7th Edition ISBN 1259254399 Mc Graw Hill

Thompson, L. (2013), *The Mind and Heart of the Negotiator*. 5th Edition. ISBN-10: 1292023198 Pearson Education.

Bovee, C. and Thill, J. (2014), *Business Communication Today* (2014) 12th Edition. ISBN-10: 129200891 Pearson Education

Jones, D., (2008), *Advanced Communication Skills for Business Professionals*, Lulu.com

Other Resources

Carrell, M., and Heavrin, C., (2007), *Negotiating Essentials theory, skills, and practices*. Pearson Education

Borg, J., (2007), *Persuasion The Art of Influencing People*, 2nd edition, Pearson Education

Goodwin C., and Griffith, D., (2006), *Conflict Survival Kit, The Tools for Resolving Conflict at Work*, Pearson Education

Kaner, S., with Lind, L., Toldi, C., Fisk, S., & Berger, D.), (2007), *Facilitator's Guide to Participatory Decision-Making*, 2nd edition, Jossey-Bass

Thompson, L., (2008), *Mind and Heart of the Negotiator*, 4th Edition, Pearson Education

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBUSG_B07 202200 Bachelor of Business
GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems
GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics
GA_BFING_B07 202300 Bachelor of Business in Finance
GA_BRUAG_H08 202300 Bachelor of Business (Honours) in Rural Enterprise and Agri-Business
GA_BRUAG_B07 202300 Bachelor of Business in Rural Enterprise and Agri-Business
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

Full Title	Technology, Management and Society		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Miriam McSweeney		

Module Description

The module aim is to foster an understanding of management in the context of the social effects of technological innovation.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Think critically about management in the technologically enabled workplace of the 21st century;
2. Argue comfortably on issues relating to the technological developments in their socio-economic context;
3. Demonstrate a knowledge and understanding of the technological forces shaping human behaviour and assess their impact in the workplace; and
4. Demonstrate an active interest in current debates and issues relating to technological induced cultural change within a community (business or otherwise).

Indicative Syllabus

Introduction

The challenges of management in the complex technologically advanced workplace; compatibility of technologies and democracy, technological tools and applications to enhance transparency, accountability and governance; theoretical approaches for understanding technology-generated workplace issues and their impact on change and transformation.

Technology and empowerment

Availability of information, individual training and development, monitoring individual performance; control over people's actions and movements; data ownership and privacy issues; digital divide; ageism; continual adaption to technological induced change; societal implications.

Socio-economic impact of technological change

Employee interaction; social media and human behaviour; impact of working and social relationships in real and virtual communities; technological determinism; conscious computing.

Cultural impact of technological change

Technological innovation and cultural change; risks, possibilities and realities of a digital culture; impact of technological advancements on communities, human welfare, values and beliefs.

Teaching and Learning Strategy

Teaching and learning methods will involve a combination of lectures, seminars, readings, class discussion. Students will be encouraged to participate in the classroom and to relate concepts to practical situations.

Assessment Strategy

Students will take a final exam at the end of the semester. Students will also undertake a project throughout the semester in order to apply the theory covered in the module. This assessment will measure students ability to think critically and apply the theoretcal material, develop and communicate relevant arguements. The assessment strategy will be reviewed on an on-going basis with the external examiner.

Repeat Assessment Strategies

Written examination at the next available sitting.

Indicative Coursework and Continuous Assessment:		30 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Group Project	30 %	OnGoing	1,2,3,4

End of Semester / Year Formal Exam:		70 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Written exam	70 %	End of Semester	1,2,3,4

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Tiered Classroom	2	Weekly
Practical	Lab	Laboratory	1	Weekly

Required Reading Book List
Drucker, F., (2008). <i>Classic Drucker</i> . Harvard Business School Press. ISBN 1422125920 ISBN-13 9781422125922

Recommended Reading Book List
Christensen, M., (2013). <i>The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)</i> . Harvard Business Review Press. ISBN 142219602X ISBN-13 9781422196021
Harari, Y., <i>21 Lessons for the 21st Century</i> . 1st Edition. Jonathan Cape. ISBN 1787330672 ISBN-13 9781787330672
Hari, J., <i>Stolen Focus</i> . 1st Edition. Bloomsbury Publishing. ISBN 9781526647115 ISBN-13 1526647117
(2007). <i>Technology & Society (Opposing Viewpoints)</i> . Greenhaven Press. ISBN 0737733616 ISBN-13 9780737733617
Harrington, L., <i>Technology And Society</i> . 1st Edition. Jones & Bartlett Learning. ISBN 0763750948 ISBN-13 9780763750947
Johnson, G., <i>Technology and Society, second edition</i> . 2nd Edition. MIT Press. ISBN 9780262539968 ISBN-13 0262539969
Phillips, N., (2010). <i>Technology and Organization: Essays in Honour of Joan Woodward (Research in the Sociology of Organizations)</i> . Emerald Group Publishing Limited. ISBN 1849509840 ISBN-13 9781849509848
Schumacher, E F., <i>Small Is Beautiful</i> . Vintage. ISBN 0099225611 ISBN-13 9780099225614
Stein, Z., <i>Education in a Time Between Worlds</i> . 1st Edition. Bright Alliance. ISBN 0986282677 ISBN-13 9780986282676
Turkle, S., (2012). <i>Alone Together: Why We Expect More from Technology and Less from Each Other</i> . Basic Books. ISBN 0465031463 ISBN-13 9780465031467
Veldhoen, E., (2013). <i>You-Topia: The Impact of the Digital Revolution on Our Work, Our Life and Our Environment</i> . XLIBRIS. ISBN 1493112651 ISBN-13 9781493112654
Williams, J., <i>Stand Out of Our Light</i> . 1st Edition. Cambridge University Press. ISBN 9781108452991 ISBN-13 110845299X
Anders, G., <i>You Can Do Anything</i> . 1st Edition. Back Bay Books. ISBN 031654888X ISBN-13 9780316548885

Online Resources
Link to an academic phrasebook: https://www.phrasebank.manchester.ac.uk/
Link to GMT's Academic Writing Centre: https://library.gmit.ie/support/academic-writing-centre/
Link to Cite Them Right in GMT Library: https://www.citethemrightonline-com.ezproxy.gmit.ie/

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBUSG_B07 202200 Bachelor of Business
GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems
GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics
GA_BFING_B07 202300 Bachelor of Business in Finance
GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

Full Title	New Venture Planning		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 2	Duration	13 weeks - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	George Finnegan		
Co Authors	Ivan McPhillips, Eilis McNulty		

Module Description

The module introduces Learners to the business planning process and they learn to plan a project around key milestones and concepts, including the essential skill of raising finance and gathering talent. The different options of how to protect Intellectual Property are explored. The module teaches the Learner the key skills and principles required to fund a start-up and manage and support a new venture. Learners will be broken into individuals or teams and will be asked to research and present and defend a detailed Business Plan for a proposed new venture idea. The proposed new venture idea can have been identified in the New Venture Creativity module covered by the Learner previously.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Distinguish between different types of intellectual property ownership
2. Demonstrate an understanding of how to plan for the launch of a new venture
3. Be in a position to research and produce a detailed business plan for a new venture idea
4. Analyse a new venture from the perspectives of investors and funding bodies
5. Construct a persuasive presentation on a new venture proposal for a potential investor

Indicative Syllabus

The Creative Process applied to the Business Environment.

Business Planning for a business venture (overview).

Establishing priorities

Finance and other supports for new Business.

Raising finance from financial, state support and other support organisations.

Intellectual Property Ownership.

Preparation, utilisation and validation of the Business Plan.

Presenting the New Venture Planning Business Plan in a Pitch Presentation of the new venture proposal to a potential investor/lender/grant providing agency

Launching the New Venture sustainably.

Teaching and Learning Strategy

A variety of teaching methods will be used in this module including lectures, small group tutorials, workshops, case-studies, guided reading and online discussion forums. This applied module is student-centric in its delivery, with a strong emphasis on fostering an inclusive learning environment where different learning styles will be valued. The learning will be reinforced through effective questioning, self-directed learning, periodic review of the business plan and formative feedback.

Assessment Strategy

The main assessment of this module involves learners working in groups to research, develop, present and defend a detailed business plan for a proposed new venture idea. It is intended that this will be an integrated assessment with Marketing Techniques and Research modules where the Learners will be asked, as part of the continuous assessment for those modules, to prepare a marketing plan as a component of the overall business plan. This in turn will link into the business plan for New Venture Planning.

Repeat Assessment Strategies

The student, as an individual, will be requested to research and present a detailed business plan for a proposed new venture.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Product Elevator Pitch	20 %	Week 7	2,5
In class exam	Multiple Choice Questions	20 %	Week 12	1,2,4
Assignment	Business Plan	60 %	Week 11	2,3,4

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Tutorial	Group Tutorial	Lecture Theatre	1	Weekly
Lecture	In class Lecture	Lecture Theatre	2	Weekly

Recommended Reading Book List
Burns, P., (2018). <i>New Venture Creation</i> . Red Globe Press. ISBN 9781352000504 ISBN-13 1352000504
Burns, P., (2016). <i>Entrepreneurship and Small Business</i> . Red Globe Press. ISBN 9781137430359 ISBN-13 1137430354
Bogle, C., (2017). <i>The Little Book of Common Sense Investing</i> . John Wiley & Sons. ISBN 9781119404507 ISBN-13 1119404509
O'Kane, B., (2017). <i>STARTING A BUSINESS IN IRELAND (7E)</i> .. ISBN 178119310X ISBN-13 9781781193105
O'Hara, J., (2011). <i>Entrepreneurship in Ireland</i> . Gill Education. ISBN 0717149765 ISBN-13 9780717149766
Westhead, P., Wright, M., McElwee, G., (2011). <i>Entrepreneurship</i> . Financial Times/Prentice Hall. ISBN 0273726137 ISBN-13 9780273726135

Online Resources
Intellectual Property Office of Ireland at https://www.ipoi.gov.ie/en/ www.odce.ie http://www.startups.ie GMIT iHubs https://www.gmit.ie/gmit-innovation-hubs https://library.gmit.ie www.localenterprise.ie www.enterprise-ireland.ie udaras.ie

Programme Membership
GA_BBUAG_H08 202200 Bachelor of Business (Honours) GA_BBUSG_B07 202200 Bachelor of Business GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics GA_BFING_B07 202300 Bachelor of Business in Finance GA_BRUAG_H08 202300 Bachelor of Business (Honours) in Rural Enterprise and Agri-Business GA_BRUAG_B07 202300 Bachelor of Business in Rural Enterprise and Agri-Business GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

Full Title	The Next Step - Transitioning to Work		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Pass/Fail	Failed Element	Yes
Department	Comp Science & Applied Physics		
Module Author	Bridie Killoran		
Co Authors	Mrs. Sally Reidy, Carina Ginty		

Module Description

The Next Step - Careers Module develops the learner professionally and personally and equips them with the skills and knowledge to enable them to plan for and achieve their lifelong career goals. The module is aligned to GMIT's [Employability Statement](#) and Framework which highlights the Institute's commitment to working with employers, ensuring that graduates are prepared for a constantly changing world of work. The Next Step combines a digital learning suite of resources and traditional live discussions that are informed by enterprise. A suite of online workshops facilitate and guide students' actions and reflections, as they develop and fine tune a career portfolio. Learners will gain knowledge and skills in relation to the recruitment and selection process, and gain skills relevant to commencing in the workplace.

The online careers module provides students with a programme of career, personal and professional development that is grounded in a theoretical model CareerEDGE (Darce, Pool, and Sewell 2007). The model of employability has become embedded in the Careers module and forms the architecture around which students personal, career and professional development is based and delivered.

This module can be delivered as a blended or online module.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Apply active self reflection and research skills to create a sustainable career development plan.
2. Construct a comprehensive Career Development e-Portfolio.
3. Present and articulate professional skills and experience in an employment interview situation.
4. Identify, research and reflect on transversal employment skills.

Indicative Syllabus

Personal Development

- Identifying Individual Strengths and alignment to job applications
- Personality profile and reflective developmental programme
- Personal Transversal Skills Identification (Definitions, alignment, and translation to employment situations)
- Personal Career Development Plan (PDP)
- Skills Gap Analysis (actionable programme for development)
- Sustainable Career Development Plan (Incorporating student experience in career development learning, experience, generic skills, emotional intelligence and degree subject knowledge)

Occupation/Industry Sector Analysis

- Sources of information
- Key Indicators and bases for analysis

Marketing for Recruitment

- The recruitment and selection process
- Marketing yourself and elevator pitch
- Effective online e- portfolio
- Professional discipline specific CVs, and Cover Letters and alignment to job descriptions
- Recruitment interview skills
- Interpersonal skills (Presenting, Negotiating, Pitching)

Networking

- The importance of networking
- How to Network (Online and Traditional Networking, Networking Events)
- Online Professional Profile Development Technologies e.g. Linked In, Twitter, Tumblr, blogging technologies, video

Professional Etiquette

- Professionalism

- Ethical Perspectives
- Professional Communication
- Diversity in the Workplace

Teaching and Learning Strategy

The module delivery is student focused. The learner has flexibility and choice with the availability of blended and online learning engagement opportunities. It implements peer learning opportunities; creative and innovative challenges and the Moodle page includes access to national and international employers. The delivery focuses on collaborative and active learning strategies. The assessments require reflection and encourage analytical and critical thinking skills along with engagement in the latest technology using Artificial Intelligence. The module encourages students to use the knowledge they have gained about themselves to guide their career development. The variety of tools and technology used to deliver the module, along with the use of iconography, ensures that the module complies with elements of Universal design for Learning. This module is a key selling point to international students as they seek work and develop career opportunities in country of choice. This module will use active learning and discussions, and will include guest lecturers from industry as relevant. Students will engage with online networking forums such as LinkedIn and insightful psychometric assessments

Assessment Strategy

- 20% Career Development Plan (Consisting of Personality profile and skills audit, strengths and competencies alignment, personal SWOT analysis, and industry sector analysis)
- 80% Portfolio (Consisting of CV, (personal profile, education analysis, project work reflection, skills and achievements), cover letter, online workplace mock interview, and reflection and online transitioning to work quiz)

Lecturers may choose to use either of the two assessments as an integrated assessment for another module in the student's programme, such as an existing Work Placement module or a Communications module. The assessments include an oral element, as the online interview is included.

Repeat Assessment Strategies

Students will be required to repeat any failed written components of this module and submit a repeat assessment.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Professional career development plan	20 %	Week 4	1,2,4
Assessment	e-Portfolio	80 %	End of Semester	2,3

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Online Learning	Online Learning + Professional Development Seminars	Not Specified	3	Weekly

Blended Delivery Mode:

Type	Description	Location	Hours	Frequency
Online Learning	Online Learning + Professional Development Seminars	Not Specified	3	Weekly

Recommended Reading Book List

Bolles, N., *What Color Is Your Parachute? 2020*. 2020 Editionth Edition. Ten Speed Press.
ISBN 9781984856586 ISBN-13 1984856588

Literary Resources

Bolton, G. E. (2010). *Reflective Practice: Writing and Professional Development*. Sage Publications.

Faust, B. a. (2006). *Pitch Yourself: The Most Effective CV You'll Ever Write: Stand Out and Sell Yourself*. Prentice Hall.

Kay, S. (2010). *Professionalism: The ABC for Success*. Hertfordshire: Professionalism Book

Parkinson-Hardman, L. (2013). *LinkedIn Made Easy: Business Social Networking Simplified*. 3rd ed. Clear Publications.

Spiropoulos, M. (2005). *Interview Skills that Win the Job*. Allen and Unwin.

Journal Resources

Darce Poole, L. and Sewell, P.J. (2007) *The Key to Employability: Developing a Practical Model of Graduate Employability*. *Education + Training*, 49 (4) pp. 277-289.

Frigerio, G (2011) *Widening Participation, Employability and Work-Related Learning – What Works*, Paper presented at ASET conference, Leeds Metropolitan University, September 2011.

Guile, D. and Griffiths, T. (2001) '*Learning through Work Experience*', *Journal of Education and Work*, 14:1, 113-131

Jones, C.M., Green, J.P., Higson, H.E. (2017) Do work placements improve final year academic performance or do high-calibre students choose to do work placements? *Studies in Higher Education*, 42:6, 976-992, DOI: 10.1080/03075079.2015.1073249, p.977.

McCash, P. (2010). Using concept mapping to develop a career studies curriculum. *Career Research and Development: the NICEC Journal*. 23, 25-33 .

Mitchell, L.K. & Krumboltz, J.D. (1996) Krumboltz's learning theory of career choice and counseling, in D. Brown, L. Brooks and Associates (eds) *Career choice and development* (3rd edition), San Francisco, CA: Jossey-Bass.

Patton, W. (2008) Recent developments in career theories: the influences of constructivism and convergence, in J.A. Athanasou and R.V. Esbroeck, (eds.) International Handbook of Career Guidance. Dordrecht, Netherlands: Springer.

Online Resources

[CareersPortal.ie](#) - Ireland's leading Career Guidance website
[World Economic Forum 2020 | Deloitte Insights](#)
[Glassdoor Job Search | Find the job that fits your life](#)
[Gradcracker - Careers for STEM Students](#)
[Graduate jobs, recruitment and careers in Ireland | gradireland](#)
[Jobs in Ireland - Best jobs Ireland has to offer | IrishJobs.ie](#)
[Engineers Ireland](#)
[Publicjobs.ie | Ireland's Premier Public Sector Recruitment Website](#)

Other Resources

Career Services staff expertise and support

Learning Technologist expertise, design, and support (For further development and access across the CUA to ensure access for all students of diverse abilities.)

The Next Step Careers module utilizes several external software products, including:

- [Strengths Profiling Psychometric assessment tool](#)
- Suite of Psychometric Assessments, including the Type Dynamic Indicator, Emotional Intelligence, Learning Styles Indicator, Career Interest Inventory, Abstract Numerical and Verbal reasoning Skills Assessment
- Transversal Skills development programme
- Online CV Review tool with artificial intelligence
- Online professional employment interview 24/7 review tool including artificial intelligence
- Employer engagement guest speakers

Programme Membership

GA_ESOEG_H08 202200 Bachelor of Engineering (Honours) in Software and Electronic Engineering
 GA_ESOEG_B07 202200 Bachelor of Engineering in Software and Electronic Engineering
 GA_KITGC_S07 202300 Certificate in IT Project Management
 GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems
 GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems
 GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics
 GA_BFING_B07 202300 Bachelor of Business in Finance
 GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)

Full Title	Professional Practice Project		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	07	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Enterprise & Technology		
Module Author	Rachael Shaw		
Co Authors	Una Quinn		

Module Description

In this module students research a specified information systems issue and create a technological solution, using the knowledge and skills gained in the programme, complementing any deficits with independent study.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Analyse a business information systems issue and identify a solution.
2. Conduct a literature review on topics relevant to the business issue.
3. Exhibit information systems skills in the development of a business solution.
4. Apply project management techniques to the completion of the project.
5. Write and present a report on the project solution and/or prepare user documentation for the client.
6. Present and defend orally the project solution to the client and/or academic supervisor.

Indicative Syllabus

Students will undertake a project based on a business issue, with the ultimate output being a real-end product which will provide a workable solution. Each student will be assigned an academic supervisor who will agree the expectations, scope and deliverables for the project with the student, and if relevant, the client. The supervisor will meet each group regularly to monitor progress and provide advice and direction.

Project Planning

Project definition, project planning, risk management

Literature Review

Literature searching, managing information, critical evaluation, writing the literature review

Product Development

Development Lifecycle, testing and evaluation

Project Controlling

Dealing with problems, managing time, working in teams.

Project Presentation

Report writing, referencing, writing user guides/training manuals, oral presentations, oral examinations

Teaching and Learning Strategy

Students' independent learning will be supported by project supervisors and workshops on key topics where relevant.

Assessment Strategy

Students will have to produce an interim report to include background to the project, aims and objectives of the project, literature review relevant to the project, analysis of the issue, alternative approaches, solution chosen, conclusions and recommendations.

Students will have to produce a technological solution to the issue and include user guides etc. as relevant.

Students will deliver an oral presentation outlining the project process and solution to their class, the academic supervisor and if relevant, the client.

Repeat Assessment Strategies

Student groups will have to resubmit the assigned project based on feedback received from the assessor.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Project	Interim Report	25 %	Week 6	1,2,4,5
Project	IS Product	50 %	Week 12	3,4,5
Oral Exam/Presentation	Project Presentation	25 %	Week 13	6

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Seminar	Workshops	Seminar Room	1	Weekly

Recommended Reading Book List

Spalek, S., Frame, J., Chen, Y., Pritchard, C., Bucero, A., Meyer, W., Legard, R., Bragen, M., Skogmar, K., Larson, D., Brijs, B., (2018). *Data Analytics in Project Management*. Taylor & Francis Group/CRC Press.

ISBN 9781138307285 ISBN-13 1138307289

Dawson, C., (2009). *Projects in Computing and Information Systems: A Student's Guide (2nd Edition)* . Pearson Education Canada.

ISBN 0273721313 ISBN-13 9780273721314

West, B., (2012). *Project Management for IT-Related Projects*. British Informatics Society Ltd.

ISBN 1780171188 ISBN-13 9781780171180

Programme Membership

GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems

GA_BBISG_B07 202300 Bachelor of Science in Business Information Systems

GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics

GA_BFING_B07 202300 Bachelor of Business in Finance

GA_BDIBG_B07 202300 Bachelor of Business in Business with Digital Business (Exit)



Stage 4 Modules



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ACCT08030 2022 Business Strategy and IS

Mandatory Delivered in Stage 4 Year Long

Full Title	Business Strategy and IS		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	10
Delivery Mode	Year	Duration	Stage - (26 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Fearghal McHugh		

Module Description

Business and IS Strategy involves understanding the internal and external driven activities of a business. Strategy encompasses a range of analysis models and tool around the business to gather its market position, help identify potential business options and development an approach as to how to implement a suitable choice, this is to complete the analysis choice and implementation phases of a corporate/business and/or functional strategy. The module will also focus on the development and alignment of the IT Strategy for a business in order to support its competitive position and add competitive advantage.

Learning Outcomes

On completion of this module the learner will/should be able to:

1.	Evaluate the impact of strategy management and planning approaches and the process to formulate the business strategy.
2.	Explain the range of analytical tools to analyse a company's external and internal environment, options, choices, implementation and control
3.	Determine a range of strategic options open to a company at the corporate and business unit level.
4.	Identify and apply the range of tools for strategic analysis and propose appropriate strategic options and make recommendations.
5.	Identify the key elements of strategy implementation and appraise a company's efforts in strategy implementation.
6.	Identify and analyse the influences and pre-planning required for an IS Strategy, recognising the various elements of IT/IS/IM and models required to formulate an aligned IS Strategy.

Indicative Syllabus

Business Strategy

Gain a knowledge of the strategic position of a company.

Describe the purpose, process and application of Business, Corporate and Functional Strategies.

Describe and use the strategy analysis models in the sequence of Analysis, Choice, Implementation and Control. Incorporate corporate strategy portfolio models.

Align and understand the impact of the business strategy on the marketing, hr, financial and relevant functional strategy

To recognise the and emphasise the value to and from the use of IS throughout the strategic planning and management process

IS strategy

IS planning models,

Understaffing the value/risk to the business from strategy use of IT and

Describe the decision/information value derived from the systems

Analysis of where the business is at in terms of IT maturity,

Align with business objectives to identify where it is going

Describe the approach to formulate the IT/IS/IM sub functional strategies and its impact across the enterprise.

Teaching and Learning Strategy

A combination of theory/models, use of case studies.

Assessment Strategy

Applied Case studies as continuous assessment and a project on the development of a strategic plan for a business/industry or other as appropriate, applying the various strategic management tools and techniques in combination with and a final exam.

Repeat Assessment Strategies				
Exam				
Additional Facilities				
Simulation Software				
Indicative Coursework and Continuous Assessment:			50 %	
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Project / Simulation	35 %	OnGoing	2,3,4,5,6
Group Project	Case Anaysis	15 %	OnGoing	2,3,4,5,6
End of Semester / Year Formal Exam:			50 %	
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	50 %	End of Semester	1,2,3,4,5,6
Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	2	Weekly
Practical	Case / Simulation / Project	Not Specified	1	Weekly
Blended Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	2	Weekly
Practical	Case / Simulation / Project	Not Specified	1	Weekly
Required Reading Book List				
Whittington, R., Angwin, D., Regner, P., Johnson, G., Scholes, K., <i>Exploring Strategy</i> . 12th Edition. Pearson.				
Pearlson, E., Galletta, F., <i>Managing and Using Information Systems: A Strategic Approach</i> . Managing and Using Information Systems: A Strategic Approach, 7th Edition. Wiley.				
BPP, <i>Strategic Business Leader ACCA</i> . Current Edition. BPP Learning Media.				
Peppard, J., Ward, J., <i>The Strategic Management of Information Systems</i> . Current Edition. Wiley.				
Recommended Reading Book List				
, <i>Corporate Strategy</i> . 3rd Edition. Chartered Accounting Ireland.				
CIMA, <i>CIMA Strategic Management</i> . Current Edition. CIMA.				
Journal Resources				
Harvard Business Review				
Other Resources				
Simulation Software				
Programme Membership				
GA_BSDAG_H08 202200 Bachelor of Science (Honours) in Digital Accounting GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems				



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BUST08021 2022 Critical Thinking

Mandatory Delivered in Stage 4 Semester 7

Full Title	Critical Thinking		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Miriam McSweeney		
Co Authors	Seamus Lennon		

Module Description

To develop the students' understanding and capacity for creative, analytical and critical thinking.

Learning Outcomes

On completion of this module the learner will/should be able to:

- critically analyse, evaluate and interpret information in a variety of contexts;
- use relevant evidence to construct valid, sound and logical arguments;
- choose effective arguments to enhance and optimise the individual's decision making and problem solving abilities; and
- apply critical thinking skills to contemporary business issues.

Indicative Syllabus

The Thinking Process

The basic process of thinking and the factors that affect it. Defining critical thinking. Examining the relationship between epistemology and critical thinking. The analytical, evaluative and creative components of critical thinking. The scientific method. Cognitive biases, fact, opinion and barriers to critical thinking.

Constructing Arguments

The fundamental elements of reasoning. Recognising and evaluating arguments. Examining the quality and validity of evidence to support conclusions. Understanding deductive arguments. Constructing sound, strong and extended arguments. Recognising underlying value conflicts, assumptions and fallacies in arguments. The role of perceptions, beliefs and emotions in argument construction.

Problem Solving and Decision Making

Systematic approaches to problem solving and decision making. The use of inductive and deductive logic. The role of psychological processes including biological factors, judgemental biases and perceptions of risk in decision making. Problem identification and clarification. Symptoms versus root causes. Diagram and analysis techniques and tools. Techniques for evaluating alternatives. The role of creative thinking as a problem-solving tool.

Critical thinking and the business world

Using critical thinking to examine contemporary issues in business. The benefits of critical thinking in the business world.

Teaching and Learning Strategy

This module will be delivered through a combination of formal lectures and small group learning sessions.

Where a programme has chosen to deliver this module as an **online module**, the module will be delivered using a combination of teaching and learning methods. These will include a combination of live lectures, prerecorded lectures, readings, online discussions, practical examples, case studies, quizzes and blogs.

Assessment Strategy

Critical Thinking is linked closely with the Research Methods module which is delivered at the same time. In order to reinforce the connection between the two modules there is a joint continuous assessment worth 30%. A further 10% will be awarded for weekly contributions to online activities e.g. Forums and a final exam worth 60% at the end of the semester.

The assessment strategy will be reviewed on an on-going basis with the external examiner.

Repeat Assessment Strategies

Repeat Exam at the next available sitting.

Indicative Coursework and Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Practical work	40 %	OnGoing	1,2,3,4

End of Semester / Year Formal Exam:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam	60 %	End of Semester	1,2,3,4

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	1	Weekly
Seminar	Small Group Learning	Flat Classroom	2	Weekly

Online Learning Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Online Lecture	Online	1	Weekly
Seminar	Seminar Online	Online	2	Weekly

Required Reading Book List				
Dwyer, P., (2017). <i>Critical Thinking</i> . Cambridge University Press. ISBN 1316509958 ISBN-13 9781316509951				

Recommended Reading Book List				
Adams, L., <i>The Care and Feeding of Ideas: A Guide to Encouraging Creativity</i> . Perseus Books. ISBN 0201101602 ISBN-13 9780201101607				
Adams, L., (2001). <i>Conceptual Blockbusting: A Guide to Better Ideas</i> . Basic Books. ISBN 0738205370 ISBN-13 9780738205373				
Browne, M., (2014). <i>Asking the Right Questions (11th Edition)</i> . Pearson. ISBN 0321907957 ISBN-13 9780321907950				
Chaffee, J., (2014). <i>Thinking Critically</i> . Wadsworth Publishing. ISBN 1285430115 ISBN-13 9781285430119				
Chatfield, T., <i>Critical Thinking</i> . 1st Edition. SAGE Publications Limited. ISBN 1473947146 ISBN-13 9781473947146				
de Bono, E., (2015). <i>Lateral Thinking: Creativity Step by Step</i> . Harper Colophon. ISBN 0060903252 ISBN-13 9780060903251				
de Bono, E., <i>Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas</i> . Harperbusiness. ISBN 0887306357 ISBN-13 9780887306358				
Gladwell, M., (2007). <i>Blink: The Power of Thinking Without Thinking</i> . Back Bay Books. ISBN 9780316010665 ISBN-13 9780316010665				
Halpern, F., (2013). <i>Thought and Knowledge: An Introduction to Critical Thinking</i> . Psychology Press. ISBN 1848726295 ISBN-13 9781848726291				
Hofstadter, R., (2001). <i>The Mind's I: Fantasies And Reflections On Self & Soul</i> . Basic Books. ISBN 0465030912 ISBN-13 9780465030910				
Kahneman, D., (2013). <i>Thinking, Fast and Slow</i> . Farrar, Straus and Giroux. ISBN 0374533555 ISBN-13 9780374533557				
(2000). <i>Choices, Values, and Frames</i> . Cambridge University Press. ISBN 0521627494 ISBN-13 9780521627498				
<i>Judgment Under Uncertainty: Heuristics and Biases</i> . Cambridge University Press. ISBN 0521284147 ISBN-13 9780521284141				
Linda, R., (2013). <i>Critical Thinking: Tools for Taking Charge of Your Learning and Your Life</i> . Pearson. ISBN 1292027142 ISBN-13 9781292027142				
Moore, B., (2012). <i>Critical Thinking</i> . McGraw-Hill. ISBN 0078038286 ISBN-13 9780078038280				
Plous, S., <i>The Psychology of Judgment and Decision Making (McGraw-Hill Series in Social Psychology)</i> . McGraw-Hill. ISBN 0070504776 ISBN-13 9780070504776				
Ola, H., <i>Factfulness</i> . 1st Edition. Sceptre. ISBN 147363749X ISBN-13 9781473637498				

Sagan, C., *The Demon-Haunted World: Science as a Candle in the Dark*. Ballantine Books.
ISBN 0345409469 ISBN-13 9780345409461

Williams, W., (2001). *Making Better Business Decisions: Understanding and Improving Critical Thinking and Problem Solving Skills*. SAGE Publications, Inc.
ISBN 0761924213 ISBN-13 9780761924210

Online Resources

Link to an academic phrasebook: <https://www.phrasebank.manchester.ac.uk/>

Link to GMT's Academic Writing Centre: <https://library.gmit.ie/support/academic-writing-centre/>

Link to Cite Them Right in GMT Library: <https://www.citethemrightonline-com.ezproxy.gmit.ie/>

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)

GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales

GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales

Full Title	People Management		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Noel Harvey		
Co Authors	Michael Moran		

Module Description

The module deals with contemporary issues in HRM and provides students with a sound understanding of the theoretical approaches to the management of people together with an appreciation of their application within different organisational contexts. The recurring theme of the module will be creating and managing high performance workplaces.

Learning Outcomes

On completion of this module the learner will/should be able to:

- Analyse the changing context of employment and the theory and practice of HRM.
- Display an extensive up-to-date knowledge and understanding of HRM and the key areas differentiating high-performance organizations.
- Demonstrate an in-depth understanding of the theories and concepts pertaining to contemporary HRM and the process of optimizing and sustaining high performance.
- Write, present and defend material that articulates ideas, insights, and analysis.

Indicative Syllabus

The Changing Context of Employment

- The changing world of work
- The link between people management and organizational performance
- Translating theory into practice

The Organisational Architecture of High Performance

- Employee engagement and discretionary behaviour
- Empowerment and discretionary effort
- Investing in human capital
- Learning and development at work
- Rewarding performance at work
- Managing relationships in the workplace

Optimising and Sustaining High Performance

- Leadership and Teamwork
- HRM and the management of strategic organizational change

Teaching and Learning Strategy

This course will be delivered by a mixture of lectures and seminars. Students will be expected to engage fully in debates.

Assessment Strategy

This module is 100 per cent CA and assessed by an end of term, detailed and individual project. Students will be expected to submit interim projects as work in progress and collective feedback will be given.

Repeat Assessment Strategies

The repeat mechanism is a final project.

Indicative Coursework and Continuous Assessment:	100 %
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Form	Title	Percent	Week (Indicative)	Learning Outcomes
Individual Project	Project	100 %	End of Semester	1,2,3,4

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Tiered Classroom	2	Weekly
Seminar	Seminar	Flat Classroom	1	Weekly

Blended Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Seminar	Seminar	Flat Classroom	1	Weekly

Required Reading Book List

Robinson, I., (2006). *Human Resource Management in Organisations*. ISBN 1843980665 ISBN-13 9781843980667

Gunnigle, P., Heraty, N., Morley, M., (2006). *Human Resource Management in Ireland*. Gill. ISBN 0717139336 ISBN-13 9780717139330

Lucas, R., Lupton, B., Mathieson, H., (2006). *Human Resource Management in an International Context*. ISBN 1843981092 ISBN-13 9781843981091

Marchington, M., Wilkinson, A., (2005). *Human Resource Management at Work*. CIPD Publishing. ISBN 1843980622 ISBN-13 9781843980629

Human Resource Champions. Harvard Business Press. ISBN 0875847196 ISBN-13 9780875847191

Ulrich, D., Brockbank, W., (2005). *The HR Value Proposition*. Harvard Business Press. ISBN 9781591397076 ISBN-13 1591397073

Marchington, M., Wilkinson, A., Donnelly, R., Kynighou, A., (2020). *Human Resource Management at Work*. CIPD - Kogan Page. ISBN 1789664888 ISBN-13 9781789664881

Wilkinson, A., Dundon, T., (2021). *Contemporary Human Resource Management*. Sage Publications Limited. ISBN 1529758270 ISBN-13 9781529758276

Literary Resources

Robinson, I. (2006) *Human Resource Management in Organisations* London: CIPD

Online Resources

Other sources may include ; Harvard Business Review, Quarterly Economic Commentary, Business and Finance, Business Ethics: A European Review, The Economic and Social Review, The Economist, HRD Ireland, Knowledge Ireland : strategic change through people and technology, Management Today, People Management, and the Irish Journal of Management. Students should also make extensive use of the internet to access relevant data. Note: Students can access other scholarly journals online. A number of services are provided by the Library staff that enable students to borrow books and material from other libraries

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
 GA_BRUAG_H08 202300 Bachelor of Business (Honours) in Rural Enterprise and Agri-Business
 GA_BRUAG_B07 202300 Bachelor of Business in Rural Enterprise and Agri-Business

Full Title	Eco & Social Enterprise		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Eva McMorrow		
Co Authors	John Byrne		

Module Description

This module aims to develop learners' skills in applying the entrepreneurial thinking and identifying opportunities and solutions resulting in a positive impact on society. Learners will be challenged to redefine social environment in a creative and innovative way through an eco-friendly and/or social enterprise. Using academic readings, group discussions, and case studies, learners will be able to identify opportunities to create social value, research and validate the steps required to assess the potential of creating a sustainable enterprise.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Explain and evaluate suitability of key eco and social enterprise models
2. Critically assess the external contingencies that contribute to establishment of eco and social enterprises.
3. Develop creative strategic plans for sustainable social enterprise
4. Evaluate the opportunities for development of sustainable eco enterprise
5. Apply contingency approach to management of social enterprise

Indicative Syllabus

The Emergence of Eco and Social Enterprises

- Economic evolution/transformation
- Climate crisis and social inequality
- Capitalism and the political economy

Fundamentals of Social Entrepreneurship

- Defining and distinguishing social Entrepreneurship & recognising social opportunities
- Developing a strategic plan for a social venture
- Organisational structure for social enterprises, measuring social impact & scaling the social venture
- Social enterprise ecosystem and supports in Ireland

Eco Enterprise Concept

- Bio-economy of Ireland
- Green & blue economy
- Sustainable production processes
- Organisational readiness/adaptability

Developing and Managing Eco & Social Enterprises

- Dynamic capabilities & sustainable competitive advantage
- Lean start-up
- Alternative investment funding
- Good governance
- Network effects
- Open innovation

Teaching and Learning Strategy

The module will be delivered via Blended approach. There will be a combination of lectures and practical seminars where learners will be given an opportunity to apply the theory gained in class to real life case studies.

Assessment Strategy

The module will be assessed by 100 % CA in a form of project that will test all learning outcomes. The project will be agreed with the external examiner.

Repeat Assessment Strategies

The repeat assessment will be a 100% CA.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Case Study Analysis	40 %	Week 7	1,2
Individual Project	Social Enterprise Business Plan	60 %	End of Semester	3,4,5

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	2	Weekly
Seminar	Seminar	Not Specified	1	Weekly

Online Learning Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	2	Weekly
Seminar	Seminar	Not Specified	1	Weekly

Required Reading Book List

Kickul, J., Lyons, S., (2020). *Understanding Social Entrepreneurship*. Routledge.
ISBN 9781000041545 ISBN-13 1000041549

Seiler-Hausmann, J., Liedtke, C., von Weizscker, E., (2017). *Eco-efficiency and Beyond*. Routledge.
ISBN 9781351281553 ISBN-13 1351281550

Doherty, B., Foster, G., Mason, C., Meehan, J., Meehan, K., Rotheroe, N., Royce, M., (2009). *Management for Social Enterprise*. SAGE.
ISBN 9780857026880 ISBN-13 0857026887

Journal Resources

Journal of Social Entrepreneurship

Allenby, B.: 1994, 'Integrating Environment and Technology: Design for Environment', in B. R. Allenby and D. J. Richards (eds.), *The Greening of Industrial Ecosystems* (National Academy Press, Washington DC), pp. 137–148.

Stead, J.G., Stead, E. Eco-Enterprise Strategy: Standing for Sustainability. *Journal of Business Ethics* **24**, 313–329 (2000). <https://doi.org/10.1023/A:1006188725928>

Williams, H., J. Medhurst and K. Drew: 1993, 'Corporate Strategies for a Sustainable Future', in K. Fischer and J. Schot (eds.), *Environmental Strategies for Industry* (Island Press, Washington DC), pp. 117–146.

Throop, G. M., M. Starik and G. Rands: 1993, 'Sustainable Strategy in a Greening World: Integrating the Natural Environment into Strategic Management', *In Advances in Strategic Management* **9** (JAI Press, Greenwich, CT), pp. 63–92.

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BRUAG_H08 202300 Bachelor of Business (Honours) in Rural Enterprise and Agri-Business

Full Title	Research Methods		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Colm Kelleher		

Module Description

This module introduces the student to different research methods, approaches and philosophies. In addition, students develop the skills to identify a research question and critically review academic and/or professional literature to address that question. This endeavour will equip students to complete a full literature review in their particular topic.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Know a variety of research methods, approaches and philosophies
2. Deploy research skills (information retrieval; the ability to gather, sift, and organise material independently and critically, and evaluate its significance; drafting, re-writing and editing)
3. Access data from a variety of sources and be able to use appropriate research methods to conduct effective research.
4. Develop a research proposal.
5. Operate independently and responsibly, and take a positive and active role in his or her learning, in the service of the production of a sustained piece of critical writing.

Indicative Syllabus

- Business and management research: the nature of research, the research process, business research, management research
- Choosing a research topic and developing a research proposal: characteristics of a good research topic, generating and defining research topic ideas, developing a research question, developing a research proposal
- Critically reviewing the literature: being 'critical', the purposes and forms of review, the content and structure of a critical review, sources of literature, planning and conducting your literature search, reading critically and evaluating literature, drafting, plagiarism
- Understanding research philosophy and approaches to theory development: the philosophical underpinnings of business and management, research paradigms, five management philosophies, HARP (heightening your awareness of your research philosophy)
- Formulating the research design: methodological choice (quantitative, qualitative, mixed methods) and coherence, alternative research designs
- Negotiating access and research ethics: issues with gaining access, strategies to gain access, research ethics and why you should act ethically, ethical issues at different stages of the research process, the principles of data protection and data management

Teaching and Learning Strategy

Students will receive weekly lectures plus small classes where they will have the opportunity to complete in-class work, present ideas and discuss progress, review literature and critically evaluate information. Whilst small classes will support a high level of interaction and guidance from staff, students will be expected to complete a significant workload independently commensurate with the idea of the autonomous learner and a student seeking a Level 8 Award.

Assessment Strategy

Research Methods is linked closely with the Critical Thinking module which is delivered at the same time. In order to reinforce the connection between the two modules there is a joint continuous assessment worth 30%. The remaining 70% is for submission of a research proposal. This proposal can form the foundation for the Project module in semester 8.

Repeat Assessment Strategies

Failing students will be required to complete a new research proposal.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Written Report/Essay	Submission of a research proposal	70 %	Week 13	2,3,4,5

Assessment	Joint Assessment with "Critical Thinking" module	30 %	TBA	1
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Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Seminar	Small class seminars	Flat Classroom	1	Weekly

Required Reading Book List

Saunders, M., Thornhill, A., Lewis, P., *Research Methods for Business Students*. 8th Edition. Pearson.
ISBN 1292208783 ISBN-13 9781292208787

Recommended Reading Book List

Davies, M., (2014). *Doing a Successful Research Project: Using Qualitative or Quantitative Methods*. Palgrave Macmillan.
ISBN 1137306424 ISBN-13 9781137306425

Ridley, D., (2012). *The Literature Review*. SAGE Publications.
ISBN 9781446201435 ISBN-13 1446201430

Punch, F., (2016). *Developing Effective Research Proposals*.
ISBN 1473916380 ISBN-13 9781473916388

Literary Resources

Martin Brett Davies, 2014 *Doing a Successful Research Project: Using Qualitative or Quantitative Methods* Palgrave Macmillan
1137306424, 9781137306425

Journal Resources

There is no specific Journal for this module. Students will be introduced to academic journals; how to find articles on the library portal, how to read articles quickly, etc...

Online Resources

Link to an academic phrasebook: <https://www.phrasebank.manchester.ac.uk/>

Link to GMT's Academic Writing centre: <https://library.gmit.ie/support/academic-writing-centre/>

Link to Cite Them Right in GMT Library: <https://www-citethemrightonline-com.ezproxy.gmit.ie/>

Other Resources

Resources will be identified by staff on an ongoing basis and placed on the VLE and/or discussed in class.

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07 202300 Bachelor of Business with Entrepreneurship
GA_BRUAG_H08 202300 Bachelor of Business (Honours) in Rural Enterprise and Agri-Business

Full Title	Systems Analysis and Design		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	05
Delivery Mode	Semester 1	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Fearghal McHugh		

Module Description

Systems Analysis is a structured process that allows for the development of international business information systems. On completion of this module students should have been involved in a number of activities that include requirements gathering, data modelling, process description and design; prototyping and systems design. Techniques include Use case stories, Use case diagrams, activity charts, Data flow diagrams, entity relationship modelling with normalisation, Soft Systems Methods with Agile

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Apply Structured Systems Analysis and Design Methodology (SSADM) tools and techniques and execute these within Traditional/ Agile methods.
2. Analysis a business problem using tools and techniques and application of use case, context and Data Flow (Data Flow Diagrams).
3. Complete Entity Analysis and construct Entity Relationship Diagrams
4. Apply Object Oriented Analysis (Unified Modelling Language).

Indicative Syllabus

The Context of Systems Development Projects

Definitions, Roles, Characteristics, Life Cycles, Fundamental Methodologies, Systems Analysis Methods, Information Systems Development, Agile Methods

Systems Analysis Methods–

Fact Finding Techniques for Requirements Discovery, Modelling Systems Requirements Use Case, Stories, Context, DFD, ERD, decision tables, Feasibility Analysis, Structure of Systems Proposal. Fundamental Prototype interface design

Object Oriented Analysis –

Systems Analysis with Objects, Object Oriented Modelling. Unified Modelling approach (UML),

Teaching and Learning Strategy

Consistent and Constant practice in applying the techniques to case issues.

Assessment Strategy

Applied assignments that will involve the evaluation of scenarios and apply various analysis / design techniques to provide a systems depiction of the scenario. The module continuous assess strategy aligns with the learning outcomes, the student will submit assignments on the variety of systems methods to solve business system problem.

Repeat Assessment Strategies

Exam based on cases/business scenarios to demonstrate the relevant analysis and design techniques

Indicative Coursework and Continuous Assessment:

100 %

Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assignment	Systems Analysis and Design Techniques	100 %	OnGoing	1,2,3,4

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	1	Weekly

Practical	Practical	Laboratory	2	Weekly
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Blended Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Not Specified	1	Weekly
Practical	Practical	Laboratory	2	Weekly

Required Reading Book List

Kendall, A., *Title: Systems Analysis and Design*, . 10th Edition. Publisher: Prentice Hall.

Chester, A., *Title: Basic Information Systems Analysis and Design* . 2001 Editionth Edition. Publisher: McGraw Hill, .

Blokdyk, G., *Systems Analysis And Design A Complete Guide* . 1st Edition. 5STARCOoks.

Alan, B., *Systems Analysis and Design*. 7th Edition. Wiley.

Other Resources

Diagramming Software - e.g. draw.io or similar

Programme Membership

GA_BSDAG_H08 202200 Bachelor of Science (Honours) in Digital Accounting

GA_BBISG_H08 202300 Bachelor of Science (Honours) in Business Information Systems

Full Title	Supply Chain Management		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	John Kennedy		
Co Authors	Eilis McNulty		

Module Description

The aim of this module is to provide students with a professional understanding of Supply Chain Management (SCM), associated activities, processes, standards and the practical application of key frameworks and concepts in international settings.

For the online version of this Module (Entrepreneurship year 4 programme), it will consist of two lectures and a 1 hour tutorial. The lectures will be asynchronous and will be uploaded to Learnonline for the learners to watch, the flipped classroom approach will also be used in order for the learners to prepare for their asynchronous lectures and to provide material/videos/case studies as appropriate.

The tutorials will be delivered synchronously on a weekly basis, to give an opportunity for the learners to ask any questions, work out examples, and to meet the students in an online environment to provide interaction and engagement for all concerned.

The assessment strategy will remain the same as the Face to Face version of this module.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Develop a thorough understanding of the role of SCM, SC structures, SC flows and associated standards for a range of business types both within and across SC chains and networks.
2. Evaluate the role of Logistics management in optimising the movement and storage of goods throughout SCs
3. Evaluate the influence of drivers for change, in particular on advances in technology and the transformational influence of technology on contemporary SCM.
4. Analyse and develop SCM strategies that are optimised for different environments, relationship management and approaches to quality assurance
5. Formulate, apply and evaluate the use of SCM frameworks and concepts to realistic international cases and scenarios.

Indicative Syllabus

Role of SCM

- Key definitions and descriptions
- The role of SCM in relation to Logistics, Operations Management and its internal/external positioning
- SC flows and SC structure
- The SCOR Model of SCM

Logistics

- The role of Logistics in SCM
- International Physical Distribution and Planning
- International Trading Standards, Commercial & Regulatory Documentation for Import/Export
- Warehousing/Distribution Centres and valueadded activities
- Functions of inventory, inventory Systems, Classes and Types
- Inventory costing, timings, ordering/replenishment processes, monitoring, DRP, techniques, and optimisation
- Materials movement and handling

Relationship Management

- The role of Relationship Management in SCM
- Types of relationships
- Power and Trust
- Managing upstream / downstream relationships
- The role and importance of ESG and the management of these objectives
- Dealmaking, negotiation, and dispute resolution

ICT and Technology

- The role of technology and trends on contemporary SCM and Logistics
- Inventory, distribution and resource planning and optimisation
- ICT in CRM and SRM systems
- IOT, automation and robotics

SCM Strategies

- Environmental scanning
- Planning, forecasting and risk evaluation
- Managing Demand & Supply: Push, pull, pushpull and cycle strategies
- Lean and agile strategic approaches
- Optimal SC design

Purchasing

- Role of Purchasing
- International sourcing, selection, and performance evaluation
- ESG screening and evaluation
- Outsourcing vs Insourcing
- Procurement

Teaching and Learning Strategy

Lectures and tutorials will be taught using a combination of synchronous and asynchronous learning using classroom and online modes involving group discussions, readings, case studies and project work.

Assessment Strategy

Assessment will be by way of a 40% group project assessment and a written exam of 60%.

Repeat Assessment Strategies

Autumn repeat written exam.

Indicative Coursework and Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Group Project	Project	40 %	Week 8	1,2,3,4,5

End of Semester / Year Formal Exam:		60 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Exam	60 %	Week 13	1,2,3,4

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Tutorial	Tutorial/Practical	Flat Classroom	1	Weekly

Online Learning Delivery Mode:

Type	Description	Location	Hours	Frequency
Online Learning	Online version of SCM	Online	3	Weekly

Required Reading Book List

Christopher, M., (2016). *Logistics & Supply Chain Management*. Financial Times/Prentice Hall.
ISBN 1292083794 ISBN-13 9781292083797

Recommended Reading Book List

Chopra, S., (2019). *Supply Chain Management*. Pearson Higher Education.
ISBN 129225789X ISBN-13 9781292257891

Aktas, E., Bourlakis, M., Minis, I., Zaimpekis, V., (2021). *Supply Chain 4.0*. Kogan Page Publishers.
ISBN 9781789660746 ISBN-13 1789660742

Hugos, H., (2018). *Essentials of Supply Chain Management*. John Wiley & Sons.
ISBN 9781119461104 ISBN-13 1119461103

Pagano, M., Liotine, M., (2019). *Technology in Supply Chain Management and Logistics*.
ISBN 9780128159569 ISBN-13 0128159561

Journal Resources

- International Journal of Logistics Research and Applications
- International Journal of Shipping and Transport Logistics

- International Journal of Trade and Global Markets
- International Trade Journal
- Journal of Supply Chain Management
- Research in Transportation Business and Management
- Blockchain technology and its relationships to sustainable supply chain management
- Leveraging the Internet of Things and Blockchain Technology in Supply Chain Management
- A systematic review of sustainable supply chain management in global supply chains

Online Resources

- Association of Supply Chain Management: <https://www.ascm.org/>
- Harmonised System Codes for Import & Export/ World Customs Association : <http://www.wcoomd.org/>
- Imports / Exports - Revenue Documentation: <https://www.revenue.ie/en/customs-traders-and-agents/importing-and-exporting/index.aspx>
- INCOTERMS/ International Chamber of Commerce: <https://iccwbo.org/>
- SCOR Model: <https://scor.ascm.org/processes/introduction>
- TARIC - EU Tariffs / Customs: / https://ec.europa.eu/taxation_customs/business/calculation-customs-duties/customs-tariff/eu-customs-tariff-taric

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BBENG_H08 202300 Bachelor of Business (Honours) with Entrepreneurship
GA_BRUAG_H08 202300 Bachelor of Business (Honours) in Rural Enterprise and Agri-Business

Full Title	Sustainable Development and the Circular Economy		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Michelle Queally		
Co Authors	Amaya Vega		

Module Description

This module covers definitions, meanings, and key principles of the concept of Sustainable Development (Economy, Society and Environment) and the circular economy. The module addresses sustainability issues and the associated policy discussions regarding the increasing pressure on firms to embed sustainability to increase competitiveness and profits. This module aims to give students the opportunity to learn about key sustainability factors that are changing the business environment such as increasing populations, resource depletion, food shortages, and climate change, and to discuss the broad range of government initiatives to tackle these challenges. Attention will be given to the design and implementation of sustainable development policies and solutions involving the circular economy, with a holistic approach from a technical, social, and economic perspectives. The examination of a broad range of global challenges will further enable students to grasp and discuss key issues that will dominate global finance, international economic development, and policy design. The module aligns well with the UN Sustainable Development Goals along with the EU policy on building a circular economy and Ireland's Circular Economy Programme (2021-2027) to facilitate the transition towards a sustainable economic system.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Understand the concept of sustainable development and the circular economy
2. Appraise global sustainability challenges, and to assess the impact on firms and consumers
3. Assess the role of public policy on shifting consumption and production practices from a linear to a circular economy

Indicative Syllabus

- Introduction: key concepts in circular economy, sustainability, and natural capital
- Economic, societal, and environmental approaches: interactions and synergies
- Policy strategies for the circular economy and the sustainable development agenda
- Consumer and firm behaviour in the circular economy
- Current sustainability issues in Ireland

Teaching and Learning Strategy

Active learning approaches during workshop-based practical exercises, seminars and discussion fora will complement passive learning achieved by traditional lecturing approaches, supported by tutorials.

Assessment Strategy

This module is 100% continuous assessment.

Assessment types include reports based on work carried out independently or as part of a group, individual and group presentations, as well as online quizzes.

Repeat Assessment Strategies

Opportunities for repeat assessments will be in line with GMIT quality assurance framework

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Presentation	Discussion	40 %	OnGoing	1,2
Project	Sustainable consumption and production	60 %	Week 13	3

Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Lecture	lecture	Flat Classroom	2	Weekly
Seminar	seminar/workshop	Flat Classroom	1	Weekly

Required Reading Book List

Sterner, T., *Economic Policies for Sustainable Development (Economy & Environment)* . 7th Edition. Kluwer.

Michael, C., *Sustainable Development Policy A European Perspective* . 1st Edition. Routledge.

Winters, L., (2021). *The Economics of Sustainable Development* . 1st Edition. Cambridge University Press.

Roorda, N., (2020). *Fundamentals of Sustainable Development*.
ISBN 0367511193 ISBN-13 9780367511197

Mulligan, M., (2017). *An Introduction to Sustainability*.
ISBN 113869830X ISBN-13 9781138698307

Journal Resources

<https://www.springer.com/journal/43615>

<https://www.mdpi.com/journal/sustainability>

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)

GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales

GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics

Full Title	Services Marketing		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Gabriela Gliga		
Co Authors	Lorna Moynihan, Mary McCormack		

Module Description

This module provides the learner with a framework for understanding the nature of services marketing. It adopts a systematic manner of addressing the distinctive challenges involved in marketing services. The module illustrates and examines the service process and the key strategic decision areas for developing effective customer-driven marketing strategies.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Discuss and examine the distinctive nature of services and the important role of the service sector to the economy.
2. Analyse the strategic options available to a service business in developing, distributing, pricing and promoting services.
3. Appraise service process design and the specific considerations in service quality, service environment, productive capacity, and people management.
4. Apply specific models in services marketing theory to well defined scenarios and cases.
5. Work independently and as part of a team to communicate ideas effectively through a variety of media.

Indicative Syllabus

The nature of Services

Introduction to Services Marketing
The distinctive features of services
Contribution of Services to the economy
Consumer Behaviour in a Services Context
Strategic choices for Service Firms
Positioning Services in Competitive Markets

Applying the 4ps of Marketing to Services

Developing Service Products and Brands
Distributing Services through Physical and Digital Channels
Setting Prices and Revenue Management
Promoting Services

Designing and Managing the Service Process (the other 3Ps of services marketing)

Designing Service Processes
Balancing Demand and Capacity
Crafting the Service Environment
Managing People

Developing Customer Relationships

Managing Relationships and Building Loyalty
Complaint Handling and Service Recovery
Service Quality and Productivity

Teaching and Learning Strategy

The course will be taught through a combination of lectures and tutorials with a strong emphasis on applied learning. In tutorials learners will take part in class discussions, case study workshops and task-based learning. Irish and international case studies will be used to examine services marketing in practice. A combination of analytical and experiential learning methods will be used to enable learners to develop insights into how organisations choose and develop appropriate plans to bring their services to market.

Assessment Strategy

This module will be assessed using a series of assignments during the semester, which will test the students' achievement of all learning outcomes.

Repeat Assessment Strategies

The repeat assessment procedure will consist of a project, which will test the students' achievement of all learning outcomes.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assignment	Theoretical assignment	30 %	Week 6	1,2
Individual Project	Model application	40 %	Week 8	2,4,5
Group Project	Group project	30 %	End of Term	3,4,5

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Tutorial	Tutorial	Flat Classroom	1	Weekly

Required Reading Book List

Wirtz, J., Lovelock, C., (2021). *Services Marketing*. 9th Edition. World Scientific.
ISBN 194465982X ISBN-13 9781944659820

Recommended Reading Book List

Wirtz, J., Lovelock, H., (2017). *Essentials of Services Marketing*. Pearson Higher Education.
ISBN 1292089954 ISBN-13 9781292089959

Wilson, A., Zeithaml, VA., Bitner, MJ., Gremler, DD., (2020). *Services Marketing: Integrating Customer Focus Across the Firm*. 4th Edition. McGraw-Hill.

Journal Resources

Journal of Services Marketing
Services Marketing Quarterly
Journal of Marketing

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales

Full Title	Ireland in the Global Economy		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Anna Coonan		

Module Description

This module encourages students to identify their own economic and political preferences within a broad economic and political framework. It then considers a range of economic policy issues in an Irish context with a particular focus on the role of economics in public policy making.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Form a political view based on a broad economic and political framework
2. Position the Irish economy in the economic cycle
3. Position Ireland in the European and global macro-economy
4. Evaluate the economic impact of selected Irish economic policies
5. Research and write material that articulates Irish economic policy

Indicative Syllabus

The economics of Ireland: Setting the context

Economic policy objectives: Economic growth, employment, price stability and competitiveness

A historical overview

Economic cycle

Political cycle and time inconsistency

Economic and political ideology

Forming your own political viewpoint

Monetary Policy

The ECB's monetary policy objective and strategy

ECBS implementation of monetary policy

Assessment of current monetary policy

Fiscal Policy

Measurements of the fiscal stance

Finding data on measurements of the fiscal stance

EU Fiscal Rules

Ireland's fiscal performance

The economics of the Irish labour market

Trends in the composition of employment

Activation policies and approaches to getting people back to work

Active versus passive labour market policies

Replacement rate

The economics of Irish competition and regulation

Why the need for competition policy?

Competition policy in Ireland

The role of the Competition and Consumer Protection Commission (CCPC)

Regulating monopolies - energy, telecoms and water regulation

The economics of Irish Industrial policy

Ireland's international competitiveness

FDI and Irish owned sector

Environmental economics

Pollution Control Model

Efficient versus equitable emissions levels

Technology and long-run sustainability

Ireland's climate change commitments

Agriculture and climate change

Teaching and Learning Strategy

The examination format aims to promote self-directed learning and autonomous learning. Rubrics, which articulate the expectations for the examination questions, by listing the criteria and describing levels of quality from excellent to poor, will be provided for each question type. Students should use these rubrics to guide them in meeting their learning outcomes. The delivery mechanism is lectures and workshops for smaller groups.

Assessment Strategy

Summative assessment:

The module is 100% continuous assessment.

Part of this continuous assessment can be shared with other appropriate modules.

Repeat Assessment Strategies

Essay on an Irish Economic Policy matter to be determined by the internal examiner.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assignment	Continuous Assessment	100 %	OnGoing	1,2,3,4,5

Full Time Delivery Mode:				
Type	Description	Location	Hours	Frequency
Lecture	Lecture	Lecture Theatre	2	Weekly
Seminar	Seminar	Not Specified	1	Weekly

Recommended Reading Book List

Donovan, D., (2013). *The Fall of the Celtic Tiger: Ireland and the Euro Debt Crisis*. Oxford University Press, USA.
ISBN 0199663955 ISBN-13 9780199663958

Leddin, J., (2013). *Macroeconomics: An Irish and European Perspective*. Gill & Macmillan Ltd.
ISBN 0717156311 ISBN-13 9780717156313

O'Leary, E., (2016). *Irish Economic Development (Routledge Studies in the Modern World Economy)*. Routledge.
ISBN 1138209155 ISBN-13 9781138209152

Maher, E., (2014). *From prosperity to austerity: A Socio-cultural Critique of the Celtic Tiger and its Aftermath*. Manchester University Press.
ISBN 0719091683 ISBN-13 9780719091681

(2014). *The Economy of Ireland: National and Sectoral Policy Issues*. Gill Books.

Field, K., Field, B., (2016). *Environmental Economics*. McGraw-Hill Education.
ISBN 0078021898 ISBN-13 9780078021893

Literary Resources

Reports:

Most recent edition applies:

Central Bank of Ireland, Quarterly Bulletin

Economic and Social Research Institute, Quarterly Economic Commentary

Department of Finance Economic Review and Outlook

Commentaries from OECD, ECB, IMF etc.

Journals:

The Economic and Social Review

Online Resources

http://www.gov.ie	Links to websites for each of Ireland's Government Departments.
http://www.cso.ie	The website of Ireland's national office of official statistics.
http://www.irelandstat.gov.ie	A Government website which sets out performance indicators for Government Departments at programme level so that citizens can make an informed assessment of what is being achieved because of Government expenditure.
http://igees.gov.ie/	The Irish Government Economic and Evaluation Service (IGEES) which is a cross-Government service to enhance the role of economics and value for money analysis in public policymaking.
http://www.fiscalcouncil.ie	The Irish Fiscal Advisory Council which independently assesses, and comments publicly on, whether the Government is meeting its own stated budgetary targets and objectives.
http://www.esri.ie	The Economic and Social Research Institute.
http://ec.europa.eu/eurostat	The European Commission's Eurostat Page.
http://www.oecd.org	The Organisation for Economic Co-operation and Development.
http://www.imf.org	The International Monetary Fund.
http://www.worldbank.org	The World Bank.

Programme Membership

GA_BBUAG_H08 202200 Bachelor of Business (Honours)
 GA_BMASG_H08 202300 Bachelor of Business (Honours) in Marketing and Sales
 GA_BFING_H08 202300 Bachelor of Business (Honours) in Finance and Economics
 GA_BMASG_B07 202300 Bachelor of Business in Marketing and Sales



ACCT08040 2022 Systems Project

Mandatory Delivered in Stage 4 Semester 8

Full Title	Systems Project		
Status	Uploaded to Banner	Start Term	2022
NFQ Level	08	ECTS Credits	05
Delivery Mode	Semester 2	Duration	Semester - (13 Weeks)
Grading Mode	Numeric/Percentage	Failed Element	No
Department	Business & Accounting		
Module Author	Fearghal McHugh		
Co Authors	Trevor Clohessy		

Module Description

On completion of this module students should be provided with the necessary skills to design and prototype a digital system to a finance/accounting/business/analytics specification. The applied techniques of the systems analysis and design are applied in practice and demonstrated on the project. The approaches and techniques of systems analysis life cycles are also completed, during the design and prototyping of the appropriate digital system

Learning Outcomes

On completion of this module the learner will/should be able to:

1. On completion of this module the student will be able to identify and analyse a business scenario where digital systems can enhance the value proposition of the business
2. Design of a digital/ system using structured and/OO and/or analytical applications/tools
3. Development of a prototype digital system for the scenario
4. Presentation and communication of the digital system when completed.

Indicative Syllabus

Analysis techniques review for scenario identification
 Design techniques review and application to the scenario
 Apply digital system solution to prototype
 Prototype design and appropriate implementation using digital tools
 Project structure and documentation and presentation

Teaching and Learning Strategy

The module is 100% CA and follows the lifecycle of a sample project in class. The applied techniques of the development lifecycle are demonstrated and practiced on the sample project. The approaches and techniques of systems development life cycles are also completed. The student will develop a prototype /demo version of an Information System during the module.

Assessment Strategy

The module is 100% CA and follows the lifecycle of new digital systems project in class. The project may consist of application of various design tools to a business scenario to produce an appropriate systems prototype with documentation to solve the scenario issues. The applied techniques of the development lifecycle are demonstrated and practised in the project.

The student will produce a project document with applied systems analysis and design techniques and a prototype digital system during the module.

The module is assessed by assessing the quality of the digital system documentation and presentation. The translation of the design into prototype in terms of techniques and tools used, the quality, integration of tools, the translation from concept to practicality, complexity and scenario problem solution are among the areas examined.

Repeat Assessment Strategies

Full project by the individual.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes

Project	Systems Project	100 %	End of Term	1,2,3,4
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Full Time Delivery Mode:

Type	Description	Location	Hours	Frequency
Practical	Project	Computer Laboratory	3	Weekly

Blended Delivery Mode:

Type	Description	Location	Hours	Frequency
Practical	Project	Computer Laboratory	3	Weekly

Required Reading Book List

Kendall, K., Kendall, J., (2019). <i>Systems Analysis and Design</i> . 10th Edition. Pearson.
Chester, A., (2021). <i>Title: Basic Information Systems Analysis and Design</i> . current Edition. Publisher: McGraw Hil.
Marakas, A., (2020). <i>Title: Systems Analysis and Design An Active Approach</i> . current Edition. Publisher: Prentice Hall.

Programme Membership

GA_BSDAG_H08 202200 Bachelor of Science (Honours) in Digital Accounting
