

# Programme Documentation



## **AL\_BBSTD\_C**

Higher Certificate in Business

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**Programme Overview**

<b>Full Award Title</b>	Higher Certificate in Business		
<b>Exit Award</b>			
<b>Status</b>	Uploaded to Banner	<b>Programme Code</b>	AL_BBSTD_C
<b>Level</b>	06	<b>Required Credits</b>	120
<b>Delivered By</b>	Stage - Full Academic Year	<b>Minimum Duration</b>	2
<b>Start Term</b>	2019	<b>ISCED Code</b>	0410 - Business and administration
<b>Award Class</b>	Higher Certificate	<b>Award Type</b>	Higher Certificate in Business
<b>Award Standard</b>	Quality and Qualifications Ireland	<b>Department</b>	Business and Management
<b>Delivery Mode(s)</b>	Full Time	<b>Min Course Grade</b>	40
<b>Contains Work Placement</b>	No	<b>Work Placement Credits</b>	
<b>Work Placement Models</b>			
<b>Programme Authors</b>			
Anne Handy, Owen Ross, Nuala Rowland			

**Approved Programme Schedule - AL\_BBSTD\_C Higher Certificate in Business**

**Stage 2**

Delivery	Code	Module Title	Level	Credit	M/E	IL	FT	CA	PJ	PC	FE	PF	Total
SEM 3	ACCT06004	Management Accounting	06	10	M	10.00	6.00	20	0	0	80	0	100
SEM 3	COMP06001	Information Technology and Computer Applications 2	06	10	M	8.00	8.00	60	0	0	40	0	100
SEM 3	INSB06003	Insurance	06	10	E2	47.00	6.00	30	0	0	70	0	100
SEM 3	ECON06023	Applied Economics	06	10	E2	10.00	6.00	30	0	0	70	0	100
SEM 3	BUS06081	Operations & Supply Chain Management	06	10	E2	10.00	6.00	70	0	0	30	0	100
SEM 3	MKTG06003	Services Marketing	06	10	E2	10.00	6.00	30	0	0	70	0	100
SEM 3	FREN06023	French 2.1	06	05	E2	5.00	3.00	50	0	50	0	0	100
SEM 3	GERM06013	German 2.1	06	05	E2	5.00	3.00	50	0	50	0	0	100
SEM 3	SPAN06008	Spanish 2.1	06	05	E2	5.00	3.00	50	0	50	0	0	100
SEM 4	BUS06004	Marketing Management in a Digital Age	06	10	M	8.00	8.00	30	0	0	70	0	100
SEM 4	HRM06004	Human Resource Management	06	10	M	10.00	6.00	30	0	0	70	0	100
SEM 4	ECON06014	International Economics	06	10	E2	10.00	6.00	0	25	25	50	0	100
SEM 4	ICT06012	E-Business	06	10	E2	10.00	6.00	0	100	0	0	0	100
SEM 4	BUS06014	Applied Entrepreneurship	06	10	E2	10.00	6.00	100	0	0	0	0	100
SEM 4	ACCT06017	Financial Accounting 2	06	10	E2	8.00	8.00	25	0	0	75	0	100
SEM 4	FREN06027	French 2.2	06	05	E2	5.00	3.00	0	0	40	60	0	100
SEM 4	GERM06014	German 2.2	06	05	E2	5.00	3.00	0	0	40	60	0	100
SEM 4	SPAN06013	Spanish 2.2	06	05	E2	5.00	3.00	0	0	40	60	0	100
<b>Credit Total</b>				150									

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

Elective Rule	Electives Required	Credits Required
ELECTIVE_2	0	20 - Select 20 Credit(s).

**Special Regulation**

20 credits from the elective subjects are required to complete this programme.

One elective (10 credit) from Semester 1 and one elective (10 credit) from Semester 2 must be chosen by the student.

If a language is chosen (2 x 5 credit) it must be selected in both semesters and counts as one 10 credit elective. One additional 10 credit elective must be chosen from either Semester 1 or Semester 2.

Electives will run subject to viable numbers.

**Stage Exit Award****Key**

M/E - Mandatory/Elective, FT - Full Time, CA - Continuous Assessment, PJ - Project, PC - Practical, FE - Final Exam, PF - Pass/Fail,



## **Stage 2 Modules**

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<b>Full Title</b>	Management Accounting		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	ACCT06004	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>	Numeric/Percentage	<b>Department</b>	Business and Management
<b>Module Author</b>	Orlaith Kelly		
<b>Co Authors</b>	Dermot O'Leary, Nuala Rowland		

### Module Description

The learner will study management accounting techniques, used to provide managers with information to assist with planning, controlling and decision making.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Demonstrate basic skills in the area of costing, particularly accounting for materials, labour and overheads.
2. Discuss the use of marginal costing for decision making and prepare and evaluate breakeven analysis information.
3. Prepare budgets and discuss their use in management accounting.
4. Evaluate performance measurement and control techniques used in management accounting.
5. Demonstrate the various decision-making techniques used in management accounting.

### Indicative Syllabus

#### 1. Introduction to Management Accounting

The role of management accounting in a business organisation, cost structure and the nature of cost behaviour and the difference between management accounting and cost accounting.

#### 2. Elements of Costs

The accounting treatment of the various elements of costs, materials control and costing, labour control and productivity, overhead absorption and activity based costing.

#### 3. Budgeting

The stages in the planning process, functions and conflicting role of budgets, administration of the budgeting process, behavioural effects of budgeting, preparation of functional and master budgets, and preparation of cash budgets.

#### 4. Control and Performance Evaluation

The use of flexible budgeting in performance reports, introduction to standard costing, the standard setting process and calculation of basic variances together with operating statements.

#### 5. Decision Making

Marginal costing and the concept of contribution. The learner will also study CVP analysis, relevant costs for decision making and limiting factors for decision making.

#### 6. Capital Budgeting

Capital investment appraisal techniques including NPV, payback and ARR.

#### 7. Pricing

The learner will study the factors that affect the pricing decision, cost plus pricing and an introduction to target costing.

**Teaching and Learning Strategy**

A mix of lectures, tutorials and self-directed learning.

**Assessment Strategy**

Course work which may include project/report or short question/multiple choice question exam.  
Final written exam.

**Repeat Assessment Strategies**

Repeat exams are in August. Repeat assessments are offered in line with the Business School policy as per Programme Manual.

**Professional Body applicable to Placement Modules****Legal Requirements****Coursework & Continuous Assessment:****20 %**

<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Assessment	Other Exam Moodle or in-class assessment	20 %	Week 6	1,2,3,4

**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 written exam	80 %	End of Semester	1,2,3,4,5

**Full Time Average Weekly Workload:****6.00 Hours**

<i>Type</i>	<i>Description</i>	<i>Location</i>	<i>Hours</i>	<i>Frequency</i>	<i>Weekly Avg</i>
Lecture	Lecture with questions demonstrated	Lecture Theatre	6	Weekly	6.00
Independent Learning	Individual and group work	Not Specified	10	Weekly	10.00

**Recommended Reading Book List**

Drury, C., (2011). *Cost and Management Accounting*. Cengage Learning EMEA.  
ISBN 1408032139 ISBN-13 9781408032138

Jones, J., (2007). *Management Accounting*. Wiley.  
ISBN 047005770X ISBN-13 9780470057704

Sheppard, G., (2011). *Management Accounting: A Practical Approach* Gill & Macmillan Ltd.  
ISBN 071714996X ISBN-13 9780717149964

**Non ISBN Literary Resources****Other Resources**

Course notes/questions/solutions provided on Moodle website <http://elearning.ait.ie>

<b>Additional Information</b>
None

<b>Programme Membership</b>
AL_BREAL_D 201500 Bachelor of Business in Real Estate AL_BBUSI_C06 201500 Higher Certificate in Business in Business AL_BBSTD_C 201700 Higher Certificate in Business AL_BBSTD_7 201900 Bachelor of Business

<b>Full Title</b>	Information Technology and Computer Applications 2		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	COMP06001	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>	Numeric/Percentage	<b>Department</b>	Business and Management
<b>Module Author</b>	Terry O'Neill		
<b>Co Authors</b>	Jarlath Nolan, Shane Banks, Nuala Rowland		

### Module Description

This subject teaches the fundamental concepts of Information Technology, Information Systems, Computer Hardware and Computer Software. The subject introduces students to the latest technologies and devices and their application in the Business World. Students will get a detailed practical training in the features, functions and application of spreadsheets in a business setting. Also students will get a practical introduction to a relational database application.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Explain, with examples, the concepts of Data, Information, Knowledge and understand the concepts of Data Protection, Security and Privacy. Additionally, the student will have a detailed knowledge of the Data Protection Act and how it applies to different situations.
2. Explain and understand the importance of Data Collection, Analysis and Reporting for Business Management. Students will be introduced to the concepts of Big Data and Data Analytics.
3. Describe Computer Hardware, Software, Computing Devices, Storage Systems and the latest Technologies that are used in the Business Environment.
4. Demonstrate an ability to access the IT hardware, software and infrastructure needs of business.
5. Describe in detail Information Systems and the use of Information Systems in the business world. Also students will have a knowledge of the Information Systems used in different business sectors.
6. Explain the features and technologies of the World Wide Web and the Internet. Also explain the concept of the Cloud and how it will impact Business.
7. Demonstrate a detailed knowledge in the use and features of a spreadsheet application in a business setting.
8. Demonstrate a knowledge in the use and features of a database application.

### Indicative Syllabus

#### 1. Data, Information and Knowledge

Students will learn about Data and Information, Quality Data, Data Security, Data Protection Act, Freedom of Information Act and how they apply in many different scenarios. Also students will learn the fundamentals of Data Storage and Databases.

#### 2. Computer Hardware, Software and Technology

Architecture of a modern computer and its peripheral devices. Internal workings of the CPU and the different Storage

components in a Computer. They will learn about Software and the different categories of Software in the modern business environment. Also students will learn about the many devices that will make up the "Internet of Things" and their impact on Business.

### 3. Information Systems

Student will learn about the various different Information Systems that are used within the modern business environment. How are Information Systems used to manage, measure and improve business performance. What Information Systems are used at different levels in an organisation. Information Systems for small and medium size businesses.

### 4. Internet, World Wide Web, The Cloud; The future!

Explain the technologies and applications of the Internet and World Wide Web. The evolution of the Internet - World Wide Web. Web sites for Business, E-commerce and M-commerce. Introducing Cloud Computing and its role in the Business World.

### 5. Applications, Software, Hardware and Infrastructure for Business

Infrastructure, Networks, Servers, Storage, Application Software for Small, Medium and Large Businesses. What Hardware/Software a particular business needs. Hardware and Software for different Business Sectors.

### 6. Spreadsheet Design and Implementation

Students will learn how to design and implement a spreadsheet application using worksheets, linking, lookups, sorting, filtering and built in functions.

### 7. Database Design and Implementation

Students will learn how to design and implement a database application using Tables, Relationships, Queries, Macros, Forms and Reports.

## Teaching and Learning Strategy

Class Lecture

Group Discussion

Online Teaching Tool

Online Quizzes

Practical Workshops in Spreadsheets

Practical Workshop in Databases

## Assessment Strategy

**Note: Students must achieve at least 40% overall to pass the subject. However, this MUST include a minimum mark of 30% in the Written Examination, 30% in the Continuous Assessment.**

End of Semester Examination assessing the theoretical aspects of the Course (40%).

Online Multiple Choice Questions assessing theoretical and practical aspects of the Course;

Practical Assessment in Databases assessing the practical work carried out during the semester;

Practical Assessment in Spreadsheets assessing the practical work carried out during the semester (60%).

## Repeat Assessment Strategies

Repeat exams are in August. Repeat assessments are offered in line with the Business School policy as per Programme Manual.

Note: Students must achieve at least 40% overall to pass the subject. However, this MUST include a minimum mark of 30% in the Written Examination and 30% in the Continuous Assessment. Therefore depending on their results a student will repeat some or all of the following:

- Student will repeat the final Written Exam
- Student will repeat some or all of the Continuous Assessment

## Professional Body applicable to Placement Modules

## Legal Requirements

<b>Coursework &amp; Continuous Assessment:</b>		<b>60 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Practical Evaluation	Assessment of the students ability in spreadsheet design and implementation	40 %	OnGoing	7
Practical Evaluation	Assessment of the students ability in database design and implementation	20 %	OnGoing	8

<b>End of Semester / Year Formal Exam:</b>		<b>40 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Closed Book Exam	Final Written Examination assessing the theoretical aspects of the subject	40 %	End of Semester	1,2,3,4,5,6

<b>Full Time Average Weekly Workload:</b>			<b>8.00 Hours</b>		
<b>Type</b>	<b>Description</b>	<b>Location</b>	<b>Hours</b>	<b>Frequency</b>	<b>Weekly Avg</b>
Lecture	Explanation of the theoretical aspects of Information Technology and Computer Applications.	Lecture Theatre	3	Weekly	3.00
Tutorial	Class Tutorial - Theory and Practice	Computer Laboratory	1	Weekly	1.00
Practical	Laboratory Exercises in Spreadsheets and Databases - Design and Implementation.	Computer Laboratory	4	Weekly	4.00
Independent Learning	Independent Learning	Not Specified	8	Weekly	8.00

<b>Required Reading Book List</b>
O'Leary, J., O'Leary, I., , O., (2018). <i>Computing Essentials 2019 27e</i> ISBN 1260098567 ISBN-13 9781260098563
Frye, C., (2018). <i>Microsoft Excel 2019 Step by Step</i> Microsoft Press. ISBN 1509307672 ISBN-13 9781509307678

<b>Non ISBN Literary Resources</b>

<b>Online Resources</b>
<a href="http://www.ibec.ie">www.ibec.ie</a> <a href="http://www.dataprotection.ie">www.dataprotection.ie</a> <a href="http://www.mediastreet.ie">www.mediastreet.ie</a> <a href="http://www.isme.ie">www.isme.ie</a>

<b>Other Resources</b>

### Programme Membership

AL\_BMKSM\_6 201500 Higher Certificate in Business in Social Media Marketing  
AL\_BENTR\_6 201500 Higher Certificate in Business in Entrepreneurship And Innovation  
AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BBLAW\_8 201800 Bachelor of Business (Honours) in Business and Law  
AL\_BBUSI\_G06 201600 Higher Certificate in Arts in Business in Business Psychology  
AL\_BBUSI\_G07 201700 Bachelor of Arts in Business in Business Psychology  
AL\_BDIGM\_6X 201600 Higher Certificate in Business in Digital Marketing  
AL\_BBUSI\_C06 201500 Higher Certificate in Business in Business  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BBLAW\_8 201700 Bachelor of Business (Honours) in Business and Law  
AL\_BDIGM\_7 201700 Bachelor of Business in Digital Marketing  
AL\_BPSYC\_8 201700 Bachelor of Arts (Honours) in Business Psychology  
AL\_BDMKG\_8 201900 Bachelor of Business (Honours) in Digital Marketing  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_BINTE\_H08 202000 Bachelor of Business (Honours) in International Business  
AL\_BDIGM\_7 201900 Bachelor of Business in Digital Marketing  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	Insurance		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	INSB06003	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>	Numeric/Percentage	<b>Department</b>	Business and Management
<b>Module Author</b>	Karen Guest		
<b>Co Authors</b>	Nuala Rowland		

### Module Description

The aim of this module is to introduce students to the principles, practice, institutions and products within the contemporary insurance industry.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Describe and compare the roles of various professional and institutional participants in the insurance industry.
2. Explain the principles of underwriting insurance and how insurance operates as a risk transfer mechanism.
3. Identify, describe and compare various life, general and business insurance policies.
4. Define and explain the various principles of insurance and apply the principles to both personal and business financial risk scenarios.
5. Explain the basic structure of insurance documentation such as proposals forms, policies, cover notes, claims management and renewals.
6. Perform basic insurance premium calculations.
7. Research, assemble and present data and information based on current developments and issues relevant to the insurance industry.

### Indicative Syllabus

#### 1. Insurance and Risk

- Nature and classifications of insurance.
- Management of risk.
- Functions of and benefits of insurance
- Classes of insurance.
- Insurable risks.
- The insurance marketplace.

#### 2. Insurance Institutions & Intermediaries

- Proprietary, mutual, self-insurers, captive insurance.
  - Reinsurance companies, Lloyds of London.
  - The IFSC and the international insurance sector.
  - Insurance agents, brokers and intermediaries.
- Current topics and developments relating to insurance institutionsP

### 3. Insurance Products & Terminology

- Classifications – life, marine, motor, fire, property, accident, liability, professional indemnity.
- Current topics and developments relating to insurance products.

### 4. Principles of insurance

- Insurable interest
- Utmost good faith.
- Proximate cause, indemnity, subrogation, contribution.

### 5. Insurance documentation

- Proposal forms, policies - life, property, personal, motor, pensions, cover notes, renewals.

### 6. Underwriting and claims

- Underwriting.
- Premium calculations.
- Impact of legislation and competition on pricing.
- Claims procedures and management.

## Teaching and Learning Strategy

Class time will consist mainly of lectures and problem based learning where questions will be tackled by students under the supervision of the lecturer. Some of this class time will also be devoted to project development tutorials.

Students will be expected to enrol in the Insurance Moodle page available via [www.ait.ie](http://www.ait.ie). This page will be administered by the lecturer and will allow registered students to access all relevant lecture notes, assessments, video tutorials, directed web readings and resources. Other information relevant to the course, such as assessment and assignment dates and times, will also be made available via this page.

Students will be encouraged to keep abreast of current insurance industry developments through the suggested financial press, websites and periodicals mentioned below. Links to various web based resources will be provided via the moodle page. Reference will be made to current industry developments throughout the module.

## Assessment Strategy

Independent learning will be encouraged by directing the student to appropriate web based resources, directed readings and by regular formative feedback using the Moodle quiz function.

Assessment will be frequent, formative and summative so as to engage the student early in the semester, encourage regular attendance at lectures and tutorials and provide feedback on their progress.

Regular formative assessments will take the form of quizzes delivered via the Moodle function.

Continuous assessment 1 will be summative and will take the form of a class based assessment or Moodle delivered quiz. This assessment will be worth 10% of the final mark.

Continuous assessment 2 will also be summative and will take the form of an individual project. Students will research , produce and present a report that examines a current issue, product or practice in the Insurance industry. This report will be worth 20% of the final mark.

A three hour final exam will take place at the end of the semester. This will be worth 70% of the final mark. Feedback on the end of semester final examination is available via the service to student days, notice of which will issue at the end of each semester.

## Repeat Assessment Strategies

Repeat final exams will take place in August. Repeat assessments are offered in line with the Busienss School policy as per the programme manual.

## Professional Body applicable to Placement Modules

## Legal Requirements

**Coursework & Continuous Assessment:**

**30 %**

<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Multiple Choice	Moodle Quiz	- %	OnGoing	
Assessment	Continuous Assessment	10 %	Week 6	1,2
Individual Project	Individual Project	20 %	Week 10	7

<b>End of Semester / Year Formal Exam:</b>		<b>70 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Closed Book Exam	Final Exam	70 %	End of Semester	1,2,3,4,5,6

<b>Full Time Average Weekly Workload:</b>			<b>6.00 Hours</b>		
<b>Type</b>	<b>Description</b>	<b>Location</b>	<b>Hours</b>	<b>Frequency</b>	<b>Weekly Avg</b>
Lecture	Lecture	Tiered Classroom	6	Weekly	6.00
Independent Learning	Independent Learning	Not Specified	7	Weekly	7.00
Independent Learning	Project development	Not Specified	40	Per Module (Semester)	2.67

<b>Recommended Reading Book List</b>
Ward, A., (2012). <i>An Introduction to Personal Finance</i> Chartered Accountants Ireland. ISBN 1908199172 ISBN-13 9781908199171
Julia, B., (2004). <i>Insurance</i> . FINANCIAL WORLD PUBLISHING. ISBN 0852976755 ISBN-13 9780852976753
(2011). <i>Personal Finance</i> . Palgrave Macmillan. ISBN 0230348114 ISBN-13 9780230348110
Rejda, E., (2013). <i>Principles of Risk Management and Insurance</i> . Pearson. ISBN 0273789945 ISBN-13 9780273789949
Kwon, W., (2007). <i>Risk Management and Insurance: Perspectives in a Global Economy</i> . Wiley-Blackwell. ISBN 1405125411 ISBN-13 9781405125413

<b>Non ISBN Literary Resources</b>

<b>Online Resources</b>
Insurance module on Moodle at <a href="http://www.ait.ie">www.ait.ie</a> <a href="http://www.iif.ie">www.iif.ie</a> <a href="http://www.nca.ie">www.nca.ie</a> <a href="http://www.insuranceireland.eu">www.insuranceireland.eu</a> <a href="http://www.centralbank.ie">www.centralbank.ie</a> <a href="http://www.ft.com">www.ft.com</a> <a href="http://www.lloyds.com">www.lloyds.com</a> <a href="http://www.iii.ie">www.iii.ie</a> <a href="http://www.ifsc.ie">www.ifsc.ie</a>

<b>Programme Membership</b>

AL\_BOFIS\_7 201700 Bachelor of Business in Office Management and Administration  
AL\_BBUSI\_C06 201500 Higher Certificate in Business in Business  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BOFIS\_C 201700 Higher Certificate in Business in Office Management and Administration  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	Applied Economics		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	ECON06023	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>		<b>Department</b>	Business and Management
<b>Module Author</b>	Henry Joyce		

### Module Description

This module is designed to build on the fundamentals encountered in a typical first year Micro and Macroeconomics course. The module should also provide a foundation level of knowledge and skills to apply economic analysis to current economic problems and opportunity.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Apply economic principles and analysis to a broad range of real-world issues.
2. Develop an ability to evaluate economic problems, questions and assumptions into an understandable context.
3. Participate constructively and with probity as a team member.
4. Reflect on the relevance and application of economics in a business and social context.
5. Reflect critically on the relevance and application of economics in a business, social and political/legal context.

### Indicative Syllabus

- 1. Applications of Demand, supply and markets:** Demand and supply analysis and the dynamics of fluid and "static" markets. Elasticity and sensitivity to the drivers of demand; Practical approaches to product and service pricing.
- 2. The competitive framework in practice:** The market structure spectrum and its relevance: contestable markets; anti-competitive practices; the role of the Irish Competition & Consumer Protection Authority.
- 3. Re-evaluating the theory of the firm:** Production time frames, cost structures and cost behaviour; revenue patterns and streams; profitability; examination of the relevance and applicability of the traditional neo-classical cost and revenue assumptions; consideration of the approaches offered by the 2 new management economics.
- 4. Government intervention in context:** The role of government in the economy; market failure as a justification for government intervention in the economy; privatisation and nationalisation, concepts of Welfare economics; the economics of Healthcare in Ireland; the economics of Education in Ireland.
- 5. Economic development:** Theories of economic growth; the economic problems of developing countries, approaches and strategies towards development in less developed countries; case studies in economic development.
- 6. The economics of infrastructure:** Definitions and types. Funding models for infrastructural development in Ireland and internationally; the economics of congestion; the confluence and compatibility of engineering and economic solutions to traffic congestion.
- 7. Case studies and current issues.**

### Teaching and Learning Strategy

This module is to be delivered in a variety of ways including lectures, seminars, group discussions, case studies and the reading of recommended articles and Text books.

The module aims to develop the students' ability to become reflective learners through the use of student-centred activities such as individual and group discussion, analysis and evaluation of appropriate case study material, the summary and dissemination of relevant economics articles in academic journals, and the analysis of markets and industries.

### Assessment Strategy

Assessment will be frequent, formative and summative so as to engage the student early in the semester, and provide feedback on their progress.

Regular formative assessments will take the form of feedback on written submissions arising from regular group work.

Continuous assessment 1 may be a case study, a problem based learning assignment or an assessment deemed appropriate to a level 6 award by the module lecturer. This assessment accounts for 20% of the student's final mark. This assessment is designed to assess learning outcomes 1,2,3 and 4.

Continuous assessment 2 takes the form of a reflective exercise or other assessment as deemed appropriate by the module lecturer. This assignment accounts for 10% of the student's final mark. This assessment is designed to assess learning outcome 5.

A three hour final examination will be taken place at the end of the semester. This final examination accounts for 70% of the student's final mark and assesses all learning outcomes.

### Repeat Assessment Strategies

Repeat exams are in August. Repeat assessments are offered in line with the Business School policy as per Programme Manuals.

### Professional Body applicable to Placement Modules

### Legal Requirements

<b>Coursework &amp; Continuous Assessment:</b>		<b>30 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Group Project	Project	20 %	Week 6	1,2,3,4
Open Book Exam	Reflective exercise	10 %	Week 12	5

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

<b>Full Time Average Weekly Workload:</b>			<b>6.00 Hours</b>		
<b>Type</b>	<b>Description</b>	<b>Location</b>	<b>Hours</b>	<b>Frequency</b>	<b>Weekly Avg</b>
Lecture	Lecture/Tutorial	Not Specified	6	Weekly	6.00
Independent Learning	Independent Learning	Not Specified	10	Weekly	10.00

### Recommended Reading Book List

Griffiths, A., (2012). *Applied Economics*. Trans-Atlantic Publications.  
ISBN 0273736906 ISBN-13 9780273736905

Sowell, T., (2006). *Applied Economics, First edition: Thinking Beyond Stage One (Library Binding)* Blackstone Audio, Inc..  
ISBN 0786172266 ISBN-13 9780786172269

### Online Resources

[www.cso.ie](http://www.cso.ie)

[www.energyireland.ie](http://www.energyireland.ie)

[www.fairtradeireland.ie](http://www.fairtradeireland.ie)

[www.gov.ie/departments](http://www.gov.ie/departments)[www.Hse.ie](http://www.Hse.ie)

[www.gov.uk](http://www.gov.uk)

[www.ngo.org/links](http://www.ngo.org/links)

[www.seal.ie](http://www.seal.ie)

[www.sustainable.ie](http://www.sustainable.ie)

### Programme Membership

AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year

AL\_BBUSI\_C06 201500 Higher Certificate in Business in Business

AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year

AL\_BBSTD\_C 201700 Higher Certificate in Business

AL\_BBSTD\_7 201900 Bachelor of Business

AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	Operations & Supply Chain Management		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	BUS06081	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>	Numeric/Percentage	<b>Department</b>	Business and Management
<b>Module Author</b>	Prof Marc Cashin		
<b>Co Authors</b>	Nuala Rowland		

### Module Description

The aim of this module is to evaluate the strategic development of structural and infrastructural features of operations systems in relation to organisational and market requirements. The module will assess how operations and supply chain management can support and effect the formulation and implementation of corporate strategies in companies and other organisations.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Demonstrate an understanding of the functions of different types of operations and supply chain management systems.
2. Identify the stages and milestones involved in the introduction of an appropriate system, supported by appropriate project methodology.
3. Balance technical and human resource requirements in the successful installation and maintenance of a system.
4. Evaluate the processes involved in different operations and supply chain management systems, with a particular focus upon total quality management.
5. Reflective practice and skills for effective individual and professional development.

### Indicative Syllabus

#### 1. Operations and Supply Chain Strategy:

- Operations strategy within an organisation.
- Differences and similarities between manufacturing and services.

#### 2. Enterprise Systems:

- The importance and role of information systems.
- Data and information flow across business functions, the supply chain, enterprise resource planning and supporting systems.

#### 3. Business Process Management:

- Analysis of the structure of operating facilities within manufacturing and non-manufacturing environments.
- The production process.
- Procurement and fulfilment processes.

#### 4. Process Design and Analysis

- Understanding processes involved in the design of products and the supply of services to required standards, integrated processes.

## 5. Project Management Overview

- Evaluation of planning and control systems in the context of the delivery of goods and services at the right time and at an economic cost.
- Project methodology supporting the implementation of Operation's Strategic objectives.

## 6. Resource Based View of the Firm

- The human factor as an integral resource in operations.

## 7. New Product Development (NPD)

- The product life cycle.
- New Product Development process.
- Analysis tools for NPD.

## 8. Planning & Control.

- The nature of planning and control.
- Capacity management and control.
- Scheduling and forecasting.

## 9. Quality Improvement Methods:

- Total Quality Management.
- Qualitative and Quantitative improvement tools.
- History of quality management.
- Current approaches to quality ISO and Six-Sigma.
- Operations improvements.

## 10. Reflective Practice underpinning personal and professional development.

### Teaching and Learning Strategy

Lecturing supported by online content and video material.

### Assessment Strategy

A combination of both a student-centred and team-based learning approach will be adopted, with regard to the conceptual, theoretical and methodological issues. Simulation exercises will be used and case studies will form an integral part of the teaching approach, underpinning advanced applied learning, problem-solving and decision-making.

### Repeat Assessment Strategies

Repeat exams are in August. Repeat assessments are offered in line with the Business School policy as per Programme Manual.

### Professional Body applicable to Placement Modules

### Legal Requirements

Coursework & Continuous Assessment:		70 %		
<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Individual Project	Written Reflective Report	10 %	End of Semester	5
Group Project	Written Report Team based project	40 %	Week 11	1,2,3
Individual Project	Individual Project	20 %	Week 8	4

<b>End of Semester / Year Formal Exam:</b>		<b>30 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Closed Book Exam	Final 3 Hour end of semester Examination	30 %	End of Semester	1,2,3,4

<b>Full Time Average Weekly Workload:</b>			<b>6.00 Hours</b>		
<b>Type</b>	<b>Description</b>	<b>Location</b>	<b>Hours</b>	<b>Frequency</b>	<b>Weekly Avg</b>
Lecture	Lectures/Video/Case Analysis	Lecture Theatre	6	Weekly	6.00
Independent Learning	Independent Learning	Not Specified	10	Weekly	10.00

<b>Recommended Reading Book List</b>
, C., Gido, J., , ., (2009). <i>Effective Project Management 4th Ed</i> Cengage.
, D., , A., (2003). <i>Fundamentals of Operations Management 4th Edition</i> . Irwin, Mc Graw Hill.
, H., (2004). <i>Operations Management (7th Edition)</i> . Prentice Hall.
Shafer, M., (2012). <i>Operations Management for Mbas 5th Edition</i> By Scott M. Shafer and Jack R. Meredith (2012, Paperback) ISBN 1118379799 ISBN-13 9781118379790

<b>Additional Information</b>
None

<b>Programme Membership</b>
AL_BAB-I_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_BBUSI_C06 201500 Higher Certificate in Business in Business
AL_BSTUD_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_C 201700 Higher Certificate in Business
AL_BBSTD_7 201900 Bachelor of Business
AL_BINTE_H08 202000 Bachelor of Business (Honours) in International Business
AL_BSTUD_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	Services Marketing		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	MKTG06003	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>		<b>Department</b>	Business and Management
<b>Module Author</b>	Brenda Flaherty		

### Module Description

This module will provide students with knowledge of the major issues facing contemporary services marketers. Its aim is to develop in students an appreciation of the importance of customer delivered value in the services industry and to encourage students to think conceptually about service problems and challenges in order to develop practical services marketing strategies.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Outline in detail the characteristics of services.
2. Assess the implications of the characteristics of services for the service provider and the identified target customer.
3. Deconstruct the marketing programme involved in the service experience.
4. Understand how technology is aiding the development of services marketing.
5. Critique the importance of services marketing in contemporary business.

### Indicative Syllabus

#### 1. Foundations of Services Marketing:

- Defining services and understanding the growth in the global service economy.
- Analysing the uniqueness of services marketing and understanding service characteristics.
- Classifying services.
- Appreciation of the frameworks used to manage the service customer's experience.

#### 2. Understanding the needs of Service Customers

- Consumer behaviour.
- Marketing research with a view to customer acquisition.
- Segmentation, targeting and positioning for services.

#### 3. Creating the Interactive Experience

- Producing the service performance, scripting, blueprinting.
- Designing the service setting 'servicescapes'.
- Leveraging the people factor. Appreciating and developing emotional intelligence in employees.
- Workforce effectiveness. Maximising discretionary effort. Internal Marketing.
- Managing the customer mix.

#### 4. Managing the Interactive Service Experience.

- Setting a price for service.
- Promoting the interactive service experience.
- Making services accessible.

## 5. Delivering and Ensuring a Positive Service Experience.

- Managing relationships and building loyalty.
- Customer retention.
- Managing service quality.

## 6. Technology.

- Consider the importance of developments in technology and its importance to customer relationship management.
- Enabling and managing the interactive experience through effective digital marketing.
- Data management and analytics - using data collected from customers to analyse their preferences.
- RFM analyses.
- Self-service optimisation.

## Teaching and Learning Strategy

Lectures, case studies, class tests, and interactive discussions.

## Assessment Strategy

As part of the summative assessment students will be required to choose a case study on which to apply the theory of the module.

Formative assessment will take the form of ongoing class tests and discussion on their ongoing research.

A class mcq test will ensure that they have understood the basics and they will also sit an end of semester examination. All learning outcomes will be assessed throughout this process.

## Repeat Assessment Strategies

Repeat exams are in August. Repeat assessments are offered in line with the Business School policy.

## Professional Body applicable to Placement Modules

## Legal Requirements

<b>Coursework &amp; Continuous Assessment:</b>		<b>30 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Multiple Choice	In Class test	10 %	Week 7	1
Written Report	Written Report	20 %	Week 11	2,3,4,5

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

<b>Full Time Average Weekly Workload:</b>			<b>6.00 Hours</b>		
<b>Type</b>	<b>Description</b>	<b>Location</b>	<b>Hours</b>	<b>Frequency</b>	<b>Weekly Avg</b>
Lecture	Lecture/Tutorial	Flat Classroom	6	Weekly	6.00
Independent Learning	Research, Reading, Interacting with Moodle.	Not Specified	10	Weekly	10.00

## Recommended Reading Book List

Palmer, A., (2011). *Principles of Services Marketing*. McGraw Hill Higher Education.  
ISBN 0077129512 ISBN-13 9780077129514

Christopher, J., (2011). *Services Marketing*. Pearson Education Limited.  
ISBN 0273756060 ISBN-13 9780273756064

Wilson, A., (2012). *Services Marketing (2nd European Edition)* McGraw Hill Higher Education.  
ISBN 0077131711 ISBN-13 9780077131715

Fisk, P., (2013). *Services Marketing Interactive Approach* Cengage Learning.  
ISBN 1285057139 ISBN-13 9781285057132

Ryan, D., (2014). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* Kogan Page.  
ISBN 0749471026 ISBN-13 9780749471026

### Other Resources

Moodle AIT

### Programme Membership

AL\_BMKSM\_6 201500 Higher Certificate in Business in Social Media Marketing  
AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BDIGM\_6X 201600 Higher Certificate in Business in Digital Marketing  
AL\_BBUSI\_C06 201500 Higher Certificate in Business in Business  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BDIGM\_7 201700 Bachelor of Business in Digital Marketing  
AL\_BDMKG\_8 201900 Bachelor of Business (Honours) in Digital Marketing  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_BDIGM\_7 201900 Bachelor of Business in Digital Marketing  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	French 2.1		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	05
<b>Attendance</b>	75 %		
<b>Module Code</b>	FREN06023	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>	Numeric/Percentage	<b>Department</b>	Social Sciences
<b>Module Author</b>	Lorna Mitchell		
<b>Co Authors</b>	Geraldine McDermott, Imelda Cooke, Brigid Delamere, Marguerite Shanley		

### Module Description

The module builds on the existing knowledge of the four language skills and of grammatical structures, expands the students' communicative ability and vocabulary range and extends the students' knowledge of French culture and society.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Follow speech which is carefully articulated in everyday contexts.
2. Demonstrate understanding of simple, factual texts.
3. Write straight forward connected texts on a range of familiar subjects.
4. Gather, analyse and sort information available in self-access materials.

### Indicative Syllabus

Student life.  
Travel and accommodation.  
Situational tasks - e.g. the post office, using the telephone, making appointments, going to the doctor, pharmacy.  
Culture and society.  
Introduction to French film.  
Grammar.

### Teaching and Learning Strategy

The teaching and learning strategies will be interactive, involving a mixture of group and pair work. Learner-centred strategies will promote both shared and autonomous learning amongst students. Resources will be available on Moodle to support students in structured self-directed learning. Students will receive formative feedback in class.

### Assessment Strategy

Students will be assessed by means of aural (50%) and written continuous assessments (50%).

### Repeat Assessment Strategies

The repeat assessment will consist of aural and written assessment as required.

**Professional Body applicable to Placement Modules****Legal Requirements**

Coursework & Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Aural Exam	Aural assessment	50 %	Week 10	1,2,4
Assessment	Continuous Assessment	50 %	OnGoing	1,2,3,4

Full Time Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Directed Learning	Oral and aural practice	Computer Laboratory	1	Weekly	1.00
Directed Learning	Classwork	Flat Classroom	2	Weekly	2.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

**Non ISBN Literary Resources**

Abry,D.,& Chalaron,M-L.(2004) *La Grammaire des Premiers Temps*. Presse Universitaire de Grenoble.

Akyuz, A. et al (2000). *Exercices de vocabulaire en contexte*. Hachette Livre 2000.

Akyuz, A. (2000). *Exercices de grammaire en contexte*. Hachette Livre 2000.

Senard,D. (2010) *A L'Attaque! (French Edition)*Gill & Macmillan Ltd  
ISBN-10 0717146340 ISBN-13 9780717146345

Hayes-Lyne,E.( 2014) *Bonne Chance: Listening and Oral for Leaving Certificate French*Gill & Macmillan Ltd  
ISBN-10 0717159604 ISBN-13 9780717159604

HarperCollins Publishers 2012 *Collins Robert French Unabridged Dictionary, 9th Edition (Collins Language)*Collins Reference  
ISBN-10 0061962996 ISBN-13 9780061962998

Miquel,C.( 2013) *Vocabulaire Progressif du Francais - Nouvelle Edition: Livre + Audio CD (Niveau Intermediaire) (French Edition)* French and European Publications Inc.ISBN-10 2090381280 ISBN-13 9782090381283

Crocker,M.( 2013) *Schaum's Outline of French Grammar (Schaum's Foreign Language Series)*McGraw-Hill  
ISBN-10 0071828982 ISBN-13 9780071828987

Grosz, B.,& Harnisch,H. (2009) *Access French 1*

Jubb,M.( 2014) *French Grammar in Context (Languages in Context) (French Edition)*Routledge  
ISBN-10 0415706688 ISBN-13 9780415706681 & 2. Hodder & Stoughton

Grosz,B. (2005) *Access French 2. Routledge. 2005*.Routledge ISBN-10 0340884851 ISBN-13 9780340884850

Heilenman,L.K. (2013) *Voila! An Introduction to French, Enhanced (with Audio CD)*Cengage Learning ISBN-10 1133950124  
ISBN-13 9781133950127

**Online Resources**

[www.accesslanguages.com](http://www.accesslanguages.com)  
[www.bonjourdefrance.com](http://www.bonjourdefrance.com)  
[www.ielanguages.com](http://www.ielanguages.com)  
<http://languagesonline.org.uk>  
[www.wordreference.com](http://www.wordreference.com)  
<http://www.bbc.co.uk/languages/french/mafrance/>

## Programme Membership

AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BOFIS\_7 201700 Bachelor of Business in Office Management and Administration  
AL\_HSOCS\_C 201600 Higher Certificate in Arts in Applied Social Studies in Social Care  
AL\_OHOSP\_8 201800 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BOFIS\_C 201700 Higher Certificate in Business in Office Management and Administration  
AL\_OHOSP\_6 201800 Higher Certificate in Arts in Hospitality Supervision  
AL\_HSOCS\_B 201800 Bachelor of Arts (Honours) in Social Care Practice  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_HSOCA\_7 201800 Bachelor of Arts in Applied Social Studies in Social Care  
AL\_OLEIS\_7 201800 Bachelor of Arts in Hotel and Leisure Management  
AL\_OHOSP\_6 201900 Higher Certificate in Arts in Hospitality Supervision  
AL\_OHOSP\_8 201900 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_BINTE\_H08 202000 Bachelor of Business (Honours) in International Business  
AL\_OLEIS\_7 201900 Bachelor of Arts in Hotel and Leisure Management  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	German 2.1		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	05
<b>Attendance</b>	75 %		
<b>Module Code</b>	GERM06013	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>	Numeric/Percentage	<b>Department</b>	Social Sciences
<b>Module Author</b>	Mairead Seery		
<b>Co Authors</b>	Eimear Kelly, Audrey O'Beirne-Cleary		

### Module Description

The module will develop students' language skills and knowledge culture of German-speaking countries so that they can study, travel and seek accommodation in German-speaking countries.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. follow speech which is carefully articulated in everyday contexts;
2. demonstrate understanding of simple, factual texts;
3. write straight forward connected texts on a range of familiar subjects;
4. gather, analyse and sort information available in self-access materials.

### Indicative Syllabus

Student life.  
Travel and accommodation.  
Culture and society.  
Grammar.

### Teaching and Learning Strategy

The teaching and learning strategies will be interactive, involving a mixture of group and pair work. Learner-centred strategies will promote both shared and autonomous learning amongst students. Resources will be available on Moodle to support students in structured self-directed learning. Students will receive formative feedback in class.

### Assessment Strategy

Students will be assessed by means of written (50%) and aural (50%) assessments.

### Repeat Assessment Strategies

Students will take a repeat written and aural assessment.

**Professional Body applicable to Placement Modules****Legal Requirements**

<b>Coursework &amp; Continuous Assessment:</b>		<b>100 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Aural Exam	Practical	50 %	Week 10	1
Assignment	Continuous Assessment	50 %	OnGoing	2,3,4

<b>Full Time Average Weekly Workload:</b>			<b>3.00 Hours</b>		
<b>Type</b>	<b>Description</b>	<b>Location</b>	<b>Hours</b>	<b>Frequency</b>	<b>Weekly Avg</b>
Lecture	Interactive Classes	Flat Classroom	3	Weekly	3.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

**Recommended Reading Book List**

, Z., , ., (2009). *English Grammar for Students of German: The Study Guide for Those Learning German (English Grammar Series)*. Olivia and Hill Press.

Hermann, F., (2011). *Studio D: Pack - Kurs- Und Arbeitsbuch A2 MIT CD + Sprachtraining A2 (German Edition)* Cornelsen Verlag GmbH & Co.  
ISBN 3464208818 ISBN-13 9783464208816

Aufderstrasse, H., (2003). *Themen Aktuell 2: Kursbuch Und Arbeitsbuch 1-5* Max Hueber Verlag.  
ISBN 3191816917 ISBN-13 9783191816919

**Online Resources**

Online dictionaries: [www.leo.org](http://www.leo.org); [www.pons.eu](http://www.pons.eu) ; [www.collinsdictionary.com/dictionary/english-german](http://www.collinsdictionary.com/dictionary/english-german)

Studieren in Deutschland: [https://www.deutsch-portal.com/Studieren\\_in\\_Deutschland.html](https://www.deutsch-portal.com/Studieren_in_Deutschland.html)

Goethe-Institut Community fuer Lerner: <http://www.goethe.de/prj/dfd/de/home.cfm>

Kompass Deutsch portal: <http://www.dlc.fi/~pohalone/kompass2/index.html>

**Other Resources**

Deutsch im Blick Videos: <http://coerll.utexas.edu/dib/siteindex.php>

DUO-Filme Online Deutsch lernen: <https://www.youtube.com/watch?v=pxWXOQJmM40>

Goethe-Institut *Ticket nach Berlin* series: [https://www.youtube.com/watch?v=WPRUrh8BUoU&index=1&list=PLqulmyRfMt6eqMZi0\\_2iXPTP6ST\\_hwIM](https://www.youtube.com/watch?v=WPRUrh8BUoU&index=1&list=PLqulmyRfMt6eqMZi0_2iXPTP6ST_hwIM)

Rundblick: [http://www.open.edu/openlearn/languages/german/rundblick-beginners-german/content-section-0?name=L193\\_1](http://www.open.edu/openlearn/languages/german/rundblick-beginners-german/content-section-0?name=L193_1)

Student Life: German for Beginners: <https://www.youtube.com/watch?v=1gmhQHT6PHY>

**Programme Membership**

AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year

AL\_BOFIS\_7 201700 Bachelor of Business in Office Management and Administration

AL\_HSOCS\_C 201600 Higher Certificate in Arts in Applied Social Studies in Social Care

AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year

AL\_BBSTD\_C 201700 Higher Certificate in Business

AL\_BOFIS\_C 201700 Higher Certificate in Business in Office Management and Administration

AL\_HSOCS\_B 201800 Bachelor of Arts (Honours) in Social Care Practice

AL\_BBSTD\_7 201900 Bachelor of Business

AL\_HSOCA\_7 201800 Bachelor of Arts in Applied Social Studies in Social Care  
AL\_OHOSP\_8 201800 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_OHOSP\_6 201800 Higher Certificate in Arts in Hospitality Supervision  
AL\_OLEIS\_7 201800 Bachelor of Arts in Hotel and Leisure Management  
AL\_OHOSP\_6 201900 Higher Certificate in Arts in Hospitality Supervision  
AL\_OHOSP\_8 201900 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_BINTE\_H08 202000 Bachelor of Business (Honours) in International Business  
AL\_OLEIS\_7 201900 Bachelor of Arts in Hotel and Leisure Management  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	Spanish 2.1		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	05
<b>Attendance</b>	75 %		
<b>Module Code</b>	SPAN06008	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>		<b>Department</b>	Social Sciences
<b>Module Author</b>	Doireann O'Callaghan		
<b>Co Authors</b>	Geraldine Ward, Elsie Burgoyne		

### Module Description

This module will provide you with the practical language skills you need to survive when travelling around Spain, Central and Latin America. The course is aimed at broadening your knowledge of the Spanish language, and providing learners with some basic survival Spanish which would be of use on the ground in a Spanish-speaking country.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. follow speech which is carefully articulated in everyday contexts;
2. demonstrate understanding of simple, factual texts;
3. write straightforward connected texts on a range of familiar subjects;
4. gather, analyse and sort information available in self-access materials.

### Indicative Syllabus

1. Review of topics covered in the first year of the programme:
  - Personal introductions
  - Descriptions
  - Hobbies
  - Family
  - Food and drink
  - Grammar
2. Shopping
3. Directions
4. Student life
5. Culture and society
6. Grammar

### Teaching and Learning Strategy

The teaching and learning strategies will be interactive, involving a mixture of group and pair work. Learner-centred strategies will promote both shared and autonomous learning amongst students. Resources will be available on Moodle to support students in structured self-directed learning. Students will receive formative feedback in class.

**Assessment Strategy**

Students will be assessed by means of written (50%) and aural (50%) assessments.

**Repeat Assessment Strategies**

Students must achieve a combined mark of 40% for the module within the semester. If the student does not achieve this, he/she must repeat all assessment elements for the module.

**Professional Body applicable to Placement Modules****Legal Requirements**

<b>Coursework &amp; Continuous Assessment:</b>		<b>100 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Aural Exam	Aural Exam	50 %	Week 10	1,2
Assignment	Continuous Assessment	50 %	OnGoing	3,4

<b>Full Time Average Weekly Workload:</b>			<b>3.00 Hours</b>		
<b>Type</b>	<b>Description</b>	<b>Location</b>	<b>Hours</b>	<b>Frequency</b>	<b>Weekly Avg</b>
Directed Learning	Directed Learning	Language Labs	1	Weekly	1.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00
Lecture	Language Class	Flat Classroom	2	Weekly	2.00

**Recommended Reading Book List**

Martn, R., (2011). *Pasos 1 Spanish Beginners Course 3rd Edition Revised: Coursebook* Hodder Education Publishers. ISBN 1444133217 ISBN-13 9781444133219

**Non ISBN Literary Resources**

Harrow, A. (2007). Primer Paso 1. Dublin: Folens.

Reilly, M. (2009). Ya Voy 1. Dublin: Ed. Co.

Reilly, M. (2010). Ya Voy 2. Dublin: Ed. Co.

**Online Resources**

<http://www.bbc.co.uk/languages/spanish/>

<http://languagesonline.org.uk/>

Spanish 2.1 Moodle Page with video clips, class notes, quizzes, etc.

<http://www.spanishdict.com/>

<http://www.studyspanish.com/>

<http://www.donquijote.org/spanishlanguage/>

**Other Resources**

None

**Additional Information**

None

**Programme Membership**

AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BOFIS\_7 201700 Bachelor of Business in Office Management and Administration  
AL\_HSOCS\_C 201600 Higher Certificate in Arts in Applied Social Studies in Social Care  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BOFIS\_C 201700 Higher Certificate in Business in Office Management and Administration  
AL\_HSOCS\_B 201800 Bachelor of Arts (Honours) in Social Care Practice  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_HSOCA\_7 201800 Bachelor of Arts in Applied Social Studies in Social Care  
AL\_OHOSP\_8 201800 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_OHOSP\_6 201800 Higher Certificate in Arts in Hospitality Supervision  
AL\_OLEIS\_7 201800 Bachelor of Arts in Hotel and Leisure Management  
AL\_OHOSP\_6 201900 Higher Certificate in Arts in Hospitality Supervision  
AL\_OHOSP\_8 201900 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_BINTE\_H08 202000 Bachelor of Business (Honours) in International Business  
AL\_OLEIS\_7 201900 Bachelor of Arts in Hotel and Leisure Management  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	Marketing Management in a Digital Age		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	BUS06004	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>	Numeric/Percentage	<b>Department</b>	Business and Management
<b>Module Author</b>	Louise Murray		
<b>Co Authors</b>	Nuala Rowland		

### Module Description

Enables the students to acquire an understanding of marketing management but also acknowledging that we live in a time when technology has fundamentally changed how marketing is delivered in organisations. Provides students with the concepts, processes, frameworks and experiences that are useful for managing marketing strategies in a digital age.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Demonstrate an understanding of marketing as a management function.
2. Discuss methods used for researching, segmenting, targeting and positioning markets.
3. Identify and review the customer's role in marketing planning and management and the impact of digital on this process.
4. Understand the importance of integration of traditional and digital tools into a communications and marketing strategy.
5. Apply the theory of marketing management in a digital age.

### Indicative Syllabus

#### 1. Understanding Marketing Management in a Digital Age

- Introduction.
- Managing the core marketing concepts.
- Marketing management shifts and tasks.

#### 2. Developing Marketing Strategies and Plans

- The value delivery process.
- The value chain.
- Core competencies.
- Strategic planning.
- Corporate and division strategic planning; corporate mission, etc..
- Business unit strategic planning; business mission, SWOT analysis, goal formation.
- The marketing plan.
- The digital marketing plan.
- The social media plan.

#### 3. Conducting Marketing Research and Scanning the Environment

- Marketing information systems.
- Internal records and marketing intelligence.

- The marketing research process.
- Forecasting and demand measurement.
- Emerging tools.
- Analysing the macro-environment; demographic, economic, social-cultural, natural, technological, political-legal.

#### **4. Consumer Behaviour/Analysing Consumer Markets**

- The buying decision process.
- Influences on consumer behaviour; cultural, social, personal and psychological.
- Other theories of consumer decision-making.

#### **5. Business Buyer Behaviour/Analysing Business-to-Business Markets**

- What is organisational buying?
- Business buying process and its participants.
- Managing business-to-business customer relationships.

#### **6. Services Marketing Management**

- Nature of services.
- Differences between products and services.
- The marketing mix for services.

#### **7. Segmentation, Targeting and Positioning**

- Choosing a segmentation, targeting and positioning strategy.

#### **8. Product Management**

- The process of new product development.
- The product life cycle and marketing mix modification at each stage.
- Managing product lines and product mix.
- Branding and packaging considerations.

#### **9. Pricing Management**

- Factors influencing the pricing decision.
- The price-setting process.
- Pricing strategies and their implications.

#### **10. Marketing Communication Management**

- The communication process.
- Integrating traditional and digital marketing communications.
- Advertising, sales promotion, events and experiences, sponsorship, public relations, direct marketing, word-of-mouth marketing, interactive marketing, social media marketing and personal selling.

#### **11. Distribution Management**

- Channel alternatives.
- Selecting, motivating, evaluating and managing a channel.
- Managing retailing, wholesaling and physical distribution.

#### **12. Evaluating Marketing Strategy and Performance**

- Evaluation of the total marketing effort.
- Controlling strategies, allocating resources, implementation of marketing strategy.
- Social media marketing. Digital marketing.

#### **13. Emerging Issues in Marketing Management**

- Social media & digital marketing: its evolution, the tools, the future.

### **Teaching and Learning Strategy**

The Teaching and Learning strategy consists of a combination of lectures, computer labs, guest speakers and self-directed learning. Lecture notes and other teaching material will be distributed through Moodle. Moodle will also serve as a space for topic discussion.

### **Assessment Strategy**

The assessment strategy consists of a combination of a multiple choice mid-term exam, a project incorporating the theory of marketing management and which will assess the practical elements of marketing management carried out in the computer labs (30%) and an end of semester written exam (70%).

### **Repeat Assessment Strategies**

Repeat exams are in August. Repeat assessments are offered in line with the Business School policy as per Programme

Manual.

### Professional Body applicable to Placement Modules

### Legal Requirements

Coursework & Continuous Assessment:		30 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Project	Project Proposal	- %	Week 3	
Multiple Choice	Multiple Choice Examination	10 %	Week 6	1,2,3
Written Report	Project with practical element	20 %	Week 8	3,4,5

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

Full Time Average Weekly Workload:			8.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Lecture Theatre	4	Weekly	4.00
Tutorial	Tutorial	Lecture Theatre	2	Weekly	2.00
Practical	Laboratory	Computer Laboratory	2	Weekly	2.00
Independent Learning	Independent Learning	Not Specified	8	Weekly	8.00

### Recommended Reading Book List

Chaffey, D., (2012). *Digital Marketing: Strategy, Implementation and Practice* Pearson Education.  
ISBN 0273746103 ISBN-13 9780273746102

Dibb, S., (2012). *Marketing Concepts and Strategies. Sally Dibb ... [Et Al.]* Cengage Learning.  
ISBN 1408064324 ISBN-13 9781408064320

Keller, K., (2011). *Marketing Management (14e Edition)* Pearson.  
ISBN 0273753363 ISBN-13 9780273753360

Rogan, D., (2011). *Marketing: An Introduction for Students in Ireland* Gill & Macmillan Ltd.  
ISBN 0717149811 ISBN-13 9780717149810

*Principles of Marketing.* Pearson Academic Computing.  
ISBN 0273742973 ISBN-13 9780273742975

### Online Resources

Due to the constantly evolving nature of this subject, students are encouraged to continually read related websites which will be suggested to them.

### Other Resources

Harvard Business Review  
Irish Marketing Journal

Journal of Marketing Management

Journal of Digital Marketing

Irish Marketing Review

European Journal of Marketing

### Programme Membership

AL\_BMKSM\_6 201500 Higher Certificate in Business in Social Media Marketing  
AL\_BENTR\_6 201500 Higher Certificate in Business in Entrepreneurship And Innovation  
AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BBUSI\_G06 201600 Higher Certificate in Arts in Business in Business Psychology  
AL\_BBUSI\_G07 201700 Bachelor of Arts in Business in Business Psychology  
AL\_BDIGM\_6X 201600 Higher Certificate in Business in Digital Marketing  
AL\_BBUSI\_C06 201500 Higher Certificate in Business in Business  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BDIGM\_7 201700 Bachelor of Business in Digital Marketing  
AL\_BPSYC\_8 201700 Bachelor of Arts (Honours) in Business Psychology  
AL\_BBISY\_8 201900 Bachelor of Science (Honours) in Business Information Systems  
AL\_BDMKG\_8 201900 Bachelor of Business (Honours) in Digital Marketing  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_BDIGM\_7 201900 Bachelor of Business in Digital Marketing  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	Human Resource Management		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	HRM06004	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>	Numeric/Percentage	<b>Department</b>	Business and Management
<b>Module Author</b>	Alison Sheridan		
<b>Co Authors</b>	Owen Ross, Nuala Rowland		

### Module Description

This module should enable the student to acquire an understanding of the importance of effective human resource management to the success of an organisation. It will also identify the interpersonal skills which contribute to the student's efficiency and effectiveness in the work environment. It will facilitate the student to apply theory and knowledge to real situations.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Distinguish between Personnel Management and HRM.
2. Resource staff for an organisation.
3. Design a training and development programme.
4. Examine methods of enhancing and evaluating employee performance.
5. Negotiate the area of labour dispute resolution.
6. Appraise the landscape of Irish employee relations.

### Indicative Syllabus

#### 1. Introduction to HRM

- The evolution of the HR role.
- Theoretical differences between HR and Personnel Management.
- Core HR activities.

#### 2. Employee Resourcing

- HR Planning: record keeping, employee profiles, job analysis, forecasting.
- Recruitment: sources of, alternatives to, constraints involved.
- Selection: the interview and other methods.

#### 3. Managing Performance

- Training and development: preparation, methods, evaluation, induction.
- Performance appraisal: purposes of, methods, contributors, appraisal interview.
- Motivating employees: application of motivation theories.
- Reward management: factors influencing pay levels, job evaluation, the reward package.

#### 4. Employment Relations

- Employment legislation in Ireland.

- Essential elements of a contract of employment.
- Termination: redundancy and dismissal.
- Dispute resolution: grievance and disciplinary procedures, and third party dispute resolution facilities.
- Trade unions and employer associations.

### Teaching and Learning Strategy

The aims of the syllabus will be achieved in a variety of ways by the application of a range of teaching and learning methods. A variety of media will be used such as traditional print materials, audio and video material, as well as online learning resources. The course will be characterised by a high level of student participation through case studies, role-playing activities and discussion during lectures/seminars, and self-directed learning activities outside the classroom, where appropriate. Autonomous and reflective learning will be actively encouraged and facilitated.

### Assessment Strategy

This module should enable the student to acquire an understanding of the importance of effective human resource management to the success of an organisation.

Continuous assessment for this module will be in the form of a group project worth 30% of the total marks for the module. The project will be designed to enhance group work and successful completion of the task will require students to coordinate their efforts.

In addition to the core HR knowledge achieved, it is anticipated that communication, interpersonal and time management skills will also be developed through the completion of this project. Feedback will be given on a group basis.

The final written examination is worth 70%. Feedback on the end of semester examination is available via the service to student days, notice of which will be issued at the end of each semester.

### Repeat Assessment Strategies

Repeat exams are in August. Repeat assessments are offered in line with the Business School policy as per Programme Manual.

### Professional Body applicable to Placement Modules

### Legal Requirements

Coursework & Continuous Assessment:		30 %		
<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Project	Project	30 %	Week 8	1,2,3,4,5,6

End of Semester / Year Formal Exam:		70 %		
<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Closed Book Exam	Final Exam	70 %	End of Semester	1,2,3,4,5,6

Full Time Average Weekly Workload:			6.00 Hours		
<i>Type</i>	<i>Description</i>	<i>Location</i>	<i>Hours</i>	<i>Frequency</i>	<i>Weekly Avg</i>
Lecture	Lecture	Lecture Theatre	6	Weekly	6.00
Independent Learning	Reading, review questions, online activities	Not Specified	10	Weekly	10.00

### Required Reading Book List

Armstrong, M., Taylor, S., (2017). *Armstrong's Handbook of Human Resource Management Practice* Kogan Page.  
ISBN 0749474114 ISBN-13 9780749474119

Carbery, R., Cross, C., (2018). *Human Resource Management*. Red Globe Press.  
ISBN 135200402X ISBN-13 9781352004021

Gunnigle, P., Heraty, N., McDonnell, M., (2017). *Human Resource Management in Ireland*  
ISBN 1910393177 ISBN-13 9781910393178

### Recommended Reading Book List

Wallace, J., (2013). *Industrial Relations in Ireland*. Gill & Macmillan Ltd.  
ISBN 0717143813 ISBN-13 9780717143818

Reidy, L., (2011). *Make That Grade Human Resource Management* Gill & Macmillan Ltd.  
ISBN 0717150062 ISBN-13 9780717150069

### Other Resources

[www.enterprise.gov.ie](http://www.enterprise.gov.ie)

[www.cipd.co.uk](http://www.cipd.co.uk)

[www.workplacerelations.ie](http://www.workplacerelations.ie)

[www.labourcourt.ie](http://www.labourcourt.ie)

[www.hsa.ie](http://www.hsa.ie)

[www.hrec.ie](http://www.hrec.ie)

[www.ibec.ie](http://www.ibec.ie)

[www.siptu.ie](http://www.siptu.ie)

[www.ictu.ie](http://www.ictu.ie)

### Additional Information

- Sunday Business Post
- Daily Newspapers
- People Management

### Programme Membership

AL\_BENTR\_6 201500 Higher Certificate in Business in Entrepreneurship And Innovation

AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year

AL\_BBUSI\_G06 201600 Higher Certificate in Arts in Business in Business Psychology

AL\_BBUSI\_G07 201700 Bachelor of Arts in Business in Business Psychology

AL\_BOFIS\_7 201700 Bachelor of Business in Office Management and Administration

AL\_BBUSI\_C06 201500 Higher Certificate in Business in Business

AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year

AL\_BBSTD\_C 201700 Higher Certificate in Business

AL\_BOFIS\_C 201700 Higher Certificate in Business in Office Management and Administration

AL\_BPSYC\_8 201700 Bachelor of Arts (Honours) in Business Psychology

AL\_BEQNE\_C 201700 Higher Certificate in Business in Equine

AL\_BBSTD\_7 201900 Bachelor of Business

AL\_BINTE\_H08 202000 Bachelor of Business (Honours) in International Business

<b>Full Title</b>	International Economics		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	ECON06014	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>	Numeric/Percentage	<b>Department</b>	Business and Management
<b>Module Author</b>	Henry Joyce		
<b>Co Authors</b>	Nuala Rowland		

### Module Description

This module builds on first year macroeconomics. It is of particular relevance given the globalisation of the world economy and increased international trade patterns.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Describe the forces that exist in the international economy and identify their relevance to business.
2. Identify the principal macroeconomic issues of concern to second and less developed countries.
3. Understand the main drivers of international trade activity.
4. Appreciate the phenomenon of globalisation.
5. Recognise the main issues surrounding the European Union and its economy.
6. Research, write and reference an international economics term paper/project.
7. Participate in a discussion group and present findings.
8. Report on the relevance of international economics in the context of modern business.

### Indicative Syllabus

#### 1. Introduction to International Economics

- Nature and scope.
- Relevance to business, politics and the policy making process.
- Principal economic indicators in the international economy.

#### 2. Review of Economic Fundamentals

- Demand, supply and markets, price determination and adjustment.
- National income accounting, GNP, GDP, economic growth.

#### 3. The Theory of International Trade

- What is international trade?
- History and evolution.
- The gains from trade in open and closed economies.
- Nature and composition of international trade in the 21st Century.
- Ricardian trade theory.

- The laws of absolute and comparative advantage and how they can be used to explain the existence of international trade.
- Modern theories of international trade, the technology gap theory, the Heckscher-Ohlin model, first mover model,
- Barriers to trade: Tariffs, quotas, embargoes, the optimal tariff, invisible barriers to trade, Non tariff barriers.
- The liberalisation of trade, Customs unions, Free Trade areas, common external tariff.
- The work of the World Trade Organisation (WTO) in trade liberalisation.

#### 4. Exchange rates

- Exchange rate regimes, forward and spot markets.
- Exchange rate risk; its relevance to the internationally traded sector of the economy.
- Practical exchange rate risk management strategies: hedging forward contracts, financial instruments designed to reduce exposure to exchange rate risk.
- The euro and its performance on world currency markets since its launch.
- Issues relating to a single currency in the euro zone economy.
- International banking and financial services.
- Nature and scope.
- Health of loan books, stress testing, lessons to be learned from previous global financial crises.

#### 5. The Economic Problems of Developing Countries

- Definitional issues.
- The 'North-South' divide in the world economy.
- Reasons underlying lack of economic development in developing countries.
- Industrial development strategies being adapted in second world and less developed countries countries.
- The easing of the world debt crisis, what still needs to be done?

#### 6. Multinational Corporations

- The nature of the market for mobile investment.
- Costs and benefits for host countries of having multinational corporations located within them.
- The impacts of transfer pricing and profit repatriation.
- The Republic of Ireland's experience.

#### 7. The New Innovation Economy

#### 8. Globalisation

#### 9. The European Union

### Teaching and Learning Strategy

This module is to be delivered in a variety of ways including lectures, seminars, group discussions, case studies and the reading of recommended articles.

The module aims to develop the students' ability to become reflective learners through the use of student-centred activities such as individual and group discussion, analysis and evaluation of appropriate case study material, the summary and dissemination of relevant economics articles in academic journals, and the analysis of markets and industries.

### Assessment Strategy

Assessment will be frequent, formative and summative so as to engage the student early in the semester, and provide feedback on their progress.

Regular formative assessments will take the form of feedback on written submissions arising from regular groupwork.

Continuous assessment 1 takes the form of a group project where participants are asked to research and produce a term paper on one of a number of pre-selected international economics issues. This assessment accounts for 25% of the student's final mark. This assessment is designed to assess learning outcome 6.

Continuous assessment 2 takes the form of a field trip. The students' are briefed by an organisational representative prior to the trip. Post trip, students make a group presentation on pre-selected issues arising out of the field trip. The assessment on the field trip accounts for 25% of the student's final mark and will assess learning outcome 7.

There is final three hour written examination at the end of the semester this examination accounts for 50% of the final mark. The final examination will assess learning outcomes 1,2,3,4 and 5.

### Repeat Assessment Strategies

Repeat exams are in August. Repeat assessments are offered in line with the Business School policy as per Programme Manual.

**Professional Body applicable to Placement Modules****Legal Requirements**

<b>Coursework &amp; Continuous Assessment:</b>		<b>50 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Group Project	Group project	25 %	Week 4	6
Group Project	Field Trip	25 %	Week 8	8

<b>End of Semester / Year Formal Exam:</b>		<b>50 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Closed Book Exam	Final written examination	50 %	End of Semester	1,2,3,4,5,7

<b>Full Time Average Weekly Workload:</b>			<b>6.00 Hours</b>		
<b>Type</b>	<b>Description</b>	<b>Location</b>	<b>Hours</b>	<b>Frequency</b>	<b>Weekly Avg</b>
Lecture	Lecture	Not Specified	6	Weekly	6.00
Independent Learning	Independent Learning	Not Specified	10	Weekly	10.00

**Recommended Reading Book List**

Salvatore, D., (2013). *International Economics*. Wiley.  
ISBN 1118177932 ISBN-13 9781118177938

Turley, G., (2011). *Principles of Economics*. by Gerard Turley, Maureen Maloney, Francis O'Toole Gill & MacMillan.  
ISBN 0717149889 ISBN-13 9780717149889

**Online Resources**

www.europa.ie  
www.cso.ie  
www.imf.com  
www.finance.gov.ie  
[www.OECD.org/Ireland](http://www.OECD.org/Ireland)  
www.trademap.org

**Programme Membership**

AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BBUSI\_C06 201500 Higher Certificate in Business in Business  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	E-Business		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	ICT06012	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>		<b>Department</b>	Business and Management
<b>Module Author</b>	Shane Banks		

### Module Description

Students will design and implement e-commerce and m-commerce websites suitable for a variety of businesses using Content Management Systems. Students will be introduced to Search Engine Optimisation and Web Usability.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Describe the e-Business infrastructure consisting of the Internet, Web and Mobile Platform.
2. Identify and describe the unique features of e-commerce and m-commerce technology and discuss their business significance.
3. Design and build a website using a Content Management System (CMS).
4. Recognise the importance of Search Engine Optimisation and Web Usability.
5. Test and deliver websites using a CMS.

### Indicative Syllabus

#### 1. Infrastructure

- Internet.
- Cloud computing.
- Mobile platform.

#### 2. e-Commerce and m-Commerce

- Using the internet.
- Web and mobile platform to transact business.

#### 3. Content Management Systems (CMS)

- Website design and development process.
- Create pages and posts using the WordPress CMS and enhancing with images and media.
- Use themes to style the website.
- Using Plugins to provide functionality to the website particularly around SEO and e-Commerce.
- Social Media integration.
- Process of making a CMS website live on the Internet.
- Testing a website

#### 4. SEO & Web Usability

- SEO techniques and practices.
- Keyword planner and keyword research.
- Usability principles with a focus on the mobile platform.

### Teaching and Learning Strategy

Learners will use self-hosted webservers running locally on their USB key to build their CMS websites.

Within each project learners will complete an analysis and design phase and produce a report with the aim of improving the learners written skills. Learners will be required to submit a short screencast of each project. This screencast will be a presentation on some element of the project. Some presentations may require engagement with other learners in the form of constructive commentary and also submission of questions to which the learner will respond. The aim of these screencasts is to improve learners communication and presentation skills.

Feedback will be provided by the lecturer on each project using Moodle VLE. Each project and each set of feedback comments will feed into the next project.

Clear requirements and a marking scheme or rubric will be provided on each project but learners will be encouraged to be creative within the projects and complete the projects in areas of their own interests.

Extensive use will be made of the Moodle VLE to provide learners with materials such as notes, videos, e-books etc. All assignments will be collected using the Moodle VLE.

### Assessment Strategy

Continuous Assessment consist of 3 projects (20%, 35% & 45%). Total 100%. Each project will build on the knowledge developed in the previous project. Each project submission will consist of a website, written report and a video report.

### Repeat Assessment Strategies

Repeat assessments are offered in line with the Business School policy as per Programme Manuals.

Repeat project will be required for this module.

### Professional Body applicable to Placement Modules

### Legal Requirements

#### Coursework & Continuous Assessment:

100 %

<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Individual Project	Website, written report, video report.	20 %	Week 5	1,3
Individual Project	Self-hosted website, written report, video report.	35 %	Week 9	3,4
Individual Project	Self-hosted website, written report, video report.	45 %	Week 13	2,4,5

#### Full Time Average Weekly Workload:

6.00 Hours

<i>Type</i>	<i>Description</i>	<i>Location</i>	<i>Hours</i>	<i>Frequency</i>	<i>Weekly Avg</i>
Practical	Computer Practicals	Computer Laboratory	6	Weekly	6.00
Independent Learning	Independent Learning	Not Specified	10	Weekly	10.00

### Recommended Reading Book List

Laudon, K., (2014). *E-Commerce 2015 (11th Edition)*. Prentice Hall.  
ISBN 0133507165 ISBN-13 9780133507164

Hedengren, T., (2014). *Smashing WordPress: Beyond the Blog* Wiley.  
ISBN 1118600754 ISBN-13 9781118600757

Aull, J., (2014). *WordPress SEO Success: Search Engine Optimization for Your WordPress Website or Blog* Que Publishing. ISBN 0789752883 ISBN-13 9780789752888

#### Online Resources

[www.wordpress.com](http://www.wordpress.com)  
[www.wordpress.org](http://www.wordpress.org)  
[www.instantwp.com](http://www.instantwp.com)  
[www.pixlr.com](http://www.pixlr.com)  
[adwords.google.com/KeywordPlanner](http://adwords.google.com/KeywordPlanner)

#### Other Resources

None

#### Additional Information

None

#### Programme Membership

AL\_BKSM\_6 201500 Higher Certificate in Business in Social Media Marketing  
AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BDIGM\_6X 201600 Higher Certificate in Business in Digital Marketing  
AL\_BBUSI\_C06 201500 Higher Certificate in Business in Business  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BOFIS\_C 201700 Higher Certificate in Business in Office Management and Administration  
AL\_BDIGM\_7 201700 Bachelor of Business in Digital Marketing  
AL\_BDMKG\_8 201900 Bachelor of Business (Honours) in Digital Marketing  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_BMUSC\_C 201800 Higher Certificate in Business in Music and Instrument Technology  
AL\_BDIGM\_7 201900 Bachelor of Business in Digital Marketing  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	Applied Entrepreneurship		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	BUS06014	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>		<b>Department</b>	Business and Management
<b>Module Author</b>	Brian Toolan		

### Module Description

Applied Entrepreneurship affords the opportunity to experience, in a controlled and protected environment the experience of starting and growing an enterprise. The key aim is that students apply what they have learned in related modules.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Formulate an enterprise concept.
2. Develop a business model and a unique selling proposition for their concept.
3. Use business planning skills developed in related modules to support and implements the plan as the module progresses
4. Start and test the business enterprise on a trial basis.
5. Assess and reflect on the experience gained using Moodle journal.

### Indicative Syllabus

Development of a business concept and understanding the concept of a business model.  
 Formulation of a unique selling proposition.  
 Applied Market Research.  
 Market analysis and target marketing.  
 Development of a marketing strategy and a marketing plan.  
 Designing advertisements and appropriate promotion.  
 Sourcing finance to support the venture.  
 Prototyping the product/service.  
 Selling the product or service.  
 Reflect on the success or otherwise of the venture pursued and identification of key learning which could be brought to other ventures in the future.

### Teaching and Learning Strategy

Lectures at the start of module on Business planning and organising are gradually replaced with directed individual research in computer lab. Individual coaching and advice will be provided by the lecturer throughout. Immediate feedback in the "flipped classroom" environment.

### Assessment Strategy

This subject is designed along the new generation innovative problem based learning (PBL) formative education model. It is designed to encourage self-management, thinking and solving problems, communicating with others, understanding business, using numeracy and language to create advantage as well as develop IT skills in research and presentation.

It is envisaged that students will periodically report their progress orally and by developing written portfolio elements throughout the semester at an informal level and to professional management standard.

There will be continuous assessment of the business concept, business model, market research, concept development and implementation updates. Students are assessed individually on their written business concept, online journal and diary to reflect on-going personal development and finally the presentation.

The capstone moment for this module will come in an oral presentation in a dragons den style forum incorporating a written business plan to include production / design, marketing and finance strategy.

### Repeat Assessment Strategies

Repeat exams are in August. Repeat assessments are offered in line with Business School strategy as outlined in the programme manual.

### Professional Body applicable to Placement Modules

### Legal Requirements

Coursework & Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assessment	Written Report (Max 1000 words) on development of the business concept and the business model	10 %	Week 3	1,2
Oral Exam	'Dragons Den' style presentation and defence of business model	20 %	Week 5	2,3
Project	Implementation of the business plan	40 %	Week 10	4
Assessment	Portfolio Overview of complete module	30 %	Week 14	1,2,3,4,5

Full Time Average Weekly Workload:			6.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Business development approaches	Flat Classroom	2	Weekly	2.00
Problem Based Learning	Discussions of issues related to business start up	Flat Classroom	2	Weekly	2.00
Problem Based Learning	Development of business plan	Not Specified	1	Weekly	1.00
Problem Based Learning	Implementation of business plan -start of business product/service	Not Specified	1	Weekly	1.00
Independent Learning	Independent Learning	Not Specified	10	Weekly	10.00

### Recommended Reading Book List

, I., (2002). *Growing Your Own Business*. Oak Tree Press.  
ISBN 1860762387 ISBN-13 9781860762383

### Online Resources

- [www.ceb.ie](http://www.ceb.ie)
- [www.enterprise-ireland.com](http://www.enterprise-ireland.com)
- [www.intertradeireland.com](http://www.intertradeireland.com)

### Other Resources

Enterprise Ireland  
Small business development documentation provided by national banks.

### Additional Information

Core activity is the development of business, and learning of difficulties likely to emerge irrespective of success or failure.

### Programme Membership

AL\_BENTR\_6 201500 Higher Certificate in Business in Entrepreneurship And Innovation  
AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BBUSI\_C06 201500 Higher Certificate in Business in Business  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	Financial Accounting 2		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	10
<b>Attendance</b>	75 %		
<b>Module Code</b>	ACCT06017	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>		<b>Department</b>	Business and Management
<b>Module Author</b>	Paula McManus		
<b>Co Authors</b>	Paul Prendergast, William Meaney		

### Module Description

This modules aims to enable the student to acquire an appreciation of the more advanced aspects of financial reporting.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Demonstrate knowledge of the regulatory and conceptual framework for financial reporting.
2. Prepare accounts for public limited companies which are suitable for publication.
3. Apply the major provisions of company law and accounting standards into final accounts as detailed in the syllabus.
4. Apply knowledge of accounting ratios to interpret financial statements.
5. Record basic financial transactions using accounting software.
6. Prepare a partnership accounts.
7. Account for VAT and PAYE.

### Indicative Syllabus

#### 1. Theoretical and Regulatory Framework of Accounting

- Role and purpose of accounts
- Role and structure of IASB
- Procedure for setting standards
- Framework for the preparation and presentation of financial information
- Companies Act and IAS 1 requirements regarding formats of accounts
- Review of double entry book-keeping principles.

#### 2. Preparation of final accounts & reporting financial performance in accordance with statutory requirements and international GAAP

- Single entity published standard financial statements (Statement of Comprehensive Income, Statement of Financial Position, and Statement of Changes in Equity, including notes thereto) to comply with statutory requirements, incorporating transactions covered by accounting standards (mentioned below) and other relevant adjustments.
- Accounting for specific issues in accordance with International GAAP/IFRS including the following: Inventories (IAS 2); Events after the reporting period (IAS 10); Government Grants (IAS 20); Provisions and contingencies (IAS 37); Non current assets (IAS 16 - Introduction to the standard); Intangible assets (IAS 38 - Introduction to the standard).

#### 3. Interpretation of Accounts

- Discussion and application of ratios.

- Interpretation of ratios.
- Limitations of ratios.

#### 4. Incomplete records

- Preparation of Income Statement and Statement of Financial Position from incomplete records.

#### 5. Use of Accounting Software (Sage accounts 50)

- Understand the basics of an accounting package.
- Setting up suppliers, customers, products, bank accounts.
- Entering transactions such as purchases, sales, returns, expenses, bank account transactions.

#### 6. Partnership Accounts

- Preparation of Income Statement and Statement of Financial Position for the partnership including the allocation of profit.
- Additional transactions like mergers, dissolutions and conversion to a limited company.

#### 7. Accounting for VAT and PAYE/PRSI

- Basic transactions including double entry for VAT & PAYE/PRSI and their impact on the Income Statement and Statement of Financial Position.

#### 8. Theoretical and Regulatory Framework of Accounting

- Role and purpose of accounts.
- Role and structure of IASB Procedure for setting standards Framework for the preparation and presentation of financial information.
- Companies Act and IAS 1 requirements regarding formats of accounts Review of double entry book-keeping principles.

### Teaching and Learning Strategy

The lecturer will introduce the topic with some numerical examples. The students will then attempt practice questions. There will be multiple-choice questions available on Moodle. A standard text book is also available.

There will also be a two-hour practical in an IT lab using Sage accounts 50 software.

### Assessment Strategy

There will be one written exam assessment in week 7 (15%), and a computer based bookkeeping exam in week 12 (10%) and a final written end of semester examination (75%).

### Repeat Assessment Strategies

Repeat Exams are in August. Repeat Assessments are offered in line with the Business School policy as per programme manual.

### Professional Body applicable to Placement Modules

### Legal Requirements

Coursework & Continuous Assessment:		25 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Mid-term assessment	15 %	Week 7	1,2,3,4
Practical Evaluation	Other Exam Computer Assessment	10 %	Week 12	5

End of Semester / Year Formal Exam:		75 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Closed Book Exam	Final Exam Written Exam	75 %	End of Semester	1,2,3,4,6,7

Full Time Average Weekly Workload:			8.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	6	Weekly	6.00
Practical	Computer Laboratory	Computer Laboratory	2	Weekly	2.00
Independent Learning	Homework, Assignments and study.	Not Specified	8	Weekly	8.00

#### Recommended Reading Book List

Roche, J., (2012). *Bookkeeping Manual & Computerised*. Gill & Macmillan Ltd.  
ISBN 0717152707 ISBN-13 9780717152704

(2010). *CAP 1 Double Entry Book-keeping Toolkit 2010* Chartered Accountants Ireland.  
ISBN 1907214526 ISBN-13 9781907214523

Wood, F., (2011). *Frank Wood's Business Accounting 1* Pearson Education Ltd.  
ISBN 0273759280 ISBN-13 9780273759287

Wood, F., (2012). *Frank Wood's Business Accounting 2* FT Press.  
ISBN 0273767925 ISBN-13 9780273767923

#### Non ISBN Literary Resources

None

#### Online Resources

www.ait.ie moodle  
www.dropbox (sage videos)

#### Programme Membership

AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BBUSI\_C06 201500 Higher Certificate in Business in Business  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	French 2.2		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	05
<b>Attendance</b>	75 %		
<b>Module Code</b>	FREN06027	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>		<b>Department</b>	Social Sciences
<b>Module Author</b>	Lorna Mitchell		
<b>Co Authors</b>	Geraldine McDermott, Imelda Cooke, Brigid Delamere, Marguerite Shanley		

### Module Description

The module builds on the existing knowledge of the four language skills and of grammatical structures, expands the students' communicative ability and vocabulary range and extends the students' knowledge of the culture and society of French.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Present information orally in French using correct pronunciation.
2. Initiate and participate in structured situations and short conversations.
3. Demonstrate understanding of simple, factual texts.
4. Write straightforward connected texts on a range of familiar subjects.

### Indicative Syllabus

Student life  
 Travel and accommodation  
 Situational tasks - e.g. the post office, using the telephone, making appointments, going to the doctor, pharmacy  
 Culture and society  
 Introduction to French film  
 Grammar

### Teaching and Learning Strategy

The teaching and learning strategies will be interactive, involving a mixture of group and pair work. Learner-centred strategies will promote both shared and autonomous learning amongst students. Resources will be available on Moodle to support students in structured self-directed learning. Students will receive formative feedback in class.

### Assessment Strategy

Students will be assessed by means of written, oral and aural assessments.

### Repeat Assessment Strategies

Students must achieve a combined mark of 40% for the module within that semester. If the student does not achieve this, he/she must repeat all assessment elements for the module.

### Professional Body applicable to Placement Modules

### Legal Requirements

Coursework & Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Oral Exam	Oral Examination	40 %	Week 10	1,2,3

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

Full Time Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Practical	Working with audio files and web resources	Computer Laboratory	1	Weekly	1.00
Lecture	Acquiring vocabulary and structures	Flat Classroom	2	Weekly	2.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

### Recommended Reading Book List

Senard, D., (2010). *A L'Attaque! (French Edition)*. Gill & Macmillan Ltd. ISBN 0717146340 ISBN-13 9780717146345

Grosz, B., (2005). *Access French 2. Routledge. 2005.* Routledge. ISBN 0340884851 ISBN-13 9780340884850

Hayes-Lyne, E., (2014). *Bonne Chance: Listening and Oral for Leaving Certificate French* Gill & Macmillan Ltd. ISBN 0717159604 ISBN-13 9780717159604

Publishers, H., (2012). *Collins Robert French Unabridged Dictionary, 9th Edition (Collins Language)* Collins Reference. ISBN 0061962996 ISBN-13 9780061962998

Jubb, M., (2014). *French Grammar in Context (Languages in Context) (French Edition)* Routledge. ISBN 0415706688 ISBN-13 9780415706681

Crocker, M., (2013). *Schaum's Outline of French Grammar (Schaum's Foreign Language Series)* McGraw-Hill. ISBN 0071828982 ISBN-13 9780071828987

Miquel, C., (2013). *Vocabulaire Progressif du Français - Nouvelle Edition: Livre + Audio CD (Niveau Intermediaire) (French Edition)*. French and European Publications Inc. ISBN 2090381280 ISBN-13 9782090381283

Heilenman, L., (2013). *Voilà! An Introduction to French, Enhanced (with Audio CD)* Cengage Learning. ISBN 1133950124 ISBN-13 9781133950127

### Non ISBN Literary Resources

Abry, D. & Chalaron, M.-L. (2009) *La Grammaire des premiers temps : Volume 1* Presses Universitaires de Grenoble.  
Augé, H., M-D. Canada-Pujols, C. Marlhens and L. Martin. (2009) *Tout va bien 2*. Clé International.

Bourdais, D. and S. Finnie (2010) *Clic!: Access Part 1*. Oxford University Press.  
Grégoire, M. (2001). *Grammaire Progressive du Français*. Clé International.  
Grosz, B. & H. Harnisch. (2003) *Access French 1*. Hodder Education.  
*Robert & Collins French-English Dictionary*. Harper Collins. Latest edition.  
Roesch, R. (2008) *La France au Quotidien* (2<sup>nd</sup> ed.) Presses Universitaires de Grenoble.  
Roesch, R. and R. Rolle-Harold. (2009) *Ecouter et comprendre : La France au quotidien (1CD audio)*. Presses Universitaires de Grenoble.

### Online Resources

<http://www.lepointdufle.net/>  
<http://cr.middlebury.edu/public/french/Lexique//>  
<http://www.bonjourdefrance.com>  
<http://www.bbc.co.uk/education/languages/french>  
<http://atschool.eduweb.co.uk/haberg/index.htm>  
<http://www.bibliolangues.free.fr>  
<http://languageguide.org>  
[www.wordreference.com](http://www.wordreference.com)  
<http://www.france-bienvenue.fr>  
<http://lemonde.fr>

### Programme Membership

AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BOFIS\_7 201700 Bachelor of Business in Office Management and Administration  
AL\_HSOCS\_C 201600 Higher Certificate in Arts in Applied Social Studies in Social Care  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BOFIS\_C 201700 Higher Certificate in Business in Office Management and Administration  
AL\_HSOCS\_B 201800 Bachelor of Arts (Honours) in Social Care Practice  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_HSOCA\_7 201800 Bachelor of Arts in Applied Social Studies in Social Care  
AL\_OHOSP\_8 201800 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_OHOSP\_6 201800 Higher Certificate in Arts in Hospitality Supervision  
AL\_OLEIS\_7 201800 Bachelor of Arts in Hotel and Leisure Management  
AL\_OHOSP\_6 201900 Higher Certificate in Arts in Hospitality Supervision  
AL\_OHOSP\_8 201900 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_BINTE\_H08 202000 Bachelor of Business (Honours) in International Business  
AL\_OLEIS\_7 201900 Bachelor of Arts in Hotel and Leisure Management  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	German 2.2		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	05
<b>Attendance</b>	75 %		
<b>Module Code</b>	GERM06014	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>	Numeric/Percentage	<b>Department</b>	Social Sciences
<b>Module Author</b>	Mairead Seery		
<b>Co Authors</b>	Eimear Kelly, Audrey O'Beirne-Cleary		

### Module Description

The module will develop students' language skills and knowledge cultures of German-speaking countries so that they can communicate with ease in everyday situations in German-speaking countries. The module also provides an introduction to German-language film.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. present information orally in German using correct pronunciation;
2. initiate and participate in structured situations and short conversations;
3. demonstrate understanding of simple, factual texts;
4. write straightforward connected texts on a range of familiar subjects;
5. describe aspects of German film.

### Indicative Syllabus

Situational tasks – e.g. the post office, using the telephone, making appointments, going to the doctor, pharmacy  
 Culture and society  
 Grammar  
 Introduction to German film

### Teaching and Learning Strategy

The teaching and learning strategies will be interactive, involving a mixture of group and pair work. Learner-centred strategies will promote both shared and autonomous learning amongst students. Resources will be available on Moodle to support students in structured self-directed learning. Students will receive formative feedback in class.

### Assessment Strategy

Students will be assessed by means of written examination and oral assessments.

### Repeat Assessment Strategies

Students will take a repeat examination and oral assessments.

### Professional Body applicable to Placement Modules

### Legal Requirements

Coursework & Continuous Assessment:		40 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Oral Exam	Practical	40 %	Week 10	1,2

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

Full Time Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Interactive class	Flat Classroom	3	Weekly	3.00
Independent Learning	Independent learning	Not Specified	5	Weekly	5.00

### Required Reading Book List

Carty, T., Whler, I., *German I*. Palgrave Macmillan.

### Recommended Reading Book List

, Z., , , (2009). *English Grammar for Students of German: The Study Guide for Those Learning German (English Grammar Series)*. Olivia and Hill Press.

Hermann, F., (2011). *Studio D: Pack - Kurs- Und Arbeitsbuch A2 MIT CD + Sprachtraining A2 (German Edition)*Cornelsen Verlag GmbH & Co.  
ISBN 3464208818 ISBN-13 9783464208816

Aufderstrasse, H., (2003). *Themen Aktuell 2: Kursbuch Und Arbeitsbuch 1-5* Max Hueber Verlag.  
ISBN 3191816917 ISBN-13 9783191816919

### Online Resources

Online dictionaries: [www.leo.org](http://www.leo.org); [www.pons.eu](http://www.pons.eu); [www.collinsdictionary.com/dictionary/english-german](http://www.collinsdictionary.com/dictionary/english-german)

Studieren in Deutschland: [https://www.deutsch-portal.com/Studieren\\_in\\_Deutschland.html](https://www.deutsch-portal.com/Studieren_in_Deutschland.html)

Goethe-Institut Community für Lerner: <http://www.goethe.de/prj/dfd/de/home.cfm>

Kompass Deutsch portal: <http://www.dlc.fi/~pohalone/kompass2/index.html>

Themen aktuell online : <https://www.hueber.de/shared/uebungen/themen-aktuell/lerner/uebungen/>

### Other Resources

Extracts from German films (such as Am kürzeren Ende der Sonnenallee, Das Leben der Anderen, Good Bye Lenin) available on: <http://www.filmportal.de/> and on FremdspracheDeutsch's YouTube Channel: <https://www.youtube.com/playlist?list=PL2E0A945FC9397DAB>

## Programme Membership

AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BOFIS\_7 201700 Bachelor of Business in Office Management and Administration  
AL\_HSOCS\_C 201600 Higher Certificate in Arts in Applied Social Studies in Social Care  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BOFIS\_C 201700 Higher Certificate in Business in Office Management and Administration  
AL\_HSOCS\_B 201800 Bachelor of Arts (Honours) in Social Care Practice  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_HSOCA\_7 201800 Bachelor of Arts in Applied Social Studies in Social Care  
AL\_OHOSP\_8 201800 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_OHOSP\_6 201800 Higher Certificate in Arts in Hospitality Supervision  
AL\_OLEIS\_7 201800 Bachelor of Arts in Hotel and Leisure Management  
AL\_OHOSP\_6 201900 Higher Certificate in Arts in Hospitality Supervision  
AL\_OHOSP\_8 201900 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_BINTE\_H08 202000 Bachelor of Business (Honours) in International Business  
AL\_OLEIS\_7 201900 Bachelor of Arts in Hotel and Leisure Management  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year

<b>Full Title</b>	Spanish 2.2		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	201500
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	05
<b>Attendance</b>	75 %		
<b>Module Code</b>	SPAN06013	<b>Duration</b>	Semester - (15 Weeks)
<b>Grading Mode</b>		<b>Department</b>	Social Sciences
<b>Module Author</b>	Doireann O'Callaghan		
<b>Co Authors</b>	Geraldine Ward, Elsie Burgoyne		

### Module Description

This module will provide you with the practical language skills you need to survive when travelling around Spain, Central and Latin America. The course is aimed at broadening your knowledge of the Spanish language, and providing you with some basic survival Spanish which would be of use on the ground in a Spanish-speaking country.

### Learning Outcomes *On completion of this module the learner will/should be able to;*

1. present information orally in Spanish using correct pronunciation;
2. initiate and participate in structured situations and short conversations;
3. follow speech which is carefully articulated in everyday context;
4. demonstrate understanding of simple, factual texts;
5. write straightforward connected texts on a range of familiar subjects.

### Indicative Syllabus

1. Eating & drinking
2. Daily routine
3. Student life
4. Travel & accommodation
5. Culture & society
6. Grammar

### Teaching and Learning Strategy

The teaching and learning strategies will be interactive, involving a mixture of group and pair work. Learner-centred strategies will promote both shared and autonomous learning amongst students. Resources will be available on Moodle to support students in structured self-directed learning. Students will receive formative feedback in class.

### Assessment Strategy

Students will be assessed by means of a written end of semester examination (60%) and an oral assessment (40%).

### Repeat Assessment Strategies

Students must achieve a combined mark of 40% for the module within the semester. If the student does not achieve this, he/she must repeat all assessment elements for the module.

### Professional Body applicable to Placement Modules

### Legal Requirements

#### Coursework & Continuous Assessment:

40 %

<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Oral Exam	Oral Exam	40 %	Week 10	1,2,3

#### End of Semester / Year Formal Exam:

60 %

<i>Form</i>	<i>Title</i>	<i>Percent</i>	<i>Week (Indicative)</i>	<i>Learning Outcomes</i>
Closed Book Exam	Final Exam	60 %	End of Semester	4,5

#### Full Time Average Weekly Workload:

3.00 Hours

<i>Type</i>	<i>Description</i>	<i>Location</i>	<i>Hours</i>	<i>Frequency</i>	<i>Weekly Avg</i>
Practical	Oral and aural work	Language Labs	1	Weekly	1.00
Lecture	Oral and aural work, reading comprehension and written production	Flat Classroom	2	Weekly	2.00
Independent Learning	Independent Learning	Not Specified	5	Weekly	5.00

### Recommended Reading Book List

Martn, R., (2011). *Pasos 1 Spanish Beginners Course 3rd Edition Revised: Coursebook* Hodder Education Publishers. ISBN 1444133217 ISBN-13 9781444133219

### Non ISBN Literary Resources

Harrow, A. (2007). *Primer Paso 2*. Dublin: Folens.

Reilly, M. (2010). *Ya Voy 2*. Dublin: Ed. Co.

### Online Resources

<http://www.bbc.co.uk/languages/spanish/>

<http://languagesonline.org.uk/>

Spanish 2.2 Moodle Page with video clips, class notes, quizzes, etc.

<http://www.spanishdict.com/>

<http://www.studyspanish.com/>

<http://www.donquijote.org/spanishlanguage/>

**Other Resources**

None

**Additional Information**

None

**Programme Membership**

AL\_BAB-I\_H08 201900 Bachelor of Business (Honours) in Business in ab-initio 4 Year  
AL\_BOFIS\_7 201700 Bachelor of Business in Office Management and Administration  
AL\_HSOCS\_C 201600 Higher Certificate in Arts in Applied Social Studies in Social Care  
AL\_BSTUD\_B 201700 Bachelor of Business (Honours) in ab-initio 4 Year  
AL\_BBSTD\_C 201700 Higher Certificate in Business  
AL\_BOFIS\_C 201700 Higher Certificate in Business in Office Management and Administration  
AL\_HSOCS\_B 201800 Bachelor of Arts (Honours) in Social Care Practice  
AL\_BBSTD\_7 201900 Bachelor of Business  
AL\_HSOCA\_7 201800 Bachelor of Arts in Applied Social Studies in Social Care  
AL\_OHOSP\_8 201800 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_OHOSP\_6 201800 Higher Certificate in Arts in Hospitality Supervision  
AL\_OLEIS\_7 201800 Bachelor of Arts in Hotel and Leisure Management  
AL\_OHOSP\_6 201900 Higher Certificate in Arts in Hospitality Supervision  
AL\_OHOSP\_8 201900 Bachelor of Arts (Honours) in Hospitality Management (with International Placement)  
AL\_BINTE\_H08 202000 Bachelor of Business (Honours) in International Business  
AL\_OLEIS\_7 201900 Bachelor of Arts in Hotel and Leisure Management  
AL\_BSTUD\_B 201900 Bachelor of Business (Honours) in ab-initio 4 Year