

Programme Documentation



AL_BBSTD_B

Bachelor of Business (Honours) in Business Year 4 add-on

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Bachelor of Business (Honours) in Business Year 4 add-on

Programme	AL_BBSTD_B Bachelor of Business (Honours) in Business Year 4 add-on				
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Code	AL_BBSTD_B	Level	08	Required Credits	60
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Start Term	Academic Year 2019-2020	End Term	The End of Time		
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Award Class	Honours Degree Addon	Award Type	BBus(Hons)		
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Award Standard	QQI	Standard Discipline	Business		
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Discipline Area	Business	Specialisation	Business Year 4 add-on		
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Author	Katherine Begley	Department	Business and Management		
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Author(s)	Anne Handy, June Daly, Owen Ross, Siobhan Fitzmaurice				
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Delivered By	Stage - Full Academic Year	Minimum Duration	1	Attendance	
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Delivery Modes	Full Time				
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Educational Aim

To provide AIT students with the advanced business skills and analytical knowledge required to contribute effectively to the changing business setting.

To enhance the students' information technology, quantitative and interpersonal skills in order to facilitate a conceptual, systematic and mature approach to the identification, analysis and solution of problems in diverse types of business organisations.

To facilitate students in acquiring a critical understanding of the interrelationships between the different functions in corporate business management.

To develop the students' written and oral communication skills appropriate to a variety of business situations.

Access

The process by which learners may commence a programme of education and training having received recognition for knowledge, skill and competence required.

This includes prior experiential (non-certified) and accredited (certified) learning

Minimum Entry Requirement:

Holders of a Bachelor of Business (Level 7) qualification are eligible to apply to join this programme.

Transfer

The process by which learners may transfer from one programme of education and training to another programme having received recognition for knowledge, skill and competence acquired. This includes prior experiential (non-certified) and accredited (certified) learning

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Progression

The process by which learners may transfer from one programme of education and training to another programme, where each programme is of a higher level than the preceding programme

If you graduate with an honours-level degree (minimum 2.2) you are eligible to be considered for the Master of Business one-year, full-time programme at AIT.

Depending upon your chosen modules at Level 8, you may also be eligible to apply for the one-year full-time Master of Arts in Accounting programme at the Institute. Alternatively, you may decide to transfer to full-time professional accountancy studies, also available within the Business School, or to pursue postgraduate study at another institution. Full details at these programmes are contained in the AIT postgraduate prospectus.

Teaching and Learning

A clear description of the Programme Teaching and Learning Strategies

This programme of study is based on a modular system. The learner-centred approach that is intrinsic to a modular model facilitates learners' personal goals, different aptitudes, interests, backgrounds and encourages greater learner choice in the accumulation of credits. It accommodates varying levels of progression and recognises different levels of attainment. This in turn opens new pathways and opportunities for non-traditional learners, promoting wider access to and participation in higher education.

This programme is situated within the Business School and thus places a strong focus on the development of graduate competences throughout the programme. Initially the emphasis will be on ensuring that a base line of competences in academic skills is achieved, so that all students, and especially those from non-traditional learning backgrounds, have the tools for progression through the programme.

A further focus will be placed on encouraging students to become engaged in the content and commence on a pathway to independent learning. The learning objectives of the syllabi will be achieved by a range of teaching and learning methods, which will include, though may not be limited to:

- **Lectures** will be designed to provide the student with the fundamental knowledge of the given module;

- **Practical Workshops** will provide the student with the opportunity to apply the theory, concepts and principles in practice;
- **Group work** such as discussions, group exercises will facilitate peer-supported learning, team-working and creativity;
- **Projects and case-studies** will provide the student with an understanding of the practical application of theory in a cross-functional setting;
- **Learning Management system** used in AIT is the Moodle platform, which is an online resource that will be used to facilitate access to class notes, resources, discussion forums, sharing resources etc., as well as using the platform as a means of communication via e-mail, notices.

Flexible Learning:

Flexible learning provides learners with choices about where, when and how learning occurs. At AIT, Moodle is now widely used as the Virtual Learning Environment (VLE) course management system platform for e-learning (<http://elearning.ait.ie/>). As part of this programme it is envisaged that Moodle will be used extensively for a variety of purposes including: faculty posting lecture notes, details of supporting websites, for assignments, quizzes, questionnaires in addition to using the platform as a means of communication on emails and forums.

Integration of Transferable Skills into the Programme:

Higher education establishments have historically designed curricula to instil theoretical knowledge as well as technological skills in their graduates. A growing body of evidence has shown that although equipped with theoretical knowledge, many graduates lack skills that are essential for being efficient and productive members of the workforce. These transferable skills include effective oral and written communication skills, critical thinking skills, effective team working skills, the ability to use data acquisition systems, analytical skills and management and entrepreneurship skills. Thus the Business School have embedded in each programme Graduate Competences. These competences are explained in more detail in the programme assessment strategy document that will be provided to students each year.

They cover areas such as

- (a) Basic/fundamental skills – such as literacy, numeracy and IT skills;
- (b) People-related skills – such as communication, interpersonal, team-working, customer-service skills;
- (c) Conceptual-thinking skills – such as problem-solving, planning and organising, personal development, innovation and creative skills.

All these skills are critical to any student working in a professional capacity. As part of the programme design, a number of modules involving the phased development of such skills have been integrated into the programme:

Communication skills are developed throughout each stage of the programme - for example through submission of written reports, oral presentations and team projects. Such generic skills are core to business professionals and will be emphasised to students. Additional emphasis will be placed on the importance of adherence to honesty, ethics and integrity principles.

A clear assessment strategy can complement a statement of intended learning outcomes and aid its interpretation by learners

The programme assessment strategy has been devised to support both the programme and module learning outcomes in order to develop the desired graduate attributes. Please see programme assessment strategy document for more details.

Approved Programme Schedule

Programme AL_BBSTD_B Bachelor of Business (Honours) in Business Year 4 add-on

Stage 7

Delivery	Code	Title	Level	Credit	ME	FT	CA	PJ	PC	FE	Total
SEM 7	MKTG08012	Strategic Marketing	08	10	M	8.00	30	0	0	70	100
SEM 7	FIN08003	Financial Management 4A	08	05	M	3.00	20	0	0	80	100
SEM 7	MGMT08009	Strategic Analysis	08	05	M	4.00	20	0	0	80	100
SEM 7	ACCT08007	Management Accounting and Decision Making	08	10	E1	6.00	20	0	0	80	100
SEM 7	COMP08004	Enterprise Database Systems	08	10	E1	6.00	25	0	25	50	100
SEM 7	MKTG08010	Integrated Marketing Communications	08	10	E1	6.00	10	20	0	70	100
SEM 7	BUS07051	Supply Chain Management 4th Year	07	10	E1	6.00	70	0	0	30	100
SEM 7	FREN08005	French 4.1	08	05	E1	3.00	0	100	0	0	100
SEM 7	GERM08014	German 4.1	08	05	E1	3.00	0	100	0	0	100
SEM 7	SPAN08005	Spanish 4.1	08	05	E1	3.00	0	100	0	0	100
SEM 8	FIN08012	Financial Management 4B	08	05	M	3.00	20	0	0	80	100
SEM 8	MGMT08010	Strategic Implementation	08	05	M	4.00	30	0	0	70	100
SEM 8	BUS08024	Systems and Project Management	08	10	M	7.00	65	0	0	35	100
SEM 8	FIN08002	Financial Markets	08	10	E1	6.00	30	0	0	70	100
SEM 8	HRM08001	Managing People and Organisational Change	08	10	E1	6.00	30	0	0	70	100
SEM 8	BUS08026	Contemporary Issues in Marketing	08	10	E1	6.00	40	0	0	60	100
SEM 8	MGMT08021	Ethical Decision Making and Leadership	08	10	E1	6.00	50	0	50	0	100
SEM 8	FREN08004	French 4.2	08	05	E1	3.00	0	0	40	60	100
SEM 8	GERM08015	German 4.2	08	05	E1	3.00	0	0	40	60	100
SEM 8	SPAN08006	Spanish 4.2	08	05	E1	3.00	0	0	40	60	100

Semesters Per Stage	2	Elective Groups	0	Credits Required	60	Award Percentage	100 %
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Elective Rule	ELECTIVE_1	Electives Required	0	Credits Required	20
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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.

Supply Chain Management is an elective available for Torino students only.

ME - Mandatory or Elective, FT - Fulltime Average Weekly Hours, PT - Parttime Average Weekly Hours,

CA - Continuous Assessment Percentage, PJ - Project Percentage, PC - Practical Percentage, FE - Final Exam Percentage

Programme Learning Outcome Mapping

Programme AL_BBSTD_B Bachelor of Business (Honours) in Business Year 4 add-on

Stage 7

Delivery	Code	Title	Level	Credit	KB	KK	KR	KS	CC	CR	CL	CI
SEM 7	MKTG08012	Strategic Marketing	08	10			Y	Y	Y		Y	
SEM 7	FIN08003	Financial Management 4A	08	05	Y		Y		Y			
SEM 7	MGMT08009	Strategic Analysis	08	05	Y	Y	Y				Y	Y
SEM 7	ACCT08007	Management Accounting and Decision Making	08	10	Y	Y	Y		Y	Y		
SEM 7	COMP08004	Enterprise Database Systems	08	10	Y	Y		Y	Y			
SEM 7	MKTG08010	Integrated Marketing Communications	08	10	Y			Y	Y		Y	Y
SEM 7	BUS07051	Supply Chain Management 4th Year	07	10		Y	Y			Y		Y
SEM 7	FREN08005	French 4.1	08	05		Y			Y		Y	Y
SEM 7	GERM08014	German 4.1	08	05		Y			Y		Y	Y
SEM 7	SPAN08005	Spanish 4.1	08	05		Y			Y		Y	Y
SEM 8	FIN08012	Financial Management 4B	08	05	Y	Y	Y		Y			Y
SEM 8	MGMT08010	Strategic Implementation	08	05	Y	Y	Y	Y		Y	Y	
SEM 8	BUS08024	Systems and Project Management	08	10	Y	Y	Y	Y				
SEM 8	FIN08002	Financial Markets	08	10	Y		Y		Y			
SEM 8	HRM08001	Managing People and Organisational Change	08	10		Y	Y	Y	Y			Y
SEM 8	BUS08026	Contemporary Issues in Marketing	08	10	Y	Y	Y		Y		Y	
SEM 8	MGMT08021	Ethical Decision Making and Leadership	08	10		Y	Y		Y			Y
SEM 8	FREN08004	French 4.2	08	05		Y		Y		Y	Y	Y
SEM 8	GERM08015	German 4.2	08	05		Y		Y		Y	Y	Y
SEM 8	SPAN08006	Spanish 4.2	08	05		Y		Y		Y	Y	Y

KB - Knowledge Breadth, KK - Knowledge Kind, KR - Know How and Skill Range, KS - Know How and Skill Selectivity
 CC - Competence Context, CR - Competence Role, CL - Competence Learning to Learn, CI - Competence Insight

Y - Module Learning Outcomes map to Programme Outcomes

Programme Outcomes

Programme AL_BBSTD_B Bachelor of Business (Honours) in Business Year 4 add-on

Programme Outcomes : On successful completion of this programme the learner will/should be able to

Knowledge Breadth *An understanding of the theory, concepts and methods pertaining to a field (or fields) of learning.*

- Apply the conceptual framework, knowledge and skills required to critically appraise the complex and dynamic nature of the business environment.

The above Programme Outcome is achieved by the following Module Outcomes

Module Code	Module Outcomes
FIN08003	3. Evaluate and select appropriate techniques used in cost of capital, treasury management and investment decision-making.
MGMT08009	1. Analyse and integrate critical elements of strategic management theory.
ACCT08007	4. Evaluate and apply techniques used in performance measurement in decentralised organisations.
COMP08004	1. Explain the concepts of the database approach to data processing and Database Management Systems. 2. Develop a conceptual data model based on the information given by an enterprise, using an industry standard data modeling notation.
MKTG08010	4. Evaluate the implementation of marketing communication strategy in company case studies and make innovative recommendations displaying knowledge, understanding and initiative in the area of integrated marketing communications.
FIN08002	1. Describe, compare, value and assess the main financial securities traded in the global financial markets.
FIN08012	5. Analyse and synthesise the changing competitive business environment, in order to formulate financial strategy.
MGMT08010	4. Demonstrate good judgement in the determination of strategic priorities and strategies, and their application to non-structured case studies in complex and uncertain environments.
BUS08024	1. Understand the principles of management theory and practices in the area of project management within a business context.
BUS08026	3. Describe the changing role of consumer behaviour and the implications for modern organisation.

Knowledge Kind *Detailed knowledge and understanding in one or more specialised areas, some of it at the current boundaries of the field(s).*

- Make a meaningful contribution in today's challenging business environment through the use of high-level generic and specialised knowledge.

The above Programme Outcome is achieved by the following Module Outcomes

Module Code Module Outcomes

MGMT08009	3. Demonstrate good judgment in the determination of strategic priorities and their application to non-structured case studies in complex and dynamic environments.
ACCT08007	1. Demonstrate an ability to distinguish between relevant and irrelevant information for both short and long term decisions.
COMP08004	3. Identify the main features and capabilities (integrity constraints, views, systems catalog) that should be provided by an SQL based DBMS product for use in a typical multi user transaction processing environment.
FREN08005	3. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society of French-speaking countries.
GERM08014	3. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society of Germany.
SPAN08005	3. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society of Spanish-speaking countries;
HRM08001	1. Compare and contrast the links that exist between organisational structure and culture.
MGMT08021	2. Apply these theory to the analysis of organisational events and scandals in recent times.
FREN08004	1. Give clear detailed descriptions and presentations on a range of subjects related to the workplace and contemporary culture and society.
GERM08015	1. Give clear detailed descriptions and presentations on a range of subjects related to the workplace and contemporary culture and society.
SPAN08006	1. Give clear detailed descriptions and presentations on a range of subjects related to the workplace and contemporary "Spanish" culture and society.
FIN08012	1. Demonstrate an appreciation of the benefits and shortcomings of financial theory and models.
MGMT08010	1. Analyse and integrate critical elements of strategic management theory.
BUS08024	3. Identify the principles of good leadership and good communications in successful project management and know-how to build and motivate a project team.
BUS08026	4. Engage in debate about the impact of technology on the marketing paradigm.
BUS07033	1. Appraise the complexities of supply chain management as it applies to a variety of logistics & supply chain businesses.
BUS07051	1. Appraise the complexities of supply chain management as it applies to a variety of logistics & supply chain businesses.

Know How & Skill Range *Demonstrate mastery of a complex and specialised area of skills and tools; use and modify advanced skills and tools to conduct closely guided research, professional or advanced technical activity.*

- Integrate knowledge and skills across a range of disciplines incorporating problem solving and analytical decision making techniques to appropriate ethical and regulatory standards.
- Illustrate the respective importance of and the interrelationship between the different disciplines and functions represented in the modern business organisation.

The above Programme Outcome is achieved by the following Module Outcomes

Module Code	Module Outcomes
FIN08003	2. Interpret financial and related external information.
MGMT08009	

	5. Prepare, present and defend Strategic Management case study answers while demonstrating effective analytical, interpersonal and presentational skills.
ACCT08007	3. Analyse and report financial information for costing and control purposes.
MGMT08032	1. Have adequate knowledge, understanding and mastery of the state body of knowledge and skills in the area of systems and project management. 7. Utilise the industry standard project management software to increase efficiency in project planning, scheduling and control.
FIN08002	2. Illustrate, interpret and examine the role of interest rates, exchange rates, inflation, regulation, economic and monetary policy on the global financial markets. 5. Produce and present a report that examines current financial market literature, research and developments and analyses a specified current financial market theme.
HRM08001	2. Compare alternative approaches to managing conflict within an organisation.
MGMT08021	1. Explain the impact of social context on individual decision making and leadership using various theories from management, psychology and behavioural economics.
FIN08012	3. Interpret financial information, and related external market information.
MGMT08010	2. Analyse interrelationships between formulation and implementation of strategy.
MKTG08012	2. Analyse and design function-level marketing tactics and strategy. 3. Appraise and evaluate alternative marketing strategies.
BUS08024	2. Evaluate possible approaches to project management in order to successfully reach project goals, objectives and deliverables. 5. Evaluate, through selected review and audit, the learning outcomes from a project.
BUS08026	2. Evaluate the impact of developments in ethics and sustainability on marketing.
BUS07033	3. Demonstrate the linkage between the overall business aims and managing the strategic objectives of the supply chain.
BUS07051	2. Demonstrate an understanding of the role played by technology and information technology in supply chain operations.

Know How & Skill Selectivity *Exercise appropriate judgement in a number of complex planning, design, technical and/or management functions related to products, services, operations or processes, including resourcing.*

- Select, plan, design, implement and review a project using the necessary supervisory interpersonal skills, in accordance with accepted principles of effective change management.
- Further develop the students' knowledge and skills in key functional areas of business.

The above Programme Outcome is achieved by the following Module Outcomes

Module Code	Module Outcomes
COMP08004	4. Implement a database in a leading relational product using SQL and be competent in the use of the DDL, DML and DCL.
MKTG08010	3. Synthesize this knowledge and apply it to corporate business case studies with the objective of building brand image and reputation.
MGMT08032	6. Evaluate through selected review and audit, the learning outcomes from a project.
HRM08001	3. Critique the impact of a change management initiative on the organisation and propose change management interventions as appropriate.
FREN08004	4. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society of French-speaking countries.

GERM08015	4. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society.
SPAN08006	4. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society of Spanish-speaking countries.
MGMT08010	3. Determine and analyse critical elements in effective strategy implementation.
MKTG08012	1. Formulate a marketing plan. 4. Construct creative marketing programmes, themes and platforms.
BUS08024	4. Utilise cutting edge industry standard project management software tools and techniques to increase efficiency within project planning, scheduling and control.

Competence Context *Use advanced skills to conduct research, or advanced technical or professional activity, accepting accountability for all related decision making; transfer and apply diagnostics and creative skills in a range of contexts.*

- Demonstrate the capacity to think logically and creatively in identifying and analysing business opportunities.
- Demonstrate the advanced skills necessary to conduct research at final-year undergraduate level via the application of analytical and innovative techniques and competencies across a broad spectrum of activity.
- Display personal responsibility for all work-related decision making in the context of accepted ethical practice.

The above Programme Outcome is achieved by the following Module Outcomes

Module Code	Module Outcomes
FIN08003	1. Assess the benefits and shortcomings of financial theory and models.
ACCT08007	2. Evaluate and select appropriate techniques for relevant decisions.
COMP08004	5. Demonstrate how transaction processing and security operate in a multi-user database using SQL.
MKTG08010	2. Assimilate the theory underpinning the consumer's approach to marketing communication.
FREN08005	2. Demonstrate understanding of texts relating to the workplace and contemporary culture and society.
GERM08014	2. Demonstrate understanding of texts relating to the workplace and contemporary culture and society.
SPAN08005	2. Demonstrate understanding of texts relating to the workplace and contemporary culture and society;
MGMT08032	3. Understand the concepts of database management systems. 5. Evaluate possible approaches to project management in order to maximise benefits and minimise costs.
FIN08002	3. Demonstrate and compare how financial securities can be used to construct and manage portfolio performance. 4. Assess the importance of and risks associated with international banking and capital flows and its implications for financial markets.
HRM08001	4. Execute the principles of ethical and socially responsible behaviour to the analysis of business based problems and solutions.

MGMT08021	4. Evaluate obstacles to ethical decision making in the perception of ethical context and impact analysis and action.
FIN08012	4. Assess corporate expansion proposals, and determine likely EPS, share price and financial risk impact.
MKTG08012	6. Distinguish and formulate methods for organising, implementing and controlling the marketing function.
BUS08026	1. Investigate aspects of the theoretical and practical context in which marketing activities are undertaken.

Competence Role *Act effectively under guidance in a peer relationship with qualified practitioners; lead multiple, complex heterogeneous groups.*

- Practise and develop the skills of empathy, observation, communication and objective appraisal in order to ensure effective peer relationships, and to display the competence required to lead groups in a variety of contexts and situations within today's challenging business environment.

The above Programme Outcome is achieved by the following Module Outcomes

Module Code	Module Outcomes
ACCT08007	5. Demonstrate an ability to appreciate the benefits and shortcomings of cost management and strategic management accounting.
FREN08004	3. Demonstrate understanding of texts relating to the workplace and contemporary culture and society.
GERM08015	3. Demonstrate understanding of texts relating to the workplace and contemporary culture and society of German speaking countries.
SPAN08006	3. Demonstrate understanding of texts relating to the workplace and contemporary culture and society.
MGMT08010	6. Prepare, present and defend case answers while demonstrating effective interpersonal and presentational skills.
BUS07033	2. Demonstrate an understanding of the role played by technology and information technology in supply chain operations.
BUS07051	3. Demonstrate the linkage between the overall business aims and managing the strategic objectives of the supply chain.

Competence Learning to Learn *Learn to act in variable and unfamiliar learning contexts; learn to manage learning tasks independently, professionally and ethically.*

- Demonstrate a reflective approach towards one's own learning and to take responsibility for same in accordance with accepted pedagogical theory and practice, in the context of lifelong learning.

The above Programme Outcome is achieved by the following Module Outcomes

Module Code	Module Outcomes
MGMT08009	4. Manage self-directed learning approaches and to demonstrate constructive involvement in a team-based approach to learning.
MKTG08010	5. Demonstrate initiative in the above-mentioned tasks while researching and integrating ongoing contemporary developments in marketing communication.
FREN08005	4. Plan a strategy for future, independent language learning.

GERM08014	4. Plan a strategy for future, independent language learning.
SPAN08005	4. Plan a strategy for future, independent language learning.
FREN08004	2. Enter unprepared into conversation on topics relating to the workplace and contemporary culture and society.
GERM08015	2. Enter unprepared into conversation on topics relating to the workplace and contemporary culture and society.
SPAN08006	2. Enter unprepared into conversation on topics relating to the workplace and contemporary culture and society.
MKTG08012	5. Present a marketing strategy in a constructive and persuasive manner.
BUS08026	5. Reflect on contemporary marketing knowledge of the modern consumer in the context of the global experience.
BUS07033	4. Develop reflective practice and skills for effective individual and professional development.

Competence Insight *Express a comprehensive, internalised, personal world view, manifesting solidarity with others.*

- Synthesise the learning acquired as a result of participation in the programme in order to display a deeper personal insight and enhanced tolerance for the diversity of opinions and situations likely to be encountered in the process of engaging with others.

The above Programme Outcome is achieved by the following Module Outcomes

Module Code	Module Outcomes
MGMT08009	2. Determine and analyse the internal and external environments of organisations.
MKTG08010	1. Analyse the relationship between all the elements of the marketing communications mix.
FREN08005	1. Follow extended speech and complex lines of argument on reasonably familiar topics.
GERM08014	1. Follow extended speech and complex lines of argument on reasonably familiar topics.
SPAN08005	1. Follow extended speech and complex lines of argument on reasonably familiar topics;
HRM08001	5. Critically reflect and propose actions in response to a variety of human resource issues.
MGMT08021	3. Assess the risks of "ethical blindness" on how people make decisions. 5. Evaluate why organisations find it difficult to fix ethical problems.
FREN08004	5. Demonstrate a critical awareness of contemporary culture and society of French-speaking countries.
GERM08015	5. Demonstrate a critical awareness of contemporary culture and society of German speaking countries.
SPAN08006	5. Demonstrate a critical awareness of contemporary culture and society of the Spanish-speaking countries.
FIN08012	2. Evaluate, select and apply appropriate techniques for various circumstances used in treasury-management, and investment decision-making.
BUS07051	4. Develop reflective practice and skills for effective individual and professional development.

Programme Pathway

Programme AL_BBSTD_B Bachelor of Business (Honours) in Business Year 4 add-on

Programme Pathway

Stage 7

Delivery	Code	Title	Level	Pre-Requisite	Co-Requisite	Incompatible
SEM 7	MKTG08012	Strategic Marketing	08			
SEM 7	FIN08003	Financial Management 4A	08			
SEM 7	MGMT08009	Strategic Analysis	08			
SEM 7	ACCT08007	Management Accounting and Decision Making	08			
SEM 7	COMP08004	Enterprise Database Systems	08			
SEM 7	MKTG08010	Integrated Marketing Communications	08			
SEM 7	BUS07051	Supply Chain Management 4th Year	07			
SEM 7	FREN08005	French 4.1	08			
SEM 7	GERM08014	German 4.1	08			
SEM 7	SPAN08005	Spanish 4.1	08			
SEM 8	FIN08012	Financial Management 4B	08			
SEM 8	MGMT08010	Strategic Implementation	08			
SEM 8	BUS08024	Systems and Project Management	08			
SEM 8	FIN08002	Financial Markets	08			
SEM 8	HRM08001	Managing People and Organisational Change	08			
SEM 8	BUS08026	Contemporary Issues in Marketing	08			
SEM 8	MGMT08021	Ethical Decision Making and Leadership	08			
SEM 8	FREN08004	French 4.2	08			
SEM 8	GERM08015	German 4.2	08			
SEM 8	SPAN08006	Spanish 4.2	08			

Programme Module Owners

Stage 7

Delivery	Code	Title	Level	Owner	CoOwners	Approver
SEM 7	MKTG08012	Strategic Marketing	08	Toolan, Brian		Ross, Owen
SEM 7	FIN08003	Financial Management 4A	08	O'Meara, Paul	Paul Prendergast, Paul O'Meara	Ross, Owen
SEM 7	MGMT08009	Strategic Analysis	08	Price, Joe	William Meaney, Joe Price	Ross, Owen
SEM 7	ACCT08007	Management Accounting and Decision Making	08	Conway, Frank		Ross, Owen
SEM 7	COMP08004	Enterprise Database Systems	08	Tierney, Noel		Ross, Owen
SEM 7	MKTG08010	Integrated Marketing Communications	08	Flaherty, Brenda		Ross, Owen
SEM 7	BUS07051	Supply Chain Management 4th Year	07	Cashin, Marc		Ross, Owen
SEM 7	FREN08005	French 4.1	08	Delamere, Brigid	Geraldine McDermott, Imelda Cooke, Lorna Mitchell, Marguerite Shanley	Hegarty, Oliver
SEM 7	GERM08014	German 4.1	08	Besler, Valerie	Geraldine McDermott, Eimear Kelly, Doireann O'Callaghan, Marguerite Shanley	Hegarty, Oliver
SEM 7	SPAN08005	Spanish 4.1	08	Burgoyne, Elsie	Doireann O'Callaghan, Geraldine Ward	Hegarty, Oliver
SEM 8	FIN08012	Financial Management 4B	08	Prendergast, Paul		Ross, Owen
SEM 8	MGMT08010	Strategic Implementation	08	Price, Joe	William Meaney, Joe Price	Ross, Owen
SEM 8	BUS08024	Systems and Project Management	08	O' Donoghue, Thomas J		Ross, Owen
SEM 8	FIN08002	Financial Markets	08	Guest, Karen		Ross, Owen
SEM 8	HRM08001	Managing People and Organisational Change	08	Palframan, Jason		Ross, Owen
SEM 8	BUS08026		08			Ross, Owen

		Contemporary Issues in Marketing		Flaherty, Brenda	Louise Murray, Brenda Flaherty	
SEM 8	MGMT08021	Ethical Decision Making and Leadership	08	O'Hara, Teresa		Ross, Owen
SEM 8	FREN08004	French 4.2	08	Delamere, Brigid	Mairead Seery, Geraldine McDermott, Imelda Cooke, Lorna Mitchell, Marguerite Shanley	Hegarty, Oliver
SEM 8	GERM08015	German 4.2	08	Besler, Valerie	Mairead Seery, Geraldine McDermott, Eimear Kelly, Doireann O'Callaghan, Vincent O' Connor, Marguerite Shanley	Hegarty, Oliver
SEM 8	SPAN08006	Spanish 4.2	08	Burgoyne, Elsie	Doireann O'Callaghan, Geraldine Ward	Hegarty, Oliver

Programme Assessment Matrix

Stage 7		
Week	Assessment in Modules	Amount
Week 2	FIN08012	1
Week 3	MKTG08012	1
Week 4	COMP08004	1
Week 5	FIN08003	1
Week 6	ACCT08007, FIN08012, FIN08002, HRM08001	4
Week 8	COMP08004	1
Week 9	MKTG08010	1
Week 10	MKTG08012, FIN08002, FREN08004, GERM08015, SPAN08006	5
Week 11	MKTG08012, COMP08004, MKTG08010, BUS07051	4
Week 12	BUS07051, BUS08024	2
Week 13	HRM08001	1
End of Semester	MKTG08012, FIN08003, MGMT08009, ACCT08007, COMP08004, MKTG08010, BUS07051, FIN08012, MGMT08010, BUS08024, FIN08002, HRM08001, BUS08026, MGMT08021, MGMT08021, FREN08004, GERM08015, SPAN08006	18
OnGoing	MGMT08009, FREN08005, GERM08014, SPAN08005, MGMT08010, FIN08002, BUS08026, BUS08026, BUS08026, MGMT08021	10

Programme Timetable Workload Breakdown

Stage 7

Module Code	Title
MKTG08012	Strategic Marketing

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	Two hour lecture sessions	8	Weekly	8.00
Independent Learning	Not Specified	Independent Learning	8	Weekly	8.00
Total Average Weekly Learner Workload 8.00 Hours					

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	4	Weekly	4.00
Independent Learning	Not Specified	Independent Learning	12	Weekly	12.00
Total Average Weekly Learner Workload 4.00 Hours					

Module Code	Title
FIN08003	Financial Management 4A

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	lecture	3	Weekly	3.00
Independent Learning	Not Specified	Independent Learning	5	Weekly	5.00
Total Average Weekly Learner Workload 3.00 Hours					

Module Code	Title
MGMT08009	Strategic Analysis

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	Lecture	3	Weekly	3.00

Group Learning	Flat Classroom	Case study (Group)	1	Weekly	1.00
Independent Learning	Not Specified	Independent Learning	4	Weekly	4.00
Total Average Weekly Learner Workload 4.00 Hours					
Module Code Title					
ACCT08007	Management Accounting and Decision Making				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	Lecturing	6	Weekly	6.00
Independent Learning	Not Specified	Self Directed learning	10	Weekly	10.00
Total Average Weekly Learner Workload 6.00 Hours					
Module Code Title					
COMP08004	Enterprise Database Systems				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Practical	Computer Laboratory	Oracle SQL Teaching/Demonstration	6	Weekly	6.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00
Total Average Weekly Learner Workload 6.00 Hours					
Module Code Title					
MKTG08010	Integrated Marketing Communications				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Marketing Communications	6	Weekly	6.00
Independent Learning	Not Specified	Applied Project Problem Based Learning and Researching	10	Weekly	10.00
Total Average Weekly Learner Workload 6.00 Hours					
Module Code Title					
BUS07051	Supply Chain Management 4th Year				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	6	Weekly	6.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00
Total Average Weekly Learner Workload 6.00 Hours					
Module Code	Title				
FREN08005	French 4.1				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Directed Learning	Flat Classroom	Lectures	2	Weekly	2.00
Practical	Language Labs	Aural and oral work	1	Weekly	1.00
Independent Learning	Not Specified	Independent Learning	5	Weekly	5.00
Total Average Weekly Learner Workload 3.00 Hours					
Module Code	Title				
GERM08014	German 4.1				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Language Labs	Project	3	Weekly	3.00
Independent Learning	Not Specified	Independent learning	5	Weekly	5.00
Total Average Weekly Learner Workload 3.00 Hours					
Module Code	Title				
SPAN08005	Spanish 4.1				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Directed Learning	Flat Classroom	Oral Production and Portfolio Preparation	2	Weekly	2.00
Practical	Language Labs	Oral and Aural Comprehension	1	Weekly	1.00
Independent Learning	Not Specified	Independent Learning	5	Weekly	5.00
Total Average Weekly Learner Workload 3.00 Hours					
Module Code	Title				
FIN08012	Financial Management 4B				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Introduction to topic	1	Weekly	1.00
Directed Learning	Lecture Theatre	Case issue solved by lecturer with class input	1	Weekly	1.00
Problem Based Learning	Lecture Theatre	Case completed by students	1	Weekly	1.00
Independent Learning	Not Specified	Homework assignments, and study	5	Weekly	5.00
Total Average Weekly Learner Workload 3.00 Hours					
Module Code	Title				
MGMT08010	Strategic Implementation				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	Lecture	3	Weekly	3.00
Group Learning	Flat Classroom	Case study Group	1	Weekly	1.00
Independent Learning	Not Specified	Independent Learning	4	Weekly	4.00
Total Average Weekly Learner Workload 4.00 Hours					
Module Code	Title				
BUS08024	Systems and Project Management				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lectures	3	Weekly	3.00
Workshop	Computer Laboratory	Practicals	4	Weekly	4.00
Independent Learning	Not Specified	Independent Learning	9	Weekly	9.00
Total Average Weekly Learner Workload 7.00 Hours					
Module Code	Title				
FIN08002	Financial Markets				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	Lecture	6	Weekly	6.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00
Independent Learning	Not Specified	Project Development	4	Per Module (Semester)	0.27
Total Average Weekly Learner Workload 6.00 Hours					
Module Code Title					
HRM08001 Managing People and Organisational Change					

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	6	Weekly	6.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00
Total Average Weekly Learner Workload 6.00 Hours					
Module Code Title					
BUS08026 Contemporary Issues in Marketing					

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture	4	Weekly	4.00
Tutorial	Flat Classroom	Tutorial	2	Weekly	2.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00
Total Average Weekly Learner Workload 6.00 Hours					
Module Code Title					
MGMT08021 Ethical Decision Making and Leadership					

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture	6	Weekly	6.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00
Total Average Weekly Learner Workload 6.00 Hours					
Module Code Title					
FREN08004 French 4.2					

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture	2	Weekly	2.00
Practical	Language Labs	Aural and oral work	1	Weekly	1.00
Independent Learning	Not Specified	Independent learning	5	Weekly	5.00
Total Average Weekly Learner Workload 3.00 Hours					
Module Code	Title				
GERM08015	German 4.2				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	3	Weekly	3.00
Independent Learning	Not Specified	Independent Learning	5	Weekly	5.00
Total Average Weekly Learner Workload 3.00 Hours					
Module Code	Title				
SPAN08006	Spanish 4.2				

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture	2	Weekly	2.00
Practical	Language Labs	Oral and aural comprehension	1	Weekly	1.00
Independent Learning	Flat Classroom	Oral work, reading comprehension and written production	5	Weekly	5.00
Total Average Weekly Learner Workload 3.00 Hours					
Approval Information					
School Approval by		Owen Ross on 09-07-2019			
Academic Council on		10-07-2019			



MKTG08012

Strategic Marketing

Transcript Title	Strategic Marketing				
Full Title	Strategic Marketing				
Attendance	75	Award Area	Marketing & Sales		
Coordinator	Brian Toolan	Department	Business and Management		
Official Code	MKTG08012	NFQ Level	08	ECTS Credit	10

Module Description

This module develops the student's marketing knowledge to honours degree level. It enables the student to develop plans for organisations which optimise resources to maximise returns in a way which achieves sustainable competitive advantage. Strategic Marketing includes all the basic and long term marketing activities, which include:

- Analysing the business environment, opportunities available and identify threats; and
- Analysing available resources, unique competences and likely future developments to formulate, evaluate and select best-fit options and decisions to meet the objectives of the business organisation.

Learning Outcomes

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

1. Formulate a marketing plan.
2. Analyse and design function-level marketing tactics and strategy.
3. Appraise and evaluate alternative marketing strategies.
4. Construct creative marketing programmes, themes and platforms.
5. Present a marketing strategy in a constructive and persuasive manner.
6. Distinguish and formulate methods for organising, implementing and controlling the marketing function.

Teaching and Learning Strategies

Students will be assisted by traditional lectures which develop topics already familiar to them to an honours degree level. These will become more interactive in nature as the semester progresses. Students will benefit from constant references to contemporary examples to illuminate the material.

Assessment Strategies

This module is designed to broaden the acquired marketing knowledge and skills of earlier marketing modules.

Each student will work in self-selected groups of 4 – 6 and prepare and deliver a group research project (with peer-marking allocation). This will meet the objectives of self-management, working together, communicating, solving problems by analysis and synthesising original desk-top research in a creative manner. The students are required to agree and produce a plan of their proposed project initially. This is a pass / fail basic requirement that occurs at the early stage of the module. The purpose is to form the team and allow them to experience deadline and decision making elements.

Following approval of their plan (5% of marks), students are obliged to research a company and its marketing environment and subsequently conceive an improvement to their marketing strategy. As a united team, they then communicate the recommended enhancement in strategy to the class and examiners. The group presentation is to be no longer than 10 minutes and involves a question and answer session (15%). The purpose is primarily to test the defence of the proposed strategy improvements and by extension the students' understanding of strategy. The peer assessment is to address the issue of group dynamics and to enforce an input from all members of the team.

While this is occurring, the formative lectures will complement the project work by systematically introducing topics and demonstrating applications of the theory to a variety of business contexts.

The following week the group is to submit a written report of the recommended strategy (10%). The purpose of the additional week is to afford the group time to incorporate any additional considerations arising from the presentation process. The presentation is formative in nature. This assessment will inquire into the students' comprehensive understanding of strategy and the extent of research undertaken by themselves and their team.

At the end of the semester a time constrained written test (70%) will examine the learning outcomes of the module at the individual, rather than at group/team level.

Repeat Assessment Procedures

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

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

1. Strategic Marketing

- The concept of strategic marketing.
- Market, competitor, industry and business environment analysis.
- Internal capability and vulnerability, marketing tactics, integration of marketing and manufacturing operations.
- Development and implementation of strategic alternatives.
- Generic competitive strategies.

2. Planning, Organising and Controlling the Integrated Marketing Programmes in the Technology Era

- Market analysis and research.
- The competitive environment.
- Competitive advantage.
- European competition policy.

3. Consumer Behaviour and Analysis of Consumer Markets

- Cognition, perception and the learning processes.
- Group aspects of behaviour, culture, class and group influences.
- Strategic implications.

4. Industrial Marketing and Business to Business Marketing Strategy

- Business markets and industrial organisational buyer behaviour.
- Characteristics of industrial marketing.
- Business market planning.

5. Marketing and the Future

- Demographic changes, ecological awareness, affluence, "poverty of time".
- The information revolution and the transformation of marketing principals and practices.
- Separation and recombining of content, context and infrastructure.
- Problems associated with consumer loyalties and the innovation era.

5. Internet Strategy

- Making contact with existing and potential customers.
- Customer specific information.
- Customer support and servicing.
- The capability to create strategic change.
- Considerations which currently appear to separate success and failure.

6. Case Studies

- Real-life marketing situations will be explored through the use of case study material and original desk top and group primary research.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	30 %
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End of Semester / Year Formal Examination	70 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Written Report Short statement of group project plan	1,2	5	Week 3
Oral Exam Presentation of a recommended Strategy	1,4,5	15	Week 10

Written Report on Marketing strategy for a real company	1,2,5	10	Week 11
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End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam Time Constrained Written Exam	1,2,3,4,5,6	70	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	Two hour lecture sessions	8	Weekly	8.00
Independent Learning	Not Specified	Independent Learning	8	Weekly	8.00

Total Average Weekly Learner Workload 8.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	4	Weekly	4.00
Independent Learning	Not Specified	Independent Learning	12	Weekly	12.00

Total Average Weekly Learner Workload 4.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

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- The New Media and Cybercultures Anthology, Wiley-Blackwell; 1 edition (March 22, 2010)
ISBN-10: 1405183071
- Cyber Junkie: Escape the Gaming and Internet, Kevin Roberts, Trap Hazelden (August 2, 2010)
- Cyberpsychology: An Introduction to Human-Computer Interaction Kent L. Norman Cambridge University Press; 1 edition (August 18, 2008)

Module Alternate Book Resources

None

Module Other Resources

None

Module URL's

www.cso.ie

Additional Information

None

ISBN BookList

Book Details

David A Aacker 2013 *Strategic market management* John Wiley and Sons

ISBN-10 ISBN-13

Approval Information

School Approval by Owen Ross on 13-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_BBUSI_G07	201700	Bachelor of Arts in Business in Business Psychology
AL_BBUSI_K08	201700	Bachelor of Business (Honours)
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BPSYC_8	201700	Bachelor of Arts (Honours) in Business Psychology
AL_BSACC_B	201700	Bachelor of Business (Honours) in Applied Accounting
AL_BSACC_8JN	201700	Bachelor of Business (Honours) in Applied Accounting
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



FIN08003

Financial Management 4A

Transcript Title	Financial Management 4A				
Full Title	Financial Management 4A				
Attendance	75	Award Area	Finance		
Coordinator	Paul O'Meara	Department	Business and Management		
Co Author(s)	Paul Prendergast, Paul O'Meara				
Official Code	FIN08003	NFQ Level	08	ECTS Credit	05

Module Description

This module aims to develop the ability to critically evaluate financial theory, and apply financial management concepts to various business situations.

Learning Outcomes

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

1. Assess the benefits and shortcomings of financial theory and models.
2. Interpret financial and related external information.
3. Evaluate and select appropriate techniques used in cost of capital, treasury management and investment decision-making.

Teaching and Learning Strategies

Module material will include lecture notes, power point slides, illustrative questions, additional practice questions, past exam questions, tutorial questions, directed textbook references and relevant articles from websites and periodicals. Class time will consist of formal lectures, topic discussion and problem-based learning where questions will be tackled by students under supervision of the lecturer. Students will be expected to engage with the course by attempting questions (both in class and independently), by participating in class discussion, by asking questions and by reading widely.

Assessment Strategies

Once a topic has been introduced, the lecturers will demonstrate by dealing with case questions, while students will then tackle further similar questions either in class or as homework assignments. Students will thus have the opportunity of continually assessing their progress, comparing to lecturer solutions and discussing answers in class. In addition, some of the homework assignments are in multiple-choice format enabling real formative assessment to take place throughout the course.

A mid-term assessment (20%) involving a one-hour in-class MCQ assessment will take place in week 5 of the module

The final exam, for 80% of the total will consist of both numerical and narrative questions. The two hour exam will test both theoretical knowledge and the ability to apply in practical situations.

Repeat Assessment Procedures

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

A one hour repeat MCQ assessment will take place in week 12 for this module.

Assessment Facilities

Students will enrol on the financial management module on the AIT website using Moodle, in order to access the self-directed learning quizzes.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

1. Financial theory in relation to the finance function.
2. Interpretation of accounts.
3. Capital structure and cost using appropriate models.
4. Evaluation of the traditional and the Modigliani/Miller theories of capital structure. Practical considerations of capital structure.
5. Portfolio theory and the capital Asset Pricing model. Calculation of a risk specific discount rate incorporating financial and business risk.
6. Interest rate risk management using forwards, futures, options and swaps.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	20 %
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End of Semester / Year Formal Examination	80 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Mid-term	3	20	Week 5

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final exam	1,2,3	80	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	lecture	3	Weekly	3.00
Independent Learning	Not Specified	Independent Learning	5	Weekly	5.00

Total Average Weekly Learner Workload 3.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

Calculator essential.

Lecture notes and overheads on Moodle.

Module URL's

<http://www.gillmacmillan.ie/accounting-finance>

<http://www.ft.com>

<http://www.businessworld.ie>

<http://www.sbpost.ie>

<http://www.irishtimes.com>

<http://www.economist.com>

<http://www.cimaglobal.com>

<http://www.accaglobal.com>

<http://www.icaireland.ie>

<http://www.iipa.ie>

<http://www.icaireland.ie>

<http://www.cpaireland.ie>

Additional Information

None

ISBN BookList

Book Details

Richard Pike 2012 *Corporate Finance and Investment: Decisions and Strategies* Financial Times Prentice Hall

ISBN-10 0273763466 ISBN-13 9780273763468

Denzil Watson 2013 *Corporate Finance: Principles & Practice* Pearson Education Limited

ISBN-10 0273762745 ISBN-13 9780273762744

Anne Marie Ward 2014 *Finance* Chartered Accountants Ireland

ISBN-10 1908199482 ISBN-13 9781908199485

Paul O'Meara *Financial Management* Gill & Macmillan Ltd

ISBN-10 0717145549 ISBN-13 9780717145546

Approval Information

School Approval by

Owen Ross on 13-04-2015

Academic Council on

17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_BBUSI_K08	201700	Bachelor of Business (Honours)
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



MGMT08009 Strategic Analysis

Transcript Title	Strategic Analysis				
Full Title	Strategic Analysis				
Attendance	75	Award Area	Management		
Coordinator	Joe Price	Department	Business and Management		
Co Author(s)	William Meaney, Joe Price				
Official Code	MGMT08009	NFQ Level	08	ECTS Credit	05

Module Description

To analyse and apply strategic management theory. Analysis and strategic choice/options will form the central theme of this module.

Learning Outcomes

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

1. Analyse and integrate critical elements of strategic management theory.
2. Determine and analyse the internal and external environments of organisations.
3. Demonstrate good judgment in the determination of strategic priorities and their application to non-structured case studies in complex and dynamic environments.
4. Manage self-directed learning approaches and to demonstrate constructive involvement in a team-based approach to learning.
5. Prepare, present and defend Strategic Management case study answers while demonstrating effective analytical, interpersonal and presentational skills.

Teaching and Learning Strategies

Lectures.

Case Studies. Preparation, presentation, analysis and defence of the strategic management case studies (three) during the Semester

Effective teamwork through the use of case studies throughout the Semester.

Moodle - ppt's, resources, forums, web links, on-line assignment communication etc

Assessment Strategies

3 Case Studies. Average length of case study will be c.17 pages. Team answer, to include aspects of analysis, choices/options and implementation will be 1 page (maximum).

End of Semester Final Exam worth 80%.

Repeat Assessment Procedures

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

Each Case Team will be given one (only) opportunity to resubmit an unsatisfactory attempt at a Case Question posed by the lecturer.

Assessment Facilities

Library Meeting rooms for teamworking on the case studies set by the Lecturer.

Use of Web based resources based on the core text for the subject.

Use of other relevant web-based material pertaining to the Strategic Analysis module.

Study of leading Journals and Reviews pertaining to the strategy subject.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

1. The Strategy Concept.

The strategic management process and conceptual framework. Models of Strategic Management.

2. Strategy Formation.

Vision, Mission, Goals and Objectives. Environmental analysis. Industry Analysis. Company situation analysis. Key success factors and driving forces. Competitive analysis.

3. Organisation Resources and Competitive Advantage.

The concepts of core. Competitive and unique competence, capability and strategic fit. Activity cost chain/system and value chain/system analyses. Organisation culture and the cultural-web. the role of E-Business and E-Commerce in Strategic Analysis and choice/option decision making.

4. Strategic Development and Growth Strategies.

Fundamental, generic competitive strategy. Product/market strategy, differentiation and institutional approaches. Organic and external growth strategies.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 20 %

End of Semester / Year Formal Examination 80 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Written Report Case study group class	3,4,5	20	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam	1,2,3	80	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	Lecture	3	Weekly	3.00
Group Learning	Flat Classroom	Case study (Group)	1	Weekly	1.00
Independent Learning	Not Specified	Independent Learning	4	Weekly	4.00

Total Average Weekly Learner Workload 4.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

- Harvard Business Review
- Sloan Management Review
- Financial Times

Module URL's

- www.marketintelligence.com
- www.deloitte.com/industries
- www.yahoo.com/finance
- www.proquest.com
- www.emerald.com
- Individual Corporate/PLC websites pertaining to areas of student interest ie Manufacturing, financial services, IT/IS.

Additional Information

Students' will be recommended to choose a well known Public Limited Company/Corporation (PLC) - perhaps MNC or "global", and to study this Corporation in the context of the theory of Strategic Analysis. The goal being that the student "discovers"/"becomes aware" of the real-world application of the Theory expounded in the textbooks on the subject of Corporate and Business Strategy.

ISBN BookList

Book Details

Gary Hamel *Competing for the Future* Harvard Business Review Press
ISBN-10 0875847161 ISBN-13 9780875847160

Michael E. Porter *Competitive Advantage: Creating and Sustaining Superior Performance* Free Press
ISBN-10 0684841460 ISBN-13 9780684841465

Michael E. Porter *Competitive Strategy: Techniques for Analyzing Industries and Competitors* Free Press
ISBN-10 0684841487 ISBN-13 9780684841489

Robert M. Grant 2010 *Contemporary Strategy Analysis: Text Only* Wiley
ISBN-10 0470747102 ISBN-13 9780470747100

Richard Lynch 2006 *Corporate Strategy (4th Edition)* Prentice Hall
ISBN-10 0273701789 ISBN-13 9780273701781

Gerry Gallagher 2011 *Corporate Strategy for Irish Companies: Text and Cases* Chartered Accountants Ireland

ISBN-10 1907214658 ISBN-13 9781907214653

Arthur Thompson 2013 *Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases* McGraw-Hill/Irwin

ISBN-10 0078029503 ISBN-13 9780078029509

David Besanko 2009 *Economics of Strategy* John Wiley & Sons Inc

ISBN-10 0470484837 ISBN-13 9780470484838

Gerry Johnson 2013 *Exploring Strategy Text & Cases* Pearson Education Limited

ISBN-10 1292002549 ISBN-13 9781292002545

G.A. Cole *Strategic Management (Management textbooks)* Cengage Learning EMEA

ISBN-10 1858051843 ISBN-13 9781858051840

Peter M. Senge *The Fifth Discipline: Art and Practice of the Learning Organization (Century business)*

Random House Business Books

ISBN-10 0712656871 ISBN-13 9780712656870

Approval Information

School Approval by Owen Ross on 13-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
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_K08	201700	Bachelor of Business (Honours)
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBLAW_8	201900	Bachelor of Business (Honours) in Business and Law
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



ACCT08007 Management Accounting and Decision Making

Transcript Title Management Acct & Dec Making

Full Title Management Accounting and Decision Making

Attendance 75 Award Area Accounting

Coordinator Frank Conway Department Business and Management

Official Code ACCT08007 NFQ Level 08 ECTS Credit 10

Module Description

To develop the students ability to apply management accounting principles to decision making and control situations. To appreciate the alternative management approaches in a decentralised organisation, and also in cost management & strategic management accounting.

Learning Outcomes

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

1. Demonstrate an ability to distinguish between relevant and irrelevant information for both short and long term decisions.
2. Evaluate and select appropriate techniques for relevant decisions.
3. Analyse and report financial information for costing and control purposes.
4. Evaluate and apply techniques used in performance measurement in decentralised organisations.
5. Demonstrate an ability to appreciate the benefits and shortcomings of cost management and strategic management accounting.

Teaching and Learning Strategies

Lectures delivered using powerpoint slides. Many of the areas of this course involve students being able to distinguish between relevant and irrelevant information. Question packs have been developed with the purpose of getting students actively involved in problem solving. Students are expected to complete some coursework questions in their own time; these questions are reviewed at the start of the next lecture. Notes and slides are supplemented with relevant articles concerning the particular topic. Use is also made of mini quizzes to test student knowledge and give feedback. Students are expected to read the relevant chapters in their core text.

Assessment Strategies

A continuous assessment will take place in week 5 testing outcomes 1 and 2 of the module. This CA will take place in class.

A three hour final exam which will assess all learning outcomes. The paper will have 7 questions, 5 of which must be answered.

Repeat Assessment Procedures

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

Assessment Facilities

None

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

1. Decision Making

Time Horizon & Decision Making Product mix decisions with capacity constraints, including linear programming models. Special pricing, outsourcing and discontinuance decision. Incorporation of uncertainty into decision-making process.

2. Capital Investment Appraisal

The special nature of capital investment proposals & linkage with financial management and strategy Techniques – Accounting rate of return, payback, discounting cash-flow and break-even time. Techniques for dealing with uncertainty.

3. Activity Based Costing

Information needs & requirements of management – the historical dimension, Design of ABC systems, Activity assignment & hierarchies, Activity based costing relationship with life cycle costing, target costing and profitability analysis, Activity based Management & Activity Based Budgeting.

4. Standard Costing

Preparation of operating statements using standard, marginal and absorption approaches. Advanced material, labour and sales variances. The learning-curve effect in variance preparation. Planning & operational variances. Investigation of variances and behavioural aspects. Relevance & future of standard costing.

5. Divisional Financial Performance Measurement

Different approaches to organisational structure. Distinction between managerial and economic performance Return on investment, residual income, economic value added, cash based measures and non-financial measures. Performance measurement in service organisations.

6. Cost Management and Strategic Management Accounting

Life cycle costing. Target costing and value engineering. Business process re-engineering. Total quality management. Just-in-time systems. Elements of strategic management accounting. The Balanced Scoreboard as a strategic management system.

7. Budgetary Control

Stages in the budgeting process. Multiple functions of budgets. Conflicting roles of budgets. Zero Based budgeting.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 20 %

End of Semester / Year Formal Examination 80 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Other Exam	1,2	20	Week 6

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam	1,2,3,4,5	80	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	Lecturing	6	Weekly	6.00
Independent Learning	Not Specified	Self Directed learning	10	Weekly	10.00

Total Average Weekly Learner Workload 6.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency
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Avg Wkly
Wrkld

Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

Various Management Accounting periodicals

Module URL's

www.cimaglobal.com/

www.accaglobal.com/

www.corpreports.co.uk

Additional Information

None

ISBN BookList

Book Details

Colin Drury 2012 *Management and Cost Accounting* Cengage Learning EMEA

ISBN-10 1408041804 ISBN-13 9781408041802

Ray Garrison 2009 *Managerial Accounting Instructor's Manual (Instructor's Manual)* Mc Graw Hill

ISBN-10 0073379611 ISBN-13 9780073379616

Approval Information

School Approval by Owen Ross on 13-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
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_K08	201700	Bachelor of Business (Honours)
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBLAW_8	201900	Bachelor of Business (Honours) in Business and Law
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



COMP08004 Enterprise Database Systems

Transcript Title	Enterprise Database Systems				
Full Title	Enterprise Database Systems				
Attendance	75	Award Area	Computer Studies		
Coordinator	Noel Tierney	Department	Business and Management		
Official Code	COMP08004	NFQ Level	08	ECTS Credit	10

Module Description

Enterprise Database Systems develops students understanding of the relational database approach, and its theoretical foundations. It also allows students to acquire a solid understanding of SQL (DDL, DML, DCL), and expose them to its use in at least one leading relational database product.

Learning Outcomes

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

1. Explain the concepts of the database approach to data processing and Database Management Systems.
2. Develop a conceptual data model based on the information given by an enterprise, using an industry standard data modeling notation.
3. Identify the main features and capabilities (integrity constraints, views, systems catalog) that should be provided by an SQL based DBMS product for use in a typical multi user transaction processing environment.
4. Implement a database in a leading relational product using SQL and be competent in the use of the DDL, DML and DCL.
5. Demonstrate how transaction processing and security operate in a multi-user database using SQL.

Teaching and Learning Strategies

Enterprise Database Systems is a very hands-on subject. SQL is covered in depth and is also used as a vehicle to teach the fundamentals of Data Integrity, Transaction Processing, Security and Views. All classes are held in a computer laboratory and a variety of case studies are used to give students an opportunity to master the SQL Language and to design a database. Quizzes (using the Institute VLE) are also used for both formative and summative assessment.

Assessment Strategies

Students will complete a number of laboratory based quizzes using the institute VLE. The quizzes will be used for both formative and summative assessment. Each quiz will consist of a variety of question types -

multiple choice, true/false, fill in the blank and short answer.

Students will be expected to complete and submit individual SQL based projects on a phased basis during term.

The project work will give the students an opportunity to master the main elements of the SQL Language and consolidate their understanding of related theoretical material. A laboratory exam will be held towards the end of the teaching period to test students knowledge of SQL in a practical setting. The final exam will test all areas of the syllabus.

Repeat Assessment Procedures

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

Assessment Facilities

Computer facilities running a multi-user version of Oracle SQL, and a VLE that will be used for quizzes and student uploads.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

The Relational database approach, Entity Relationship Models, Databases and DBMS
Integrity and Transaction Processing
Views and Security
Data Warehousing
Structured Query Language – DDL, DML, DCL

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	50 %
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End of Semester / Year Formal Examination	50 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Quiz - held in a computer lab with access to SQL	4	10	Week 4
Quiz - held in a computer lab with access to SQL	4	15	Week 8
SQL Practical Exam	4	25	Week 11

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam	1,2,3,4,5	50	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Practical	Computer Laboratory	Oracle SQL Teaching/Demonstration	6	Weekly	6.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00

Total Average Weekly Learner Workload 6.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

Computer Facilities running Oracle SQL

Module URL's

https://community.oracle.com/community/database/oracle-database-options/sql_and_pl_sql

<http://www.orafaq.com/forum/>

<http://www.techonthenet.com/sql/index.php>

Additional Information

None

ISBN BookList

Book Details

Philip J. Pratt 2008 *A Guide to SQL (Available Titles Skills Assessment Manager (SAM) - Office 2010)* Cengage Learning

ISBN-10 0324597681 ISBN-13 9780324597684

Carlos Coronel 2012 *Database Systems: Design, Implementation, and Management (with Premium WebSite Printed Access Card and Essential Textbook Resources Printed Access Card)* Cengage Learning

ISBN-10 1111969604 ISBN-13 9781111969608

Andy Oppel 2010 *Databases DeMYSTiFieD, 2nd Edition* McGraw-Hill Osborne Media

ISBN-10 0071747990 ISBN-13 9780071747998

Jason Price 2013 *Oracle Database 12c SQL* McGraw-Hill Osborne Media

ISBN-10 0071799354 ISBN-13 9780071799355

John Viescas 2014 *SQL Queries for Mere Mortals: A Hands-On Guide to Data Manipulation in SQL (3rd Edition)* Addison-Wesley Professional

ISBN-10 0321992474 ISBN-13 9780321992475

James R. Groff 2009 *SQL: The Complete Reference, 3rd Edition* McGraw-Hill Osborne Media

ISBN-10 0071592555 ISBN-13 9780071592550

Larry Rockoff 2010 *The Language of SQL: How to Access Data in Relational Databases* Cengage Learning PTR

ISBN-10 143545751X ISBN-13 9781435457515

Approval Information

School Approval by Owen Ross on 13-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_BBUSI_K08	201700	Bachelor of Business (Honours)
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



MKTG08010

Integrated Marketing Communications

Transcript Title Integrated Marketing Comms

Full Title Integrated Marketing Communications

Attendance 75 Award Area Marketing & Sales

Coordinator Brenda Flaherty Department Business and Management

Official Code MKTG08010 NFQ Level 08 ECTS Credit 10

Module Description

Effective promotion encompasses many aspects of communication. This module will focus on the full range of contemporary promotional tools available. It will enable students to develop a conceptual systematic mature approach to the identification, analysis and solution of problems in marketing communication.

Learning Outcomes

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

1. Analyse the relationship between all the elements of the marketing communications mix.
2. Assimilate the theory underpinning the consumer's approach to marketing communication.
3. Synthesize this knowledge and apply it to corporate business case studies with the objective of building brand image and reputation.
4. Evaluate the implementation of marketing communication strategy in company case studies and make innovative recommendations displaying knowledge, understanding and initiative in the area of integrated marketing communications.
5. Demonstrate initiative in the above-mentioned tasks while researching and integrating ongoing contemporary developments in marketing communication.

Teaching and Learning Strategies

Articles, Case studies, Lectures, Interactive discussion.

Assessment Strategies

Students will be required to choose a case study on which to apply the theory of the module. They are required to develop a project proposal by week 3, which they will then proceed to research and write up by week 9. In week 11 the student will make a presentation including the application of their innovative ideas on the company's IMC. At the end of the semester they will sit a final exam. All learning outcomes will be assessed throughout this process.

Repeat Assessment Procedures

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

Assessment Facilities

Access to Moodle and to the online college library facilities

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

Introduction to communication theory and the promotion process. Hierachy of Effects (HOE) models.

Revisit consumer behaviour, STP and marketing research with particular emphasis on gathering insights from qualitative research.

Understanding what maintains an effective and successful brand communications strategy.

An appreciation of all the marketing communication the tools available for the process of IMC development.

An appreciation of the process of image and brand development and reputation building.

A detailed understanding of the following communications tools, the different situations in which they apply, and the overall synchronization of the appropriate tools with a view to implementing a synergistic and effective marketing communication campaign.

- Advertising. Media Planning.
- Public Relations (PR).
- Sponsorship, Product placement.
- Sales Promotion.
- Point of Purchase (POP).
- Trade fairs, Exhibitions.
- Personal Selling, B2B Communications.
- Direct Marketing.
- Digital Marketing, Digital campaign development.

Creative brief development.

Marketing communication planning - objectives, budgeting, control and evaluation.

Evaluation and measuring the effectiveness of an IMC campaign.

An overview of the communications industry including past, present and contemporary developments.

Investigation of the regulatory environment for marketing communication and an appreciation of contemporary ethical issues.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	30 %
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End of Semester / Year Formal Examination	70 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Written report	1,2,3,4	20	Week 9
Presentation	1,2,3,4,5	10	Week 11

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
End of Semester Examination	1,2,3,4	70	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Marketing Communications	6	Weekly	6.00
Independent Learning	Not Specified	Applied Project Problem Based Learning and Researching	10	Weekly	10.00

Total Average Weekly Learner Workload 6.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

Access to course Moodle page and to online library resources.

Module URL's

- Comreg.ie
- Constat.ie
- ASAI.ie
- BCI.ie
- Mediastreet.ie

Additional Information

None

ISBN BookList

Book Details

Leslie de Chernatony 2010 *Aston University 'Branding' Bundle: Creating Powerful Brands* taylor & francis
ISBN-10 1856178498 ISBN-13 9781856178495

Dave Chaffey 2012 *Digital Marketing: Strategy, Implementation and Practice* Pearson Education
ISBN-10 0273746103 ISBN-13 9780273746102

John Egan 2014 *Marketing Communications* SAGE Publications Ltd
ISBN-10 144625903X ISBN-13 9781446259030

Patrick De Pelsmacker 2013 *Marketing Communications: A European Perspective* Pearson Education Limited
ISBN-10 0273773224 ISBN-13 9780273773221

Chris Fill 2013 *Marketing Communications: Brands, Experiences & Participation (CIM Coursebook)* Pearson
ISBN-10 0273770543 ISBN-13 9780273770541

P. R. Smith 2011 *Marketing Communications: Integrating Offline and Online with Social Media* Kogan Page
ISBN-10 0749461934 ISBN-13 9780749461935

Approval Information

School Approval by Owen Ross on 13-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_BDIGI_8	201700	Bachelor of Business (Honours) in Digital Marketing
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_K08	201700	Bachelor of Business (Honours)
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BDMKG_8	201900	Bachelor of Business (Honours) in Digital Marketing
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBLAW_8	201900	Bachelor of Business (Honours) in Business and Law
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



BUS07051 Supply Chain Management 4th Year

Transcript Title	Supply Chain Management 4th Ye		
Full Title	Supply Chain Management 4th Year		
Attendance	75	Award Area	Business
Coordinator	Prof Marc Cashin	Department	Business and Management
Official Code	BUS07051	NFQ Level	07
		ECTS Credit	10

Module Description

The module is designed to advance the students understanding of the structure, development, problems and potential of economic policy. In addition it aims to provide the student with some understanding of the impact of economic policy on citizens, consumers and public/private/voluntary organisations.

To provide the students with the theoretical background and knowledge which will enable them to analyse Global Logistics & Supply Chain Management and to understand the elements which require integration in order to ensure the successful management of Logistics & Supply Chain organisation.

To understand the major challenges and issues facing organisations developing and implementing supply chain strategies

To enable the students' to understand the contributions of a supply chain approach to organisational efficiency and effectiveness and to analyse the benefits that can accrue from implementing effective supply chain practices.

Learning Outcomes

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

1. Appraise the complexities of supply chain management as it applies to a variety of logistics & supply chain businesses.
2. Demonstrate an understanding of the role played by technology and information technology in supply chain operations.
3. Demonstrate the linkage between the overall business aims and managing the strategic objectives of the supply chain.
4. Develop reflective practice and skills for effective individual and professional development.

Teaching and Learning Strategies

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. Autonomous and reflective learning will be actively encouraged and facilitated. Application of theory in class through group activity and class discussion.

Assessment Strategies

The student will be assessed as follows:

1. Team-based assignment/project (55%)
2. Individual Reflective Report. (15%)
3. Individual End-of-Semester Exam (30%)

Repeat Assessment Procedures

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

The student may be required to submit an individual assignment and/or re-sit a repeat examination worth 100% depending on each individual's case.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

Logistics and Supply Chain Strategy

Logistics strategy, aligning strategies and differentiating strategies. Supply Chain definition and concepts; supply chain structure and tiering. Materials and information flow. Competing through logistics, order winning qualifiers

Materials Management Concepts

The supply chain concept; Materials management, supply chain management and logistics; Defining inventory; Inventory policies and influences; Inventory valuation and pricing; Inventory costs; Economic order Quantity (EOQ); Reducing inventory costs; Inventory management and control systems. Supply, and materials management concepts in the primary, secondary and tertiary sectors; Categorisation of resource needs - raw materials; MRO; capital goods; resale goods and services; Lean supply; achieving a lean supply chain.

Analysing Requirements

Main characteristics of specifications; Performance and conformance specifications; Specifying goods and services; Service level agreements (SLAs); Managing quality; Quality control and quality assurance; The customer service imperative. Capital and revenue purchasing techniques; Tendering procedures; EU Procurement Directives; Quotation analysis; e-Sourcing / e-Purchasing. The sourcing stages; The good supplier. Sourcing policy decision areas: Supplier appraisal / evaluation; Ethical sourcing and trading; The negotiation process; Introduction to commercial relationships;

Supplying Requirements

Standardisation and variety reduction; Value analysis and value engineering; Total acquisition cost (TAC); Methods of reducing TAC; Dependent and independent demand; Materials Requirements Planning; Enterprise Resource Planning; e-Purchasing models and benefits. Organising for effective purchasing; Centralisation and decentralisation; Ordering procedures – the purchasing cycle; relationships with internal and external customers; organisational and professional ethics. Vendor rating.

Supply Chain Planning and Control

Physical management of inventory; Determination of stockholding policy; Operation and location of stores facilities; Stock location, layout and internal movement of goods; Coding systems; Electronic communications in stores; Stocktaking procedures; Transport and transport systems; Physical distribution management (PDM). JIT and Lean product and facility design systems.

The Commercial Environment

Internal and external aspects; External factors impacting on purchasing and supply; Local versus global supply; Organisational purposes and objectives; Stakeholders in the economy; The evolution of professional purchasing; The Purchasing and Supply; The Value Chain concept; Purchasing and cost reduction; Purchasing and inter-functional relationships. The “5 Rights” fundamental objectives – to acquire the right quality of material, at the right time, in the right quantity, from the right source and at the right price.

The Competitive Environment

Understanding the competitive commercial environment; Demand and supply in a purchasing and supply context; Market structure and its impact on purchasing and supply decisions, including strategic options and elasticity; Barriers to entry and exit in an industry / market; Competition and regulation. Identification of threats and opportunities; Dealing with environmental threats and opportunities; Management of the commercial environment by organisations and purchasing and supply personnel.

Understanding the Global Supply Chain Environment

The global and local factors affecting a business; The tools available to analyse different dimensions of the business environment; Impact of technology; The effects of changes in the purchasing and supply environment; Purchasing and supply trends globally. Purchasing and organisational variables; purchasing and the product variables; The purchasing cycle; Purchasing procedures; The basis of a contract; Purchasing documentation and automation. The ethical role of the Purchasing Professional.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	70 %
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End of Semester / Year Formal Examination	30 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Team-based Assignment	1,3	55	Week 11

Individual Reflective Report	4	15	Week 12
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End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Examination	1,2,3	30	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	6	Weekly	6.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00

Total Average Weekly Learner Workload 6.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

European Logistics & Supply Chain Digest

International Journal of Logistics & Supply Chain and Distribution Management

International Review of Logistics & Supply Chain, Distribution and Consumer Research

Journal of Logistics & Supply Chaining

Journal of Logistics & Supply Chaining and Consumer Services

Service Industries Journal

Logistics & Supply Chain News

Co-op Logistics & Supply Chain Review

Scottish Logistics & Supply Chain Review, Distributive Trades Index

Module URL's

www.forfas.ie

www.datamonitor.com

Additional Information

None

ISBN BookList

Book Details

John Mangan 2011 *Global Logistics and Supply Chain Management* Wiley
ISBN-10 1119998840 ISBN-13 9781119998846

Paul Myerson 2012 *Lean Supply Chain and Logistics Management* McGraw-Hill Professional
ISBN-10 007176626X ISBN-13 9780071766265

Martin Christopher 2011 *Logistics and Supply Chain Management (4th Edition) (Financial Times Series)*
FT Press
ISBN-10 0273731122 ISBN-13 9780273731122

Alan Harrison 2011 *Logistics Management and Strategy: Competing through the Supply Chain (4th Edition)* Prentice Hall
ISBN-10 0273730223 ISBN-13 9780273730224

C. John Langley 2012 *Managing Supply Chains: A Logistics Approach*. Thomson South-Western
ISBN-10 111153392X ISBN-13 9781111533922

Sourcing and Supply Chain Management
ISBN-10 0324381395 ISBN-13 9780324381399

Approval Information

School Approval by Owen Ross on 10-07-2019

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



FREN08005 French 4.1

Transcript Title	French 4.1				
Full Title	French 4.1				
Attendance	75	Award Area	French		
Coordinator	Brigid Delamere	Department	Social Sciences		
Co Author(s)	Geraldine McDermott, Imelda Cooke, Lorna Mitchell, Marguerite Shanley				
Official Code	FREN08005	NFQ Level	08	ECTS Credit	05

Module Description

The module consolidates the students' existing fluency and accuracy in oral production and aural comprehension and extends their knowledge of Francophone culture.

Learning Outcomes

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

1. Follow extended speech and complex lines of argument on reasonably familiar topics.
2. Demonstrate understanding of texts relating to the workplace and contemporary culture and society.
3. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society of French-speaking countries.
4. Plan a strategy for future, independent language learning.

Teaching and Learning Strategies

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 Strategies

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

Repeat Assessment Procedures

Repeat Exams are in August. 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.

Assessment Facilities

Access to the Language Laboratory is required.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

Topics will be selected from the following list:

Job applications and interviews

Working life and the working environment

Presentation skills in French

Contemporary culture and society in France

Current affairs

Grammar

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 100 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Project on Current Affairs/ Culture/Society	1,2,3,4	100	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Directed Learning	Flat Classroom	Lectures	2	Weekly	2.00
Practical	Language Labs	Aural and oral work	1	Weekly	1.00

Independent Learning	Not Specified	Independent Learning	5	Weekly	5.00
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Total Average Weekly Learner Workload 3.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Grammaire Progressive Du Francais: Niveau Avance

Michele Boulares; Jean-Louis Frerot

ISBN 10: 2090338628 / 2-09-033862-8

ISBN 13: 9782090338621

Publisher: Cle Intl

Publication Date: 1999

All other books in ISBN list below

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Module Alternate Book Resources

None

Module Other Resources

Label France French Ministry of Foreign Affairs Quarterly publication

ParisMatch Weekly publication

Le Nouvel Observateur Weekly publication

Module URL's

www.larousse.fr/dictionnaires
<http://www.france-bienvenue.fr/>
<http://www.lepointdufle.net/>
<http://www.bbc.co.uk/education/languages/french>
www.lemonde.fr
<http://bibliolangues.free.fr>

Additional Information

None

ISBN BookList

Book Details

Bernard Grosz 2005 *Access French 2: An Intermediate Language Course (BK) (French Edition)* Routledge

ISBN-10 0340884851 ISBN-13 9780340884850

Penfornis *Affaires.com Workbook (French Edition)* Cle

ISBN-10 2090354305 ISBN-13 9782090354300

Collins Dictionaries 2010 *Collins Robert French Dictionary: With Free Online Access (Collins Complete and Unabridged) (French and English Edition)* Collins

ISBN-10 000733155X ISBN-13 9780007331550

GRAHAM BISHOP 2005 *Developing Writing Skills in French* Routledge

ISBN-10 0415348978 ISBN-13 9780415348973

Raymond F. Comeau 2005 *Ensemble: Grammaire en action (French Edition)* Wiley

ISBN-10 0471488267 ISBN-13 9780471488262

Lucette Barbarin 2002 *French for Business: STUDENTS BOOK, 5ED (French Edition)* Routledge

ISBN-10 0340846925 ISBN-13 9780340846926

Margaret Jubb 2008 *French Grammar in Context (Languages in Context) (French Edition)* Routledge

ISBN-10 0340968745 ISBN-13 9780340968741

Dr Roger Hawkins 2010 *French Grammar Pack: French Grammar and Usage (HRG) (French Edition)* Routledge

ISBN-10 0340991240 ISBN-13 9780340991244

Maia Gregoire 2003 *Grammaire Progressive Du Francais: Avec 600 Exercices (French Edition)*

Distribooks Inc

ISBN-10 2090338482 ISBN-13 9782090338485

William Edmiston 2009 *La France contemporaine* Cengage Learning

ISBN-10 1428231234 ISBN-13 9781428231238

Niveau Moyen *Objectif Enterprise: Livre De L'eleve (French Edition)* Hachette

ISBN-10 2011549981 ISBN-13 9782011549983

Eugene O'Sullivan *Pas a Pas En Francais* Folens Publishers UK

ISBN-10 0861214684 ISBN-13 9780861214686

Collectif 2011 *Pour Parler Affaires (New Edition): Livre + CD Audio (2) (French Edition)* Difusion Centro de Publicacion y Publicaciones de Idiomas, S.L.

ISBN-10 8484438562 ISBN-13 9788484438564

H. Jay Siskin 2011 *Tches d'encre: French Composition* Cengage Learning

ISBN-10 049591553X ISBN-13 9780495915539

Margaret Jubb 2007 *Upgrade Your French, Second Edition (French Edition)* Routledge

ISBN-10 0340943130 ISBN-13 9780340943137

Claire Miquel 2013 *Vocabulaire Progressif du Francais - Nouvelle Edition: Livre + Audio CD (Niveau Avance) (French Edition)* French and European Publications Inc
ISBN-10 2090381302 ISBN-13 9782090381306

Jean-Luc Penfornis 2013 *Vocabulaire Progressif du Francais des Affaires 2eme Edition: Livre + CD Audio (French Edition)* French and European Publications Inc
ISBN-10 2090381434 ISBN-13 9782090381436

Approval Information

School Approval by Oliver Hegarty on 15-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_HCCMT_8	201500	Bachelor of Arts (Honours) in Childcare Management
AL_BTOUR_8	201500	Bachelor of Business (Honours) in Tourism and Hospitality Management
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_MDAPPL_K08	201500	Bachelor of Arts (Honours) in Applied Social Studies in Social Care
AL_HSOCS_8	201600	Bachelor of Arts (Honours) 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_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
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_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



GERM08014 German 4.1

Transcript Title German 4.1

Full Title German 4.1

Attendance 75 Award Area German

Coordinator Valerie Besler Department Social Sciences

Co Author(s) Geraldine McDermott, Eimear Kelly, Doireann O'Callaghan, Marguerite Shanley

Official Code GERM08014 NFQ Level 08 ECTS Credit 05

Module Description

The module consolidates the students' existing fluency and accuracy in oral production and aural comprehension and extends written production skills while exploring German society and culture.

Learning Outcomes

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

1. Follow extended speech and complex lines of argument on reasonably familiar topics.
2. Demonstrate understanding of texts relating to the workplace and contemporary culture and society.
3. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society of Germany.
4. Plan a strategy for future, independent language learning.

Teaching and Learning Strategies

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 Strategies

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

Repeat Assessment Procedures

Repeat exams are in August. Students will be assessed by means of written, oral and aural assessments.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

Job applications and interviews

Working Life and the working environment

Presentation skills in German

Contemporary culture and society in Germany

Current affairs

Grammar

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 100 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Project	1,2,3,4	100	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Language Labs	Project	3	Weekly	3.00
Independent Learning	Not Specified	Independent learning	5	Weekly	5.00

Total Average Weekly Learner Workload 3.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

None

Module URL's

None

Additional Information

None

ISBN BookList

Book Details

2014 *Aspekte Neu: Lehrbuch B1 Plus MIT DVD (German Edition)* Klett (Ernst) Verlag, Stuttgart
ISBN-10 3126050158 ISBN-13 9783126050159

Helen Schmitz 2005 *Einfach Grammatik (German Edition)* Klett (Ernst) Verlag, Stuttgart
ISBN-10 3126063683 ISBN-13 9783126063685

Praca Zbiorowa 2014 *Mittelpunkt Neu Zweibandig: Lehr- Und Arbeitsbuch B1+ MIT CD Zum Arbeitsbuch (German Edition)* Klett (Ernst) Verlag, Stuttgart
ISBN-10 3126766455 ISBN-13 9783126766456

Approval Information

School Approval by Oliver Hegarty on 15-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_HCCMT_8	201500	Bachelor of Arts (Honours) in Childcare Management
AL_BTOUR_8	201500	Bachelor of Business (Honours) in Tourism and Hospitality Management
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_MDAPPL_K08	201500	Bachelor of Arts (Honours) in Applied Social Studies in Social Care
AL_HSOCS_8	201600	Bachelor of Arts (Honours) 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_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
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_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



SPAN08005 Spanish 4.1

Transcript Title	Spanish 4.1		
Full Title	Spanish 4.1		
Attendance	75	Award Area	Spanish
Coordinator	Elsie Burgoyne	Department	Social Sciences
Co Author(s)	Doireann O'Callaghan, Geraldine Ward		
Official Code	SPAN08005	NFQ Level	08
		ECTS Credit	05

Module Description

The module consolidates the students' existing fluency and accuracy in oral production and aural comprehension and extends written production skills while exploring Spanish society and culture.

Learning Outcomes

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

1. Follow extended speech and complex lines of argument on reasonably familiar topics;
2. Demonstrate understanding of texts relating to the workplace and contemporary culture and society;
3. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society of Spanish-speaking countries;
4. Plan a strategy for future, independent language learning.

Teaching and Learning Strategies

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 Strategies

Students will be assessed by means of written, oral and aural assessments. CA (100% - Project relating to some topic covered in Current Affairs/Culture/Society)

Repeat Assessment Procedures

Repeat exams are in August.

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.

Assessment Facilities

Language laboratory

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

Job applications and interviews

Working life and the working environment

Presentation skills in Spanish

Contemporary culture and society in Spain and other Spanish-speaking countries.

Current affairs

Grammar

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 100 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Oral presentation and submission of portfolio	1,2,3,4	100	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Directed Learning	Flat Classroom	Oral Production and Portfolio Preparation	2	Weekly	2.00

Practical	Language Labs	Oral and Aural Comprehension	1	Weekly	1.00
Independent Learning	Not Specified	Independent Learning	5	Weekly	5.00

Total Average Weekly Learner Workload 3.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Ortega, A., Beaven, T., Garrido, C & Scrivener, S. (2009) ¡Exacto! A Practical Guide to Spanish Grammar. Arnold.

Applebaum, S. (2009) A Second Spanish Reader : A Dual Language Book. Dover.

Collins Spanish Dictionary. Latest Edition

Module Alternate Book Resources

None

Module Other Resources

None

Module URL's

Applied Spanish 4.1 Moodle Page with video clips, class notes, quizzes, etc.

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

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

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

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

Additional Information

None

ISBN BookList

Book Details

Collins Dictionaries 2013 *Collins Pocket Spanish Dictionary (Spanish and English Edition)* Collins
ISBN-10 0007485484 ISBN-13 9780007485482

Pasos 2 Support Book 3rd
ISBN-10 0340971231 ISBN-13 9780340971239

Conrad Schmitt 2013 *Schaum's Outline of Spanish Grammar, 6th Edition (Schaum's Outline Series)*
McGraw-Hill
ISBN-10 0071830413 ISBN-13 9780071830416

Approval Information

School Approval by Oliver Hegarty on 15-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_HCCMT_8	201500	Bachelor of Arts (Honours) in Childcare Management
AL_BTOUR_8	201500	Bachelor of Business (Honours) in Tourism and Hospitality Management
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_MDAPPL_K08	201500	Bachelor of Arts (Honours) in Applied Social Studies in Social Care
AL_HSOCS_8	201600	Bachelor of Arts (Honours) 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_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
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_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



FIN08012

Financial Management 4B

Transcript Title	Financial Management 4B		
Full Title	Financial Management 4B		
Attendance	75	Award Area	Finance
Coordinator	Paul Prendergast	Department	Business and Management
Official Code	FIN08012	NFQ Level	08
		ECTS Credit	05

Module Description

The aim of the module is to develop the student's ability to critically evaluate financial theory, and apply financial management concepts to various business situations.

Learning Outcomes

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

1. Demonstrate an appreciation of the benefits and shortcomings of financial theory and models.
2. Evaluate, select and apply appropriate techniques for various circumstances used in treasury-management, and investment decision-making.
3. Interpret financial information, and related external market information.
4. Assess corporate expansion proposals, and determine likely EPS, share price and financial risk impact.
5. Analyse and synthesise the changing competitive business environment, in order to formulate financial strategy.

Teaching and Learning Strategies

Topics will be introduced by the lecturer with the aid of powerpoint slides, with business news video links. Narrative issues will also be dealt with by class discussions. Case studies involving numerical calculations will be first demonstrated by the lecturer, while the class will then attempt a second case on the same issue. Notes will be available for download and are necessary for class, while the course is clearly linked to the main text.

Assessment Strategies

A one-hour multiple-choice assessment measuring mainly quantitative skills will take place in week 6. This will include negative marking to make it academically valid. Students that are unwilling to sit this exam will not be given an alternative.

The end of semester exam, warranting 80% of the total marks, will examine both quantitative skills and narrative learning.

Repeat Assessment Procedures

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

A repeat multiple-choice assessment will be available for those students who follow the procedure.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

1. Sources of Finance

Internal and external sources of finance -benefits and disadvantages-. Impact of debt on companies, study of the bond market (Yield to redemption and value calculations). Overtrading and working capital management revision.

2. Market Theory

The efficient market hypothesis (EMH) and over-reaction theories. Dividend policy: M&M and traditional theories and practice. Security valuation.

3. Company Valuation

Theoretical methods of corporate valuation and practical application (Discounted cash flow methods, PE & EBITDA-multiples, and asset valuation techniques).

4. External Growth & Reorganisation.

Amalgamations, mergers and takeovers. Forecasting performance (EPS) and share value where there is expansion and related corporate fund-raising through debt and equity (R.I.).

5. Emerging trends and corporate financial management activity as per ongoing business media.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	20 %
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End of Semester / Year Formal Examination	80 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Multiple Choice class questions with marking scheme	2,3	-	Week 2

Multiple-choice Assessment	2,3	20	Week 6
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End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam Answer 3 of 4 questions numerical and narrative	1,2,3,4,5	80	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Introduction to topic	1	Weekly	1.00
Directed Learning	Lecture Theatre	Case issue solved by lecturer with class input	1	Weekly	1.00
Problem Based Learning	Lecture Theatre	Case completed by students	1	Weekly	1.00
Independent Learning	Not Specified	Homework assignments, and study	5	Weekly	5.00

Total Average Weekly Learner Workload 3.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

Financial Times

Sunday Business Post

The Irish Times

Financial Management journal CIMA

Module URL's

<http://www.ait.ie/aboutaitandathlone/moodle/>

<http://www.gillmacmillan.ie/accounting-finance>

<http://www.ft.com>

<http://www.businessworld.ie>

<http://www.sbpost.ie>

<http://www.ireland.com>

<http://www.economist.com>

<http://www.bloomberg.com>

<http://www.finfacts.ie/irishsharepricesdavy.htm>

<http://www.google.com/finance?q=INDEXDJX:.DJI>

<http://www.cimaglobal.com>

<http://www.accaglobal.com>

<http://www.icaireland.ie>

<http://www.ipai.ie>

<http://www.icaireland.ie>

<http://www.cpaireland.ie>

Additional Information

The teaching strategy will include the delivery of lectures, class demonstrations, the provisioning of an active-learning environment, providing a notes manual, facilitating class discussions, & providing additional information on moodle (web) . The student will benefit from attending lectures, raising questions in class, taking part in class discussions, reading more widely than just the notes (e.g. text book, Financial Times etc.), and contacting the lecturer about specific problems.

ISBN BookList

Book Details

Eddie McLaney 2011 *Business Finance* Financial Times/ Prentice Hall
ISBN-10 ISBN-13

Richard Pike 2012 *Corporate Finance and Investment: Decisions and Strategies* Financial Times Prentice Hall
ISBN-10 0273763466 ISBN-13 9780273763468

Denzil Watson 2013 *Corporate Finance: Principles & Practice* Pearson Education Limited
ISBN-10 0273762745 ISBN-13 9780273762744

Anne Marie Ward 2014 *Finance: Theory and Practice* Chartered Accountants Ireland
ISBN-10 1908199482 ISBN-13 9781908199485

Paul O'Meara *Financial Management* Gill & Macmillan Ltd
ISBN-10 0717145549 ISBN-13 9780717145546

Approval Information

School Approval by Owen Ross on 13-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BBUSI_K08	201700	Bachelor of Business (Honours)
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



MGMT08010

Strategic Implementation

Transcript Title	Strategic Implementation				
Full Title	Strategic Implementation				
Attendance	75	Award Area	Management		
Coordinator	Joe Price	Department	Business and Management		
Co Author(s)	William Meaney, Joe Price				
Official Code	MGMT08010	NFQ Level	08	ECTS Credit	05

Module Description

To analyse and apply Strategic Management Theory. Some emphasis on Strategic Choice/Options but main emphasis on Strategy Implementation.

Learning Outcomes

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

1. Analyse and integrate critical elements of strategic management theory.
2. Analyse interrelationships between formulation and implementation of strategy.
3. Determine and analyse critical elements in effective strategy implementation.
4. Demonstrate good judgement in the determination of strategic priorities and strategies, and their application to non-structured case studies in complex and uncertain environments.
5. Manage self-directed learning, thinking and problem solving approaches, and to demonstrate constructive involvement in an effective peer team-based approach to learning.
6. Prepare, present and defend case answers while demonstrating effective interpersonal and presentational skills.

Teaching and Learning Strategies

Lectures.

Tutorials.

Real-world case studies.

Teamwork in the case study context; preparation, presentation, analysis and defence of argument.

Moodle ppt's , forum etc.

Assessment Strategies

Case Studies, Practicals, Orals

Repeat Assessment Procedures

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

If necessary each team will be given one (and only one of four case studies) opportunity to resubmit a case study assignment.

Assessment Facilities

Access to Library study rooms for team working research, discussion and presentation of case studies.

Access to AIT Library Electronic Resources on an ongoing basis.

Teamwork in the case study environment.

Written and verbal presentation in a case class setting with peer group.
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Defence of case study work in case class.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

1. Related and unrelated diversification

Strategic, resources and asset fit analyses.

2. Strategy implementation

A framework for executing strategy; strategy and structure, systems and role of people. Building core, competitive and unique competencies and capabilities. Teamworking. Resource allocation and control.

3. Best practice

Quality, quality control, quality assurance and total quality management. Business process reengineering and Six Sigma approaches. Theory and application of Systems and Processes. E-Business and effective strategy implementation. Role of policy and procedures in effective strategy implementation.

4. Motivation and Reward Systems

Performance and reward link. Organisation culture and the cultural web. Leadership and change management in the context of effective strategy implementation.

5. Case Studies

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	30 %
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End of Semester / Year Formal Examination	70 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Written Report Case Study	3,4,5,6	30	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam Written Examination	1,2,3	70	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	Lecture	3	Weekly	3.00
Group Learning	Flat Classroom	Case study Group	1	Weekly	1.00
Independent Learning	Not Specified	Independent Learning	4	Weekly	4.00

Total Average Weekly Learner Workload 4.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

- ME Porter, *Competitive Strategy*, The Free Press. 1980
- ME Porter, *Competitive Advantage*, The Free Press 1985

Module Alternate Book Resources

None

Module Other Resources

- Harvard Business Review
- Sloan Business Review

Module URL's

- www.marketintelligence.com
- www.ft.com
- www.proquest.com
- www.emerald.com
- www.yahoo.com/finance
- www.deloitte.com/industries

Additional Information

It is highly recommended that each student registers with the Financial Times and use the Industries etc. material to keep up-to-date with global PEST and other corporate business context.

ISBN BookList

Book Details

Robert M. Grant 2010 *Contemporary Strategy Analysis: Text Only* Wiley
ISBN-10 0470747102 ISBN-13 9780470747100

Gerry Gallagher 2011 *Corporate Strategy for Irish Companies: Text and Cases* Chartered Accountants Ireland
ISBN-10 1907214658 ISBN-13 9781907214653

Arthur Thompson 2013 *Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases* McGraw-Hill/Irwin
ISBN-10 0078029503 ISBN-13 9780078029509

David Besanko 2009 *Economics of Strategy* John Wiley & Sons Inc
ISBN-10 0470484837 ISBN-13 9780470484838

Gerry Johnson 2014 *Exploring Strategy Text Only* Pearson Education Limited
ISBN-10 129200701X ISBN-13 9781292007014

G.A. Cole *Strategic Management (Management textbooks)* Cengage Learning EMEA
ISBN-10 1858051843 ISBN-13 9781858051840

Peter M. Senge *The Fifth Discipline: Art and Practice of the Learning Organization (Century business)* Random House Business Books
ISBN-10 0712656871 ISBN-13 9780712656870

Approval Information

School Approval by Owen Ross on 13-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BBUSI_K08	201700	Bachelor of Business (Honours)
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



BUS08024

Systems and Project Management

Transcript Title	Systems & Project Management				
Full Title	Systems and Project Management				
Attendance	75	Award Area	Business		
Coordinator	Thomas J O' Donoghue	Department	Business and Management		
Official Code	BUS08024	NFQ Level	08	ECTS Credit	10

Module Description

The requirement for project management skills within the current business context is becoming increasingly important. This module provides the student with essential project management and systems skills required to operate effectively within an organisations. Throughout the module students will be engaging with the core principles and practices of project management, while applying various project management tools and techniques to real-world simulation projects to gain an understanding of the critical nature of project management and how project work functions within organisation.

Learning Outcomes

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

1. Understand the principles of management theory and practices in the area of project management within a business context.
2. Evaluate possible approaches to project management in order to successfully reach project goals, objectives and deliverables.
3. Identify the principles of good leadership and good communications in successful project management and know-how to build and motivate a project team.
4. Utilise cutting edge industry standard project management software tools and techniques to increase efficiency within project planning, scheduling and control.
5. Evaluate, through selected review and audit, the learning outcomes from a project.

Teaching and Learning Strategies

Students will be engaged through a variety of lecturers, practical work and case studies.

Assessment Strategies

35% written examination

65% continuous assessment

A Pass Grade is 40% overall students must achieve a grade of 30% in the written paper to pass this Module.

Repeat Assessment Procedures

Repeat exam are held in August. Repeat assessments are offered in line with the Business School policy as per the programme manual.

Assessment Facilities

IT lab

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

1. Introduction to Project Management

- Definition of project management
- Stages in project management processes
- Project resources and stakeholders
- Project management tools and techniques
- Project management case studies

2. Project Definition

- Project feasibility study
- Defining the project scope and charter
- Identification of project goals and objectives
- Real-world simulation project
- Identification of project risks, budgets and constraints

3. Project Initiation and Planning

- Identification of project tasks
- Identification of project milestones
- Creation of a project plan
- Identification of team roles and responsibilities
- Identification and evaluation of appropriate project management software
- Real-world simulation project

4. Team Building and Communication

- Building a successful project team
- Creating a communication and project management framework
- Assignment of project team responsibilities
- Real-world simulation project

5. Monitoring and Controlling the Project

- Manage and track project work schedules and budgets
- Manage and track project communications and resources
- Evaluating and managing project risk
- Project quality control and change control procedures
- Real-world simulation project

6. Project Conclusion & Review

- Project manager reporting and analysis
- Project close-out reviews
- Going live with IT systems
- Real-world simulation project

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 65 %

End of Semester / Year Formal Examination 35 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Project Simulation	1,2,3,4,5	65	Week 12

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Written Examination	1,2,3,4,5	35	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lectures	3	Weekly	3.00
Workshop	Computer Laboratory	Practicals	4	Weekly	4.00
Independent Learning	Not Specified	Independent Learning	9	Weekly	9.00

Total Average Weekly Learner Workload 7.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

None

Module URL's

None

Additional Information

None

ISBN BookList

Book Details

Project Management Institute 2013 *A Guide to the Project Management Body of Knowledge: PMBOK(R) Guide* Project Management Institute
ISBN-10 1935589679 ISBN-13 9781935589679

Kathy Schwalbe 2013 *Information Technology Project Management, Revised* Cengage Learning
ISBN-10 1285847091 ISBN-13 9781285847092

Kathy Schwalbe 2010 *Information Technology Project Management, Revised (with Premium Online Content Printed Access Card)* Cengage Learning
ISBN-10 1111221758 ISBN-13 9781111221751

Juana Clark Craig 2012 *Project Management Lite: Just Enough to Get the Job Done...Nothing More* CreateSpace Independent Publishing Platform
ISBN-10 1478129220 ISBN-13 9781478129226

Approval Information

School Approval by Owen Ross on 14-04-2015

Academic Council on

17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBLAW_8	201700	Bachelor of Business (Honours) in Business and Law
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BBUSI_K08	201700	Bachelor of Business (Honours)
AL_DDESI_H08	201900	Bachelor of Arts (Honours) in Design, Technology & Innovation
AL_BINTE_H08	202000	Bachelor of Business (Honours) in International Business
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



FIN08002

Financial Markets

Transcript Title	Financial Markets		
Full Title	Financial Markets		
Attendance	75	Award Area	Finance
Coordinator	Karen Guest	Department	Business and Management
Official Code	FIN08002	NFQ Level	08
		ECTS Credit	10

Module Description

This module aims to develop a detailed knowledge, application and analysis of the main theories, macroeconomic issues and operation of the global financial markets.

Learning Outcomes

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

1. Describe, compare, value and assess the main financial securities traded in the global financial markets.
2. Illustrate, interpret and examine the role of interest rates, exchange rates, inflation, regulation, economic and monetary policy on the global financial markets.
3. Demonstrate and compare how financial securities can be used to construct and manage portfolio performance.
4. Assess the importance of and risks associated with international banking and capital flows and its implications for financial markets.
5. Produce and present a report that examines current financial market literature, research and developments and analyses a specified current financial market theme.
6. Distinguish between and assess the roles played by the main financial institutions, participants and professionals that operate within the modern global financial markets.

Teaching and Learning Strategies

Students will be expected to enrol in the Financial Markets moodle page available at www.ait.ie. This page will be administered by the lecturer and will allow registered students to access all relevant lecture notes, assessments and directed web readings and resources. Other information relevant to the course, such as dates and times of assessments and assignment submission, will also be made available via this website.

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

Class time will consist of formal lectures, topic discussion and problem-based learning where questions will be tackled by students under supervision of the lecturer. Students will be expected to engage with the module by attempting questions in class and independently, by participating in class discussion, by asking questions and by reading widely. Case studies and project work will also allow students to engage in debate and defend various financial strategies, theories and monetary policy decisions.

Reference will be made to current financial market developments throughout the course.

Assessment Strategies

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.

The continuous assessment will be summative and will take the form of a class based assessment or a Moodle delivered quiz. This will be worth 10% of the student's final mark.

The written report will also be summative. The student will be required to research, produce and present a report that examines current financial market literature, research and developments or monitors and analyses the performance of a specified financial market portfolio. This will be worth 20% of the student's final mark.

A three hour final exam will take place at the end of the semester. This will be worth 70% of the student's final mark.

Repeat Assessment Procedures

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

Assessment Facilities

Students will be expected to enrol on the financial markets Moodle page available via www.ait.ie in order to access the Moodle delivered quizzes and to upload the written report for assessment.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

Introduction to Financial Markets

Overview of the financial system, financial intermediation, participants in the market, the creation of credit, multiple deposit creation, the money multiplier and the money supply process, liquidity ratios, capital ratios, Basel committee, European Capital Regulation.

Financial Institutions

Central bank, monetary policy & supervision, regulation, types of financial intermediaries, banking institutions, Insurance Institutions, mutual funds, units trusts, Investment Trusts, exchange traded funds (ETFs), pension funds, hedge funds, private equity, sovereign wealth funds (SWFs), specialist financial institutions, venture capital companies, finance companies, factoring agencies

The Domestic and International Money Market

The interbank market, participants in the money market, treasury bills, commercial paper, repurchase agreements (REPOS), certificates of deposit, Euromarkets, Eurobanking, syndicated loans, current developments in the international money markets.

The Domestic & International Bond Market

Participants in the bond market, types of bonds, Issuing bonds, risks associated with bonds, Government bonds, corporate bonds, mortgage and asset backed bonds, hybrid bonds, foreign bonds, junk bonds, Islamic bonds, Eurobonds, yield measures, interest rate risk & duration, modified duration, yield curves, credit ratings, current Innovations in the bond markets.

The Stockmarket and Equities

Types of equity, the major international stockmarkets, participants in the stock market, role of stock exchange, primary and secondary markets, trading in the short, medium and long run, dealing systems, clearing and settlement issues, Issuance of equity, rights issues, pricing of equities, Gordon Growth Model, differential growth models, rates of return, Forecasting earnings, financial ratio analysis, the effects of leverage, current developments in the stock markets.

The Foreign Exchange Market

Determination of exchange rates, foreign exchange risk, arbitrage, spot and forwards, foreign exchange dealing, quotations, fair pricing of foreign currency, cross exchange rates, nominal, real and effective exchange rates, purchasing power parity, international Fischer effect, covered and uncovered interest rate parity, modern theories of exchange rate determination, current developments in the foreign exchange markets.

The Futures Market

Comparison of forwards & futures, exchange traded derivative contracts vs over-the-counter markets, role of the clearing house, open interest and reversing trades, stock index futures, interest rate futures, bond futures, currency futures, current developments in the futures markets.

The Options Market

Options contracts, Calls and Puts, Intrinsic value and time value, Stock Index options, Interest rate options, currency options, uses of option contracts, principles of option pricing, Black Scholes option pricing formula, volatility, sensitivity of option pricing, Put-Call parity, current developments in the options market.

The Swap Market

Comparative advantage, uses for swaps, interest rate swaps, currency swaps, secondary swap market, innovations in the swap market, current developments in the swap market.

Other Financial Derivative Products

Caps, floors, and collars, Collateralized debt obligations (CDOs), Credit Default Swaps (CDSs), special purpose vehicles & entities, pricing of credit derivatives, current developments in the derivative markets.

Financial Innovation and Other Issues

Current relevant topics such as the theory of rational expectations and the efficient market hypothesis, passive versus active investment, smart beta investing, disintermediation, securitisation, globalisation, adverse selection and moral hazard, speculation, arbitrage, financial crises, financial Innovation and the evolution of the banking Industry, the credit crunch, the collapse of the traditional banking model, bank failures – reasons and proposed solutions, government bailouts of financial systems, legislation and regulation, quantitative easing, Islamic finance, consolidation of the financial sector.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	30 %
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End of Semester / Year Formal Examination	70 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Moodle Quiz		-	OnGoing
Continuous Assessment	1,6	10	Week 6
Individual Project	5	20	Week 10

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam	1,2,3,4,6	70	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Tiered Classroom	Lecture	6	Weekly	6.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00
Independent Learning	Not Specified	Project Development	4	Per Module (Semester)	0.27

Total Average Weekly Learner Workload 6.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Module Alternate Book Resources

None

Module Other Resources

None

Module URL's

Students will be expected to enrol in the Financial Markets Moodle page available via www.ait.ie.

Additional Information

None

ISBN BookList

Book Details

Stephen Valdez 2013 *An Introduction to Global Financial Markets* Palgrave Macmillan
 ISBN-10 1137007524 ISBN-13 9781137007520

Keith Pilbeam 2010 *Finance and Financial Markets* Palgrave Macmillan
 ISBN-10 023023321X ISBN-13 9780230233218

Frederic S. Mishkin and Stanley G. Eakin 2011 *Financial Markets and Institutions* Pearson Education
 ISBN-10 0273754440 ISBN-13 9780273754442

Jonh C. Hull 2014 *Fundamentals of futures and Options Markets* Pearson
 ISBN-10 0133382850 ISBN-13 9780133382853

Brian O'Loughlin 2011 *Fundamentals of Investment*. by Brian O'Loughlin, Frank O'Brien Gill & MacMillan
ISBN-10 0717149781 ISBN-13 9780717149780

Approval Information

School Approval by Owen Ross on 13-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
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_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBLAW_8	201900	Bachelor of Business (Honours) in Business and Law
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



HRM08001

Managing People and Organisational Change

Transcript Title	Managing People & Org Change				
Full Title	Managing People and Organisational Change				
Attendance	75	Award Area	Human Resource Management		
Coordinator	Jason Palframan	Department	Business and Management		
Official Code	HRM08001	NFQ Level	08	ECTS Credit	10

Module Description

The aim of this module is to develop the students' ability to apply knowledge gained in formal lectures and tutorials to practical HR situations and to further the students' analytical and problem-solving skills in relation to human resource management issues. In addition, this module will enable the students to develop a critical awareness of good human resource theory and practice and its significance within a range of managerial situations.

Learning Outcomes

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

1. Compare and contrast the links that exist between organisational structure and culture.
2. Compare alternative approaches to managing conflict within an organisation.
3. Critique the impact of a change management initiative on the organisation and propose change management interventions as appropriate.
4. Execute the principles of ethical and socially responsible behaviour to the analysis of business based problems and solutions.
5. Critically reflect and propose actions in response to a variety of human resource issues.
6. Reflect on the module and propose how effective management principles may serve in a future management role.

Teaching and Learning Strategies

Lecture, class discussion, case studies, audio and visual, reflection.

Assessment Strategies

Case study, reflective practice and final exam.

Repeat Assessment Procedures

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

Assessment Facilities

Video playback and sound.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

1. Introduction

- HRM philosophy.
- Best fit strategy.
- Delivering HRM and performance.

2. People, Organisational Culture & structure

- Managing structures and restructuring.
- Changing cultures.
- Approaches and critiques.
- Reforms within the bureaucratic paradigm.

3. Learning and Development at Work

- Single & double loop learning.
- Organisation and organisational learning – a critique, learning organisations, and limits to achieving learning in organisations

4. Managing conflict

- The conflict process.
- Conflict styles.
- Conflict management strategies.

5. Managing Change in the Workplace

- Drivers of change.
- Managing change models.
- Resistance to change.
- Guidelines for effective change management.

6. International HRM

- HR Challenges in Europe & beyond.
- Comparative HRM.
- Managing across cultures,
- The impact of national culture.

7. Corporate Social Responsibility

- Ethical principles
- The process and practices of CSR

8. Performance & Reward at Work

- Performance management process and evaluation.
- Total reward strategies and evaluation.

9. Employee Relations

- New employee relations.
- Employee engagement.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	30 %
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End of Semester / Year Formal Examination	70 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Practical Evaluation Case Study	1,4	20	Week 6
Reflective Essay	5,6	10	Week 13

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam	1,2,3,4,5	70	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	6	Weekly	6.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00

Total Average Weekly Learner Workload 6.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Module Alternate Book Resources

None

Module Other Resources

People Management (CIPD)

Module URL's

www.cipd.co.uk

Additional Information

None

ISBN BookList

Book Details

Michael Armstrong 2014 *Armstrong's Handbook of Human Resource Management Practice: Building Sustainable Organizational Performance Improvement* Kogan Page

ISBN-10 0749469641 ISBN-13 9780749469641

Patrick Gunnigle 2011 *Human Resource Management in Ireland* Gill & Macmillan Ltd

ISBN-10 071714979X ISBN-13 9780717149797

Siobhan D. Tiernan 2013 *Modern Management: Theory and Practice for Students in Ireland* Gill & Macmillan Ltd

ISBN-10 071715632X ISBN-13 9780717156320

Approval Information

School Approval by Owen Ross on 13-04-2015

Academic Council on

17-04-2015

Programme Membership

Code	Intake Year	Programme Title
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_G07	201700	Bachelor of Arts in Business in Business Psychology
AL_BBUSI_K08	201700	Bachelor of Business (Honours)
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBLAW_8	201700	Bachelor of Business (Honours) in Business and Law
AL_BPSYC_8	201700	Bachelor of Arts (Honours) in Business Psychology
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBLAW_8	201900	Bachelor of Business (Honours) in Business and Law
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



BUS08026

Contemporary Issues in Marketing

Transcript Title	Contemporary Issues in Mkning		
Full Title	Contemporary Issues in Marketing		
Attendance	75	Award Area	Business
Coordinator	Brenda Flaherty	Department	Business and Management
Co Author(s)	Louise Murray, Brenda Flaherty		
Official Code	BUS08026	NFQ Level	08
		ECTS Credit	10

Module Description

This module will provide students' with an overview of the latest developments in scholarship and practice in marketing and develop students' understanding of the link between the two. It also serves to familiarise students with the nature of the marketing role in organisations and enables them to think creatively and constructively about the challenges in marketing.

Learning Outcomes

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

1. Investigate aspects of the theoretical and practical context in which marketing activities are undertaken.
2. Evaluate the impact of developments in ethics and sustainability on marketing.
3. Describe the changing role of consumer behaviour and the implications for modern organisation.
4. Engage in debate about the impact of technology on the marketing paradigm.
5. Reflect on contemporary marketing knowledge of the modern consumer in the context of the global experience.

Teaching and Learning Strategies

The teaching and learning strategy consists of a combination of lectures, tutorials 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 Strategies

The assessment strategy will consist of four separate activities that will develop knowledge, understanding and application of the indicative syllabus. The first assessment is a performance evaluation worth 10% which will be decided based on the students' quality of discussion in class and their analysis of the academic readings around each topic. The second assessment is a literature review of a contemporary marketing topic (20%). The third assessment is a group presentation of a contemporary marketing topic

(10%). The fourth assessment worth 60% is an end of semester examination. Feedback is regularly provided to students on discussion and case studies undertaken in class and on sample answers to exam questions. Self-directed learning will be encouraged through use of Moodle for lecture notes and topic information sharing. Moodle will also serve as a space for topic discussion. This module will help students in the competencies of self-management, thinking and problem solving, working together and communicating, understanding the business and using language effectively.

Repeat Assessment Procedures

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

Repeat assessment is a written exam.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

1. Introduction to Marketing in Contemporary Organisations

- Problems with the definition of marketing.
- Role of marketing in the organisation.
- Consumers' opinions of marketing.

2. History of Marketing Thought

- The marketing concept through the decades.

3. Postmodern Marketing and Beyond

- Modernity versus Postmodernity.
- Understanding the postmodern consumer.

4. Arts Marketing

- Art worlds or cultural industries?
- Art brands.
- Arts marketers

5. Building Brand Cultures

- Building brand culture from inside and outside the organisation.
- Creating iconic brands.

6. Consumer Collectives

- Neo-tribes.
- Brand communities.
- Counter cultures and resistance groupings.
- Shared lifestyles.

7. Gender and Consumer Behaviour

- Feminism and consumption.
- Theorising gender and consumption.
- Gender and the development of consumer culture.
- Selling gender.

8. Ethical Debates in Marketing

- Marketing ethics: a definition and scope.
- The role of marketing ethics.
- Ethical criticisms of marketing practice.

9. Sustainable Marketing and the Green Consumer

- The birth and evolution of sustainable marketing.
- Sustainable marketing and corporate responsibility.
- Regulation/Legislation.
- Green marketing and the green consumer.

10. Social Marketing and Consumer Citizenship

- The evolution of social marketing.
- The potential and limitations of social marketing.

11. New Technologies of Market Research

- Videography.
- Netnography.
- Online communities.

- Blogs and blogging.
- Virtual reality.
- Data capture, mining and analytics

12. Global Consumer

- Globalisation.
- Global corporations and the role of marketing.
- Homogenous consumers.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 40 %

End of Semester / Year Formal Examination 60 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Performance Evaluation	1,2,3,4,5	10	OnGoing
Literature Review	1,5	20	OnGoing
Group Presentation	1,5	10	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam	1,2,3,4,5	60	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture	4	Weekly	4.00
Tutorial	Flat Classroom	Tutorial	2	Weekly	2.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00

Total Average Weekly Learner Workload 6.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

Business and Finance

Harvard Business Review

Irish Marketing Journal

Irish Marketing Review

Journal of Consumer Marketing

Journal of Consumer research

Journal of Digital Marketing

Journal of Marketing

McKinsey Quarterly

Module URL's

Due to the constantly evolving nature of this subject, students are encouraged to continually read related websites.

Additional Information

ISBN BookList

Book Details

Elizabeth Parsons 2009 *Contemporary Issues in Marketing and Consumer Behaviour* Routledge
ISBN-10 0750687398 ISBN-13 9780750687393

2009 *Critical Marketing: Issues in Contemporary Marketing* Wiley
ISBN-10 0470511982 ISBN-13 9780470511985

Dave Chaffey 2012 *Digital Marketing: Strategy, Implementation and Practice* Pearson Education
ISBN-10 0273746103 ISBN-13 9780273746102

Patrick E. Murphy 2012 *Ethics in Marketing: International Cases and Perspectives* Routledge
ISBN-10 0415783526 ISBN-13 9780415783521

Warren J. Keegan Mark Green 2014 *Global Marketing 8e By Warren J. Keegan* Pearson
ISBN-10 1292017384 ISBN-13 9781292017389

John Grant 2007 *The Green Marketing Manifesto* Wiley
ISBN-10 0470723246 ISBN-13 9780470723241

Approval Information

School Approval by Owen Ross on 13-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_BDIGI_8	201700	Bachelor of Business (Honours) in Digital Marketing
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBLAW_8	201700	Bachelor of Business (Honours) in Business and Law
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BDMKG_8	201900	Bachelor of Business (Honours) in Digital Marketing
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



MGMT08021

Ethical Decision Making and Leadership

Transcript Title	Ethical Decision Making				
Full Title	Ethical Decision Making and Leadership				
Attendance	75	Award Area	Management		
Coordinator	Teresa O'Hara	Department	Business and Management		
Official Code	MGMT08021	NFQ Level	08	ECTS Credit	10

Module Description

This module explores how frames of reference and strong contexts can determine the types of decisions that people make and their capacity to lead in an ethical way. The corporate scandals at companies such as Anglo-Irish Bank, Enron and Tyco, the political leadership of countries facing unrest, and the current financial crisis in Ireland, Europe and the US has attracted much debate regarding the role that leadership plays in the demise of both companies, governments and countries. Leaders and their characteristics are often one of the contributing factors to these events. However, in reality, organisations are complex social systems and many of these corporate scandals have multiple causes. This module uses a systems perspective and places events in context to provide valuable insights.

Learning Outcomes

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

1. Explain the impact of social context on individual decision making and leadership using various theories from management, psychology and behavioural economics.
2. Apply these theory to the analysis of organisational events and scandals in recent times.
3. Assess the risks of "ethical blindness" on how people make decisions.
4. Evaluate obstacles to ethical decision making in the perception of ethical context and impact analysis and action.
5. Evaluate why organisations find it difficult to fix ethical problems.

Teaching and Learning Strategies

This course will be taught using case study analysis as well as getting participants to engage in assessing their own personal dilemmas. Each week a different case study will be used where the students will present on the issues identified as well as engaging in class debate.

Assessment Strategies

The assessment strategy will consist of a weekly case study analysis, discussion, debate and presentation. Students will choose one of these case studies to write up in detail as an end of semester

project. Students will also submit an individual essay which looks in detail at one corporate or organisational event and the ethical implications of what happened. The students will also submit a reflective report linked to the key course themes.

Repeat Assessment Procedures

Repeat assessment will be in line with School policy as per the programme manual.

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

1. Ethical and unethical decision-making.
2. Leadership in context: leaders, followers, and system issues.
3. Toxic leadership.
4. The power of frames: how people construct their reality.
5. The power of strong situations.
6. Blind spots in organisations
- 7 The power of noticing.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 100 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Essay	1,2,3,4,5	30	End of Semester
Case Study Review	1,2,3,4,5	50	OnGoing
Reflective Report	3,4	20	End of Semester

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture	6	Weekly	6.00
Independent Learning	Not Specified	Independent Learning	10	Weekly	10.00

Total Average Weekly Learner Workload 6.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

None

Module URL's

None

Additional Information

None

ISBN BookList

Book Details

Simon Carswell 2012 *Anglo Republic: Inside the Bank That Broke Ireland* Penguin Books Ltd
 ISBN-10 0241954444 ISBN-13 9780241954447

Max H. Bazerman 2012 <i>Blind Spots: Why We Fail to Do What's Right and What to Do about It</i> Princeton University Press ISBN-10 0691156220 ISBN-13 9780691156224
Richard Curran 2013 <i>Fingers: The Man who Brought Down Irish Nationwide and Cost us 5.4bn</i> Gill & MacMillan, Limited ISBN-10 0717155838 ISBN-13 9780717155835
Ray Perman 2013 <i>Hubris: How HBOS Wrecked the Best Bank in Britain</i> Birlinn Ltd ISBN-10 1780271328 ISBN-13 9781780271323
<i>Into Thin Air: A Personal Account of the Everest Disaster</i> Pan Books ISBN-10 1447200187 ISBN-13 9781447200185
Max Bazerman 2014 <i>The Power of Noticing: What the Best Leaders See</i> Simon & Schuster ISBN-10 147670029X ISBN-13 9781476700298
Bethany McLean 2013 <i>The Smartest Guys in the Room: The Amazing Rise and Scandalous Fall of Enron</i> Portfolio Trade ISBN-10 1591846609 ISBN-13 9781591846604
Alan Goldman 2009 <i>Transforming Toxic Leaders</i> Kogan Page Ltd ISBN-10 0749458852 ISBN-13 9780749458850
Margaret Heffernan 2012 <i>Willful Blindness: Why We Ignore the Obvious at Our Peril</i> Walker & Company ISBN-10 0802777961 ISBN-13 9780802777966

Approval Information

School Approval by Owen Ross on 13-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_BSTUD_B	201700	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
AL_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



FREN08004 French 4.2

Transcript Title	French 4.2		
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Full Title	French 4.2		
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Attendance	75	Award Area	French
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Coordinator	Brigid Delamere	Department	Social Sciences
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Co Author(s)	Mairead Seery, Geraldine McDermott, Imelda Cooke, Lorna Mitchell, Marguerite Shanley		
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Official Code	FREN08004	NFQ Level	08	ECTS Credit	05
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Module Description

The module consolidates the students' existing fluency and accuracy in oral production and aural comprehension and extends written production skills while exploring French society and culture.

Learning Outcomes

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

1. Give clear detailed descriptions and presentations on a range of subjects related to the workplace and contemporary culture and society.
2. Enter unprepared into conversation on topics relating to the workplace and contemporary culture and society.
3. Demonstrate understanding of texts relating to the workplace and contemporary culture and society.
4. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society of French-speaking countries.
5. Demonstrate a critical awareness of contemporary culture and society of French-speaking countries.

Teaching and Learning Strategies

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 Strategies

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

Repeat Assessment Procedures

Repeat Exams will take place in August. 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

Assessment Facilities

Access to the Language Laboratory is required

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

Topics will be chosen from the following list:

Job applications and interviews

Working life and the working environment

Presentation skills in French

Contemporary culture and society in France

Current affairs

Grammar

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 40 %

End of Semester / Year Formal Examination 60 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Oral examination	1,2,5	40	Week 10

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Written examination	1,3,4,5	60	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture	2	Weekly	2.00
Practical	Language Labs	Aural and oral work	1	Weekly	1.00
Independent Learning	Not Specified	Independent learning	5	Weekly	5.00

Total Average Weekly Learner Workload 3.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

Label France French Ministry of Foreign Affairs Quarterly publication

ParisMatch Weekly publication

Le Nouvel Observateur Weekly publication

Module URL's

www.larousse.fr/dictionnaires

<http://www.france-bienvenue.fr/>

<http://www.lepointdufle.net/>

<http://www.bbc.co.uk/education/languages/french>

www.lemonde.fr
http://bibliolangues.free.fr

Additional Information

None

ISBN BookList

Book Details

Roger Hawkins 2010 *French Grammar Pack: French Grammar and Usage (HRG) (French Edition)* Routledge
Routledge
ISBN-10 ISBN-13

Jean-Luc Penfornis 2013 *Vocabulaire Progressif du Francais des Affaires 2eme Edition: Livre CD Audio (French Edition)* French and European Publications Inc
Jean-Luc Penfornis
ISBN-10 ISBN-13

Collins Dictionaries 2010 *Collins Robert French Dictionary: With Free Online Access (Collins Complete and Unabridged) (French and English Edition)* Collins
ISBN-10 ISBN-13

Graham Bishop 2005 *Developing Writing Skills in French* Routledge
ISBN-10 ISBN-13

Raymond F. Comeau 2005 *Ensemble: Grammaire en action (French Edition)* Wiley
ISBN-10 ISBN-13

Lucette Barbarin 2002 *French for Business: STUDENTS BOOK, 5ED (French Edition)* Routledge
ISBN-10 ISBN-13

William Edmiston 2009 *La France contemporaine* Cengage Learning
ISBN-10 ISBN-13

Collectif 2011 *Pour Parler Affaires (New Edition): Livre CD Audio (2) (French Edition)* Difusion Centro de Publicacion y Publicaciones de Idiomas, S.L.
ISBN-10 ISBN-13

H. Jay Siskin 2011 *Taches d'encre: French Composition* Cengage Learning
ISBN-10 ISBN-13

Claire Miquel 2013 *Vocabulaire Progressif du Francais - Nouvelle Edition: Livre Audio CD (Niveau Avance) (French Edition)* French and European Publications Inc
ISBN-10 ISBN-13

Margaret Jubb 2008 *French Grammar in Context (Languages in Context) (French Edition)* Routledge
ISBN-10 ISBN-13

Approval Information

School Approval by Oliver Hegarty on 15-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_HCCMT_8	201500	Bachelor of Arts (Honours) in Childcare Management
AL_BTOUR_8	201500	

		Bachelor of Business (Honours) in Tourism and Hospitality Management
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_MDAPPL_K08	201500	Bachelor of Arts (Honours) in Applied Social Studies in Social Care
AL_HSOCS_8	201600	Bachelor of Arts (Honours) 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_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
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_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



GERM08015 German 4.2

Transcript Title	German 4.2		
Full Title	German 4.2		
Attendance	75	Award Area	German
Coordinator	Valerie Besler	Department	Social Sciences
Co Author(s)	Mairead Seery, Geraldine McDermott, Eimear Kelly, Doireann O'Callaghan, Vincent O' Connor, Marguerite Shanley		
Official Code	GERM08015	NFQ Level	08
		ECTS Credit	05

Module Description

The module consolidates the students' existing fluency and accuracy in oral production and aural comprehension and extends written production skills while exploring German society and culture.

Learning Outcomes

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

1. Give clear detailed descriptions and presentations on a range of subjects related to the workplace and contemporary culture and society.
2. Enter unprepared into conversation on topics relating to the workplace and contemporary culture and society.
3. Demonstrate understanding of texts relating to the workplace and contemporary culture and society of German speaking countries.
4. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society.
5. Demonstrate a critical awareness of contemporary culture and society of German speaking countries.

Teaching and Learning Strategies

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 Strategies

Repeats exams will be held in August.

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

Repeat Assessment Procedures

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

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

Job applications and interviews

Working life and the working environment

Presentation skills in German

Contemporary culture and society in German speaking countries.

Current affairs

Grammar

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 40 %

End of Semester / Year Formal Examination 60 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Oral Exam	3,4,5	40	Week 10

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Written Exam	1,2,3,4,5	60	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Lecture	Lecture Theatre	Lecture	3	Weekly	3.00
Independent Learning	Not Specified	Independent Learning	5	Weekly	5.00

Total Average Weekly Learner Workload 3.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

None

Module URL's

None

Additional Information

None

ISBN BookList

Book Details

2014 *Aspekte Neu: Lehrbuch B1 Plus MIT DVD (German Edition)* Klett (Ernst) Verlag, Stuttgart
 ISBN-10 3126050158 ISBN-13 9783126050159

Approval Information

School Approval by	Oliver Hegarty on 15-04-2015
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Academic Council on	17-04-2015
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Programme Membership

Code	Intake Year	Programme Title
AL_HCCMT_8	201500	Bachelor of Arts (Honours) in Childcare Management
AL_BTOUR_8	201500	Bachelor of Business (Honours) in Tourism and Hospitality Management
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_MDAPPL_K08	201500	Bachelor of Arts (Honours) in Applied Social Studies in Social Care
AL_HSOCS_8	201600	Bachelor of Arts (Honours) 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_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
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_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on



SPAN08006 Spanish 4.2

Transcript Title	Spanish 4.2		
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Full Title	Spanish 4.2		
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Attendance	75	Award Area	Spanish
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Coordinator	Elsie Burgoyne	Department	Social Sciences
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Co Author(s)	Doireann O'Callaghan, Geraldine Ward		
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Official Code	SPAN08006	NFQ Level	08	ECTS Credit	05
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Module Description

The module consolidates the students' existing fluency and accuracy in oral production and aural comprehension and extends written production skills while exploring Spanish society and culture.

Learning Outcomes

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

1. Give clear detailed descriptions and presentations on a range of subjects related to the workplace and contemporary "Spanish" culture and society.
2. Enter unprepared into conversation on topics relating to the workplace and contemporary culture and society.
3. Demonstrate understanding of texts relating to the workplace and contemporary culture and society.
4. Produce detailed and well-structured texts relating to the workplace and contemporary culture and society of Spanish-speaking countries.
5. Demonstrate a critical awareness of contemporary culture and society of the Spanish-speaking countries.

Teaching and Learning Strategies

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 Strategies

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

Repeat Assessment Procedures

Repeat exams will be held in August. 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.

Assessment Facilities

Language laboratory

Module Dependencies

Prerequisite Modules

Corequisite Modules

Incompatible Modules

Indicative Syllabus

Job applications and interviews

Working life and the working environment

Presentation skills in Spanish

Contemporary culture and society in Spain

Current affairs

Grammar

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 40 %

End of Semester / Year Formal Examination 60 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Oral Exam	1,2,3	40	Week 10

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam Written Examination	3,4,5	60	End of Semester

Mode Workload

Type	Location	Description	Hours	Frequency
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					Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture	2	Weekly	2.00
Practical	Language Labs	Oral and aural comprehension	1	Weekly	1.00
Independent Learning	Flat Classroom	Oral work, reading comprehension and written production	5	Weekly	5.00

Total Average Weekly Learner Workload 3.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Martín, R. & Ellis, M (2008) Pasos 2 3 rd edition. Hodder & Stoughton.

Ortega, A., Beaven, T., Garrido, C & Scrivener, S. (2009) ¡Exacto! A Practical Guide to Spanish Grammar. Arnold.

Applebaum, S. (2009) A Second Spanish Reader : A Dual Language Book. Dover.

Collins Spanish Dictionary. Latest Edition

Module Alternate Book Resources

None

Module Other Resources

None

Module URL's

Applied Spanish 4.2 Moodle Page with video clips, class notes, quizzes, etc.

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

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

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

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

Additional Information

None

ISBN BookList

Book Details

Collins Dictionaries 2013 *Collins Pocket Spanish Dictionary (Spanish and English Edition)* Collins
ISBN-10 0007485484 ISBN-13 9780007485482

Pasos 2 Support Book 3rd

ISBN-10 0340971231 ISBN-13 9780340971239

Conrad Schmitt 2013 *Schaum's Outline of Spanish Grammar, 6th Edition (Schaum's Outline Series)*
McGraw-Hill

ISBN-10 0071830413 ISBN-13 9780071830416

Approval Information

School Approval by Oliver Hegarty on 15-04-2015

Academic Council on 17-04-2015

Programme Membership

Code	Intake Year	Programme Title
AL_HCCMT_8	201500	Bachelor of Arts (Honours) in Childcare Management
AL_BTOUTR_8	201500	Bachelor of Business (Honours) in Tourism and Hospitality Management
AL_BAB-I_H08	201900	Bachelor of Business (Honours) in Business in ab-initio 4 Year
AL_MDAPPL_K08	201500	Bachelor of Arts (Honours) in Applied Social Studies in Social Care
AL_HSOCS_8	201600	Bachelor of Arts (Honours) 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_B	201700	Bachelor of Business (Honours) in Business Year 4 add-on
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_BSTUD_B	201900	Bachelor of Business (Honours) in ab-initio 4 Year
AL_BBSTD_B	201900	Bachelor of Business (Honours) in Business Year 4 add-on