



# Full-Time Undergraduate Programmes

## Incorporating

Arts | Business | IT | Law | Marketing | Psychology

[dbs.ie](https://dbs.ie)

# Welcome

**Dublin Business School (DBS) specialises in the provision of career focused business and law education as well as the delivery of contemporary programmes in the areas of arts, marketing, social science, humanities and psychology.**

Visit our website:

**[www.dbs.ie](http://www.dbs.ie)**



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# Why Choose DBS?

## Wide Course Offering

DBS is Ireland's largest independent third level college, with over 9,000 students and an ability to deliver over 100 accredited courses in the areas of Business, Arts, Law, Psychology and Computing. In addition to the wide range of Honours Bachelor Degree (Level 8) courses available, there are opportunities to progress from Higher Certificate (Level 6) to Ordinary Bachelor Degree (Level 7) and from Ordinary Bachelor Degree to Honours Bachelor Degree and onto Masters programmes.

## Validation



QOI AWARD

All DBS courses through the CAO are awarded by Quality and Qualifications Ireland (QOI) which sits on the National Framework of Qualification (NFQ) which was designed to create a single, easily understood qualifications system for all levels of education and training in Ireland.

## 4 Stars Awarded by QS Stars Rating System



DBS has been awarded 4 Stars in the QS Stars Rating System. In addition to the overall rating, DBS earned a rating of 5 Stars for Online Learning and Inclusiveness and 4 Stars in several other areas including Teaching, Employability, and Academic Development. DBS joins an exclusive group of higher education institutions worldwide in the ranking, which is considered one of the most influential and credible ratings for higher education institutions globally.

## Recognition by Professional Bodies



DBS has professional accreditation and recognition attached to programmes from global bodies such as the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accounting (CIMA) and from national organisations such as the Psychological Society of Ireland (PSI), the Law Society and the Honorable Society of King's Inns for Solicitor and Barrister training. DBS was the first private college to be awarded PSI recognition on its Psychology degree and now also offers a conversion style Postgraduate Higher Diploma in Psychology which is also PSI accredited.

## Global Student Success

Thousands of professional accountancy students have passed their exams with DBS over the past 48 years with over 1,000 achieving worldwide and national prizes and placings in the global examinations of ACCA and CIMA.

## City Centre Location

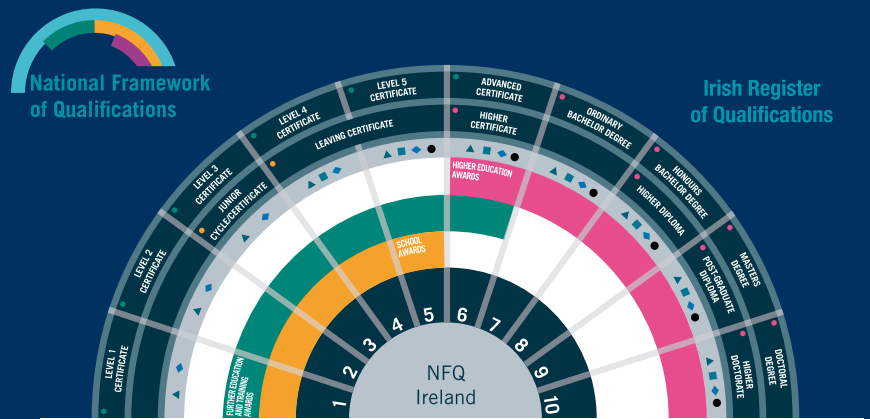
A mere two minute walk from St. Stephen's Green, the Luas and all main bus routes, DBS is truly in the heart of Dublin city. Our educational sites in the prime city centre locations of Aungier Street and South Great George's Street are within a few minutes walking distance of each other and provide students with access to all of the infrastructure capabilities of a vibrant modern city.

## Career-Focused Education

A degree from DBS will set you up for your future career. In addition to the high level academic and practical knowledge and experience students will receive from our faculty, students can also avail of work experience and internships (supported by the DBS Careers Service) enabling you to obtain real world experience throughout your course of study and be equipped with a competitive advantage on graduation. All programmes are developed in collaboration with industry which allows subject offerings to reflect opportunities emerging in cutting edge industries such as data analysis, digital media, Fintech and cloud computing.

## Dedicated Student Services Department

As students are the primary focus of the College it is only appropriate that they should have their own department. The Student Services Department caters exclusively for our students' needs. One of the department's main roles is the facilitation of personal and academic development. In DBS academia is integrated with a stimulating social scene and students participate annually in events such as Freshers' Week, Rag Week as well as a wide range of clubs and societies.



### CLASSES OF AWARD

- Major Awards: named in the outer rings, are the principal class of awards made at a level
- Minor Awards: are for partial completion of the outcomes for a Major Award
- Supplemental Awards: are for learning that is additional to a Major Award
- Special Purpose Awards: are for relatively narrow or purpose-specific achievement
- Professional Awards: these are for occupation-orientated qualifications including apprenticeships

### IRISH REGISTER OF QUALIFICATIONS

- For more information on
- Qualifications
  - Providers
  - Courses
- visit [www.rqi.ie](http://www.rqi.ie)

# Additional Information

## Protection of Enrolled Learners

For all DBS courses covered by the provisions of Section 65 (4) of the Qualifications and Quality Assurance (Education and Training) Act 2012, (Protection of Enrolled Learners, or PEL), DBS has arrangements in place with Kaplan, Inc. (the Guarantor) such that on the occurrence of a Trigger Event, the Guarantor will refund the moneys most recently paid to the relevant payers.

Trigger Event: means: where DBS does not provide the Programme for any reason including by reason of insolvency or winding-up of DBS, and/or where Enrolled Learners have begun a Programme but not completed that Programme and DBS ceases to provide the said Programme before the said Programme is completed for any reason, including by reason of insolvency or winding up of DBS, and/or where the Authority (QQI) withdraws validation of a Programme under section 36(7), section 47, or section 59(7) of the Act.

## CAO Applicants

Leaving Certificate, FETAC, A Level and all students completing school leaving exams are generally required to apply through the CAO where a CAO code is provided. Where a CAO code is not provided students may apply directly to the college.

## Mature Applicants

Students who are applying to programmes as mature applicants will be required to be over the age of 23 on 1st January in the year of entry. Mature students may apply through the CAO or directly to the college. They are not required to do both. Mature students are assessed on basis of age, educational standard and work experience to date.

## Transfer Applicants

We welcome applications from transfer students and process a large number every year. Transfer applicants are required to submit a completed application form along with a complete set of academic transcripts in order to have the transfer request processed. Generally speaking, a Higher Certificate graduate is eligible to apply for a place on final year of an ordinary degree or second year of an honours degree in a cognate discipline – these guidelines also apply to FETAC Level 6 and HND graduates. Ordinary degree graduates are eligible to apply for final year entry to an honours degree in a cognate discipline. If you have started or completed a third level qualification already (Level 6 or above) you may be eligible for advanced entry and you can contact the Admissions Office for more information.

## Students with Disabilities

DBS welcomes applicants with disabilities, and is keen to ensure that all students experience equality of opportunity in reaching their educational potential. Any applicant with special needs should contact the College well in advance of course commencement to assess if their needs



**“From the events, career workshops, amazing academic resources and fantastic lecturers, I could not recommend DBS highly enough.”**

Ryan O'Callaghan, Bachelor of Laws (Hons) LL.B

can be addressed. At examination time, candidates with special educational requirements should apply to the Exams Office for provision of facilities which best enable them to demonstrate their knowledge of the subject being examined. Students with disabilities who have applied through the CAO should ensure that they have submitted the relevant supplementary information form in addition to the application. Direct applicants will also be required to complete a similar form if they disclose a disability on their application forms.



# Entry Requirements and Next Steps

## ENTRY REQUIREMENTS

### Honours Bachelor Degrees (Level 8)

#### Leaving Certificate

Under the new Common Points Scale, which was introduced in 2017, applicants must obtain a minimum of 2 H5's and 4 O6/H7, including a language. English or Irish is sufficient. Some degree programmes will also require a minimum of O6/H7 in Maths. Please see individual course entry requirements for further details.

#### A Levels/GCSE

Applicants must obtain a minimum of four GCSE passes at grade C or higher plus two A level passes at grade C or higher. Some programmes will require Maths and English or another language (or both).

#### BTEC

Students applying for any Honours Degree programme must have obtained a minimum of a BTEC National Diploma in a cognate area.

#### FETAC Applicants

Minimum entry requirements for graduates of FETAC awards is a full FETAC award at Level 5 on the NFQ and which includes a Distinction grade in at least three modules. A full FETAC award normally consists of eight modules. A record of achievement/component certificate does not meet minimum entry standards. FETAC Level 5 awards will be accepted in any discipline. Further details can be obtained from the Admissions Office.

### Ordinary Bachelor Degrees (Level 7)/Higher Certificate (Level 6)

#### Leaving Certificate

Leaving Certificate Applicants must obtain a minimum of grade O6/H7 in five subjects, including a language. English or Irish is sufficient. Some programmes also require a minimum of a grade O6/H7 in Maths.

#### A Levels/GCSE

Applicants must obtain a minimum of four GCSE passes at grade C or higher plus one A level pass. Some programmes will require Maths and English or another language (or both).

#### BTEC

Students applying for any Ordinary Degree or Higher Certificate must have obtained a minimum of a BTEC National Diploma in a cognate area.

#### FETAC Applicants

The minimum entry requirement for graduates of FETAC awards is a full FETAC award in any discipline. A full FETAC Level 5 award normally consists of eight modules. A record of achievement/component certificate does not meet minimum entry standards. Further details can be obtained from the Admissions Office.

All applicants presenting other qualifications should contact the Admissions Office directly to discuss their eligibility criteria.

## Applicant Checklist

- Normal CAO Application closes
- CAO Late Application open
- CAO Online Change of Mind open
- CAO Change of Mind closes
- Leaving Certificate starts
- Leaving Certificate Results
- First Round Offers
- Second Round Offers
- Registration Week
- Terms starts
- Fresher's Week

## Points Calculation

Selection of CAO applicants will be made on the basis of points. Your points will be calculated by adding together the points scored in the best of six subjects in a single sitting of the Leaving Certificate. The results of two sittings at Leaving Certificate (or equivalent examination) can be combined for the purposes of meeting the subject requirements for minimum entry. DBS currently awards bonus points for Honours maths students. Please note that bonus points will only apply where Maths is counted as one of the best six subjects for the applicant.

### Points Calculation Grid

Applicants can use their link module for points allocation as one of their six subjects for the purpose of calculating points and it will therefore count as a passing subject.

#### LCVP Link Modules

Distinction	66
Merit	46
Pass	28

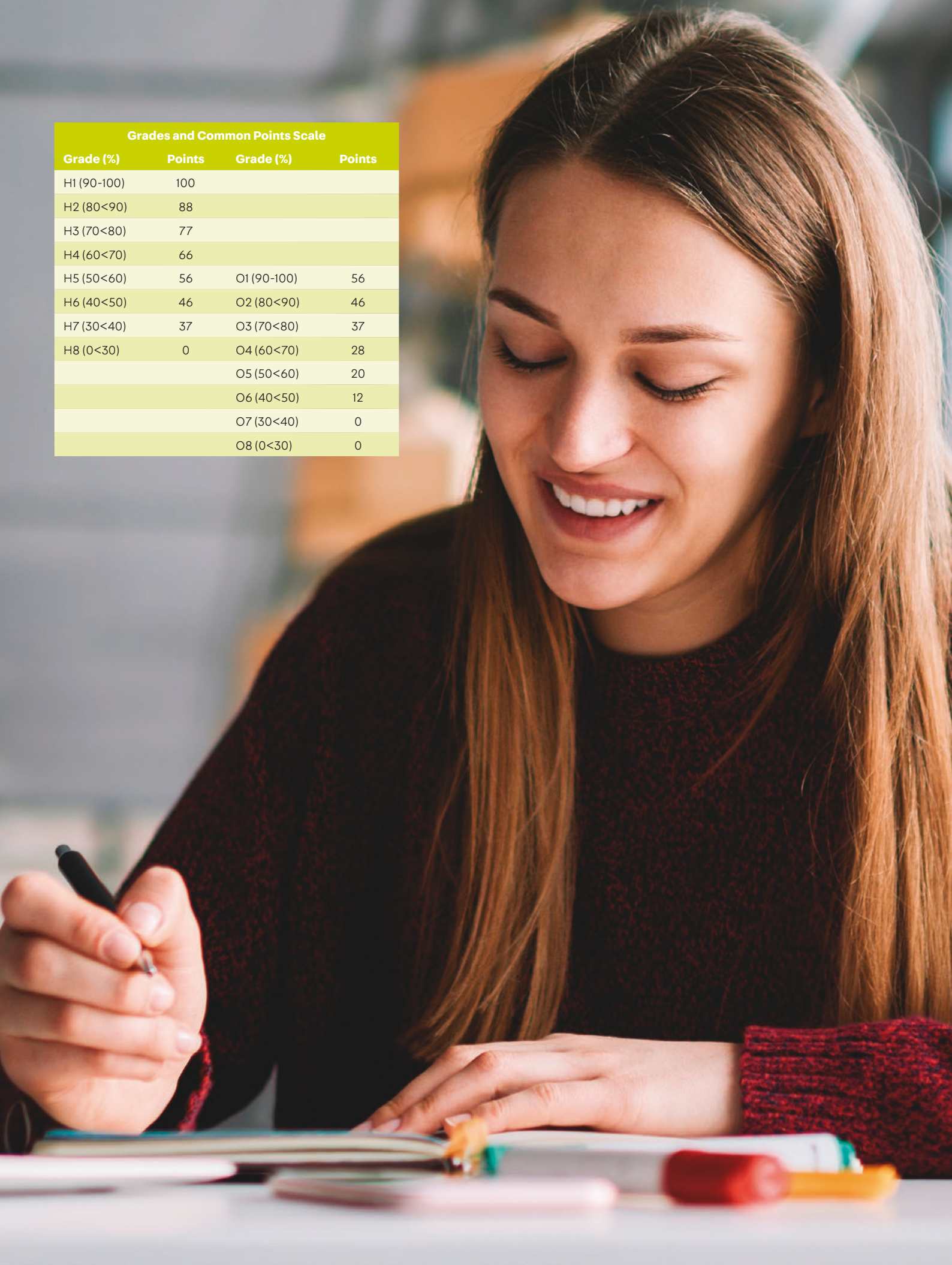
#### A Level

A*	180
A	150
B	130
C	100
D	65
E	45

**"DBS creates a wonderful environment for its students, allowing them to both create new friends and prepare them for the working world. I would recommend DBS to other students because it is the perfect starting point to grow both personally and professionally."**

Niall Duffy, BA (Hons)  
Accounting & Finance

Grades and Common Points Scale			
Grade (%)	Points	Grade (%)	Points
H1 (90-100)	100		
H2 (80<90)	88		
H3 (70<80)	77		
H4 (60<70)	66		
H5 (50<60)	56	O1 (90-100)	56
H6 (40<50)	46	O2 (80<90)	46
H7 (30<40)	37	O3 (70<80)	37
H8 (0<30)	0	O4 (60<70)	28
		O5 (50<60)	20
		O6 (40<50)	12
		O7 (30<40)	0
		O8 (0<30)	0



# Entry Requirements Summary Table

## Arts

Application Procedure	Title	Level of Award	Entry Requirements	Awarding Body	Duration
CAO DB510	BA (Hons) in Audio Production and Music Project Management	8	2 H5 + 4 O6/H7, to include Maths and English or another Language	QQI	3 Years
CAO DB534	Higher Certificate in Sound Engineering and Music Production	6	5 O6/H7 to include Maths and English or another language.	QQI	2 Years
CAO DB562	BA (Hons) in Psychology	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
CAO DB566	BA (Hons) in Social Science	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
CAO DB567	BA (Hons) in Film and Creative Media*	8	2 H5 + 4 O6/H7, to include English or another language	QQI	3 Years
CAO DB576	BA in Film and Creative Media*	7	5 O6/H7, to include English or another language	QQI	3 Years

## Business, Law, Marketing and ICT

Application Procedure	Title	Level of Award	Entry Requirements	Awarding Body	Duration
CAO DB500	BSc (Hons) in Computing	8	2 H5 + 4 O6/H7, to include Maths (H7/O5) & English or another language	QQI	4 years
CAO DB501	BSc (Hons) in Computing (Mobile and Cloud Computing)	8	2 H5 + 4 O6/H7, to include Maths (H7/O5) & English or another language	QQI	4 years
CAO DB502	BSc (Hons) in Computing (Data Analysis and Big Data)	8	2 H5 + 4 O6/H7, to include Maths (H7/O5) & English or another language	QQI	4 years
CAO DB512	BA (Hons) in Business	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
CAO DB514	BA (Hons) in Business (Law)	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
CAO DB515	BA (Hons) in Business (HRM)	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
CAO DB517	BA (Hons) in Marketing (Event Management)	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
CAO DB518	BA (Hons) in Marketing (Digital Media)	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years



## Business, Law, Marketing and ICT

Application Procedure	Title	Level of Award	Entry Requirements	Awarding Body	Duration
<b>CAO DB520</b>	BA (Hons) in Business (Global Business)	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>CAO DB521</b>	BA (Hons) in Accounting and Finance	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>CAO DB524</b>	BA (Hons) in Business (Information Systems)	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>CAO DB525</b>	BA (Hons) in Marketing (Digital Media and Cloud Computing)	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>CAO DB526</b>	BA (Hons) in Business (Cloud Computing)	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>CAO DB531</b>	BA (Hons) in Marketing	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>CAO DB568</b>	Bachelor of Laws (Hons)* LL.B	8	2 H5 + 4 O6/H7, to include English	QQI	3 Years
<b>CAO DB569</b>	BA (Hons) in Business (Psychology)	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>CAO DB571</b>	Bachelor of Business Studies	7	5 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>CAO DB572</b>	Bachelor of Business in Accounting	7	5 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>CAO DB573</b>	Bachelor of Business in Marketing	7	5 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>CAO DB574</b>	Bachelor of Business in Information Technology	7	5 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>Direct</b>	BA (Hons) in Business (Management)	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years
<b>Direct</b>	BA (Hons) in Business (Project Management)	8	2 H5 + 4 O6/H7, to include Maths & English or another language	QQI	3 Years

QQI - Quality and Qualifications Ireland

\* Please note that Maths is not an entry requirement on these programmes.

Dublin Business School reserves the right to alter or withdraw any of the modules or programmes described in this document. While every effort has been made to ensure the information contained in this document is correct, the College is not liable for any errors or omissions. All programmes are run subject to demand.

# Career Services

## Career Services

Dublin Business School creates graduates who are able to realise their full potential, are attractive to employers and are ready for employment.

Through strong links with employers we understand what attributes industry are looking for and we prepare our students to meet these needs.

## The Careers Hub

Careers Services are delivered through a dedicated team of Careers Coaches in the DBS Careers Hub. This is a new approach to providing Careers Advice and support among Irish third level Institutions. Through innovations such as specific careers pathways, 24/7 access, and the use of technology to deliver workshops and seminars, the team bring students and employers together, and are instrumental in our graduates building successful careers in companies such as Google, Microsoft, Amazon, Accenture Hubspot, Version 1 and many others.

## Top Skills Employers Seek



Careers Hub
Weekly online and classroom workshops
Job advertising and matching with students
One to one student meetings and advice
Personal career development weeks
Company visits
Guest lecture series
Innovation sprints
Internships and placements where applicable
Interview preparation
Video interview preparation
Specific International student Careers Supports.
Alumni talks and workshops
Further study advice

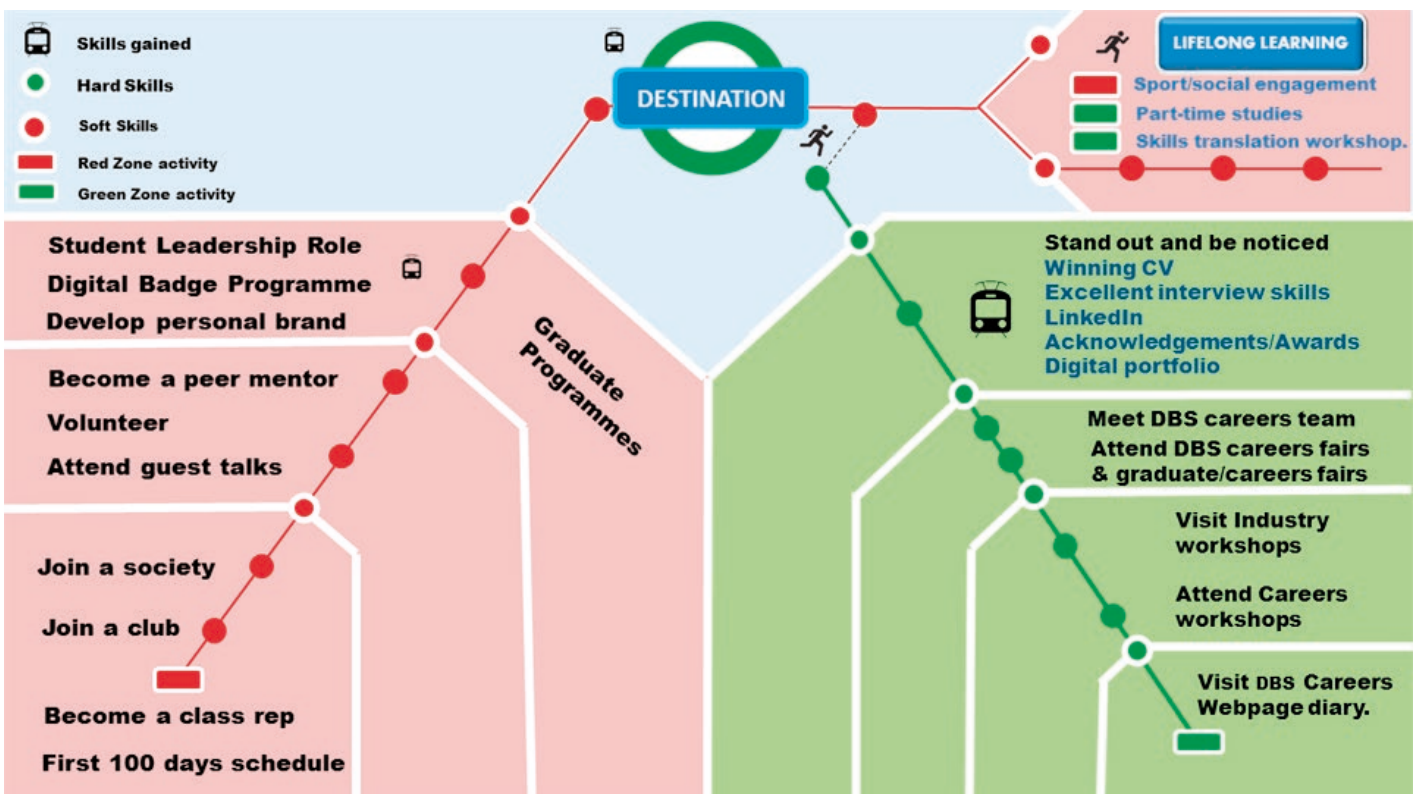
Check out our dedicated careers website for more information <https://students.dbs.ie/dbs-student-services/dbs-careers>

**Like DBS on facebook:**  
[www.facebook.com/DublinBusinessSchool](https://www.facebook.com/DublinBusinessSchool)

**Follow us on Twitter:**  
[www.twitter.com/dbscollege](https://www.twitter.com/dbscollege)

**Share on Instagram:**  
[www.instagram.com/dbscollege/](https://www.instagram.com/dbscollege/)

**Find us on Snapchat:**  
[@DBSCollege](https://www.snapchat.com/add/DBSCollege)





**"90% of DBS Undergraduates are in employment or further education within 6 months of graduation!"\***

**\* Source – DBS First Destinations Survey 2018**

# Recent News



## DBS Career Fairs

The Career Fairs present students with a fantastic opportunity to meet with employers and discuss potential job opportunities as well.

Many of our past students have secured full-time positions from attending the fairs in previous years and it remains an integral part of the academic calendar.

## Women in Leadership

Personal Career Development Week hosted a Women in Leadership Panel moderated by Ntsoaki Phakoe-McKevitt. The panelists included, from left to right: Cliona O’Beirne, Chief Commercial Officer, DBS; Simone Macleod, Chief People Officer, Nairn; Eadaoin Curtin, Founder, Firechild Photography; and Sinead Lucey, Girls In Tech/Thousand Eyes.



## LinkedIn

DBS Students were invited to the LinkedIn HQ where LinkedIn facilitated a workshop on using the platform and helping students with tips on the platform, curriculum vitae tips and interview skills.



## Guest Lecture Series

DBS welcomed Mark Kelly from AI Ireland who participated in a guest speaker event. Mark came to the college and gave a fascinating talk on the use of artificial intelligence in the media! Kieran O’Shea, from Decathlon spoke to students about the opening of the sports retail store and the full-time and part-time opportunities that were available. The Guest Lecture Series is a wonderful opportunity to connect with industry and learn directly from leaders in business.





## DBS Eustace Shield Champions 2022

In March our men's soccer team won the Eustace Shield by an astonishing 7 goals. The team travelled to Athlone to play the final against local rivals Pearse College, to which we secured an incredible 8-1 victory.

It was anyone's game in the early stages of the match, with DBS only scoring their first goal in the 27th minute by Dan Gribincea. DBS continued to turn the screw and increase their lead with seven additional goals from Cian Byrne, Niall Shields and Nathan Bell to seal the victory.

## DBS students assist in UXDX Conference

DBS Event Management students assisted in the delivery of the UXDX Conference. The conference brings together UX (user experience), UI (user interface), design, development and cross functional product teams.

Lecturer Emma Olohan speaking of her students' efforts said "DBS Event Management students are moving with the times immersing themselves by playing a key role in high profile events that have gone virtual this year including Web Summit, Working World 2021& beyond, and Pendulum".



## DBS receive Excellence in Online Learning Education Award

DBS were awarded the Excellence in Online Learning Education Award for the Public

Sector Magazine 2021 Excellence in Business Awards. A special thanks to our faculty and IT team for their efforts in seamlessly transitioning to online delivery during recent times.

President Andrew Conlan-Trant received the award and spoke of the future development of programmes at DBS "All new programme development and the revision of older programmes will look to include online learning where it is appropriate for the learning outcomes, as we strive for as flexible a learning environment as possible".



## DBS students raise €4,030 for Temple St. Children's Hospital

DBS students held a themed charity event in aid of Temple St.

Children's Hospital. The event was spearheaded by

Project Management students with the intention of bridging communication between college students, alumni and industry. The purpose of the event was to give students the opportunity to network amongst leading global entrepreneurs and break down barriers between boardrooms and classrooms. The project team provided a platform for successful entrepreneurs to voice their journey to young aspiring individuals.

# Student Services

## Welcome to DBS and College Life!

The transition from school to third level education is a massive and sometimes difficult step in everybody's life. It is a time of excitement and anticipation, but also of trepidation and anxiety. The Student Experience Team is committed to supporting you on this journey and ensuring that your first year in College is a success. Our objective is to ensure you have an outstanding student experience and to promote a DBS community and culture that is focused on your wellbeing and success.

## Student Welfare

The welfare of our students is of utmost importance in DBS. Our Student Experience Team gives advice and support to all students of the College. Be it accommodation, financial, visa, study problems or psychological issues, the team is here to help. We have close ties with local medical services and can arrange an appointment at short notice. We also provide students with a free and confidential counselling service where we will refer a student to a professional counsellor if required.

## Activities and Events

College life is about much more than just education. Through our broad range of services and activities you will get to enjoy the full student experience, which extends beyond the classroom. The DBS campus is in Dublin city centre, and we use all of the extra-curricular and recreational opportunities that our unique location offers.

## The First 100 Days...

Your first 100 days are critical to adapting and thriving in college. In DBS we have developed a programme which, through physical and on-line resources, allows you to fully adapt to college life. This is a cross college collaboration, with Student Experience, Lecturers, Library, Student Union and Careers providing the tools and support to help you at the start of your college journey. A good start is half the work, and we will guide and assist you through your first 13 weeks in DBS.

## Clubs and Societies

We encourage all of our students to get involved with the many and varied Clubs and Societies that are on offer. Besides doing something that you love and enjoy, you will meet new friends with similar interests and also meet fellow students who may be studying on a different programme to yours. Whatever your interests, there is a club or society for you!

## Sports Clubs

- ▶ Athletics
- ▶ Archery
- ▶ Badminton
- ▶ Basketball
- ▶ Cricket
- ▶ Cycling
- ▶ Dodgeball
- ▶ Equestrian
- ▶ Futsal
- ▶ Go-Carting
- ▶ Golf
- ▶ Hillwalking

- ▶ Hockey
- ▶ Orienteering
- ▶ Pool
- ▶ Rock Climbing
- ▶ Rugby
- ▶ Soccer
- ▶ Surfing and Water Sports
- ▶ Swimming
- ▶ Table Tennis
- ▶ Volleyball

## Student Entertainment

The Student Experience Team, in conjunction with our Student Union, organise a full and varied schedule of social and cultural events throughout the year. From Freshers week in September, RAG week, weekly film screenings, cultural excursions and day trips, and the Formal Ball and Awards in May, there is something for everyone.

## Societies

- ▶ Special Interest: Psychology, Business, Photography, Film, Law, Computing, Programming, Data
- ▶ Activity Based: Dance, Pilates, Yoga, Martial Arts, Self Defence
- ▶ Music Based: Radio, Music, DJ
- ▶ International and Cultural: African, Malaysian, Irish, Chinese, Indian
- ▶ Volunteering and Social: SVP, Simon, Charity, LGBT, Drama, Book Club, Coffee Club, Language Exchange



**"All lectures are very informative and interactive and I now have the knowledge to put myself forward for many opportunities that require a Digital Marketing Degree."**

Katie Bradley, BA (Hons) in Marketing (Digital Media)

**We will provide an outstanding student experience and enable strong academic outcomes.**



# International Student Services

## Student Experience Team: “The Spirit of Kaplan Team Award – A Great Place Award” in the Global Kaplan Awards in November 2018.

Dublin Business School is the natural choice for international students. We welcome the valuable contribution that you make, academically and socially, to the student experience and learning environment in the College.

The International Team are dedicated to looking after all of your needs, from the moment you enquire about our courses to registration and arrival in Ireland, and throughout your studies in DBS.

For prospective students we help with student admission, and assist with the application and student visa process.

Once you have enrolled we provide a range of services in the areas of accommodation, registration, orientation and induction, visa and immigration, student welfare.

### Accommodation

DBS provide a number of accommodation options in conjunction with our carefully chosen partners. These range from self catering apartments in purpose built student accommodation (PBSA) to “homestay”, with an Irish family. Our PBSA apartments are all located close to the College Campus in Dublin City Centre while “homestay” is located within 30-60 minutes from Campus. “Homestay” accommodation is initially for the first 4 weeks upon arrival in Ireland and gives an introduction to social culture, the opportunity to improve their English language skills and adjust to the lifestyle of a new country.

### Visas and Assistance with Irish Immigration Authorities

If you have been accepted for admission to DBS we will provide you with guidance on your Irish visa application. You are required to pay your tuition fees in full to the College prior to making your visa application. Upon arrival in Ireland all non-EU students are required to register with the Garda National Immigration Bureau (GNIB) for permission to remain in Ireland to study. The International Team will help you through this process. Further details on the Irish visa process can be requested from your local Irish Embassy or Consulate, or can be found at the website for the Irish Naturalisation and Immigration Service (INIS) [www.inis.gov.ie](http://www.inis.gov.ie).

### Student Employment in Ireland

International non-EU students in Ireland are entitled to take up casual employment for up to 20 hours per week, or up to 40 hours during scheduled holiday periods. Access to work is restricted to students taking courses listed on the Department of Education’s Internationalisation Register, which can be viewed at [www.education.ie](http://www.education.ie).

When applying for a student visa for Ireland, you must show at the time of your application that you have sufficient resources to support yourself for the duration of your studies in Ireland.

The Irish student visa permits a ‘stay back’ option for graduates, allowing you to remain in Ireland for up to 24 months (12 months for undergraduate programmes) to seek employment.

### Education in Ireland

DBS works closely with Education in Ireland whose mandate and objectives are:

- ▶ To promote Ireland as a quality destination for students.
- ▶ To promote and support the international activities of Irish education institutions.
- ▶ To act as a national point of contact and referral to and from Irish suppliers of education services and the international market place.
- ▶ To promote Irish education expertise as a valuable resource for international institutions, development agencies and governments.
- ▶ To liaise with education interests and government to identify and remove barriers to the development of the international education sector.

### International Student Services Team







**We offer a learning environment  
and experience that explicitly  
meets the needs and expectations  
of international students**

# International Partnerships

DBS has over the last 48 years established itself as a centre for international education excellence. DBS has developed over 75 university partnerships in European countries such as France, Spain, Germany, Italy, Denmark, Lithuania, Norway and Sweden. Students from these universities join DBS for a semester or academic year. Feedback indicates that European students choose DBS due to the quality of teaching, the excellent location, the wide range of sports and activities available and the opportunity to obtain an internationally recognised qualification from an English speaking country.

## European Partners

### IDRAC, France

DBS has established close links with the IDRAC group of business schools in France located in Paris, Nantes, Lyon, Montpellier, Nice, Toulouse and Grenoble. Students from these schools attend either the semester abroad programme or the third year of the BA (Hons) in Marketing at DBS as part of their undergraduate studies.

### ISEG, France

DBS has a close strategic alliance with ISEG, a prestigious group of seven business schools located in Paris, Lille, Strasbourg, Lyon, Toulouse, Bordeaux and Nantes. Students from the ISEG group have the opportunity of taking the final year of the BA (Hons) in Marketing or a number of Masters programmes at DBS as part of their studies.

### Audencia, Nantes, France

The highly ranked Audencia management school in Nantes offers Bachelors, BBAs, Masters, Masters, MBAs as well as continuing education for students and professionals in the fields of CSR, finance, management and communication. DBS welcomes Audencia students to DBS to study modules from our Business suite of programmes.

### EDHEC, France

EDHEC with campuses in Lille, Nice and Paris, ranks among the top 10 business schools in Europe and are recognised for its internationalised outlook and approach, the high-quality teaching faculty and our ability to appropriate contemporary subjects like digital,

sustainable finance and law. DBS has a long standing relationship with EDHEC and we deliver a bespoke set of modules to the groups of EDHEC students each year.

### CEU Madrid, Spain

Founded in 1933, CEU San Pablo University of Madrid is the oldest private university in Spain. The school offers BA (Hons), Double Degrees and Postgraduate in areas such as Economics and Business, Communication and Humanities, Architecture, Engineering and Health Sciences.

### IULM University, Milan, Italy

IULM is a leading Italian university specialising in the fields of Arts, Foreign Languages, Communication, Tourism and Cultural Heritage.

### FH Münster, Münster, Germany

FH Münster, based in the Westphalian city of Münster was the first university of applied sciences in Germany to successfully complete the process of system accreditation. Since then, the University has been able to accredit its degree programmes itself and is one of the largest public universities of applied sciences in Germany. The University offers around 100 degree programmes including in Business and Management the faculty with whom DBS has a long standing relationship which offers students the opportunity to gain degrees from both institutions.

### EU Business School, Munich, Germany

DBS signed an agreement with EU Business School (EU) in March 2021 which will see them become one of its transnational partners. This agreement, which is subject to validation by Quality and Qualifications Ireland (QQI), forms part of the institution's ongoing endeavours to expand its transnational programmes and offer its programmes in overseas locations.

With this agreement, DBS joins forces with a leading provider of business and management education. EU Business School (EU) is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva, Montreux, Munich and online. Offering English-taught foundation, bachelor's, master's and MBA programs, it is ranked among the top

business schools globally and has been awarded four stars for Overall Business Education by QS Stars. EU Business School will offer the following DBS degree programmes: BA (Hons) in Business and a Master of Business Administration (MBA).

## International Partners

### US Study Abroad Programme

DBS offers a Study Abroad Programme to undergraduate students from across the US. DBS has developed an extensive network of affiliate Universities and Colleges who send their students on this programme. After an initial Foundation Course on Ireland students integrate a wide range of courses in both the DBS School of Business and DBS School of Arts. DBS is also the Dublin centre for the Foundation for International Education (FIE), an international organisation which organises study abroad experiences for US students in the UK, Spain and Ireland. US university partners include Northeastern University, Clarion University and the University of Northern Iowa.

### Xiamen University, China

With a ranking of 10 out of 2036 institutions in China and 318 globally, DBS was delighted to announce approval by the Chinese Ministry of Education of an Articulation Agreement with Xiamen University allowing Xiamen graduates to continue their studies at DBS and obtain a BA (Hons) Degree award from QQI in either Accounting and Finance or Financial Services.

### Academic Collaboration with MARA, Malaysia

2014 saw the approval of the transnational collaborative agreement on the delivery of the DBS programme BA (Hons) in Accounting and Finance in KPTM in Malaysia. Dublin Business School has a long relationship with MARA which started in the early 1990s and has seen collaborations resulting in over 1,300 Malaysian students graduating with DBS qualifications.

### FAE Brazil

FAE Centro Universitário's innovative pedagogical approach, qualified faculty and close relationship with the corporate market have allowed the institution to consistently expand the scope

and depth of its academic offerings. FAE Centro Universitario is dedicated to responding to the challenges and demands of the knowledge society, offering students opportunities for research and professional development so that qualified, competent and well-rounded professionals are formed.

### UPAEP

The Universidad Popular Autónoma del Estado de Puebla is a private, non-profit university located in Puebla, Mexico.

Founded on the 7th of May 1973, it is currently a highly reputed university with important national and international presence which has over 43 undergraduate programs, 34 masters programs, 12 PhD programs and 11 specialisations.



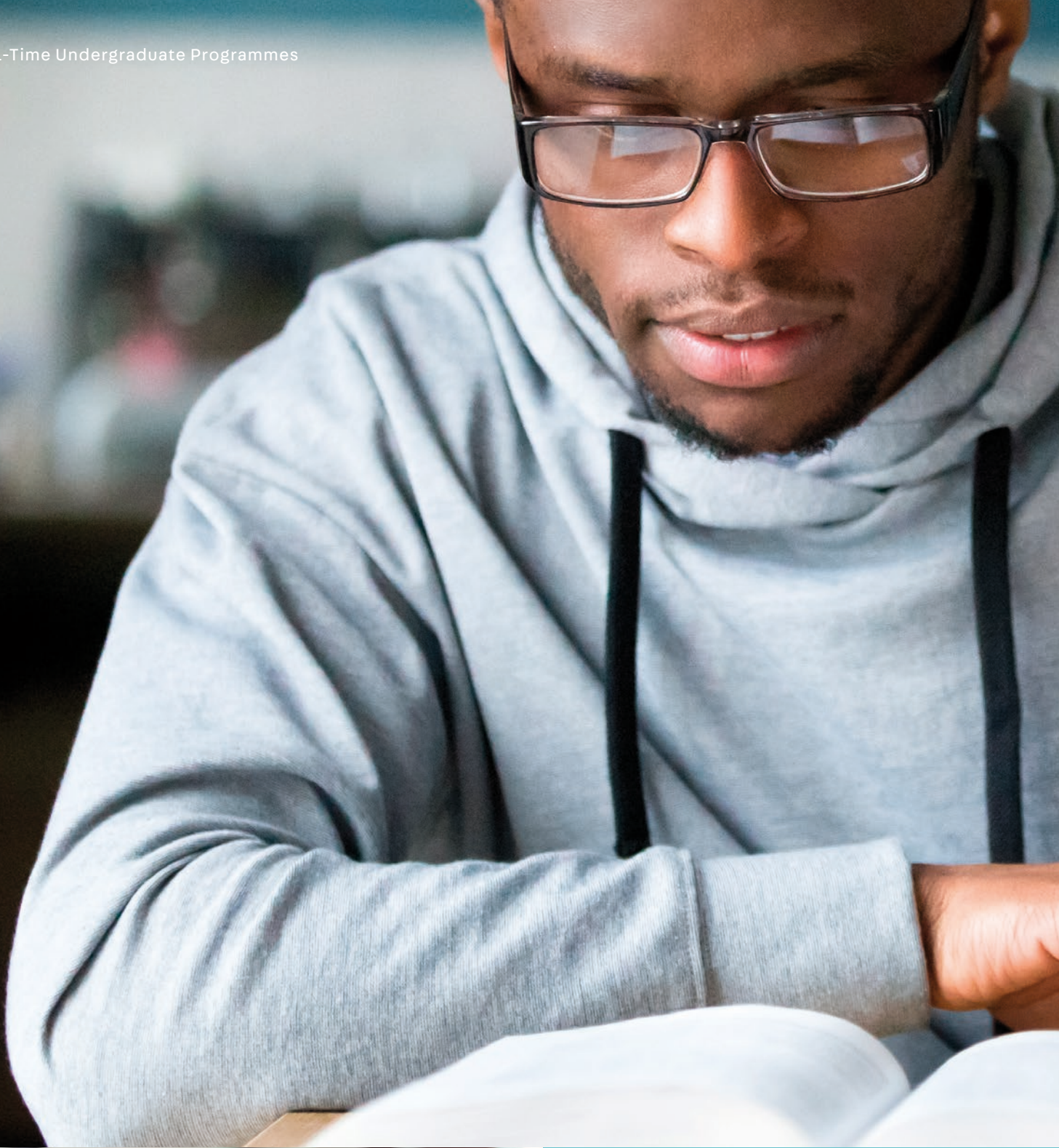
*"I have much more knowledge and experience that I can apply to future career prospects than I did before I started at DBS. Now that I have a degree in business I am able to put myself forward for positions that require a third level qualification and this opens up many opportunities to me."*

**Brooke Flanagan, BA (Hons) Business**



*"I chose DBS because of its location, reputation and the recommendations based on past students. DBS has helped me change my career direction to the event industry. My event studies provided me with the opportunity to work in various events and gain experience which will help me get my dream job."*

**Brendan Reid, BA (Hons) in Marketing (Event Management)**



# Library and Information Services

## Supporting our students

In addition to providing access to an extensive print collection; the award winning DBS library ([library.dbs.ie](http://library.dbs.ie)) offers online, mobile, customisable and interactive information resources that can be accessed 24 hours a day from anywhere in the world. DBS Library is located in the Aungier Street building. DBS Library is an institutional member of the Library Association of Ireland (LAI), the Chartered Institute of Library and Information Professionals (CILIP), UK and the British and Irish Association of Law Librarians (BIALL).

### Opening Hours

Monday-Thursday: 09:00-22:00

Friday: 09:00-21:00

Saturday: 09:00-17:00

### Print Resources

DBS Library has over 43,000 books. Library holdings are listed on the Library's online catalogue which is available on the Library website or can be accessed directly at <https://books.dbs.ie>. Students can login to the catalogue to view their Library account and renew or reserve books.

### Online Resources

The Library has an extensive e-book collection of over 30,000 titles and access is provided to over 36,000 full-text eJournals, over 36,000 conference proceedings and over 3,000 newspaper titles. Book titles recommended by lecturers on reading lists are acquired in electronic format, where available, providing students with access to key materials. The Library uses Loughborough Online Reading List Software (LORLS) to make online reading lists available to students with live availability of print titles and online access to electronic resources. LORLS is available to access directly at <https://lorls.dbs.ie>.

The Library subscribes to a number of high quality databases including:

Academic Search Complete, Bloomsbury Professional Law eBooks, Business Source Complete, Computers and Applied Sciences Complete, Ebsco eBooks, Film and Literature Index, IEEE Xplore Digital Library, JSTOR, JustisOne, Library and Information Science Source (LISS), Mintel Reports, Passport, PEP Archive, Proquest Central, Proquest EbookCentral, ProQuest One Business, PsycArticles, Sage Business Cases, SAGE Research Methods, SOCIindex, VLeBooks, WARC, Westlaw IE and Westlaw UK. Databases can be searched individually or simultaneously via a single Google-like search box on the Library website.

### Off-Campus Access

All electronic resources including the online catalogue, the e-book collection and the complete portfolio of databases can be accessed 24 hours a day from anywhere in the world via the Library Website. The Library catalogue and all electronic resources can be accessed remotely from mobile phones and tablets.

### Students with Disabilities

The Library's e-book collection and the majority of its databases have magnification and text-to-speech capabilities. Guides to Library resources for students with disabilities are also available in the Library and on the Library website.

Students can make an appointment to meet with an Information Skills Librarian to discuss how we can best meet their specific information needs.

### Library Facilities

All PCs in the Library provide internet access and are equipped with the latest version of Microsoft Office. The Library also has three study rooms for collaborative study. Students can book a PC or study room via the Library website. The Library has a wireless network for students wishing to use their laptops. High-quality printing and photocopying services (including scanning and colour photocopying and printing) are available in the Library. Wireless printing enables students to print from their laptops. The Library provides self-issuing stations which enable students to issue, return and renew books independently, and which free up staff to answer student queries.

### Student Support

Library staff are extremely student focused. The Library also provides the following student support services:

- ▶ Information desks where library staff are on hand to answer student queries
- ▶ Library tours and induction process
- ▶ Instant Messaging Service – 'Ask a Librarian' on the Library website
- ▶ Our dedicated Information Skills team provides a range of programme embedded and scheduled classes on essay writing and referencing, avoiding plagiarism, researching, evaluating resources and other key topics.
- ▶ Library Guides – A large range of guides on the use of Library resources and facilities along with online tutorials are available on the Library website: [library.dbs.ie](http://library.dbs.ie).

# Information Technology

We provide a wide range of online access for students for the following services:

- ▶ Email – each student has access to a mydbs.ie email address which has 50GB of email storage and 1TB of online cloud storage.
- ▶ Lecture notes – we are now on the most up-to-date version of Moodle which includes integration with Panopto for viewing recorded lectures online.
- ▶ Timetables – up to date timetables can be viewed for all courses on the student Intranet and through your email calendar within mydbs.ie email. Live timetables displays are also located in key communal areas of the college.
- ▶ Exam results – can be accessed online.
- ▶ Student Intranet – offers a wide range of student services, including information regarding accommodation, exams, and further study options.
- ▶ Support Online – an online ServiceDesk portal is available to support students through a ticketing system which allows quick and efficient support when students require it.
- ▶ Online Library Access – through the library website, students can access the full library catalogue. Other services include, PC and Study Room Booking, Online Book Renewal, Access to a wide range of databases and e-journals.
- ▶ Careers Website – contains an up-to-date listing of vacancies and careers information. Students can also book time with a dedicated careers advisor online.





# Arts

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# BA (Hons) in Social Science

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Social Science

## Duration

3 Years

## CAO Code

DB566

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Course Content

### YEAR 1

#### (CORE MODULES)

- ▶ Foundations in Social Psychology
- ▶ The Sociological Imagination
- ▶ Introduction to Social Research
- ▶ Psychology through the Lifespan 1
- ▶ Social Policy and Law for Social Care 1
- ▶ Critical Thinking Skills
- ▶ Foundations in Criminology

### YEAR 2

#### (CORE MODULES)

- ▶ Economic Sociology
- ▶ Criminology in Action - Youth Justice
- ▶ Campaigning, Advocacy, and Public Engagement
- ▶ Interpersonal and Group Communication Skills
- ▶ Advanced Social Research
- ▶ Contemporary Inequalities
- ▶ Politics in the Modern World
- ▶ Social Psychology
- ▶ Psychology in Action

### YEAR 3

#### (CORE MODULES)

- ▶ Contemporary Criminology
- ▶ Cyberpsychology
- ▶ Organisational Psychology
- ▶ Social Science Research Project
- ▶ Sociology of Families, Intimacies and Personal Life
- ▶ Contemporary Social Policy in Ireland
- ▶ Environment and Society
- ▶ Global Issues

## Overview

Whether your interest is in progressing towards a career in areas such as youth and community work, professional social research, policy analysis/development, working with disadvantaged and marginalised communities and individuals, or you are interested in a broad-based undergraduate education, the BA (Hons) in Social Science (Level 8, 180 ECTS) is the degree for you. This degree offers a range of skills and understandings that prepares students for employment in various roles in both non-governmental organisations and the voluntary sector as well as in the public sector.

Social Science is the interdisciplinary study of human society. This honours undergraduate degree is designed around four core areas of social science: Sociology, Psychology, Criminology and Social Policy, students will also get a strong foundation in Research. As well as gaining a strong, evidence-based understanding of these interesting and inter-related subjects, you will develop useful, work-ready skills such as flexibility, teamwork, critical thinking, creativity and interpersonal communication - all highly valued by employers. You will develop more specialised expertise in areas such as group facilitation, campaigning, advocacy and public engagement as well as policy analysis, questionnaire and interview-based social research. This programme will provide you with a valuable platform for further research and specialist postgraduate education, improve promotion prospects in your current job, or help you find exciting new employment opportunities. Graduates of this programme are also eligible to apply for various Postgraduate programmes at DBS.

## Aims and Objectives

You will be challenged to think in a rigorous and scientific way about society and the social processes that feed into how society operates at an institutional, political and individual level. From the first year to the final year of the programme, there is a consistent emphasis on guiding, training and upskilling learners to carry out their own research and to be aware of how structures and special processes affect our daily lives. Learners will be encouraged to enquire further into this and conduct their own research in order to critically explore, evaluate and challenge the world around them. Learners will be well equipped to work in a wide range of roles and careers, in the public and private sector. The BA (Hons) in Social Science will also provide you with pathways for postgraduate study (Masters and PhDs) in areas such as Addiction Studies, Cognitive Behavioural Therapy, Criminology, Criminal Justice, Global Health, Gender Studies, Human Rights, Mediation and Conflict Resolution, Psychology, Psychotherapy, Public Policy, Race, Ethnicity and Conflict, Social Work, Social Justice, Social Policy and Social Research to name a few. In some instances, conversion courses may need to be undertaken to allow progression to Masters level.

## Programme Structure

The programme is divided into three levels and students take the programme in its entirety.

Year 1 provides a solid and comprehensive understanding of the foundational concepts of interdisciplinary field of Social Science, whilst also providing transversal skills embedded in a mix of unique modules.

Year 2 covers content in which the knowledge, understanding and skills acquired in the Year 1 are developed and applied.

Year 3 focuses on contemporary subjects. Students also undertake a research project under the guidance of a supervisor.

## Transfer Students

Students holding a relevant Level 6 or Level 7 qualification may qualify for entry to the second or third year of degree programme. Transfer applications to the second or third year full-time programmes are to be made directly to the college. Students should send copies of their examination transcripts and other relevant documentation along with their application form (available from the School / College) to the Admissions Office at Dublin Business School.

## Teaching and Assessment

The programme provides a flexible, active, peer-led, experiential and reflective learning environment for students. While modules will be delivered in a hybrid mode with some classes held on campus and others fully online, through a mix of workshops, practical sessions, tutorials, lectures, and sociological experiments, emphasis will be placed on allowing students to examine the exercise problem descriptions and try possible solutions in the workshops, with guided individual feedback.

Assessment takes a variety of forms, including learning journals, case studies using real-world examples, project work (group/individual) and formal examinations.

## Career Opportunities

The interdisciplinary nature of this programme will enable students to apply their new knowledge in a variety of contexts and in different sectors of employment. As a response to the technological changes and new ways of working, the digital communication and IT skills components have been strengthened in the programme.

Students career choice will be influenced by their specialisation. The range of skills fostered will enable graduates to take advantage of opportunities to progress in a career within a wide range of areas such as the voluntary sector, the social professions, business, the financial sector and many more.

Some of the employment opportunities include:

- ▶ Youth Justice Worker
- ▶ Community welfare officer
- ▶ Community worker/community development worker
- ▶ Education Programme Co-Ordinator
- ▶ Equality Officer
- ▶ Advice Worker
- ▶ Disability Officer
- ▶ Press Officer
- ▶ Communication Officer
- ▶ Project Coordinator
- ▶ Project Manager
- ▶ Project Worker

# BA (Hons) in Psychology (PSI accredited)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Psychology

## Duration

3 Years

## CAO Code

DB562

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Course Content

### YEAR 1

#### (CORE MODULES)

- ▶ Psychological Foundations
- ▶ Foundations in Social Psychology
- ▶ Developmental Psychology
- ▶ Foundations of Biopsychology
- ▶ Fundamentals of Cognitive Psychology
- ▶ Academic Skills Lab
- ▶ ASSET
- ▶ Research Technique & Analysis 1
- ▶ Introduction to Psychoanalysis & the Unconscious

### YEAR 2

#### (CORE MODULES)

- ▶ Modelling Cognitive Systems
- ▶ Development Across the Lifespan: Adolescence and Adulthood
- ▶ Fundamentals of Biopsychology
- ▶ Social Psychology
- ▶ Experimental Psychology
- ▶ Psychology in Action - online
- ▶ Ethical Research Methods & Design
- ▶ Research Technique & Analysis 2
- ▶ Personality and Psychoanalytic Subjectivity

### YEAR 3

#### (CORE MODULES)

- ▶ Neuropsychopharmacology
- ▶ Internet Mediated Research - online
- ▶ Behaviour Science
- ▶ Research Project

#### ELECTIVES: (CHOOSE ONE STREAM)

##### ▶ Stream 1

Organisational Psychology  
Health Psychology  
Mental Health & Distress  
Human Performance

##### ▶ Stream 2

Hysteria  
Sexuality 1  
Sexuality 2  
Psychoanalysis and Language

## What is Psychology?

Psychology is one of the most exciting and interesting subjects available in third level education. It is the study of human behaviour in all its forms: normal and abnormal, natural and learned, productive and destructive. It is a modern and progressive area of study, which with a 150-year history, is currently experiencing unprecedented growth and development in Ireland and internationally.

Professional psychologists work in almost every sphere of contemporary life. They contribute to the design of our classrooms and what takes place in them. They teach industry the best ways to select and motivate employees. They provide crucial insight into the background of various social problems and help develop interventions in areas such as bullying and addiction. They help coaches to train athletes, help the police to investigate crime, help managers to reduce stress in the workplace and help the health services to design effective health promotion campaigns (for example, anti-smoking and safe driving campaigns).

## Aims and Objectives

The Psychology programme in DBS School of Arts was the first non-university degree to be accredited by the Psychological Society of Ireland (PSI). PSI is the professional body for psychology in Ireland. As such, it seeks to promote the science and profession of psychology in Ireland and beyond.

The psychology degree represents the necessary first step to becoming a professional psychologist. Across the programme, all the key areas of psychology are studied, including laboratory and project work. The BA (Hons) in Psychology programme at DBS School of Arts is also unique in that it includes significant content from the field of psychoanalysis, one of the major and most challenging traditions in the history of psychology. Upon successful completion of the degree, depending upon the final grade, graduates will be



eligible to apply to enter postgraduate training programmes in their chosen specialisation and ultimately gain employment in their area of expertise.

### Programme Structure

This is a 3 year programme. The degree is divided into three levels. All content in levels 1 and 2 is mandatory, while there are two elective streams in addition to mandatory content in level 3.

In Level 1, students undertake introductory subjects that are designed to develop knowledge and understanding of core disciplines to provide a platform for more advanced study.

In Level 2, students take subjects that build on the level 1 foundation and further develop student knowledge and understanding.

In Level 3, students take subjects intended to develop understanding of applied areas and key subjects. Furthermore, students also undertake a research project under the guidance of a supervisor.

### Transfer Students

Students holding a relevant Level 6 or Level 7 qualification may qualify for entry to the second or third year of degree programme. Transfer applications to the second or third year full-time programmes are to be made directly to the college. Students should send copies of their examination transcripts and other relevant documentation along with their application form (available from the School / College) to the Admissions Office at Dublin Business School.

### Teaching and Assessment

The BA (Hons) in Psychology is taught mainly through lectures, tutorials and practical laboratory classes, with learners taking responsibility for a significant amount of study outside the scheduled class contact times. Continuous assessment will vary in style and purpose from module to module, depending upon the nature of the subject material and the teaching and learning objectives of the module. Sample assessment activities will include essays, multiple choice questionnaire, short answer in-class exam, oral presentation, group work, poster presentations and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

### Career Opportunities

Postgraduate qualification is normally required if graduates are to find work as professional psychologists. Such courses can be at Masters degree, or Doctorate level, with further time investment necessary. The full range of specialist areas described above can be studied. Graduates are also eligible to undertake many postgraduate courses and/or research in related areas such as social and cultural studies or health sciences.

### Clinical Psychology

Clinical psychologists work in health settings, engaging in diagnostic and therapeutic work with people with conditions such as schizophrenia and depression. They often work in teams alongside other health professionals including social workers, psychiatrists and doctors, in order to tailor treatment that best serves the needs of the patients.

### Counselling Psychology

Counselling psychologists work with people who have emotional and psychological difficulties in their daily lives, seeking to guide, support and advise people through their problems. They can work in health settings and in other institutions (such as schools) or they can work in private practice seeing members of the general public.

### Educational Psychology

Educational psychologists often work with schools under government of local authority supervision, assisting students with learning, emotional, behavioural or other difficulties. Some educational psychologists work at the highest levels of the education system, designing and reforming the national curriculum to make it more effective, fairer and more useful to students and society. Others specialise in related areas such as special needs or adult education.

### Forensic Psychology

Forensic psychologists often work in the Prison Service. However, forensic psychologists may also work in the health service (including rehabilitation units and secure hospitals), the social service (including An Garda Síochána and young offender units) and in university departments or in private consultancy. Forensic psychologists also act as expert witnesses and give evidence in court.

### PSI Accredited

The BA (Hons) in Psychology is accredited by the Psychological Society of Ireland (PSI), the professional body for psychology in Ireland. As such, it seeks to promote the science and profession of psychology in Ireland and beyond. PSI membership now stands at over 2000 members, and includes practitioners, educators and researchers, professionals and postgraduate students, as well as undergraduate subscribers.

# BA (Hons) in Film and Creative Media

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Film and Creative Media

## Duration

3 Years

## CAO Code

DB567

## Entry Requirements

2 H5 + 4 O6/H7, to include English or another Language

## Application Procedure

Application through CAO

## Programme Content

### YEAR 1

#### (CORE MODULES)

- ▶ Professional Practice: The Creative Workplace
- ▶ Audio Tech & Technologies
- ▶ Software 1: Professional Editing Platforms
- ▶ Principles: Light, Camera, Photography
- ▶ Writing for Screen Media
- ▶ Media & Identity
- ▶ The Moving Image

### YEAR 2

#### (CORE MODULES)

- ▶ Camerawork
- ▶ Audio for Podcasting, Performance & Radio
- ▶ Audio for Film & Screen
- ▶ Creative Projects
- ▶ Professional Practice: Project Management
- ▶ Scriptwriting and Development
- ▶ Software 2: Animation, Titles and Publishing
- ▶ Exploring Popular Culture
- ▶ Contemporary Film and Television

### YEAR 3: AWARD

- ▶ Professional Practice: Budgeting & Scheduling
- ▶ Dissertation
- ▶ Transmedia Practice
- ▶ Screen Theory & Criticism
- ▶ Industry Engagement/Internship
- ▶ Digital Artefact Creation
- ▶ Research Skills

## Overview

Technological transformation continues to have a disruptive impact on the film and creative media sector. As production and commercial roles change, this creates the need for a combination of creative, digital and entrepreneurial skills.

The BA (Hons) in Film and Creative Media (Level 8, 180 ECTS) programme provides students with the theoretical knowledge and practical skills in conventional and new media, by combining traditional communication and media production skills such as photography and video production, with high-level training in multimedia production, processes and design. The programme provides a focus on professional practices and applications required for the creative industries. Students will engage with professionals, clients, artists and employers through Creative Engagement / Internship module in the final stage.

## Programme Objectives

- ▶ Provide a rich and stimulating environment of critical creative practice across film, audio, photography, design, and media and will provide a formation at undergraduate level for students who wish to develop their careers in film and creative media.
- ▶ Introduce students to the history, theory, values, aesthetics and ideology of the moving image.
- ▶ Expose students to the new media research tools and develop a critical approach to the use (and misuse) of these technologies in film and media.
- ▶ Assist students with hands-on experience to develop proficient production skills while simultaneously acquiring analytical expertise and knowledge of film and creative media.
- ▶ Develop hands on learner experience and understanding of the current cultural changes in media production and consumption.

- ▶ Prepare students for the challenges of our society and of our evolving technologies in the future of work.
- ▶ Help students relate communication technologies with narrative possibilities and a perspective on telling stories to defined audiences.
- ▶ Inculcate professional practices and ethical codes of learner and employee behaviour within the industry.
- ▶ Develop students' knowledge of the theoretical and methodological skills necessary for producing rigorous research on new and emerging media.
- ▶ Connect students to a network of artists, producers and practitioners.

### Programme Structure

Year 1 is the Developmental Stage. Students will gain experience in visual and audio techniques.

Year 2 is the Competent Stage. Students will act more autonomously in using audio and visual techniques in the creation of a Creative Projects Portfolio.

Year 3 is the Advanced Stage. Students will perform research and project work in producing a Dissertation providing them with an opportunity to engage in detail with a topic of their choice.

The modules are structured according to the five streams:

- ▶ Professional Practice - 25 ECTS
- ▶ Writing and Creation - 45 ECTS
- ▶ Theory and Context - 60 ECTS
- ▶ Audio Production - 20 ECTS
- ▶ Visual Production - 30 ECTS

### Transfer Students

Students holding a relevant Level 6 or Level 7 qualification may qualify for entry to the second or third year of degree programme. Transfer applications to the second or third year full-time programmes are to be made directly to the college. Students should send copies of their examination transcripts and other relevant documentation along with their application form (available from the School / College) to the Admissions Office at Dublin Business School.

### Teaching and Assessment

The BA (Hons) in Film and Creative Media provides a flexible, multimodal, active, peer-led, experiential and reflective learning environment for students. Modules will be delivered in a hybrid mode through a mix of classroom sessions, studio workshops and other practical sessions (PC Lab), practical computer lab sessions (Apple Mac) and much more. In addition, to teaching sessions, e-learning activities complement the lab, studio and classroom sessions.

The assessment is mostly continuous assessment and take a variety of forms: digital photo portfolios, essays, blog pots, scripts for short film, group presentations, case studies etc.

### Career Opportunities

There is a wide range of destinations available to graduates from the BA (Hons) in Film & Creative Media. Recent graduates have undertaken further study at TCD, NUI Galway, Smurfit School of Business, University College London and Filmbase. Other graduates have become freelance film critics, producers, directors and scriptwriters whilst others have set up their own production companies. With its wide range of academic, industrial and professional relationships, the BA (Hons) in Film & Creative Media is the perfect platform for a career in the cultural and creative industries.

Students will be able to access work opportunities in a variety of roles from traditional to new media roles, such as:

- ▶ Creative director
- ▶ Arts director
- ▶ Film director and producer
- ▶ TV and film director
- ▶ Production accountant
- ▶ Production buyer
- ▶ Video producer
- ▶ Special events producer
- ▶ Animation/sound producer
- ▶ Visual effect artist
- ▶ Visual artist and filmmaker
- ▶ Media coordinator



#### Richard Bolger, BA (Hons) in Film and Creative Media

"My time at Dublin Business School undertaking the BA (Hons) in Film and Creative Media was the most influential part of my learning experience. Since entering into the world of work in the film industry the original elements of film-making were eagerly brought into my life by the wonderful teaching staff during the course. Their eagerness and enthusiasm for film inspired an enthusiasm for me that still exists strongly to this day. Understanding the past is the best way to deal with the present and the teaching of film-makers who started the industry to the film-makers who have made it what it is, the course gives such an insight into the reasons why film continues to thrive. Being a part of the course has been hugely important in what I do on a day to day basis."

# BA (Hons) in Audio Production and Music Project Management

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Audio Production and Music Project Management

## Duration

3 Years

## CAO Code

DB510

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

#### (CORE MODULES)

- ▶ Learning to Learn
- ▶ Marketing Essentials and Business Planning
- ▶ Studio Recording Principles and Techniques
- ▶ Introduction to Studio Production and Client Project Management
- ▶ Critical Listening and Fundamental Mixing Skills
- ▶ Fundamental Acoustics and Psychoacoustics for Production
- ▶ Electronic Music Composition and Production

### YEAR 2

#### (CORE MODULES)

- ▶ Creative Studio Recording and Studio Mixing
- ▶ Commercial Studio Production and Client Project Management
- ▶ Applied Software Post Production and Mixing
- ▶ Sound Reinforcement and Performance Technologies
- ▶ Practical Electronics
- ▶ Digital Marketing
- ▶ Creativity in Business

### YEAR 3

#### (CORE MODULES)

- ▶ Capstone Project
- ▶ Event Operations
- ▶ Creativity, Innovation and Entrepreneurship
- ▶ Audio Programming and Game Audio

#### Elective Modules:

- ▶ Professional Studio Production
- ▶ Professional Live Production

## Overview

The degree in Audio Production and Music Project Management is delivered in collaboration with our partners Sound Training College. Located at Rory Gallagher Corner and the Temple Bar Music Centre (The Button Factory), the Sound Training College has been setting standards in audio education for over 30 years.

Our Audio Production and Music Project Management course offers students the unique opportunity to develop their skills in the field through industry-based, professional projects. While working on these real-world projects, students engage in both advanced audio production and music project management, greatly broadening employability. These projects are an integral part of Sound Training Productions: a recording and production company (led by graduates and students) which offers unrivalled, unique opportunities and links with key contacts in the music industry.

## Aims and Objectives

- ▶ Develop learners' technical knowledge of audio production principles and practice, along with the creative, innovative and business skills required in the audio industries.
- ▶ Cultivate learners' advanced technical and creative abilities for audio recording and production.
- ▶ Equip learners with an understanding of the application of existing and emerging technologies and creative practices within the music industry in order to design and deliver creative products and services.
- ▶ Develop learners' interpersonal and soft skills, to enable effective communication with colleagues across technical, creative and business backgrounds.

- ▶ Develop learners' understanding and application of business concepts, project management and marketing in audio production.
  - ▶ Develop responsible skills for project planning and management together with some responsibility for leading and developing others.
  - ▶ Facilitate the development of applied skills by the learner that are directly complimentary and relevant to both the workplace and in a production setting.
  - ▶ Identify and develop autonomous learning skills for the learner.
  - ▶ Provide learners with the academic skills to engage in experimentation, critical analysis and self-learning.
- ▶ Pre-production, Artist Development and all aspects of Client Work
  - ▶ Composition
  - ▶ Project management
  - ▶ Event Operations
  - ▶ Digital Marketing and Marketing Essentials

Content is complemented by a vast array of seminars from Industry Professionals, all contributing to the creative and technical development of the student.

### Transfer Students

Students holding a relevant Level 6 or Level 7 qualification may qualify for entry to the second or third year of degree programme. Transfer applications to the second or third year full-time programmes are to be made directly to the college. Students should send copies of their examination transcripts and other relevant documentation along with their application form (available from the School / College) to the Admissions Office at Dublin Business School.

### Teaching and Assessment

Course work is broken down into the following components, some of which are used in each module:

- ▶ Lectures
- ▶ Hands-on small group tutorials
- ▶ Group Discussion
- ▶ Practical analysis and evaluative exercises
- ▶ Case Study
- ▶ Practical skills sessions

### Career Opportunities

Audio Production and Music Project Management graduates will be able to pursue a career as producers, studio engineers, live sound engineers, sound designers, production assistants, composers and studio managers.

Graduates may also diversify to career opportunities in other areas, such as radio production, promotion and advertising, music journalism or the video game industry.

The Level 8 BA (Hons) in Audio Production and Music Project Management programme has been designed to flow, and follow on from, the Level 6 Higher Certificate in Sound Engineering and Music Production and the Level 6 SPA Certificate in Sound Engineering and Music Production programmes. This allows students who progress from the level 6 programme, to deepen, widen and advance their skillset and knowledge.

### Programme Structure

Students can look forward to abundant access to studio facilities, both in class time and on project work, as well as real world project experience, examples of which can be seen on our Sound Training Productions website.

Software used on the course includes Pro Tools, Logic and Ableton. See our facilities for hardware and studio equipment. To find out more or to organise a tour of the facilities head over to their contact page at [soundtraining.com](http://soundtraining.com).

Online Access: Enrolled students will receive access to Sound Training online resources.

Key themes include:

- ▶ Studio and Recording Techniques
- ▶ Music Technology and Digital Audio Workstations (DAW)
- ▶ Live Sound Reinforcement and Production
- ▶ Electronic Music Production
- ▶ Client based Audio Production across mixed media
- ▶ Acoustics and Psychoacoustics



# BA in Film and Creative Media

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 7

## Award Type

Major

## Title of Award

BA in Film and Creative Media

## Duration

3 Years

## CAO Code

DB576

## Entry Requirements

5 O6/H7, to include English or another Language

## Application Procedure

Application through CAO

## Course Content

### YEAR 1 (CORE MODULES)

- ▶ Digital Film Production
- ▶ New Media Writing
- ▶ Multimedia Tools
- ▶ Investigating the Creative Media Industry
- ▶ Film, Cinema and Screen Today
- ▶ Creativity & Design in Practice
- ▶ Sound Production
- ▶ Storytelling in the Digital Age

### YEAR 2 (CORE MODULES)

- ▶ Professional Practice: The Creative Workplace
- ▶ Audio Tech & Techniques
- ▶ Software 1: Professional Editing Platforms
- ▶ Principles: Light, Camera, Photography
- ▶ Writing for the Screen Media
- ▶ Media & Identity
- ▶ The Moving Image

### YEAR 3 (CORE MODULES)

- ▶ Camerawork
- ▶ Audio for Podcasting, Performance & Radio
- ▶ Audio for Film & Screen
- ▶ Creative Projects
- ▶ Professional Practice: Project Management
- ▶ Scriptwriting and Development
- ▶ Software 2: Animation, Titles and Publishing
- ▶ Exploring Popular Culture
- ▶ Contemporary Film and Television

## Overview

### What is Film & Creative Media?

Given the ever-increasing demand for creative content creation using film and creative media across all areas of enterprise, coupled with technological transformations there exists a growing demand for employees who have filmmaking, storytelling, audio, project management and production skills and competencies. This programme will prepare students for the challenges of our society and of our evolving technologies in the future of work while developing the work-ready skills. This programme is designed to appeal to students seeking to gain critical exposure to creative media and film practices as well as gain work experience and applied learning for a future career in the creative media sector.

### Aims and Objectives

The BA in Film and Creative Media (Level 7, 180 ECTS) combines traditional communication and media production skills such as photography and video production, project management and professional practice, with technical training in multimedia production, processes and design. It's a 3 year programme emphasising experimentation and creativity, teamwork and collaboration, design and innovation in developing student's practical skills. Students will also be able to develop key transferable skills applicable to a broad range of artistic, commercial, industrial and public sector environments.

In addition, graduates will present Creative Portfolio which will be exhibited at the annual end of year DBS Arts Week Creative Showcase event providing students with an opportunity to network and connect with the industry.

### Objectives:

- ▶ Help students relate communication technologies with narrative possibilities and a perspective on telling stories to defined audiences.
- ▶ Assist students to competently realise projects using audio and video software, camera equipment and storytelling devices that create meaning to a defined audience or client.
- ▶ Develop students' knowledge of the theoretical and methodological skills necessary for producing a creative portfolio of work
- ▶ Provide students with an understanding of the processes underlying creativity and innovation.
- ▶ Place the students understandings of film and creative media within its cultural context
- ▶ Enable students to operate within creative workplaces cognisant of professional practices and industry codes of behaviour.

### Programme Structure

Year 1 is the Fundamental stage. It provides the students with foundational knowledge and an understanding of general and basic film and media techniques, ideas and concepts.

Year 2 is the Developmental stage. It will allow the students to gain more experience in visual and audio techniques.

Year 3 is the Competent stage. At the final year students will act more autonomously in using audio and visual techniques in the creation of a Creative Projects Portfolio.

### Teaching and Assessment

The BA in Film and Creative Media provides a flexible, multimodal, active, peer-led, experiential and reflective learning environment for students. Modules will be delivered in a hybrid mode through a mix of guest lectures, workshops, study-tours, case studies, seminars, tutoring, laboratory/practical sessions, work-based learning, simulation activities, video role plays and much more. This will be facilitated by teaching styles and methods adopted and by placing greater emphasis on practically focused assessment. The assessment methods will range from media artefacts, essays, blogs, reports, presentations, in-class tests to photo-essays. The assessment will be 100% continuous assessment.

### Career Opportunities

Graduates of BA in Film and Creative Media will be able to work in supervised technical positions or acting as crew-members for a larger production. This programme is designed for content creators, artists and filmmakers or those who aspire to enter these roles. It will be of interest to employees in the creative industries and allied fields interested in moving to a content creator role.

In addition, many graduates can operate as freelance, project or portfolio-based workers. A range of employment opportunities is possible in areas such as:

- ▶ Film, TV, and Animation
- ▶ Independent Live Action Production
- ▶ Social Media content creation
- ▶ In-House (i.e., broadcaster) Production
- ▶ Animation
- ▶ Post-Production and VFX
- ▶ Distribution
- ▶ Cinema Exhibition
- ▶ TV Broadcasting, and
- ▶ Video on Demand

Graduates of this programme may also progress to the final year of the Level 8 programmes the BA in (Hons) Film & Creative Media.

# Higher Certificate in Sound Engineering and Music Production

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 6

## Award Type

Major

## Title of Award

Higher Certificate in Sound Engineering and Music Production

## Duration

2 Years

## CAO Code

DB534

## Entry Requirements

5 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Course Content

### YEAR 1 (CORE MODULES)

- ▶ Learning to Learn
- ▶ Music Business
- ▶ DAW Based Music Composition
- ▶ Intro to Critical Listening
- ▶ Intro to Sound and DAW
- ▶ Musical Instruments
- ▶ Pre-production and Studio Engineering

### YEAR 2 (CORE MODULES)

- ▶ Studio Production and Client Project Management
- ▶ Acoustics and Psychoacoustics for Production
- ▶ Practical Electronics
- ▶ Marketing essentials and Business planning
- ▶ Critical Listening & DAW Skills
- ▶ Electronic Music Composition & Production
- ▶ Studio Techniques

## Overview

Located at Rory Gallagher Corner and the Temple Bar Music Centre (The Button Factory), the Sound Training College has been setting standards in audio education for over 30 years. A variety of full and part time courses to suit all learners are offered in Music Production, Sound Engineering, Live Sound, Lighting and Festival Management.

Our Sound Engineering and Music Production course is focused on providing students with the essential knowledge, industry experience, contacts and opportunities required to succeed in the music industry. This includes Sound Training Productions, a recording and production company led by graduates and students, which offers unrivalled, unique opportunities and links with key contacts in the music industry. This programme is delivered in collaboration with our partners Sound Training College.

Key themes include:

- ▶ Studio and Recording Techniques
- ▶ Music Technology and Digital audio workstations
- ▶ Electronic Music Production
- ▶ Client based Music Production
- ▶ Acoustics and Psychoacoustics
- ▶ Pre-production, Artist Development and all aspects of Client Work
- ▶ Composition
- ▶ Music Business
- ▶ Project management
- ▶ Practical Electronics

Content is complemented by a vast array of seminars from Industry Professionals, all contributing to the creative and technical development of the student.

Students can look forward to abundant access to studio facilities, both in class time and on project work, as well as real world project experience, examples of which can be seen on our Sound Training Productions website. Software used on the course includes Pro Tools, Logic and Ableton. See our facilities for hardware and studio equipment.

To find out more about the portfolio requirements or to visit STC for a tour of the facilities head over to their [contact page](#).

Online Access: Enrolled students will receive access to Sound Training Online resources.

## Aims and Objectives

1. Provide learners with a practical learning environment where theory and knowledge are used in context, and to provide an opportunity for learners to work with equipment and situations commonly found in a music production setting.
2. Develop learners' understanding of the role of the studio, engineer, producer, and preparatory works (preproduction), when working with a client and other creatives (of a similar level to their skillset) in a production setting.
3. Develop learners' practical and technical skills, working with industry standard hardware and software, and their understanding and practical integration of these within the production process.
4. Develop learners' understanding of the compositional process, and the role of composer, and composition in production, with a focus on electronic music.
5. Develop learners' soft and transferrable skills, preparing learners to work effectively and collaboratively with others.
6. Develop learners' understanding and application of business concepts, project management and marketing in music production.
7. Facilitate the development of applied skills by the learner that are directly complimentary and relevant to both the workplace and in a production setting.
8. Provide learners with a comprehensive platform for career development, innovation and further study.

## Programme Structure

This is a two year full-time programme.

Students can look forward to abundant access to studio facilities, both in class time and on project work, as well as real world project experience, examples of which can be seen on our Sound Training Productions website. Software used on the course includes Pro Tools, Logic and Ableton. See our facilities for hardware and studio equipment. To find out more about the portfolio requirements or to visit STC for a tour of the facilities head over to their contact page: [www.soundtraining.com](http://www.soundtraining.com).

Online Access: Enrolled students will receive access to Sound Training Online resources.

## Teaching and Assessment

Course work is broken down into the following components for some of which are used in each module:

- ▶ Lectures
- ▶ Hands-on small group tutorials
- ▶ Group Discussion
- ▶ Practical analysis and evaluative exercises
- ▶ Case Study
- ▶ Practical skills sessions

## Career Opportunities

Sound Engineering and Music Production graduates will be able to pursue a career as a sound engineer, editor or music producer in the audio industry.

Our alumni continue to lead the field in the audio industry. You can hear some of their stories here: <https://youtu.be/3e1HGx21nWg>

Graduates can apply for progression onto advanced years of a degree programme; a number of STC graduates have successfully progressed to further academic qualifications in this manner.





# Business, Law, Marketing and ICT

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# BA (Hons) in Business (General)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Business

## Duration

3 Years

## CAO Code

DB512

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

#### (CORE MODULES)

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

### YEAR 2

#### (CORE MODULES)

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practice
- ▶ Advanced Economic Perspectives

#### Options (Choose 2)

- ▶ Psychology
- ▶ Social Psychology
- ▶ Principles of Business Law
- ▶ Employee Relations and the Law
- ▶ Organisational Behaviour for Managers
- ▶ Selling and Sales Management
- ▶ Project Planning and Control
- ▶ Project Feasibility
- ▶ Database Design and Cloud Technologies
- ▶ Cloud Marketing and Sales
- ▶ Business Programming

### YEAR 3

#### (CORE MODULES)

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project

#### Options (Choose 2)

- ▶ Organisational Psychology
- ▶ Personality and Individual Differences
- ▶ Human Resource Development
- ▶ Contemporary Performance Management
- ▶ Corporate Law and Governance
- ▶ Advanced Business and Commercial Law
- ▶ Project Planning Techniques
- ▶ Project Management and Evaluation
- ▶ Data Management and Analytics
- ▶ Performance Management (Accounting)
- ▶ Creativity, Innovation and Entrepreneurship
- ▶ Cloud Networking and Security
- ▶ Cloud Platform Development
- ▶ Business Intelligence and Visualisation
- ▶ Business Systems Analysis

## Overview

The BA (Hons) in Business is designed to give a clearly structured business education that provides a solid foundation for success in a business career. This programme provides a strong grounding in fundamental business concepts, ideas, practices and methodologies. Graduates will, upon completion of this programme, have the necessary knowledge, skills and attributes to enter the business world professionally and/or progress to a management role within a general or specific field or subfield of business. Throughout the programme, learners will acquire business acumen to strategically appraise business opportunities and challenges and effectively integrate into decision-making roles with an organisation. The BA (Hons) in Business will create graduates capable of dealing with diverse intrinsic and extrinsic opportunities and challenges in the business world and do so in a creative fashion promoting business sustainability and growth. Graduates will be also be in a position to take up further Level 9 postgraduate studies.

## Aims and Objectives

The programme aims to create a well-rounded business graduate whose insights will guide and inform strategic business decisions designed to increase productivity, profitability and an organisation's value and market share.

The specific programme objectives are to:

1. Provide learners with a strong base of contemporary business knowledge through theory, concepts and methods constituting an in-depth academic grounding in the core disciplines and skills, and related areas, required for a career in general business.
2. Imbue learners with appropriate expertise in the major aspects of the essential business disciplines and

an awareness of the means by which the frontiers of the disciplines can be expanded and new knowledge appraised.

3. Develop in learners a methodical and rational approach to business problem solving and decision making, with the capability to apply acquired knowledge and skills to practical business situations.
4. Develop in learners a range of intellectual skills, encompassing reasoning and evaluative skills and communication skills that develop as fully as possible their interpersonal abilities.
5. Develop learner capacity to organise information, argue, negotiate and defend conclusions and to present them in a clear and coherent fashion.
6. Encourage learners to deal with knowledge in a critical and analytical way, with the capacity and confidence to evaluate ideas and opinions underpinned by qualitative and quantitative research findings.
7. Provide learners with the opportunity to also specialise in a sub-field of business learning and to increase their knowledge and skills in this specialised area of Management, Project Management, Human Resource Management, Information Systems, Cloud Computing, Psychology or Law. This specialism is in addition to the objectives outlined previously.

## Programme Structure

Students study common subjects in their first year. This honours degree course offers students considerable flexibility in their choice of second and third year subjects. This allows students to choose electives, and orientate their studies towards preferred subjects. A wide choice is available from a range of electives across disciplines. Students of the general Business degree must choose their two electives from different disciplines.

## Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

## Teaching and Assessment

The BA (Hons) in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

## Career Opportunities

Due to the broad spectrum of subjects studied, career opportunities for business students are numerous. The wide-ranging nature of knowledge and skills gained by business graduates makes them an attractive proposition for any prospective employer. A range of employment opportunities is possible in areas such as HR, business analysis, project management, sales, operations, ICT, finance and general management. Graduating students wishing to pursue further qualifications can proceed to postgraduate programmes up to Masters level or to programmes leading to professional qualifications.



# BA (Hons) in Business (HRM)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Business

## Duration

3 Years

## CAO Code

DB515

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

### YEAR 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Employee Relations and the Law
- ▶ Organisational Behaviour for Managers

### YEAR 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Human Resource Development
- ▶ Contemporary Performance Management
- ▶ Capstone Project

## Overview

The question of effective management of an organisation's people now receives much attention and has arguably become more important than ever. From the viewpoint of those involved in managing human resources, many organisations are facing challenges that are less predictable and more rapid than in the past. Success, and very often survival, requires that organisations find ways to attract retain and reward good employees. Organisations today invest significantly in Human Resource Management (HRM) expertise in the belief that people are a very important asset to any organisation.

This degree is designed for those with an interest in people and the people aspects of businesses and organisations. Managers and employees alike can benefit greatly from a better understanding and knowledge of people at work. In addition to providing students with a firm grounding in business, this course provides the knowledge and skills that they need to compete successfully as a human resource specialist in today's complex and changing world of business.

## Aims and Objectives

The programme aims to create a well-rounded business graduate whose insights will guide and inform strategic business decisions designed to increase productivity, profitability and an organisation's value and market share. The specific programme objectives are to:

1. Provide learners with a strong base of contemporary business knowledge through theory, concepts and methods constituting an in-depth academic grounding in the core disciplines and skills, and related areas, required for a career in general business.
2. Imbue learners with appropriate expertise in the major aspects of the essential business disciplines and an awareness of the means by which the frontiers of the disciplines can be expanded and new knowledge appraised.
3. Develop in learners a methodical and rational approach to business problem solving and decision making, with the capability to apply acquired knowledge and skills to practical business situations.
4. Develop in learners a range of intellectual skills, encompassing reasoning and evaluative skills and communication skills that develop as fully as possible their interpersonal abilities.

5. Develop learner capacity to organise information, argue, negotiate and defend conclusions and to present them in a clear and coherent fashion.
6. Encourage learners to deal with knowledge in a critical and analytical way, with the capacity and confidence to evaluate ideas and opinions underpinned by qualitative and quantitative research findings.

### Programme Structure

This HRM pathway includes a specific focus on the management of people within an organisation and their impact as a resource. In addition to providing students with a firm grounding in business, this pathway provides knowledge and skills that graduates need to compete successfully as a human resource specialist in today's complex and changing world of business. Modules at Level 7 include: Employee Relations and the Law and Organisational Behaviour for

Managers. Level 8 electives include: Human Resource Development and Contemporary Performance Management.

### Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

### Teaching and Assessment

The BA (Hons) in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

### Career Opportunities

The world of business now offers many career opportunities to a graduate specialising in human resource management. The programme is primarily for students who wish to follow such a career, either in general human resource management, or in more specialised fields such as industrial relations or training and development. It is also ideal for those who may favour working for a trade union or in the field of equal opportunities. Students may also wish to use the degree as a preparation for a career in general management. Alternatively, the degree provides the basis for further academic HRM studies at postgraduate level.



# BA (Hons) in Business (Law)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Business

## Duration

3 Years

## CAO Code

DB514

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

### YEAR 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Principles of Business Law
- ▶ Employee Relations and the Law

### YEAR 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Corporate Law and Governance
- ▶ Advanced Business and Commercial Law

## Overview

Law is a vast area of study. Recent high profile domestic cases have focused attention on the need for compliance with legal principles and requirements. These principles dictate the way in which individuals and organisations carry out their daily business. In an increasingly litigious society, businesses rely on employees with appropriate legal knowledge to ensure that business activities are carried out in a manner that is both ethical and fully compliant with all legal requirements.

This course is designed for students intending to pursue a business career in areas where a detailed knowledge of law is useful.

## Aims and Objectives

The programme aims to create a well-rounded business graduate whose insights will guide and inform strategic business decisions designed to increase productivity, profitability and an organisation's value and market share. The specific programme objectives are to:

1. Provide learners with a strong base of contemporary business knowledge through theory, concepts and methods constituting an in-depth academic grounding in the core disciplines and skills, and related areas, required for a career in general business.
2. Imbue learners with appropriate expertise in the major aspects of the essential business disciplines and an awareness of the means by which the frontiers of the disciplines can be expanded and new knowledge appraised.
3. Develop in learners a methodical and rational approach to business problem solving and decision making, with the capability to apply acquired knowledge and skills to practical business situations.
4. Develop in learners a range of intellectual skills, encompassing reasoning and evaluative skills and communication skills that develop as fully as possible their interpersonal abilities.
5. Develop learner capacity to organise information, argue, negotiate and defend conclusions and to present them in a clear and coherent fashion.
6. Encourage learners to deal with knowledge in a critical and analytical way, with the capacity and confidence to evaluate ideas and opinions underpinned by qualitative and quantitative research findings.

### Programme Structure

This law pathway provides a focus on business law and governance. This specialism focuses on ensuring business is conducted in a way which is compliant with all legal requirements and this specialism is delivered within two modules at Level 7 (Principles of Business Law; Employee Relations and the Law) and two at Level 8 (Corporate Law and Governance; Advanced Business and Commercial Law). The aim of the Law pathway of the programme is to help graduates to develop critical thinking, problem solving and communication skills that will allow them to analyse the legal issues that arise in the course of many common business activities in order to ensure compliance and prevent problems from arising.

### Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

### Teaching and Assessment

The BA (Hons) in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

### Career Opportunities

The structure and content of this programme enables students to progress to a career where a sound knowledge of relevant law is a definite asset. For example, many large organisations have legal departments, where comprehensive business knowledge augmented by a solid foundation in legal principles is required. Graduates from this programme will also be well-placed to pursue a business career in areas where legal knowledge is highly relevant - for example, human resource management, finance, purchasing, compliance and contracts. The programme will also suitably equip graduates who wish to advance their studies in more specialised areas of law.



# BA (Hons) in Business (Psychology)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Business

## Duration

3 Years

## CAO Code

DB569

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

### YEAR 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Psychology
- ▶ Social Psychology

### YEAR 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Organisational Psychology
- ▶ Personality and Individual Differences

## Overview

The philosophy of this programme is to provide students with an appropriate base of relevant business and management knowledge, with particular emphasis on the development of a firm understanding of the core issues addressed by organisational psychology. The aims and objectives is that upon completion of the programme students should be able to:

- ▶ Understand a range of business functions and the multi-disciplinary nature of business.
- ▶ Apply appropriate academic theories and concepts to a range of business and management issues.

- ▶ Understand the international business environment.
- ▶ Develop an understanding of the complexity of human behaviour.
- ▶ Understand the role of psychology in organisational functioning.
- ▶ Develop learning skills to meet the demands of further study.

## Aims and Objectives

The programme aims to create a well-rounded business graduate whose insights will guide and inform strategic business decisions designed to increase productivity, profitability and an organisation's value and market share. The specific programme objectives are to:

1. Provide learners with a strong base of contemporary business knowledge through theory, concepts and methods constituting an in-depth academic grounding in the core disciplines and skills, and related areas, required for a career in general business.
2. Imbue learners with appropriate expertise in the major aspects of the essential business disciplines and an awareness of the means by which the frontiers of the disciplines can be expanded and new knowledge appraised.
3. Develop in learners a methodical and rational approach to business problem solving and decision making, with the capability to apply acquired knowledge and skills to practical business situations.
4. Develop in learners a range of intellectual skills, encompassing reasoning and evaluative skills and communication skills that develop as fully as possible their interpersonal abilities.
5. Develop learner capacity to organise information, argue, negotiate and defend conclusions and to present them in a clear and coherent fashion.

6. Encourage learners to deal with knowledge in a critical and analytical way, with the capacity and confidence to evaluate ideas and opinions underpinned by qualitative and quantitative research findings.

### Programme Structure

This pathway provides students with a comprehensive grounding in business alongside specialist knowledge of psychology and its application to the workplace. The role of psychology in business and industry has long been understood to increase productivity, human development and employee satisfaction. The psychology pathway includes an additional focus on the human mind and how individual differences manifest within workforces. This specialism contains four subject-specific modules – two at Level 7 (Psychology; Social Psychology) and two at Level 8 (Organisational Psychology; Personality and Individual Differences). The pathway provides students with the platform to develop

skills and competencies in the areas of psychological research, social psychology, personality and work psychology.

### Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

### Teaching and Assessment

The BA (Hons) in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

### Career Opportunities

Due to the broad spectrum of subjects studied, career opportunities for business and psychology students are numerous. The wide-ranging nature of knowledge and skills gained by business and psychology graduates makes them an attractive proposition for any prospective employer. Graduates have the opportunity to add value for both employers and themselves on a daily basis. Graduates can test theories, apply concepts and undertake practical project work. Graduating students wishing to pursue further qualifications can proceed to postgraduate programmes up to Masters level or to programmes leading to professional qualifications.



# BA (Hons) in Business (Global Business)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Business Studies

## Duration

3 Years

## CAO Code

DB520

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another language

## Application Procedure

Application through CAO

## Content

### LEVEL 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

### LEVEL 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Politics in the Modern World
- ▶ Global Finance
- ▶ Intercultural Management

### LEVEL 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Environment and Society
- ▶ Global Issues
- ▶ International Marketing
- ▶ Capstone Project

## Overview

The BA (Hons) in Business (NFQ Level 8, 180 ECTS) is a three year full-time or four-year part-time programme that aims to provide learners with the fundamental skills of business and create, in the learner, a diversity of cross-enterprise skills necessary in today's competitive and evolving market. Learners will also acquire insight into sub-fields of business and increase their knowledge and skills in the specialised areas of Management,

Project Management, Human Resource Management, Information Systems, Cloud Computing, Psychology, Global Business, or Law, depending on the electives they choose. In this way, the programme aims to provide an integrated, balanced and dynamic business education that enables the learner to develop the theoretical knowledge and practical skills they need to critically analyse, evaluate and implement strategic solutions for business opportunities and challenges in a diverse and dynamic field.

The Global Business elective provides a focus on global business. This pathway has been designed with the specific intention of equipping graduates for a career in today's increasingly global and culturally diverse business environment. In today's global economy, it is essential for employees to be culturally agile. The best team players and leaders will possess the ability to accurately assess the cultural environment in which they operate in order to manage themselves and their teams appropriately. As businesses around the world have become increasingly interconnected, graduates are required to possess a global perspective in order to thrive. The global business elective aims to produce graduates who understand that globalisation has resulted in an increased interconnectedness of businesses, people, cultures, marketing economics, politics and sustainability and about sharing that information across countries and continents.

## Aims and objectives

The programme's specific objectives are as follows:

1. Provide learners with a strong base of contemporary business knowledge through theory, concepts and methods constituting an in-depth academic grounding in the core disciplines and skills, and related areas, required for a career in general business.

2. Imbue learners with appropriate expertise in the major aspects of the essential business disciplines and an awareness of the means by which the frontiers of the disciplines can be expanded and new knowledge appraised.
  3. Develop in learners a methodical and rational approach to business problem solving and decision making, with the capability to apply acquired knowledge and skills to practical business situations.
  4. Develop in learners a range of intellectual skills, encompassing reasoning and evaluative skills and communication skills that develop as fully as possible their interpersonal abilities.
  5. Develop learner capacity to organise information, argue, negotiate and defend conclusions and to present them in a clear and coherent fashion.
  6. Encourage learners to deal with knowledge in a critical and analytical way, with the capacity and confidence to evaluate ideas and opinions underpinned by qualitative and quantitative research findings.
  7. Provide learners with the opportunity to also specialise in a sub field of business learning and to increase their knowledge and skills in this specialised area of Management, Project Management, Human Resource Management, Information Systems, Cloud Computing, Psychology, Global Business or Law. This specialism is in addition to the objectives outlined previously.
- \* *Subject to Validation*

### Programme Structure

Stage 1 will provide learners with knowledge of relevant disciplines such as management and organisation, marketing essentials and an introduction to Business Finance, Information Technology and Economics. Learners will also learn skills relevant to professional practice such as business frameworks, context, etc.

Stage 2 will build on the knowledge developed at Stage 1 in advanced economics perspectives, financial management, business ethics, business information systems, social psychology, project planning and control, innovation and selling and sales management, programming for business and database design and cloud technologies. In addition, learners will gain an understanding of principles of professional practice, specifically through politics in the modern world, global finance, and intercultural management.

Stage 3 will complete learners' instruction in global business, strategic management, human resource management and development, organisational psychology, performance management, creativity, innovation and entrepreneurship, corporate law and governance, and business systems analysis and business intelligence and visualisation, cloud networking, security and cloud platform development, environment and society, global issues, and international marketing. Learners will complete their award stage with a capstone project.

### Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

### Teaching and Assessment

DBS is committed to providing a flexible, active, peer-led, experiential and reflective learning environment for learners. As a result, throughout this programme, learners will experience a varied range of teaching and learning strategies, which have been selectively chosen and based on module content and suitability to assessment. While modules will be delivered through a mix of workshops, practical sessions, tutorials and lectures, teaching and

learning will focus on the learner applying problem-solving skills and undertaking critical reflection and critique of case studies. The material will be presented during lectures and workshops with supporting material available via Moodle, DBS's virtual learning environment. Learning, teaching and assessment for this programme, therefore, encourages learners to develop critical thinking, creative problem solving and analytical and evaluative skills relating to real-world scenarios.

### Career Opportunities

The proposed programme looks at the use of strategy and business acumen so that regardless of the industry or sector the programme offers valuable knowledge, theory and practical applications to enable the graduates to apply their new knowledge in context and for the improvement of the organisation. This programme is, therefore, designed for managers, business innovators and leaders or those who aspire to enter these roles.

In a market-driven economy where competitive advantage is key, it is intended that graduates of this programme will meet the needs of organisations that wish to remain competitive through the strategic management and analysis of strategic decision making within a variety of business functions such as Marketing, ICT and Business Finance. Some examples of potential roles for graduates are:

- ▶ Sales Executive
- ▶ Business Consultant

Graduates of this programme may also want to pursue further studies to specialize in a particular area such as Human Resources or Accounting.



# BA (Hons) in Business (Information Systems)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Business

## Duration

3 Years

## CAO Code

DB524

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

### YEAR 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Database Design and Cloud Technologies
- ▶ Business Programming

### YEAR 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Business Intelligence and Visualisation
- ▶ Business Systems Analysis

## Overview

The information systems (IS) pathway is designed to be specifically relevant to the modern business environment in which the role of information systems has become increasingly important. Business professionals are now expected to be proficient in relevant technological concepts and applications, skills that had been viewed as being outside of the domain of the traditional business degree. Information systems must be designed, implemented and maintained using an array of methodologies, tools and technologies. This IS pathway aims

to provide students with the skills, knowledge and competences in the use of systems and related-technologies to control and manage organisational data and information.

## Aims and Objectives

The programme aims to create a well-rounded business graduate whose insights will guide and inform strategic business decisions designed to increase productivity, profitability and an organisation's value and market share. The specific programme objectives are to:

1. Provide learners with a strong base of contemporary business knowledge through theory, concepts and methods constituting an in-depth academic grounding in the core disciplines and skills, and related areas, required for a career in general business.
2. Imbue learners with appropriate expertise in the major aspects of the essential business disciplines and an awareness of the means by which the frontiers of the disciplines can be expanded and new knowledge appraised.
3. Develop in learners a methodical and rational approach to business problem solving and decision making, with the capability to apply acquired knowledge and skills to practical business situations.
4. Develop in learners a range of intellectual skills, encompassing reasoning and evaluative skills and communication skills that develop as fully as possible their interpersonal abilities.
5. Develop learner capacity to organise information, argue, negotiate and defend conclusions and to present them in a clear and coherent fashion.
6. Encourage learners to deal with knowledge in a critical and analytical way, with the capacity and confidence to evaluate ideas and opinions underpinned by qualitative and quantitative research findings.

## Programme Structure

The modules chosen for Level 7 and 8 of this pathway will complement the core business pillars of Management, Finance, Economics and Research, Strategy and HR. The mandatory module, Business Information Systems at Level 7, will introduce learners to information systems and related technologies. Database Management Systems (DBMS) is at the core of all information systems and problem solving key to optimising solutions that are provided to business. The Level 7 modules of Database Design and Cloud Technologies and Business Programming will provide students with key technical knowledge, competence and problem solving skills in IS technologies. At Level 8 students will learn how to analyse, design and implement information systems in the Business Systems Analysis module.

In Business Intelligence and Visualisation learners will learn how data is a key asset to help managers make better-informed decisions backed up with accurate data and ultimately recognise new business opportunities and identify inefficient processes that need reengineering.

## Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

## Teaching and Assessment

The BA (Hons) in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

## Career Opportunities

Graduates of this degree pursue a variety of career paths due to the relevant, diverse nature of skills obtained throughout the programme. Graduate roles include:

- ▶ Business Analysts
- ▶ Software Developers
- ▶ Web Developers
- ▶ Database Administrators
- ▶ ICT Managers
- ▶ IT recruitment Consultants



# BA (Hons) in Business (Cloud Computing)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Business

## Duration

3 Years

## CAO Code

DB526

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

### YEAR 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Database Design and Cloud Technologies
- ▶ Cloud Marketing and Sales

### YEAR 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Cloud Networking and Security
- ▶ Cloud Platform Development

## Overview

The Cloud Computing pathway provides learners with the knowledge and technical abilities to provide optional cloud-based solutions to a variety of business scenarios. Each level builds a combination of business and technical skills. More and more companies are moving their IT systems to the cloud, and many of those businesses are exploring how to get the most out of these new models. Moving to cloud computing may reduce the cost of managing and maintaining IT systems, even though it's unlikely for most companies to have 100% of their architecture in the

cloud, the percentage of IT systems that is cloud-based is reaching critical mass. Cloud computing execution and implementation in various business applications demands highly trained individuals to ensure continued service. There are challenges and benefits involved in the process of migrating business applications to a cloud platform but with the right support the benefits easily overcome the challenges. Cloud technologies can bring businesses a variety of new concepts and business opportunities during this process, typically on sharing computing resources rather than having local servers or personal devices to handle applications.

## Aims and Objectives

The programme aims to create a well-rounded business graduate whose insights will guide and inform strategic business decisions designed to increase productivity, profitability and an organisation's value and market share. The specific programme objectives are to:

1. Provide learners with a strong base of contemporary business knowledge through theory, concepts and methods constituting an in-depth academic grounding in the core disciplines and skills, and related areas, required for a career in general business.
2. Imbue learners with appropriate expertise in the major aspects of the essential business disciplines and an awareness of the means by which the frontiers of the disciplines can be expanded and new knowledge appraised.
3. Develop in learners a methodical and rational approach to business problem solving and decision making, with the capability to apply acquired knowledge and skills to practical business situations.

4. Develop in learners a range of intellectual skills, encompassing reasoning and evaluative skills and communication skills that develop as fully as possible their interpersonal abilities.
5. Develop learner capacity to organise information, argue, negotiate and defend conclusions and to present them in a clear and coherent fashion.
6. Encourage learners to deal with knowledge in a critical and analytical way, with the capacity and confidence to evaluate ideas and opinions underpinned by qualitative and quantitative research findings.

### Programme Structure

At Level 7 in the Cloud Marketing and Sales module, learners will explore cloud computing deployment and service models and learn how cloud integration affects the internal business operations across the organisation – including which business dynamics are affected, contractual obligations,

and risks inherent in operating your business in the cloud. This will be complemented by their first technical experience in the Database Design and Cloud Technologies module, where they will create and deploy a database in a public and private cloud service. At Level 8, learners will develop strong competence in Cloud technologies, including design and development using technologies such as Azure, AWS and GAE in the module on Cloud Platform Development. The second Level 8 module, Cloud Networking and Security will enhance the learners skills from their Level 7 modules by practically deploying a cloud network and implementing the security required for a production model.

### Transfer Learners

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

### Teaching and Assessment

The BA (Hons) in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

### Career Opportunities

For the modern business today, cloud technologies can provide; accelerate delivery through real time planning, improve quality through traceability and awareness and deliver value across teams through collaborative tooling. Like all the specialisms, this pathway carefully links and aligns the programme modules such as Database Design and Cloud Technologies, Cloud Marketing and Sales, Cloud Platform Development and Cloud Networking and Security.



# BA (Hons) in Business (Management)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Business

## Duration

3 Years

## CAO Code

Direct Application to College

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

### YEAR 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Selling and Sales Management
- ▶ Project Feasibility

### YEAR 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Data Management and Analytics
- ▶ Creativity, Innovation and Entrepreneurship

## Overview

The BA (Hons) in Business (Management) is designed to provide a solid foundation for success in a business career. The course provides a strong grounding in fundamental business concepts, ideas, practices and methodologies. It features a rich learning environment that involves students in comprehensive and critical analysis of business organisations, functions, processes and management techniques. This course provides students with a good understanding of general business theory and practice. It also provides the critical knowledge and skills that will

enable an effective contribution to the resolution of business problems and prepares students for the challenges posed by the dynamic nature of the modern business environment. As the course progresses, the emphasis shifts from foundation knowledge to in-depth study of particular areas of the major disciplines. There is also a greater emphasis on independent work and on the development of a critical and analytical approach to the subject matter, which gives students the confidence to critically evaluate information, ideas and opinions.

## Aims and Objectives

The programme aims to create a well-rounded business graduate whose insights will guide and inform strategic business decisions designed to increase productivity, profitability and an organisation's value and market share. The specific programme objectives are to:

1. Provide learners with a strong base of contemporary business knowledge through theory, concepts and methods constituting an in-depth academic grounding in the core disciplines and skills, and related areas, required for a career in general business.
2. Imbue learners with appropriate expertise in the major aspects of the essential business disciplines and an awareness of the means by which the frontiers of the disciplines can be expanded and new knowledge appraised.
3. Develop in learners a methodical and rational approach to business problem solving and decision making, with the capability to apply acquired knowledge and skills to practical business situations.
4. Develop in learners a range of intellectual skills, encompassing reasoning and evaluative skills and communication skills that develop as fully as possible their interpersonal abilities.

5. Develop learner capacity to organise information, argue, negotiate and defend conclusions and to present them in a clear and coherent fashion.
6. Encourage learners to deal with knowledge in a critical and analytical way, with the capacity and confidence to evaluate ideas and opinions underpinned by qualitative and quantitative research findings.

### Programme Structure

The management pathway focuses on the business areas of Selling and Sales Management at Level 7 and Project Feasibility. At Level 8, the general management pathway offers Data Management and Analytics along with Creativity, Innovation and Entrepreneurship. The aim of the pathway is to provide learners with a detailed knowledge of business management as it is applied to selling, projects, analytics and innovation. This pathway was designed in response to student feedback and reflects the diverse and developing skillsets desired in business today.

### Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

### Teaching and Assessment

The BA (Hons) in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

### Career Opportunities

Because of the broad spectrum of subjects studied, career opportunities for business management students are numerous. The wide-ranging nature of knowledge and skills gained by business graduates makes them an attractive proposition for any prospective employer. A range of employment opportunities is possible in areas such as marketing, sales, operations, information technology, finance and general management. Graduating students wishing to pursue further qualifications can proceed to postgraduate programmes up to Masters level or to programmes leading to professional qualifications.



# BA (Hons) in Business (Project Management)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Business

## Duration

3 Years

## CAO Code

Direct Application to College

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

- ▶ Maths & Stats for Business
- ▶ Business Context and Organisation
- ▶ Marketing Essentials
- ▶ IT Essentials
- ▶ Economic Perspectives
- ▶ Learning to Learn
- ▶ Introduction to Business Finance

### YEAR 2

- ▶ Management
- ▶ Financial Management
- ▶ Business Information Systems
- ▶ Business Ethics and Research Practices
- ▶ Advanced Economic Perspectives
- ▶ Project Planning and Control
- ▶ Project Feasibility

### YEAR 3

- ▶ Strategic Management
- ▶ Global Business
- ▶ Human Resource Management
- ▶ Capstone Project
- ▶ Project Planning Techniques
- ▶ Project Management and Evaluation

## Overview

The BA (Hons) in Business (Project Management) degree programme incorporates a balanced mix of specialised business management modules, aimed at students who, whilst wishing to study for a general business management degree, choose to focus especially on project management throughout the duration of their studies. The programme deals comprehensively with modern business management concepts whilst exploring the social, organisational, behavioural, and systems issues of project management and the provision of a framework for managing projects. Upon completion

of this programme, students will be in a position to undertake postgraduate study within either the general business or more specific project management arena.

## Aims and Objectives

The programme aims to create a well-rounded business graduate whose insights will guide and inform strategic business decisions designed to increase productivity, profitability and an organisation's value and market share. The specific programme objectives are to:

1. Provide learners with a strong base of contemporary business knowledge through theory, concepts and methods constituting an in-depth academic grounding in the core disciplines and skills, and related areas, required for a career in general business.
2. Imbue learners with appropriate expertise in the major aspects of the essential business disciplines and an awareness of the means by which the frontiers of the disciplines can be expanded and new knowledge appraised.
3. Develop in learners a methodical and rational approach to business problem solving and decision making, with the capability to apply acquired knowledge and skills to practical business situations.
4. Develop in learners a range of intellectual skills, encompassing reasoning and evaluative skills and communication skills that develop as fully as possible their interpersonal abilities.
5. Develop learner capacity to organise information, argue, negotiate and defend conclusions and to present them in a clear and coherent fashion.
6. Encourage learners to deal with knowledge in a critical and analytical way, with the capacity and confidence to evaluate ideas and opinions underpinned by qualitative and quantitative research findings.

### Programme Structure

This project management pathway includes an additional focus on the management of business projects from initial feasibility of a project idea right through to project completion and close out. This pathway again includes four subject-specific modules – two at Level 7 (Project Planning and Control; Project Feasibility) and two at Level 8 (Project Planning Techniques; Project Management and Evaluation). This specialism deals comprehensively with contemporary project management concepts for business whilst exploring the social, organisational, behavioural, and systems issues of project management and the provision of a framework for managing projects. This stream equips learners with the skills and competencies required of the project manager and project team.

### Transfer Learners

Students holding a relevant certificate, ordinary degree on the NFQ or other relevant qualifications may qualify for entry to the second or third year of the degree programme.

### Teaching and Assessment

The BA (Hons) in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

### Career Opportunities

Project Management provides excellent career prospects as the role of a project manager is now viewed as a vital tool for business success. Project Managers typically work in areas such as IT, education, marketing, event management, human resource management, manufacturing, engineering and logistics.





### BA (Hons) in Business (with Streams)

Year 1 Modules	Business Context & Organisation	Economic Perspectives	IT Essentials	Maths & Stats for Business	Marketing Essentials	Learning to Learn	Introduction to Business Finance
Core Modules							

Year 2 Modules	Management	Financial Management	Business Information Systems	Business Ethics and Research Practice	Advanced Economic Perspectives	Psychology	Social Psychology	OB for Managers	Employee Relations and the Law	Principles of Business Law	Project Planning & Control	Project Feasibility	Selling and Sales Management	Cloud Marketing and Sales	Database Design and Cloud Technologies	Business Programming
BA (Hons) Business (General)																
<i>Chose two modules:</i>																
Stream - Psychology																
Stream - HRM																
Stream - Law																
Stream - Project Management																
Stream - Management																
Stream - Cloud																
Stream - IS																

Year 3 Modules	Capstone Project	Strategic Management	Global Business	HRM	Organisational Psychology	Personality Individual Differences	HR Development	Contemporary Performance Management	Corporate Law and Governance	Advanced Business and Commercial Law	Project Planning Techniques	Project Management & Evaluation	Creativity, Innovation and Entrepreneurship	Data Management & Analytics	Performance Management (Accounting)	Services Marketing	Cloud Networking & Security	Cloud Platform Development	Business Intelligence and Visualisation	Business Systems Analysis	
BA (Hons) Business (General)																					
<i>Chose two modules:</i>																					
Stream - Psychology																					
Stream - HRM																					
Stream - Law																					
Stream - Project Management																					
Stream - Management																					
Stream - Cloud																					
Stream - IS																					

	Core/Mandatory modules for all learners on parent and all streams of BA (Hons) in Business
	Electives for learners in the BA (Hons) Business parent programme (at each stage) Learners choose two modules
	Mandatory Modules for learners on BA (Hons) in Business (Psychology) stream
	Mandatory Modules for learners on BA (Hons) in Business (HRM) stream
	Mandatory Modules for learners on BA (Hons) in Business (Law) stream
	Mandatory Modules for learners in BA (Hons) in Business (Project Management) stream
	Mandatory Modules for learners on BA (Hons) in Business (Management) stream
	Mandatory Modules for learners on BA (Hons) in Business (Cloud) stream
	Mandatory Modules for learners on BA (Hons) in Business (IS) stream

# BA (Hons) in Accounting and Finance

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Accounting and Finance

## Duration

3 Years

## CAO Code

DB521

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1 (CORE MODULES)

- ▶ Principles of Accounting
- ▶ Economic Perspectives
- ▶ Business Context and Organisation
- ▶ IT Essentials
- ▶ Business Maths & Research Methods
- ▶ Learning to Learn
- ▶ Accounting Information Systems

### YEAR 2 (CORE MODULES)

- ▶ Business and Company Law
- ▶ Management
- ▶ Cost Accounting
- ▶ Financial Accounting
- ▶ Financial Management
- ▶ Ethics and Corporate Governance
- ▶ Advanced Economic Perspectives

### YEAR 3 (CORE MODULES)

- ▶ Performance Management
- ▶ Advanced Financial Management
- ▶ Financial Reporting
- ▶ Taxation Systems
- ▶ Audit and Assurance
- ▶ Capstone Project

## Overview

Ireland has an exceptionally strong international financial services sector with particular strengths in administration and management of funds; reinsurance; cross border insurance and specialist finance, such as aviation leasing and asset finance. As a result, there is a continuing need for well-educated staff to work as managers, accountants, auditors, financial accounting, management accountants, professional advisers, regulators and service providers with sophisticated domain knowledge in

the key business provision of financial services. Ireland is a very profitable location for multinationals and financial service providers, due to the combination of high productivity and a cost base that is very competitive with other locations, which have similarly sophisticated ecosystems.

The IFS 2020 identifies a need for further education in this area to fill the skills gap, which arises in start-up, indigenous and multinational companies. This programme accommodates a wide audience of learners whose specific interests in Accounting & Finance. This programme is a 3-year Full Time programme and a 4-year Part-Time programme. The programme is aligned to the ACCA syllabus and graduates are exempted from all 9 of the F (Foundational) level ACCA exams and 7 CIMA paper exemptions.

## Aims and Objectives

On completion of this programme graduates will be able to effectively demonstrate the following attributes:

- ▶ Core accountancy (financial and management) practices and skills;
- ▶ Fundamental financial decision making techniques
- ▶ Knowledge and awareness of a variety of business organisations;
- ▶ Numerical and quantitative skills;
- ▶ Problem solving and analytical ability;
- ▶ Excellent oral and written communication skills;
- ▶ Entrepreneurial and innovative instincts;
- ▶ Capacity for further studies

## Programme Structure

Stage 1 will provide learners with knowledge of relevant disciplines such as management and organisation, law and regulation, Information Technology, Economics and Accounting and Finance practice. Learners will also learn skills relevant to professional practice such as business frameworks, context, etc.

Stage 2 will build on the knowledge developed at Stage 1 in economics, business strategy, regulation and control in financial environments and financial management. In addition, learners will gain an understanding of principles of professional practice, specifically finance and accountancy.

Stage 3 will complete learners' instruction in finance, audit, tax and financial reporting. Students will complete their award stage with a capstone project.

## Teaching and Assessment

The BA (Hons) in Accounting and Finance is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class times. Assessed work will consist of traditional end-of-year examinations plus a significant element of continuous assessment based on coursework. Such coursework may involve research-based reports, case studies, essays or practical assignments and presentations.

## Transfer Learners

Students holding a relevant Certificate, Diploma or other relevant third level qualification may qualify for entry to the second or third year of degree programmes. Transfer applications to the second or third year full-time programmes are to be made directly to the college. Students should send copies of their examination transcripts and other relevant documentation along with their application form (available from the School/College) to the Admissions Office at Dublin Business School.

## Career Opportunities

There are currently numerous employment opportunities in the following areas:

- ▶ Accountancy Firms
- ▶ Management Consultants
- ▶ Commercial Banks
- ▶ Investment Banks
- ▶ Asset Managers
- ▶ Insurance Companies.

Employment opportunities also exist across the diverse SME (small and medium-sized enterprises) sector and within the public sector.



# BA (Hons) in Marketing (General)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Marketing

## Duration

3 Years

## CAO Code

DB531

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Overview

This programme focuses on core areas of marketing such as communications, planning, management, consumer behaviour, services marketing, marketing research, strategic marketing, digital marketing and specifically event management in a marketing context. The degree aims to develop learners' knowledge of the theory, as well as practice of marketing, necessary for them to secure employment and perform in the areas of marketing in a broad range of employment environments with special focus on event marketing, event management, and the events marketing industries.

## Aims and Objectives

The BA (Hons) in Marketing aims to:

- ▶ Provide learners with knowledge and understanding of the fundamental theories and concepts and methods of business.
- ▶ Develop an in-depth knowledge and understanding of the theory, principles and methods that underpin the practice of marketing.
- ▶ Analyse problems and formulate practical solutions to a variety of marketing problems at both a strategic and tactical level, as well as the ability to critically evaluate the approach and techniques used.
- ▶ Develop a range of key interpersonal skills, characteristics and attitudes to enable learners to work professionally both individually and as part of teams.
- ▶ Cultivate key personal attributes, self-awareness and confidence to foster lifelong learning and to support progression in a career and/or further academic study.
- ▶ Encourage students to utilize creative and entrepreneurial thinking in a marketing environment.

## Structure and Content

This three year honours (level 8) degree offers students a strong foundation right across all the necessary knowledge areas required to understand and implement contemporary marketing theory and practise. A range of mandatory and elective modules means that students can choose their individual paths to becoming a Marketing and Events Management graduate. The programme provides students with an appreciation of the events operations and logistics, and its importance to the Marketing and Events Industry Internationally, combining management, logistics, legal, budgeting, crowd safety and staging while considering the impact of new emerging technologies available to event management operations teams. The programme also provides specific operational guidelines for the event management cycle which includes planning, design, implementation and evaluation using theories and processes of project and operational management. The three years are offered as a combination of (M) = Mandatory and (E) = Elective modules.

### YEAR 1 (CORE MODULES)

- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Digital Content Creation
- ▶ Marketing Essentials
- ▶ Business Context & Organisation
- ▶ Maths & Stats for Business
- ▶ Learning to Learn

### YEAR 2 (CORE MODULES)

- ▶ Marketing Communications
- ▶ Selling and Sales Management
- ▶ Marketing Research
- ▶ Digital Marketing Concepts
- ▶ Advanced Economic Perspectives

**ELECTIVES – CHOOSE 2**

- ▶ Cloud Computing for Business & Marketing
- ▶ Digital Marketing Planning & Management
- ▶ Web Design and Client-Side Development
- ▶ Event Planning
- ▶ The Events Environment

**YEAR 3  
(CORE MODULES)**

- ▶ Consumer Behaviour
- ▶ Strategic Marketing
- ▶ Services Marketing
- ▶ Capstone Project

**ELECTIVES – CHOOSE 2**

- ▶ International Marketing
- ▶ Creativity, Innovation & Entrepreneurship
- ▶ Web Marketing Design & Development
- ▶ Cloud Technology for Marketing
- ▶ Event Operations & Crowd Management
- ▶ Event Marketing

**Transfer Students**

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

**Teaching and Assessment**

Lectures are the primary method of delivery and are supported by tutorials, guest lecturers and interactive sessions for discussion of material and some self-directed learning. An intranet site exists for some modules where supplementary material and appropriate relevant links will be available. Learners benefit from blended learning, Industry speakers, field trips and optional operational work experience opportunities.

Assessment is by way of a varied series of individual, group, and project work, both continuous and summative assessment strategies are used across the three years. Students can expect a wide range of assessment formats, including but not limited to: Individual essays, Project documents, group work, multiple choice questions, individual and group presentations, Live event assessment.

**Career Opportunities**

Graduates who successfully complete this programme will have strong business knowledge coupled with understanding of both traditional and contemporary marketing theories, practices and techniques. Graduates can therefore expect to have a wide range of both private and public opportunities in the broader fields of marketing with special skills focused on both event marketing and marketing management roles. Some areas our graduates find themselves include, but are not limited to, brand marketing, public relations, media management and event marketing consultancy.



# BA (Hons) in Marketing (Digital Media and Cloud Computing)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Marketing

## Duration

3 Years

## CAO Code

DB525

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Digital Content Creation
- ▶ Marketing Essentials
- ▶ Business Context & Organisation
- ▶ Maths & Stats for Business
- ▶ Learning to Learn

### YEAR 2

- ▶ Marketing Communications
- ▶ Selling and Sales Management
- ▶ Marketing Research
- ▶ Digital Marketing Concepts
- ▶ Advanced Economic Perspectives
- ▶ Cloud Computing for Business & Marketing
- ▶ Web Design and Client-Side Development

### YEAR 3

- ▶ Consumer Behaviour
- ▶ Strategic Marketing
- ▶ Services Marketing
- ▶ Capstone Project
- ▶ Web Marketing Design & Development
- ▶ Cloud Technology for Marketing

## Overview/Aims and Objectives

The BA (Hons) in Marketing (Digital Media and Cloud Computing) is a specialised and innovative programme, which has been created to meet the needs of learners who seek to develop their knowledge and appreciation of concepts and frameworks of marketing with digital media and cloud computing. The programme is academically challenging and the course features a range of Marketing with Digital Media and Cloud Computing subjects in which learners will be exposed to the latest

cutting edge ideas, techniques and marketing frameworks through the analysis of industry best practice.

The BA (Hons) in Marketing (Digital Media and Cloud Computing) is aimed towards students interested in building a career in Marketing with Marketing and Cloud Computing within a technological skill base. Industry research indicates that there is an increasing demand from companies in this area and this degree provides these capabilities. The programme will develop in learners both knowledge and practical experience of Marketing with Digital Media and Cloud Computing concepts. This programme, therefore, represents a rare opportunity for learners to shape their career paths in this exciting arena.

## Structure and Content

This course balances in-depth coverage of marketing theory and practice with complementary study of key business disciplines. The course thus imparts significant business knowledge as well as a critical appreciation of the marketing function and the practical value of marketing models and concepts. As the course progresses, students are provided with a wide range of skills and knowledge, thus enabling them to analyse quite complex marketing scenarios and to develop competent marketing solutions and strategies.

## Transfer Students

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

## Teaching and Assessment

The BA (Hons) in Marketing and associated streams are taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times.

Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

## Career Opportunities

The stream aims to provide an academically rigorous framework through which learners understand and critically appraise the philosophy and practice of marketing with digital media. The programme will develop and prepare learners to work in any organisation, national or international, profit and not for profit and will therefore serve the needs of employers and national needs. The majority of graduates from this programme will seek employment at graduate entry marketing positions within organisations either nationally or internationally. This programme is also a valuable foundation for further postgraduate training and research.



# BA (Hons) in Marketing (Digital Media)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Marketing

## Duration

3 Years

## CAO Code

DB518

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Digital Content Creation
- ▶ Marketing Essentials
- ▶ Business Context & Organisation
- ▶ Maths & Stats for Business
- ▶ Learning to Learn

### YEAR 2

- ▶ Marketing Communications
- ▶ Selling and Sales Management
- ▶ Marketing Research
- ▶ Digital Marketing Concepts
- ▶ Advanced Economic Perspectives
- ▶ Digital Marketing Planning & Management
- ▶ Web Design and Client-Side Development

### YEAR 3

- ▶ Consumer Behaviour
- ▶ Strategic Marketing
- ▶ Services Marketing
- ▶ Capstone Project
- ▶ International Marketing
- ▶ Creativity, Innovation & Entrepreneurship

## Overview/Aims and Objectives

On completion of this programme students should have:

- ▶ Gained a strong understanding of marketing concepts and issues
- ▶ The ability to evaluate the components of marketing with digital media and competently integrate ideas and theories
- ▶ The communication and management skills required to successfully work within digital media projects and have gained the ability to function effectively as an individual and in project teams
- ▶ An appreciation of the rapidly evolving marketing with digital media industry by developing their life-long learning skills
- ▶ An understanding of the changing face of marketing and digital media, in relation to the use of development of technology, and its impact amongst organisations and on society.

## Structure and Content

This course balances in-depth coverage of marketing theory and practice with complementary study of key business disciplines. The course imparts significant business knowledge as well as a critical appreciation of the marketing function and the practical value of marketing models and concepts. As the course progresses, students are provided with a wide range of skills and knowledge, thus enabling them to analyse quite complex marketing scenarios and develop competent marketing solutions and strategies.

## Transfer Students

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



## Teaching and Assessment

The BA (Hons) in Marketing and associated streams are taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations. The majority of subjects are assessed through a combination of coursework and examination.

## Career Opportunities

Graduates from this stream will have strong business knowledge and competence in marketing with digital media. They can expect to have a wide range of opportunities and should find suitable employment in the broad field of marketing focusing on specialised skills and competencies of digital media including Marketing with Digital Media roles, Brand Marketing with Digital Media, Advertising & Public Relations through Digital Media and Digital Media Consultancy.



# BA (Hons) in Marketing (Event Management)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BA (Hons) in Marketing

## Duration

3 Years

## CAO Code

DB517

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Content

### YEAR 1

- ▶ Economic Perspectives
- ▶ IT Essentials
- ▶ Digital Content Creation
- ▶ Marketing Essentials
- ▶ Business Context & Organisation
- ▶ Maths & Stats for Business
- ▶ Learning to Learn

### YEAR 2

- ▶ Marketing Communications
- ▶ Selling and Sales Management
- ▶ Marketing Research
- ▶ Digital Marketing Concepts
- ▶ Advanced Economic Perspectives
- ▶ Event Planning
- ▶ The Events Environment

### YEAR 3

- ▶ Consumer Behaviour
- ▶ Strategic Marketing
- ▶ Services Marketing
- ▶ Capstone Project
- ▶ Event Operations & Crowd Management
- ▶ Event Marketing

## Overview/Aims and Objectives

Event management professionals are widely seen as important to the development and success of Irish business and the tourism industry. This stream will provide graduates with a blend of knowledge and skills to equip them for employment in positions in marketing and/or event management, or will alternatively enable them to proceed to postgraduate study. The central focus of the programme is on specialist marketing and event management subjects. The programme also features a number of relevant business subjects, which extend the field of study to the broader business environment within which the event management and marketing functions are positioned.

## Structure and Content

This programme features a unique range of mandatory marketing and event management subjects. Students on this programme will receive a wide-ranging knowledge of the most essential marketing concepts and practices combined with knowledge of all significant areas of event management. Specialist event sector subjects provide knowledge and critical understanding of current thinking and practice across a range of events related areas. As the course progresses, students learn to apply the various methods and techniques they have studied. They also learn to develop pragmatic solutions to real problems and how to effectively communicate information, ideas, complex problems and solutions to a range of audiences.

### Transfer Students

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

### Teaching and Assessment

The BA (Hons) in Marketing and associated streams are taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessed work may consist of developing a strategic marketing plan, a marketing evaluation (perhaps based on a case study), an essay, or a piece of extended research. The majority of subjects are assessed through a combination of coursework and examination.

### Career Opportunities

Graduates from this stream will have strong business knowledge and competence in an event management context and will be highly employable. They can expect to have a wide range of opportunities and should easily find suitable employment in the broad field of event management across a range of both public and private sector organisations such as central government departments, international hotel groups, incentive travel organisations and professional conference organisers.



### BA (Hons) in Marketing (with Streams)

Year 1 Modules	Economic Perspectives	IT Essentials	Marketing Essentials	Business Context & Organisation	Maths & Stats for Business	Learning to Learn	Digital Content Creation			
Core Modules										
Year 2 Modules	Marketing Communications	Selling and Sales Management	Marketing Research	Digital Marketing Concepts	Advanced Economic Perspectives	Cloud Computing for Business & Marketing	Web Design and Client-Side Development	Digital Marketing Planning & Management	Event Planning	The Events Environment
BA (Hons) Marketing (General) <i>Chose two modules:</i>										
Stream - Digital Media and Cloud Computing										
Stream - Digital Media										
Stream - Event Management										
Year 3 Modules	Consumer Behaviour	Strategic Marketing	Services Marketing	Capstone Project	Web Marketing Design & Development	Cloud Technology for Marketing	International Marketing	Creativity, Innovation & Entrepreneurship	Event Operations & Crowd Management	Event Marketing
BA (Hons) Marketing (General) <i>Chose two modules:</i>										
Stream - Digital Media and Cloud Computing										
Stream - Digital Media										
Stream - Event Management										

	Core/Mandatory modules for all learners on parent and all streams of BA (Hons) in Marketing
	Electives for learners in the BA(Hons) Marketing parent programme (at each stage) Learners choose two modules
	Mandatory Modules for learners on BA (Hons) in Marketing (Digital Media and Cloud Computing) stream
	Mandatory Modules for learners on BA (Hons) in Marketing (Digital Media) stream
	Mandatory Modules for learners on BA (Hons) in Marketing (Event Management) stream

# BSc (Hons) in Computing

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BSc (Hons) in Computing

## Duration

4 Years

## CAO Code

DB500

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths (H7/O5) & English or another Language

## Application Procedure

Application through CAO

## Overview

Computer Science qualifications are global as they have no boundaries. A degree in Computing will provide you with the opportunity to work in a wide variety of sectors for companies at home and abroad. Future opportunities in computing are varied and with a computing degree your future in a creative, innovative industry is assured.

An exciting feature of this programme is that it incorporates a work placement. This provides you with the opportunity to build practical skills in industry and gain 'real-world' experience that will provide you with a smooth transition to the workplace upon graduation. The BSc (Hons) in Computing will prepare you for a career in a wide variety of sectors. You will build skills, competence and knowledge in current technologies, gain practical work experience in a fast-growing area of a Computing sector of your choice.

## Aims & Objectives

- ▶ Display knowledge of hardware devices, software development, programming languages and communication mechanisms currently in use in a computing environment.
- ▶ Exhibit detailed knowledge and understanding of the nature of relevant theories, techniques, process and tools specifically available to professionals in the discipline of computing.
- ▶ Demonstrate knowledge and use of a range of fundamental computing methods and tools, and acquire related skills in emerging tools, trends and technologies with respect to computing.
- ▶ Apply analytical problem solving skills to solve complex problems through the use of suitable research and implementing standard techniques.
- ▶ Demonstrate comprehension of the trade-off involved in design choice, using appropriate skills

diagnostics to display knowledge and understanding related to the implementation of computer-based systems.

- ▶ Work effectively both as an individual, and as a member of a development team.
- ▶ Be guided by the personal and professional requirement to identify knowledge gaps, undertake self-learning and lifelong learning to supplement existing skillsets.

## Course Content

### YEAR 1

- ▶ Computer Architecture
- ▶ Fundamentals of Information Systems
- ▶ Information and Communication Technology Essentials
- ▶ Introduction to Cloud Computing
- ▶ Introduction to Web Development
- ▶ Logic & Problem Solving
- ▶ Mathematics and Statistics for Computing
- ▶ Programming Fundamentals

### YEAR 2

- ▶ Algorithms and Data Structures
- ▶ Data Communications & Networks
- ▶ Database Systems
- ▶ IT Project Management
- ▶ Object-Orientated Programming
- ▶ Operating Systems
- ▶ Software Engineering
- ▶ Web Development

### YEAR 3

- ▶ Advanced Web Development
- ▶ Foundations in Data Science
- ▶ Systems Analysis & Design
- ▶ Work Placement / Project

#### YEAR 4 (CORE MODULES)

- ▶ Cyber Security
- ▶ Project

#### Elective Modules (Pick 2)

- ▶ Data Mining & Big Data Analytics
  - ▶ Big Data: Achieving Scale
- OR
- ▶ Mobile and Social Computing
  - ▶ Cloud Platform Development

#### Structure

In stage 3 of the programme, the full-time learner will undertake a one month work placement in a meaningful and relevant area in order to enhance understanding and contextualise studies from Stage 1 and Stage 2.

The programme is designed to embed various transferable skills across all modules. Skills such as teamwork, troubleshooting, communication, problem solving, reflective thinking and analytical reasoning are embedded throughout the programme.

Computing is an exciting and rapidly developing field of study that offers excellent employment prospects and well-paid careers. The programme covers the breadth of the computing discipline incorporating core topics of software development, database technology, computer networking, operating systems, computer security and web technologies.

#### Assessment

Throughout the programme, learners will experience a varied range of teaching and learning strategies. Modules will be delivered through a mix of lectures and hands on lab sessions, with tutorials in place to support where necessary. Emphasis will be placed on practical skills by allowing the students to examine problem descriptions and try possible solutions in lab scenarios. This teaching approach is reflected in the assessment of modules with a mixture of individual projects, lab based exams, group assignments, continuous assessment quizzes, practical skills based assessments, reflective reports and group project work. These assessments will also be accompanied by end of year examinations.

#### Career Opportunities

Graduates will be equipped with the skills and knowledge that make them highly attractive to potential employers.

Employers are keen to employ graduates who have work experience and the work placement on this programme provides authentic industrial experience for learners. Therefore, a key feature is the industry relevant work placement that is built into the BSc (Hons) in Computing programme. The DBS Employer Liaison Officer works with learners to find them a relevant and meaningful work placement. The Careers Office is experienced in securing ICT work placements for a Level 8 ICT Skills conversion course with learners places in companies such as: Version1, Brandon Consulting, Zurich Insurance, Ezetop, Qualcomm, BigRedCloud, Ergo and Storm Technology.



# BSc (Hons) Computing (Mobile and Cloud Computing)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BSc (Hons) in Computing

## Duration

4 Years

## CAO Code

DB501

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths (H7/O5) & English or another Language

## Application Procedure

Application through CAO

## Overview

Computer Science qualifications are global as they have no boundaries. A degree in Computing will provide you with the opportunity to work in a wide variety of sectors for companies at home and abroad. Future opportunities in computing are varied and with a computing degree your future in a creative, innovative industry is assured.

An exciting feature of this programme is that it incorporates a work placement. This provides you with the opportunity to build practical skills in industry and gain 'real-world' experience that will provide you with a smooth transition to the workplace upon graduation. The BSc (Hons) in Computing will prepare you for a career in a wide variety of sectors. You will build skills, competence and knowledge in current technologies, gain practical work experience in a fast-growing area of a Computing sector of your choice.

## Aims & Objectives

- ▶ Display knowledge of hardware devices, software development, programming languages and communication mechanisms currently in use in a computing environment.
- ▶ Exhibit detailed knowledge and understanding of the nature of relevant theories, techniques, process and tools specifically available to professionals in the discipline of computing.
- ▶ Demonstrate knowledge and use of a range of fundamental computing methods and tools, and acquire related skills in emerging tools, trends and technologies with respect to computing.
- ▶ Apply analytical problem solving skills to solve complex problems through the use of suitable research and implementing standard techniques.
- ▶ Demonstrate comprehension of the trade-off involved in design choice, using appropriate skills diagnostics to display knowledge and understanding related to the

implementation of computer-based systems.

- ▶ Work effectively both as an individual, and as a member of a development team.
- ▶ Be guided by the personal and professional requirement to identify knowledge gaps, undertake self-learning and lifelong learning to supplement existing skillsets.

## Course Content

### YEAR 1

- ▶ Computer Architecture
- ▶ Fundamentals of Information Systems
- ▶ Information and Communication Technology Essentials
- ▶ Introduction to Cloud Computing
- ▶ Introduction to Web Development
- ▶ Logic & Problem Solving
- ▶ Mathematics and Statistics for Computing
- ▶ Programming Fundamentals

### YEAR 2

- ▶ Algorithms and Data Structures
- ▶ Data Communications & Networks
- ▶ Database Systems
- ▶ IT Project Management
- ▶ Object-Orientated Programming
- ▶ Operating Systems
- ▶ Software Engineering
- ▶ Web Development

### YEAR 3

- ▶ Advanced Web Development
- ▶ Foundations in Data Science
- ▶ Systems Analysis & Design
- ▶ Work Placement / Project

### YEAR 4

- ▶ Cyber Security
- ▶ Mobile and Social Computing
- ▶ Cloud Platform Development
- ▶ Project

## Structure

In stage 3 of the programme, the full-time learner will undertake a one month work placement in a meaningful and relevant area in order to enhance understanding and contextualise studies from Stage 1 and Stage 2.

The programme is designed to embed various transferable skills across all modules. Skills such as teamwork, troubleshooting, communication, problem solving, reflective thinking and analytical reasoning are embedded throughout the programme.

Computing is an exciting and rapidly developing field of study that offers excellent employment prospects and well-paid careers. The programme covers the breadth of the computing discipline incorporating core topics of software development, database technology, computer networking, operating systems, computer security and web technologies.

## Assessment

Throughout the programme, learners will experience a varied range of teaching and learning strategies. Modules will be delivered through a mix of lectures and hands on lab sessions, with tutorials in place to support where necessary. Emphasis will be placed on practical skills by allowing the students to examine problem descriptions and try possible solutions in lab scenarios. This teaching approach is reflected in the assessment of modules with a mixture of individual projects, lab based exams, group assignments, continuous assessment quizzes, practical skills based assessments, reflective reports and group project work. These assessments will also be accompanied by end of year examinations.

## Career Opportunities

Computer Science qualifications are global as they have no boundaries. A degree in computing will provide you with the opportunity to work in in a wide variety of sectors for companies at home and abroad. Future opportunities in computing are varied and with a computing degree your future in a creative, innovative industry is assured.

Computing graduates are in strong demand from industry and those who are successful in completing the course are highly employable in fields as diverse as healthcare, finance and insurance, cloud computing and many more.

The BSc (Hons) in Computing (Mobile and Cloud Computing Stream) is intended to position graduates for recruitment into positions in the areas of:

- ▶ Programmer
- ▶ Software Developer
- ▶ Software Engineer
- ▶ Software Test Engineer
- ▶ Cloud Support Engineer
- ▶ Application Developer
- ▶ User Experience Designer
- ▶ Visual Designer
- ▶ Development Engineer
- ▶ UI/UX Designer
- ▶ Java Developer
- ▶ NET Developer
- ▶ Software Architect
- ▶ QA Engineer / Test Developer
- ▶ Web Designer/Developer
- ▶ Mobile App Developer
- ▶ Software Tester





# BSc (Hons) in Computing (Data Analytics and Big Data)

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Title of Award

BSc (Hons) in Computing

## Duration

4 Years

## CAO Code

DB502

## Entry Requirements

2 H5 + 4 O6/H7, to include Maths (H7/O5) & English or another Language

## Application Procedure

Application through CAO

## Overview

The Digital Universe is growing at a phenomenal pace. Big Data comes from everywhere, posts to social media sites such as Facebook, Twitter and Snapchat, mobile phones GPS signals, your online footprint and many more. As a result, there is a high demand for graduates in Data Analytics to support this rapidly growing phenomenon.

The BSc (Hons) in Computing (Data Analytics and Big Data) will prepare you for a career in a wide variety of sectors. You will build skills, competence and knowledge in current technologies, gain practical work experience and specialise in Data Analytics and Big Data - a fast-growing area in the Computing sector.

## Course Content

The BSc (Hons) in Computing (Data Analytics and Big Data) has the following content:

NB: Year 3 of this programme consists of a work placement.

### YEAR 1

- ▶ Computer Architecture
- ▶ Fundamentals of Information Systems
- ▶ Information and Communication Technology Essentials
- ▶ Introduction to Cloud Computing
- ▶ Introduction to Web Development
- ▶ Logic & Problem Solving
- ▶ Mathematics and Statistics for Computing
- ▶ Programming Fundamentals

### YEAR 2

- ▶ Algorithms and Data Structures
- ▶ Data Communications & Networks
- ▶ Database Systems
- ▶ IT Project Management
- ▶ Object-Orientated Programming
- ▶ Operating Systems
- ▶ Software Engineering
- ▶ Web Development

### YEAR 3

- ▶ Advanced Web Development
- ▶ Foundations in Data Science
- ▶ Systems Analysis & Design
- ▶ Work Placement / Project

### YEAR 4

- ▶ Big Data: Achieving Scale
- ▶ Cyber Security
- ▶ Data Mining & Big Data Analytics
- ▶ Project

## Structure

This four year, full-time course is divided into 9 mandatory modules in years 1 and 2. In year 3 students will undertake one month work placement. In year 4 students will undertake 4 modules and a capstone project.

The BSc (Hons) Computing (Data Analytics and Big Data) students specialise in Data Analytics and Big Data. A key focus of the programme is to provide graduates with a systematic understanding of the principles, theory and application of computing.

The BSc (Hons) in Computing (Data Analytics and Big Data) programme has been prepared in line with current developments within the ICT sector and is informed by stakeholder feedback from Government and employers. A key feature of the proposed programme is its enhanced focus on employability.

## Assessment

Throughout the programme, learners will experience a varied range of teaching and learning strategies. Modules will be delivered through a mix of lectures and hands on lab sessions, with tutorials in place to support where necessary. Emphasis will be placed on practical skills by allowing the students to examine problem descriptions and try possible solutions in lab scenarios. This teaching approach is reflected in the assessment of modules with a mixture of individual projects, lab based exams, group assignments, continuous assessment quizzes, practical skills based assessments, reflective reports and group project work. These assessments will also be accompanied by end of year examinations.

## Career Opportunities

The BSc (Hons) in Computing (Data Analytics and Big Data) is intended to position graduates for recruitment into positions in the areas of:

- ▶ Data Administrator
- ▶ Data Analyst
- ▶ Database Engineer
- ▶ Database Support Engineer
- ▶ Systems Engineer
- ▶ Big Data Engineer
- ▶ Data Architect
- ▶ Business Intelligence Analyst
- ▶ Database Developer
- ▶ SQL Database Administrator
- ▶ NoSQL DB Administrator
- ▶ MySQL DB Administrator
- ▶ SQL Analyst
- ▶ Data Warehouse Engineer



# Bachelor of Business

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 7

## Award Type

Major

## Title of Award

Bachelor of Business

## Duration

3 Years

## CAO Code

DB571

## Entry Requirements

5 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Course Content

The Bachelor of Business programme has the following content.

Year 1	Year 2	Year 3
<i>Core Modules</i>	<i>Core Modules</i>	<i>Core Modules</i>
Business Environment	Organisational Behaviour	Management
IT Skills for Business	Economics	Business Project
Fundamentals of Accounting	ICT Applications for Business	Innovation and Entrepreneurship
Business Maths	Cost Accounting	Employability Skills
Fundamentals of Marketing	Effective Selling for Business	<b>ELECTIVES (CHOOSE 3)</b>
Personal Development	Communications for Success	Business and Company Law
Learning to Learn	The World of Work	Digimarketing
		International Marketing Practice
		Business Information Systems
		Financial Management

## Overview

The Bachelor of Business programme is designed to give a clearly structured business education that provides a solid foundation for success in a business career. The course provides a strong grounding in fundamental business concepts, ideas, practices and methodologies. It features a rich learning environment that involves students in comprehensive analysis of business organisations, functions, processes and management techniques. This course provides students with a solid understanding of general business theory and practice. It also provides the knowledge and skills that will enable an effective contribution to the resolution of business problems and will prepare students for the challenges posed by the dynamic nature of the modern business environment.

## Programme Structure

This degree course offers students considerable flexibility in their choice of second year and third year subjects. This allows students to orientate their studies towards preferred subjects or to choose disciplines in which they have demonstrated strength in year one.

## Teaching and Assessment

The Bachelor in Business is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including essays and reports, individual and group assignments and formal examinations.

## Career Opportunities

Because of the broad spectrum of subjects studied, career opportunities for business studies students are numerous. The wide-ranging nature of knowledge and skills gained by business graduates makes them an attractive proposition for any prospective employer. A range of employment opportunities is possible in areas such as marketing, sales, operations, information technology, finance and general management.

# Bachelor of Business in Accounting

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 7

## Award Type

Major

## Title of Award

Bachelor of Business in Accounting

## Duration

3 Years

## CAO Code

DB572

## Entry Requirements

5 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Course Content

### YEAR 1 (CORE MODULES)

- ▶ Business Environment
- ▶ Digital and Media Skills for Business
- ▶ Fundamentals of Accounting
- ▶ Fundamentals of Marketing
- ▶ Business Maths
- ▶ Academic Skills

### YEAR 2 (CORE MODULES)

- ▶ Organisational Behaviour
- ▶ Applied Digital Skills for Business
- ▶ Introduction to Cost Accounting
- ▶ Contemporary Marketing Communications
- ▶ Business Economics
- ▶ Critical Thinking Skills

### YEAR 3 (CORE MODULES)

- ▶ Management Practice Project
- ▶ Business Financial Management
- ▶ Digital Technologies for Business
- ▶ Innovation and Entrepreneurship
- ▶ Business Ethics and Research Practice
- ▶ Financial Accounting
- ▶ Cost Accounting

## About the course

For many students, the rewards and prestige offered by a career in accounting make it an attractive path to pursue. This degree in Business and Accounting will be a major step towards achieving that goal. It will be a popular choice with students who want to move directly into a career in accountancy as well as those who recognise the value of an accounting degree in a wider business management context. The Bachelor of Business in Accounting programme provides foundation education in the quantitative, computational and analytical skills required in the world of business and accounting. Students learn about the role and operation of accounting in a range of contexts. All major accountancy disciplines are covered including financial and cost accounting, management accounting, auditing and taxation.

## Programme Structure

Students on this programme will gain an in-depth knowledge of the major theoretical and practical aspects of accounting from both Irish and international perspectives as well as a strong understanding of business, legal and taxation issues and practices. As the course progresses, the emphasis shifts from foundation knowledge to more advanced study of particular areas of the major accounting, business and finance disciplines. In year 3 there is a greater emphasis on independent work and on the development of a critical and analytical approach to the subject matter. After Year 3 of the Bachelor of Business, students may be eligible to progress to the final year of the BA (Hons) in Business.



### YEAR 1

Seven mandatory subjects provide foundation knowledge in core business and accounting disciplines and develop students' communication skills.

### YEAR 2

Year 2 further develops technical knowledge in the key accounting and finance disciplines while simultaneously advancing students' expertise in the management of business and information.

### YEAR 3

In year 3, students examine current theory and practice in specialist financial fields and learn to deal with financial and business situations in an integrative and cross disciplinary manner.

### Teaching and Assessment

The Bachelor of Business in Accounting is taught mainly through lectures and tutorials, with students taking responsibility for a personal study outside scheduled class contact times. Assessed work may consist of a practical accounting solution, a report, a spreadsheet model, an essay, or a piece of research. The majority of subjects are assessed through a combination of coursework and examinations.

### Career Opportunities

Graduates from this programme may seek to use it as a fast track to professional accountancy qualifications by availing of their entitlement to exemptions from ACCA, CIMA, ACA or CPA. Accounting graduates who enter employment immediately usually find well-paid jobs very quickly. Typical positions would be in audit and general accounting firms as well as multinational blue-chip companies and small and medium-sized enterprises across a range of industry sectors.

Students who complete this programme successfully will qualify for direct entry into the final year of our BA (Hons) Accounting & Finance (QQI Level 8).

# Bachelor of Business in Marketing

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 7

## Award Type

Major

## Title of Award

Bachelor of Business in Marketing

## Duration

3 Years

## CAO Code

DB573

## Entry Requirements

5 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Course Content

The Bachelor of Business in Marketing programme has the following content.

Year 1	Year 2	Year 3
<i>Core Modules</i>	<i>Core Modules</i>	<i>Core Modules</i>
Business Environment	Organisational Behaviour	Management Practice Project
Digital and Media Skills for Business	Applied Digital Skills for Business	Business Financial Management
Fundamentals of Accounting	Introduction to Cost Accounting	Digital Technologies for Business
Fundamentals of Marketing	Contemporary Marketing Communications	Innovation and Entrepreneurship
Business Maths	Business Economics	Business Ethics and Research Practice
Academic Skills	Critical Thinking Skills	Digital Marketing Planning and Management
		International Marketing Practice

## About the course

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

## Programme Structure

The design of this three-year degree programme is innovative since it allows students to develop a sound base of

business knowledge combined with thorough understanding of the marketing function. The business content of this programme majors on general management, and finance, while the marketing content covers the most salient marketing concepts and activities. After Year 3 of the Bachelor of Business, students may be eligible to progress to the final year of the BA (Hons) in Business.

### YEAR 1

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

### YEAR 2

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

### YEAR 3

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

### Teaching and Assessment

The Bachelor of Business in Marketing is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessment takes a variety of forms, including reports, case studies, practical assignments and end-of-year examinations.

### Career Opportunities

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

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



# Bachelor of Business in Information Technology

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 7

## Award Type

Major

## Title of Award

Bachelor of Business in Information Technology

## Duration

3 Years

## CAO Code

DB574

## Entry Requirements

5 O6/H7, to include Maths & English or another Language

## Application Procedure

Application through CAO

## Course Content

The Bachelor of Business in Information Technology has the following content:

Year 1	Year 2	Year 3
<i>Core Modules</i>	<i>Core Modules</i>	<i>Core Modules</i>
Business Environment	Organisational Behaviour	Management Practice Project
Digital and Media Skills for Business	Applied Digital Skills for Business	Business Financial Management
Fundamentals of Accounting	Introduction to Cost Accounting	Digital Technologies for Business
Fundamentals of Marketing	Contemporary Marketing Communications	Innovation and Entrepreneurship
Business Maths	Business Economics	Business Ethics and Research Practice
Academic Skills	Critical Thinking Skills	Database Design and Cloud Technologies
		Business Programming

## Overview

Information is now recognised as a critical business asset and the effective management of information is one of the most important challenges facing a modern organisation. Information is a powerful lever in achieving competitive advantage. The use of systems and technology to control and manage organisational data and information has developed into a vital business discipline. As a result, business people are now expected to be proficient in relevant technological concepts and applications, skills that had been viewed as being outside of the domain of the traditional manager. This degree has been designed to equip future managers with the necessary skills and knowledge that enable them to function effectively within this environment. As well as providing a firm grounding in all aspects of business, it also introduces students to the key principles of understanding, choosing and managing information systems.

## Programme Structure

The design of this three-year degree programme is innovative since it allows students to develop a sound base of business knowledge combined with thorough understanding of the role and application of information technology in business. The business content of this programme majors on general management, marketing and finance, while the IT content focuses on the practical application of IT to business situations and issues. Upon completion of the course graduates will have had a solid grounding in the skills and expertise needed to use information technology effectively, covering both the conceptual and technical aspects. After Year 3 of the Bachelor of Business, students may be eligible to progress to the final year of the BA (Hons) in Business.



### YEAR 1

Seven mandatory subjects provide foundation knowledge in core business areas and disciplines including information technology.

### YEAR 2

Student knowledge in key business disciplines is developed and they are introduced to more specialised IT areas including Computer Systems Technologies and Fundamentals of Programming.

### YEAR 3

At the final year, the business focus moves to a more strategic level while advanced knowledge and skills are developed in specialist IT areas such as Database Designs, Cloud Technologies and Business Information Systems.

### Teaching and Assessment

The Bachelor of Business in Information Technology is taught mainly through lectures and tutorials, with students taking responsibility for a significant amount of study outside scheduled class contact times. Assessed work will consist of traditional end-of-year examinations plus a significant element of continuous assessment based on coursework. Such coursework may involve reports, case studies, essays, or practical assignments

### Career Opportunities

Modern organisations depend heavily on their information systems and often prefer to recruit graduates that have strong familiarity with and expertise in the IT area. Graduates from this programme will be very attractive to such organisations. They will be fully equipped to develop careers in general business management or in more specialised IT-related areas. They will be particularly well suited to positions (such as Business Analyst) that straddle the traditional divide between general management and IT management, or to which strong IT competency is a significant asset.



# Bachelor of Laws (Hons) LL.B

## Awarding body

Quality & Qualifications Ireland (QQI)

## Award Level

NFQ Level 8

## Award Type

Major

## Award Type

Bachelor of Laws (Hons)

## Duration

3 Years

## CAO Code

DB568

## Entry Requirements

2 H5 + 4 O6/H7, to include English or another Language

## Application Procedure

Application through CAO

## Course Content

The Bachelor of Laws (Hons) LL.B has the following content:

Year 1	Year 2	Year 3
<i>Core Modules</i>	<i>Core Modules</i>	<i>Core Modules</i>
Introduction to Legal Research Skills	Mooting and Professional Practice	Contemporary Issues in Law
IT Skills for Law	Law of Tort	Equity and Trusts
Criminal Law	European Union Law	Administrative Law
Constitutional Law	Law of Real Property	<i>Elective Modules – choose 3</i>
Legal Systems	Company Law	Jurisprudence
Contract Law	Commercial Law	Family Law
		Law of Evidence
		Employment Law
		International Law

## Overview

The Bachelor of Laws (Hons) programme at DBS offers a three year law degree programme where the learner studies all the core aspects of Irish law. The design of the Bachelor of Laws (Hons) programme not only ensures that graduates are eligible to proceed to training with the professional bodies, but also, through the embedding of a central skills pillar, ensures that graduates will be placed in an optimal position to enter the employment arena in the many other legal and associated fields that exist within the current marketplace.

The Bachelor of Laws (Hons) is approved by the Honorable Society of King's Inns for the purpose of eligibility to sit the entrance exams for the Barrister-at-Law degree programme.

## Why Study Law at DBS?

- ▶ Strong pastoral care ethos.
- ▶ Up to date careers guidance and counselling.
- ▶ Key transferable skills (including research, IT, presentations etc.) taught and developed through the course.

- ▶ Emphasis on advocacy training and mooting.
- ▶ Focus on examination technique.
- ▶ Competitive fee structure.
- ▶ Flexible delivery – daytime or evening classes.
- ▶ The study of law improves and develops the student's power of reasoning, clarity of thought and the ability to analyse and express complicated ideas.
- ▶ Studying law has an appeal to any student considering a career in the legal profession.
- ▶ A Law Degree opens up a range of career opportunities apart from the practice of law (commercial industry, social sciences, politics, the media and public service).
- ▶ You will be taught by very experienced and enthusiastic lecturers who really 'connect' with the students and most of whom have significant experience of legal practice which they use to illustrate and enrich their teaching.
- ▶ The curriculum is orientated towards employability.
- ▶ Track record of excellent examination results.

- ▶ You will receive a rounded and stimulating educational experience in Ireland's largest independent third level institution which comprises a diverse and vibrant student community over 9,000 strong, thus facilitating greater social, leisure and sporting opportunities than can be provided by smaller institutions.

## Aims and Objectives

The Bachelor of Laws (Hons) programme aims to provide learners with a rigorous legal education. The programme aims to create in learners a critical understanding of foundational legal concepts and principles, and an ability to make connections between them and appreciate the relationship between the various areas of law. It also aims to enhance the practical skills of the learners, such as analysis, research, communication, interpersonal and organisation skills. The content, depth and breadth of the modules on the programme ensure that learners develop their understanding across the breadth of the core legal areas, along with some more specialised ones, as well as allowing learners to explore certain areas in more detail to allow for full expression of their analytical and reasoning abilities.

The programme also aims to prepare learners for progression to professional legal qualifications in Ireland by requiring students to develop a fundamental understanding of the core Irish legal subjects to facilitate progression to the Law Society of Ireland (Solicitors) or the Honorable Society of King's Inns (Barristers) Examinations.

At the same time it is recognised that while, initially, many students will aspire to qualify professionally and engage in private practice, a significant number of our graduates will enter different career pathways. Accordingly, the programme aims to equip students for a range of careers by using teaching and learning techniques that develop their intellectual and transferable

skills. These skills are designed to strengthen their employability in careers that may be unrelated to the professional practice of law.

Widening access to the benefits to be derived from a rigorous legal education remains the core justification for the programme. In addition, emphasis is also placed on strengthening the transferable skills dimension of the programme in order to enhance the employment opportunities of our graduates.

The programme objectives are to allow learners to:

- ▶ Acquire a solid grounding in legal principles and the fundamental features of the Irish legal system.
- ▶ Gain a fundamental understanding of the core Irish legal subjects.
- ▶ Progress to the professional stage of training in Ireland with the Law Society of Ireland or the Honorable Society of King's Inns, if desired.
- ▶ Develop a range of transferable skills including the powers of inquiry, critical analysis and logical thinking, initiative, independent learning and commitment to scholarship.
- ▶ Develop a fundamental understanding of the role of law within society.

## Teaching and Assessment

The assessment tasks for each module have been designed to be part of the wider programme. The programme as a whole contains a variety of different assessments to test different skills such as written and oral communication skills, problem solving and persuasion skills amongst others. Assessment types will include research essays, responding to problem questions, presentations, in class tests and participation in a moot. Many modules will also include traditional style examination as an assessment type.

Exams also play an important part in the assessment strategy. In addition, because both of the legal professional bodies, the Honorable Society of King's Inns and the Law Society, require entrants to sit and pass a number of exams before proceeding to professional qualification, exam taking itself is regarded as an important skill to develop over the course of the programme. The programme is designed to build from a smaller number of lower weighted exams in Year 1 to a higher number of more heavily weighted exams in Year 3.

## Career Opportunities

The Bachelor of Laws degree provides a firm foundation for students wishing to train as solicitors or barristers. Additionally a law degree is one of the most respected undergraduate qualifications. It opens up a range of career opportunities apart from the practice of the law. Law graduates are employed in a wide variety of areas including commercial industry, social sciences, politics, the media and the public service. A legal education therefore opens more doors than just the practice of law.

Dublin Business School has a dedicated Careers and Appointments Services department who work to develop the career prospects of the student body by teaching employment skills to be utilised following graduation and throughout a student's professional life. The Careers office additionally publicises recruitment campaigns and current vacancies that may be of interest to students.

This programme is aimed at learners wishing to undertake an undergraduate programme in law. The programme is aimed both at those who wish to pursue professional qualifications in law after graduating along with those seeking the general legal education and useful transferable skills that are an integral part of the programme.

On completion of this programme, learners will possess a strong foundation in all of the core areas of law (as prescribed by the professional bodies), as well as knowledge of certain more specialised legal areas that will facilitate work in practice, in industry and in the public and non-profit sectors. The skills pillar in the programme ensures that learners will have acquired critical and innovative thinking and reasoning skills, strong research and information literacy skills and communication skills.

The programme is targeted at the following learners:

- ▶ Recent school-leavers who wish to gain an undergraduate education in law.
- ▶ Full-time learners who are seeking career advancement by obtaining a legal education, including both those currently seeking employment and those working wishing to upskill in the area of law.

- ▶ Applicants who meet the minimum entry requirements of two H5 + four O6/H7, to include English in Irish Leaving Certificate. Any FETAC Level 5/6 award with three Distinctions will also meet the entry requirements for all programmes.
- ▶ Applicants without this will be considered on the basis of the recognition of prior learning (RPL). Such applicants are considered on a case-by-case basis.
- ▶ Mature applicants who are over 23 years of age on the 1st of January on the year of admission and do not meet the minimum entry requirements, are also welcomed. Mature students apply directly to the Admissions Office at Dublin Business School and are assessed on the basis of age, work experience, general education standards, motivation and commitment to the programme for which they are applying.

### Further Study Options

The Bachelor of Laws (Hons) enables graduates who wish to qualify as solicitors, to sit the Law Society of Ireland entrance examinations. The Bachelor of Laws (Hons) also enables graduates to sit the Honorable Society of King's Inns entrance examinations, the passing of which are a prerequisite for taking the Barrister-at-Law degree.

Based on successful completion of the Bachelor of Laws (Hons) learners may progress to a Level 9 NFQ programme in law or related areas.

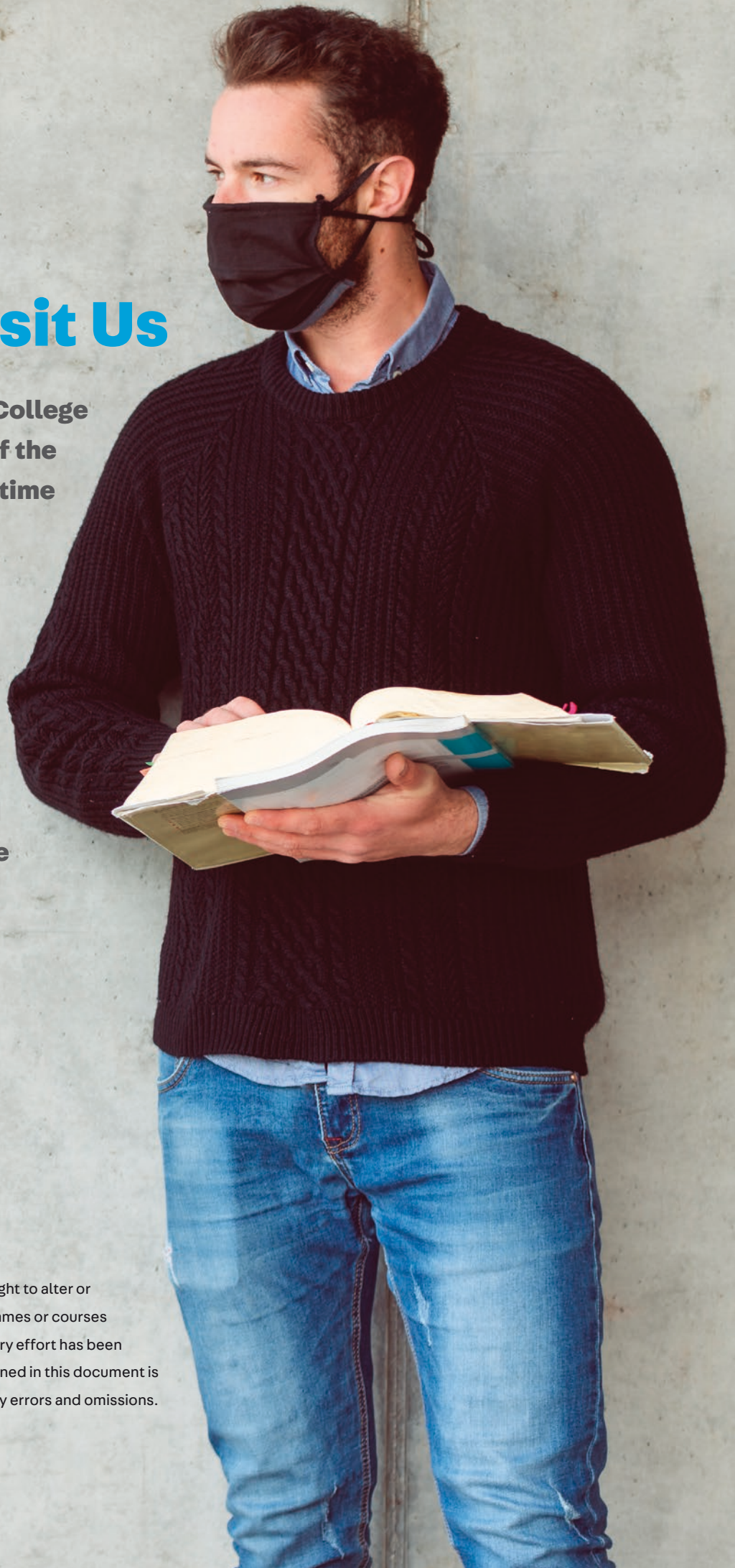






# Come Visit Us

**You can call into the College to talk to a member of the Admissions team anytime between 8:45am and 5:15pm, Monday to Friday. Alternatively come along to our next Open Event where you can also meet with lecturers, Student Services and check out the College facilities.**



Dublin Business School reserves the right to alter or withdraw any of the modules, programmes or courses described in this document. While every effort has been made to ensure the information contained in this document is correct, the College is not liable for any errors and omissions.

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