

Dublin Business School (DBS) and  
DBS School of Arts

# Course Catalogue

2018/19



## UNDERGRADUATE



## How to use this catalogue and record your choices

1. Choose your electives modules/course in order of preference 1 to 10 (the most important first (Number 1), the least important = Number 10)
2. Include the module or course code
3. Indicate the exact number of modules/courses required and the credits required

Number of Courses/Modules Required		<insert>
Choice	Title	Code
Example	Introduction to Politics	A6AR004
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

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## School of Business & Law - Fall Semester Options

### Year 1

#### **Business Context & Organisations B6BU100**

Business Context and Organisation is an introductory business module. It introduces learners to external environmental analysis, organisational structure, organisational culture, and samples the concerns of the main organisational functions, namely; operational, financial, marketing and human resource management. It gives an appreciation of the importance and influence of the context of business internally and externally, how business is organised, and the contribution of the various functions. In tandem with the sampling of the finance function in general, a component of the course is given to introducing central accounting statements, and equipping students with the ability to interpret the broad parameters contained within these statements.

#### **Economic Perspectives B6AF102**

The module is designed to expose students to the various economic perspectives existing in the world today; to understand as to why certain powers are more in favour of the free market approach (austerity) to the government interventionist (quantitative easing) approach or vice versa; students will also apply the theoretical frameworks learnt to any industry/economy to enable them to have a sophisticated view of the major changes taking place outside the classroom.

#### **Accounting B6AF100**

This module equips learners with the ability to prepare and understand basic financial statements for business entities, as well as developing a fundamental knowledge of the underlying principles and concepts relating to financial accounting.

#### **Business for Accounting with Law B6AF108**

Business for Accounting with Law is an introductory business module for learners taking accountancy and finance degrees. It introduces learners to environmental analyses, organisational structure, organisational cultures, as well as an appreciation of the key elements of the main organisational functions -operational, financial, marketing and human resource management.

#### **Financial Accounting 1 B6AF109**

This module equips learners with the ability to prepare and understand financial statements for business entities, as well as developing a fundamental knowledge of the underlying principles and concepts relating to financial accounting.

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### **IT Skills for Business (Law) B6IS102**

The purpose of this module is to allow learners to underpin their legal research with adequate IT skills. Learners will build practical skills such as keyboard, computer and network familiarisation, file management, typing skills, word processing, presentation and spreadsheets.

### **Criminal Law B6LW100**

This module covers the general principles of Irish criminal law, the main offences against the person and offences against property. It deals with all the core areas required of learners who intend to go into practice.

### **Irish Legal System B6LW103**

This module offers an introduction to the Irish legal system. It demonstrates the different classifications of law and looks at the fundamental differences between them. It outlines the role of the various organs of state in the context of the Irish legal system, with particular emphasis on the Courts and the Legislature. It explores the role of legal professionals within the judicial system and reviews the operation of the doctrine of precedent. It also examines the role of EU law and the ECHR within the Irish legal system and reflects on the impact of international law.

### **Constitutional Law B6LW104**

This module is designed to provide students with a firm understanding of the provisions of the Irish Constitution.

### **Law of Tort 1 B6LW105**

This module offers an introduction to the Law of Tort. The focus of this module will be on the tort of negligence and all related aspects. Towards the end of the module, learners will also be introduced to the procedure for personal injury claims in Ireland.

### **Introduction to Legal Research Skills B6LW106**

This module is designed to provide learners with the necessary skills to assist their studies for the programme. The module will focus on developing the skills required for studying law and working as a legal professional in relation to legal research and legal and scholarly writing, including the use of the law library and electronic resources.

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### **Criminal Law 1 B6LW107**

This module is designed to introduce learners to Criminal Law. They will be introduced to the foundational concepts of criminal law and basic criminal procedure.

### **Legal Systems B6LW108**

This module is designed to provide learners with an overview of the key components and structures of the Irish Legal System. The module will introduce the learner to the sources of law within the Irish legal system. The module will set out the structure of the Courts to include discussion on the reliefs available and the appellate jurisdiction of the Courts. The module will also cover vital concepts such as precedent and the rules of statutory interpretation.

### **Contract Law 1 B6LW111**

This module offers an introduction to contract law. It presents the requirements of a valid contract and establishes the distinction between non-binding agreements and contracts. It considers all of the various aspects of contract formation and reviews the key issues to consider when drafting a contract.

### **Contract Law 2 B6LW113**

This module offers an insight into the key issues that arise regarding the enforcement and discharge of contracts. It introduces learners to the idea of contract terms that attempt to limit or exclude liability in the event of breach or non-performance of the contract.

### **Principles of Commercial Law B6LW115**

This module is designed to provide learners with a rounded understanding of Commercial Law and the leading legal issues influencing the functioning of the commercial world. This module is aimed at learners who would like to develop a working knowledge of the commercial world and the protection of the consumer.

### **Constitutional Law B6LW117**

This module is designed to provide learners with an understanding of constitutional law. In particular, the module will introduce learners to the Irish Constitution and review the historical developments that led to the enactment of Bunreacht na hÉireann 1937. The primary focus of the module will be on the organs of state and the issue of fundamental human rights.

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### **Criminal Law 2 B6LW119**

This module will continue with the examination of Criminal Law commenced in the module Criminal Law 1. This module will examine the specific offences that make up the body of Criminal Law.

### **Law of Tort 2 B6LW121**

This module continues the examination of the Law of Tort commenced in Law of Tort 1. The focus for this module is on specific torts other than negligence. At the end of the year additional procedural issues such as the statute of limitations and award of damages are examined.

### **IT Essentials B6IS100**

In this module learners will focus on the essential and current concepts of computing and related technologies. Learners are given a relevant approach to the fundamental issues surrounding the world of computing through a balance between theory and the applied learning of these topics. Learners will build practical skills in File management, word processing and spreadsheets.

### **Maths & Statistics for Business B6AF104**

This module provides an introduction to the concepts and techniques within mathematics and statistics that are relevant to the modern business environment. Learners will study different data collection methods and sampling techniques, along with appropriate methods for summarising and presenting data. The module introduces financial topics including compounding and net present value; probability concepts such as the binomial and normal distribution; and basic applications of differential calculus in business settings. Learners taking this module will not be taking accounting, thus mathematics required for financial transactions will be introduced in this module.

### **Maths & Statistics for Finance B6AF106**

The accounting and finance sector demands graduates with strong quantitative & IT skills. This module gives the key concepts and techniques behind a variety of quantitative topics and areas including calculus, regression, and probability and their application in the business world. Contact hours will consist of traditional lectures, problem-solving tutorials and lab-based tutorials on Microsoft Excel.

### **Learning to Learn B6LL100**

This module is intended to provide a transition to third-level education. It builds on learners' previous formal and informal learning and learning environments to stimulate reflection, curiosity and interest in the discipline and the enjoyment of learning. It will equip learners with the practical study skills and strategies to adapt and thrive as individuals, and in teams in a third-level environment. It will introduce learners to the library resources and IT systems and to academic writing skills required to present

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assignments in an articulate format. It will provide a basis for the development, practice and application of skills and competencies in other modules.

### **Irish Society & Economics B6EC100**

Providing the context for a study abroad semester in Ireland, this interdisciplinary module explores key social, historical, cultural, political and economic forces that have shaped Ireland and its place in the world.

### **Business Accounting B6AC046**

Business Accounting will give a broad overview of the underlying components of financial accounting that pertain to a modern business. It will focus on the accounting system and the preparation and interpretation of financial accounting statements.

### **Digital Media Tools B6MK112**

Digital literacy and content creation are key skills for a young professional wishing to add value to a marketing or sales office in the general business, sales, marketing or the tourism areas. This module will allow students to discover how social media, companies' digital strategies work (and don't work). Secondly, learners will create a fully functioning website creating a website and content use SEO (Search engine Optimisation), use basic HTML editor, embed audio and video and link through Social Media (Facebook, LinkedIn).

### **Enterprise & Communication B6MK114**

Firstly, the overall aim of this module is to develop an awareness of the issues involved in International enterprise development while guiding students in the development of a business plan for a proposed franchise business, and in doing so, encourage innovation and entrepreneurship.

Secondly, learners will incorporate financial planning skills, awareness international legal practices, local regulations as well marketing and management theories. Finally, learners will be required to outline the key aspects of an enterprise research project covering time management, planning and organisational skills, leadership skills and communications and produce professional documents and conduct simulated negotiations, business presentations, sales letters, marketing collateral and a project proposal and plan.

### **Enterprise & Communication (Sales) B6MK113**

This module focuses on selling to organisational buyers, as opposed to final consumers. Thus, the module develops an awareness of the special issues involved in B2B enterprises as a sales professional

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by guiding students in the planning and execution of an enterprise plan to get a product 'onto the shelves' of retailers. The general aim is thus the encouragement of learner innovation and entrepreneurship. Secondly, learners will be required to conduct research using time management, planning and organisational skills, leadership skills and communications and produce professional documents and conduct simulated negotiations, business presentations, sales letters, marketing collateral and participate effectively in a sales negotiation.

#### **Enterprise & Communication (Tourism) B6MK115**

Firstly, the overall aim of this module is to develop an awareness of the special issues involved in Tourism enterprise development while guiding students in the development of an enterprise plan for a proposed tourism enterprise, and in doing so, encourage innovation and entrepreneurship. Secondly, learners will be required to outline the key aspects of an enterprise research project covering time management, planning and organisational skills, leadership skills and communications and produce professional documents and conduct simulated negotiations, business presentations, sales letters, marketing collateral and a project proposal and plan.

#### **Event Planning and Operations B6MK107**

This module will guide students through all aspects of event planning and operations from concept development, to budgeting, marketing, sponsorship, logistics and managing and co-ordinating memorable and successful events. The module will explore issues and challenges relevant to a range of situations and give students a clear roadmap for the creation and execution of special events in a professional manner.

#### **Management B6MG100**

This is a skills-based module to encourage students to think like managers. The module introduces the student to a range of studies (traditional and modern) which are useful in understanding people in the workplace. It has an international focus through the appraisal of business cases and scenarios where a variety of approaches are considered, with scenarios and cases presented from international contexts.

#### **Marketing Communications B6MK102**

This module is an intensive study and application of integrated marketing communications strategy in the context of sales management and the international business environment.

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### **The International Economy B6EC009**

This module is a study of the evolution of International Trade within a “globalised” economy with a particular focus on the economic and political contexts within which it is evolving. It will provide learners with an understanding of the various theories underpinning international trade. It will facilitate discussion on current political and economic developments which are impacting on perceptions of the benefits and drawbacks of International trade on countries, business and people.

### **Tourism Marketing B6MK106**

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

### **Spanish for Beginners B6LA101**

This module introduces students to the target language and its culture. They will be helped to evaluate, monitor and take charge of their individual progress in improving their new acquired Spanish Language Skills. A number of background topics (professions, work environment, describing people, work and leisure, climate change, education, culture, values, ethics and society) form the unifying themes which integrate the language activities into four kinds: reception (listening and reading), production (spoken and written), interaction (spoken and written), and mediation (translating and interpreting) as suggest by the CEFR (The Common European Framework of Reference for Languages: Learning, teaching, assessment).

### **Spanish for Business B6LA102**

In this module learners are helped to evaluate, monitor and take charge of their individual progress in acquiring and improving their Spanish Language Skills. A number of background topics (work environment, economic crisis, work and leisure, climate change, education, culture, values, ethics and society) form the unifying themes which integrate the language activities into four kinds: reception (listening and reading), production (spoken and written), interaction (spoken and written), and

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mediation (translating and interpreting) as suggest by the CEFR (The Common European Framework of Reference for Languages).

### **Chinese for Beginners B6LA103**

This course is designed for complete beginners of Mandarin. Learners will learn the language for basic daily communication. The learning will focus on speaking and listening through communicative approaches. Reading and writing are employed as a medium of exploring and understanding the language use in form as well as in meaning. Language learning will be accompanied by culture introduction in relation to the weekly themes.

### **Sales and Selling B6MK101**

This module aims to develop an understanding of management thinking on best practice in sales and of contemporary trends influencing selling and sales management whilst also broadening student understanding of the role of sales within the overall marketing process by addressing such areas as the sales environment, sales techniques and sales control. The course develops critical skills in analysing sales management issues and sales situations and develops an understanding of the steps in preparing and implementing sales plans, and of developing individual customer relationships to build a long term business environment.

### **Marketing Essentials B6MK100**

This module introduces the learner to marketing concepts and theories that provide a comprehensive foundation within the marketing subject area. Lectures will be the primary method of delivery. These are supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. Guest lecturers will be invited to offer seminars to develop the learners' understanding of current practices in marketing led organisations.

### **Business Maths B6AF101**

This module introduces learners to a set of widely applicable quantitative skills for use in relevant business situations. The material provides the foundations for other areas on the programme where numeracy is required. The assessment will include a spreadsheet (e.g. Microsoft Excel) assignment which is undertaken in conjunction with the IT Skills for Business module.

### **Fundamentals of Accounting B6AF103**

This module equips learners with the ability to prepare and understand basic financial statements for sole traders as well as developing a fundamental knowledge of the underlying principles of financial

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accounting. Learners will also gain knowledge in calculating and processing periodic adjustments to financial statements in line with GAAP.

### **Economics B6AF105**

The module is designed to expose learners to the basic political economic divides existing in the world today and to understand why some favour the free market approach (austerity) to the government interventionist (quantitative easing) approach or vice versa. Learners will apply the theoretical frameworks learnt to any industry/economy to enable them to have a sophisticated view of the major changes taking place outside the classroom.

### **Cost Accounting B6AF107**

This course introduces students to the subject of management accounting. Core areas of management accounting will be examined so that the learner will be able to prepare and analyse financial and management information, including budgets, reconciling variances and interpreting costs.

### **Fundamentals of Marketing B6MK111**

This module introduces the learner to basic marketing concepts and theories that provide a broad foundation within the marketing subject area. Lectures will be the primary method of delivery. These are supported by tutorials, seminars and visiting speakers to facilitate further discussion of material and to encourage self-directed learning. Marketing practitioners will be invited to offer briefs to develop the learners' understanding of current practices in marketing led organisations.

### **Organisational Behaviour B6MN101**

This module gives learners an opportunity to focus on people management by understanding organisational behaviour theories that underpin modern management practice. It will review individual, group and contextual influences on individual behaviour in organisations and how performance and satisfaction are affected.

### **Business for Accounting with Law B6AF108**

Business for Accounting with Law is an introductory business module for learners taking accountancy and finance degrees. It introduces learners to environmental analyses, organisational structure, organisational cultures, as well as an appreciation of the key elements of the main organisational functions -operational, financial, marketing and human resource management. The module is also intended to provide an introduction to law, in particular contract law, and its impact on business operations. As accounting and finance learners concentrate less on Marketing-related topics, there is additional treatment of core marketing roles in organisations and an introduction to Marketing Principles within this module.

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### **Financial Accounting 1 B6AF109**

This module explores the fundamental knowledge of the underlying principles and concepts relating to financial accounting. Learners will build on prior accounting studies to further explore the theoretical underpinning of common accounting practice. They will also develop an understanding on how to apply accounting standards in preparation of financial statements and the analysis and interpretation of said statements of commercial entities. Ethical behaviour in all aspects of the preparation and interpretation of financial information will also be explored.

### **Business Environment B6BU101**

This module introduces learners to external environmental analysis, organisational structure and organisational culture. Student will also look at the concerns of the main organisational functions: operational, financial, marketing and human resource management. The importance and influence of the context of business, how business is organised, and the contribution of the various functions will also be studied. It gives a basic awareness of some legal constraints and issues in business.

### **IT Skills for Business B6IS101**

Learners will build practical skills in file management, word processing, desk-top publishing, presentation, spreadsheet, software tools. Learners will format and publish content for both traditional print based media and digital/social media. They will also identify key computing technologies.

### **ICT Applications for Business B6IS103**

Learners will further develop their knowledge and understanding of how computers work. They will understand how they are connected into networks and the Internet. They will explore how data is transferred across networks. Learners will extend practical skills in client-side technologies web languages HTML and CSS. They will utilize current software tools for creating, editing and optimising multimedia content. They will further learn how to publish web pages online, and best practice coding techniques.

### **Fundamentals of Programming B6IS105**

In this module learners will focus on the essential and starting points in programming. Learners will be introduced to the fundamentals of data types, input and output, control structures, Methods and a basic introduction to classes. Learners will build their practical skills by completing individual projects on an on-going basis and examine sample applications. They will learn the practical use of an IDE in the development of their projects.

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### **Computer Systems Technologies B6IS107**

Learners will develop and understand skills learned in Lectures through the use of Lab work. Extend their competence in building Networks. Learner will develop key Network techniques through the process of building virtual Networks.

### **Information and Communication Technologies B6IS110**

This module provides learners with an introduction to information technology and communication technology in use in modern environments. The module will provide an overview of hardware devices and various types of software available. Communications will be addressed through basics of networking and network architectures. Also the evolution of the internet and will provide a high level description of the underlying technology and techniques related to Internet communications. This module will provide the foundation for other modules in this programme that assume a general understanding of Information and Communication Technology.

### **Problem Solving and Algorithms B6IS108**

This module teaches the basic problem solving and program design techniques required to arrive at effective solutions to common programming problems. The solutions modelled are language-independent, allowing the learner to concentrate on problem formulation and solution without being overwhelmed with coding language considerations.

### **Mathematics and Statistics for Computing B6AF110**

This module will introduce learners to mathematical and statistical techniques which underpin computing.

### **Programming Fundamentals B6IS104**

In this module learners will focus on the essential and starting points in programming. Learners will be introduced to the fundamentals of data types, input and output, control structures, methods, arrays and objects created from standard library classes. Learners will build practical skills by completing individual projects on an on-going basis. They will learn the practical use of an IDE in the development of their projects.

### **Information Systems and Databases B6IS106**

This module introduces learners to the business environment and explains the basic concepts of organisation structures. The module explores the role of information systems and how organisations can benefit from the use of information systems. The module will also introduce the learner to the basic

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concepts in the theory and design of databases. Learners will be introduced to practical skills in the development of databases and use of forms, reports and queries using a DBMS.

### **Communications for Success B6LL105**

This module is intended for learners to practice, rehearse and improve their oral and written communication skills. On completion of the module, learners should be able to demonstrate the practical knowledge, understanding and skills of the effective business communicator.

### **Marketing Research B6MK105**

This module introduces the learner to the relevance and importance of marketing research in today's business environment. Learners will investigate the multiple research strategies available and identify how to select the most appropriate and best strategy relating to their research problem. The module will also bring the learner from the beginning of the research process to the final stage, so that each learner can complete an entire research project/task. Increased emphasis will also be placed on new technologies and new research tools.

### **Effective Selling for Business B6MK109**

This module will develop personal selling skills within a market-driven organisation. It will equip learners with the knowledge and skills in preparing for and delivering effective sales presentations and after-sales service. Learners will gain understanding of the important role communication plays in personal selling and how effective selling drives a firm's profitability. Learners will participate in a variety of selling, negotiating, and after-sales service scenarios, allowing them to confidently put into practice knowledge, skills and competences acquired.

### **Contract Law B6LW102**

This Module is designed to give learners a clear grounding in the law relating to the creation, enforcement and discharge of contracts in Ireland.

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## Year 2

### **People in Organisations B7MN102**

The module gives learners an insight into the various influences affecting peoples' behaviour and satisfaction within organisations and the workplace. It helps learners explore and appreciate the relationships between those influences and the bottom line dependent variables in which organisations are interested. The course focuses on three categories of influencing variables on workplace behaviour and satisfaction: Individual factors, Group Factors, and Contextual/Organisational factors.

### **Management B7MN100**

This module introduces the learner to the nature of management and advocates for the importance of good managerial practice in contemporary organisations. The module is designed to explain the basic managerial functions. It identifies how the environment affects organisations and how organisations in turn create change within and adapt to their local and global environments. Learners need to know, as they enter a new decade and century, how management has evolved and continues to be influenced by external institutional and cultural factors. These changes bring with them emerging trends and special challenges for the manager in domestic and international environments. An increased emphasis is placed on entrepreneurship, innovation and change management and operations and supply chain management.

### **Business Information Systems B7IS112**

In this module learners will build on practical skills in database, spreadsheets and project management tools.

### **Advanced Economic Perspectives B7AF108**

The module is designed in order that learners can appreciate the roots of political economic perspectives existing in the world today; to understand the free market approach and the government interventionist approach of policy (e.g. austerity v quantitative easing). Learners will also apply the theoretical frameworks provided in lectures to individual markets/industries and wider macro environments to enable them to have a more sophisticated view of the political economic events taking place outside the classroom.

### **Business Finance B7AF112**

This module introduces learners to the areas of management accounting and financial management and aims to provide knowledge and application of basic principles, concepts and techniques in the context of business decision-making encountered by non-finance professionals.

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### **Principles of Business Law B7LW104**

This module is designed to provide learners with a foundation in the fundamental principles relevant to the manner in which the legal system operates and an introduction to the primary areas of law relevant to business. The module provides a gateway for those learners who will go on to pursue further legal studies. For those learners who will not be pursuing any further legal studies this module provides knowledge and understanding of the legal system insofar as it applies to the primary areas of business.

### **Selling & Sales Management B7MK100**

This module aims to develop in learners an understanding of the selling function and its strategic relationship with marketing in a market-driven organisation. It will provide learners with an understanding of the multi-faceted role of the sales manager and will equip learners with the knowledge, skills and competences in preparing and delivering effective sales presentations in varying sales situations.

### **Event Planning B7MK104**

Event Planning will enable learners to apply the event concept to a wide range of event planning processes to evaluate if it successfully meets the expectations of its various stakeholders. A series of lectures and seminars will provide essential module information. In addition to standard in class lectures, case material will be applied to provide for and support the practical application of lecture content to 'real life' event scenarios.

### **Financial Accounting B7AF102**

Financial Accounting builds on the knowledge acquired in Level 6 and develops and applies this further to the preparation and interpretation of financial statements in accordance with generally accepted accounting principles.

### **Cost Management B7AF104**

This module introduces learners to cost and management accounting and provides the knowledge and understanding to apply the basic principles, concepts and techniques of management accounting in commercial situations.

### **Financial Management B7AF100**

This module provides learners with an introduction to the functions of Corporate Finance, together with developing an understanding of the challenges and opportunities facing the financial manager.

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### **Business & Company Law B7LW100**

This module offers an introduction to business and company law. It considers various aspects of business law including contract law, employment law and commercial law. The law of tort is also studied as part of this module. Company law focuses on governance and highlights areas where the regulatory framework imposes obligations on accountants and auditors.

### **Marketing Communication B7MK102**

This module will enable learners to examine advertising and promotions through the lens of integrated marketing communications. By blending and integrating advertising, promotions, and marketing communications together, learners will be equipped with the information they need to understand the process and benefits of successful IMC campaigns. Lectures will be the primary method of delivery, and will also include guest lectures from industry experts.

### **Special Events Environment B7MK106**

Special Events Environment is designed to offer learners a focused overview of the events industry on a global scale. This module will provide learners with an understanding and appreciation of how changing political, social, economic and environmental climates affects the events industry. Learners will also recognise the increasing challenges facing event managers including financial, security, health and safety, and employment issues. Lectures will be the primary method of delivery, and will be supported by tutorials and guest lectures from industry experts.

### **Web and Media Design B7IS102**

In this module learners will develop proficiency in current web languages, explore and utilize a variety of web and multi-media software packages, evaluate other web resources, and apply current guidelines and standards that are critical for building robust, accessible web-based products. Learners will also explore and discuss related web aspects such as Web Analytics, Search Engine Optimisation, Social Media, and other emerging issues in this discipline.

### **Employee Relations and the Law B7LW102**

This module is designed to provide learners with the fundamental principles applicable to the employment relationship, the influence of EU law and will further go on to examine principal legislative enactments affecting both parties. The regulatory fora relevant to the resolution of disputes will be investigated and the role of Alternate Dispute Resolution (ADR) for those parties seeing an alternative resolution.

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### **Project Feasibility B7BU102**

This module provides the participant with an understanding of the importance of Project Feasibility in Project Management. The module assists learners in adopting an appropriate project management perspective with regard to the importance and relevance of Project Feasibility within Project Management.

### **Project Planning & Control B7BU100**

This module provides the learner with an understanding of the importance of Project Planning and Control in Project Management within organisations. It assists learners in adopting an appropriate project management perspective with regard to the management of projects within organisations.

### **Cloud Computing for Business B7IS108**

Learners will gain a solid theoretical understanding of the fundamental concepts and architecture of cloud computing. The module concerns a business perspective of the evolution of the cloud and its ability to change how IT departments deploy their services. They will learn about the key stakeholders, technologies, products, services, platforms and applications that enable cloud computing. An evaluation of the benefits, challenges, and risks of implementing cloud computing, including security, privacy, standards and best practices are key components in this theoretical-based module.

### **Digital Planning & Management B7MK108**

This classroom based module will offer the learner both the theory and practice of planning and managing a digital marketing campaign. Planning elements including campaign scoping, deliverables, budgeting and performance reviews will be central to any digital campaign. Consumer engagement and insight into on-line behaviours are key to appreciation of the new landscape. Understanding the costs, rewards and risks associated with developing any interactive digital media campaign will be outlined also. This module will be supported with DVDs, e-materials, and guest presentations.

### **Principles of Programming B7IS106**

In this module learners will focus on the essential and starting points in programming. Learners will be introduced to the fundamentals of data types, input and output, control structures and Methods.

### **Psychology B7PY100**

This module introduces learners to empirical research methodology and key topics in Psychology. Lectures derive from a number of sub-disciplines including History and Schools, Social Psychology, Cognitive Psychology, Developmental Psychology, Abnormal Psychology, Health Psychology and Organisational Psychology.

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### **Social Psychology B7PY102**

This module introduces learners to the field of social psychology, and to understanding the individual's behaviour within social contexts. Particular emphasis is placed on social behaviour within workplace settings.

### **Employability Skills B7LL100**

This is a practical module that acts as a platform for career related investigation, job analysis, CV building, interview practice and work experience identification. Learners will be required to develop continuously and manage their own careers e-portfolio. They will be required to record their development of their employability skills and provide evidence of their skills, competencies, job search, CV, cover letter, interview skills and extracurricular achievements.

### **Digital Marketing Concepts B7MK110**

The evolution of the Internet in our economy has transformed the marketing landscape. Learners in this module will explore from a consumer's perspective the fundamentals of marketing electronically. While the evolution of the Internet has created a renaissance of Marketing, new e-Marketing concepts have flourished for marketers to seize present and future opportunities using digital technologies. As part of this course learners will focus on a project where they will be encouraged to compare and contrast two companies' websites in an industry of their choice.

### **E-Business B7IS104**

The Internet has redefined and continues to redefine how the business world functions. Integrating an e-business angle to business principles such as competitive advantage, marketing, and supply chain management is integral to the modern business environment. This module allows learners to explore how and where e-business contributes to the world of business.

### **Cloud Design & Development B7IS110**

This module investigates the technical aspects and implications of the design and development of enterprise level cloud computing technologies from an organisational perspective. It will explore in detail relevant agile systems development methodologies which are better suited to the cloud computing paradigm and examine relevant tools and techniques.

### **Information Systems and Databases B7IS100**

This module is designed to provide learners with an understanding of information systems for business and the range of tools and techniques for systems analysis, design and development and knowledge of a

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number of specific systems development methodologies. Learners will also build key practical skills in current database languages, analytical and diagramming tools.

### **Database Design and Cloud Technologies B7IS103**

Learners will develop robust databases using current database technologies and languages and development tools. They will understand the process of developing a relational database management system at conceptual, logical and physical levels. They will also be introduced to the development of databases in a cloud environment and examine current cloud computing and cloud services.

### **Programming in Business B7IT105**

Learners will develop and understand Advanced Classes and objects, Text Processing, Inheritance, GUI Applications and Database programming in lectures and demonstrate their skills in the labs. The learner will be able to build problem-solving skills through planning, designing and implementing business applications.

### **Management B7MN101**

This module introduces the learner to the nature of management and advocates for the importance of good managerial practice in contemporary organisations. The module is designed to explain the basic managerial functions. It identifies how the environment affects organisations and how organisations in turn create change within and adapt to their local and global environments. Learners need to know, as they enter a new decade and century, how management has evolved and continues to be influenced by external institutional and cultural factors. These changes bring with them emerging trends and special challenges for the manager in domestic and international environments. An increased emphasis is placed on entrepreneurship, innovation and change management and operations and supply chain management.

### **Financial Services Environment B7AF106**

This module is designed to provide a general overview of the Financial Services Sector, changes in recent years and the importance of the industry to the Irish economy. Learners will gain an understanding of the basic principles and operations of each individual sector within the industry. There will be a particular focus on fund accounting, international markets, banking and investments as these make up a significant portion of the overall industry.

### **Law of Real Property B7LW110**

This module deals with the law of real property in Ireland and the rights and liabilities arising under it. Learners will be exposed to the common law principles, equitable principles and legislation which rules the various ways property may be held, acquired and alienated. The various estates, interests and rights

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which make up ownership will be considered as well as their registration. The use of land as security, rights in or over the land of another will also be considered. The module also discusses succession to the property of deceased persons.

### **Commercial Law B7LW114**

This module is designed to provide learners with a rounded understanding of Commercial Law and the leading legal issues influencing the functioning of the commercial environment on a domestic, European and International level. The module is aimed at learners who have an interest in developing their knowledge and understanding of the commercial actors whose roles and functions are a core component of all commercial activity and progress.

### **Law of Tort B7LW116**

This module is designed to provide learners with a detailed understanding of the rules and principles relating to the Law of Tort. The module begins by examining the tort of negligence in detail and reviewing each of its elements. The module then proceeds to examine several other torts such as Occupiers' Liability, Liability for Defective Products, Nuisance and Defamation.

### **Web Development II B7IS122**

This module will enhance the web skills developed in Web Development I. This module will provide learners with the skills to implement more advanced web resources that use server-side technologies. It will examine web application architectures and further examine core protocols of the internet.

### **Mathematics B7AF114**

This module builds on the mathematical content from Stage 1. Learners will be exposed to greater depth of techniques in calculus and the practical application of calculus to problems in mathematics, computing, probability and the physical world. The module will include a computational assessment project which will allow students to build on their knowledge of mathematical software gained in Stage 1.

### **Databases B7IS120**

This module will build on the fundamental concepts of databases introduced in Information Systems and Databases module. Learners will build on this knowledge to design and develop relational database solutions at conceptual, logical and physical levels. Learners will gain practical skills in relational database management systems, SQL and database programming. This module will examine database security, mechanisms to prevent threats and administer user privileges.

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### **Object-Oriented Programming B7IS114**

Learners can apply the principles of object oriented software development to the translation of a problem description into a robust object oriented program. This course aims to be an extended version of Programming Fundamentals. Learners will develop and understand advance classes and objects, text processing, inheritance, polymorphism, the creation and management of packages, GUI applications recursion and database programming in theory and demonstrate their skills in the labs.

### **Software Engineering B7IS116**

Learners will develop an in-depth understanding of the fundamentals of Software Engineering such as the software process, agile development, requirements engineering, software testing and Unified Modelling Language (UML). The module also covers advanced software engineering topics including software reuse, component-based, distributed service-oriented and embedded software engineering, quality management and process improvement.

### **Data Communications and Networking B7IS118**

This module provides learners with knowledge of networking and data communications through examination of OSI and TCP/IP models, physical media, physical addressing, logical addressing and TCP ports and application protocols. Learners will implement inter LAN, WAN and Wireless LAN routing using relevant protocols. Learners will gain practical skills to design, implement and test networks. Students will be presented the practical application of networks both from a theoretical perspective and a 'real-world' perspective.

### **Financial Management B7AF101**

The commercial sector demand graduates with good financial skills. The module will provide comprehensive knowledge of the theoretical foundation and framework that underpin financial management and an understanding of the key financial issues faced by modern-day financial managers. The module will equip learners with conceptual and analytical skills necessary to make financial decisions.

### **Financial Accounting 2 B7AF103**

Financial Accounting builds on the knowledge acquired in Level 6 and develops and applies this further to the preparation and interpretation of financial statements in accordance with generally accepted accounting principles.

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### **Business Information Systems B7IS101**

In this module learners will focus on the role information systems play in the modern business environment. Learners will develop awareness of how IS can support management and examine the effect of the world wide web as well as new and emerging technologies on businesses. They will also appreciate the various approaches to acquiring a new information system and select the approach most suitable for different enterprises. Learners will build on practical skills in spread sheets, databases and project management tools.

### **Programming for Business B7IS105**

Learners will develop and understand Advanced Classes and objects, Text Processing, Inheritance, GUI Applications and Database programming in Lectures and demonstrate their skills in the Labs.

### **Mooting and Professional Practice B7LL104**

The main focus of this module is to give learners a practical opportunity to develop research, legal writing and advocacy skills and introduce them to the relevant ethical principles concerning professional practice.

### **Business and Company Law B7LW001**

This module offers an introduction to business and company law. It considers various aspects of business law including contract law, tort law, employment law and consumer law. The module's company law focus is on governance, and highlights areas where the regulatory framework imposes obligations on accountants and auditors.

### **Institutional Regulation, Governance and Ethics B7LW106**

This module introduces learners to the laws and regulation of the financial services industry in Ireland. It examines both the general legal and regulatory framework and also the rules relevant to individual areas of financial services. It also provides for an examination of corporate governance and ethics in the context of financial services.

### **European Union Law B7LW108**

European Union law is an area of law that is rapidly evolving and expanding. This module is designed to equip learners with practical knowledge and understanding of the core principles of European Union law, with particular reference to the role which EU law occupies within the domestic Irish legal system. The module is primarily concerned with the institutional structures of the European Union and it also examines the key EU policy areas.

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### **Employment Law B7LW109**

Employment law is an area of law that is rapidly evolving and expanding. This module is designed to provide learners with practical knowledge and understanding of the core principles of Irish employment law, with particular reference to the statutory framework under which the employer-employee relationship is regulated.

### **Family Law B7LW111**

This module is designed to provide learners with a rounded understanding of the principles of Family Law and its role in society. The factors impacting the evolution of family law in Ireland will also be considered.

### **Company Law B7LW112**

This module is designed to provide the learner with a depth of knowledge and understanding of the fundamental legal principles relevant to the development of commercial life in Ireland where the vast majority of those engaging in the business environment choose to operate, regardless of size, by seeking the benefit of limited liability for the purposes of their business activities, be they for profit or not. The module will deliver, examine and reflect upon the breadth of relevant material from company formation through to winding up and examination through the perspective of on-going reform.

### **Law of Real Property B7LW115**

This module deals with the law of real property in Ireland and the rights and liabilities arising under it. It will consider the concepts of property law, the development of property law and how property law is structured.

### **International Marketing Practice B7MK101**

This module aims to develop within learners a fundamental knowledge of the challenges facing the marketer operating in the global environment. The module explores the complexity and diversity of international marketing and aims to inculcate in learners an awareness of the interaction between the various elements of international marketing techniques. It will introduce learners to a range of international marketing strategies for conducting business globally and insights into the practical organisational challenges facing the international marketing practitioner.

### **Digimarketing B7MK103**

The evolution of the digital landscape in our economy has transformed the marketing landscape. Learners in this module will explore from a consumer's perspective the fundamentals of marketing

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digitally. The continuous evaluation of technology has brought about new and contemporary methods of digimarketing. As part of this course learners will focus on a project where they will be encouraged to compare and contrast two companies' websites in an industry of their choice.

### **Contemporary Marketing Communications B7MK105**

This module will enable learners to examine advertising and promotions through the lens of integrated marketing communications. By blending and integrating advertising, promotions, and marketing communications together, learners will be equipped with the information they need to understand the process and benefits of successful IMC campaigns. Lectures will be the primary method of delivery, and will also include guest lectures from industry experts

## Year 3

### **Strategic Management B8MN100**

Learners will be provided with the knowledge, skills, concepts and tools necessary to understand and respond to the increasingly complex, global, volatile, and dynamic context in which organizational strategy formulation and development take place today. This module will conduct a detailed study of the nature of strategy content and of strategic processes in a variety of settings.

### **Global Business B8MN102**

Learners will absorb and process the major global trends in the business world, assess their business implications, and generate strategic options in response. They will gain an understanding of the factors that drive the attractiveness of international markets, possible modes of market entry, and be able to evaluate global financial and economic trends.

### **Human Resource Management B8MN104**

The module provides learners with a comprehensive and modern review of talent planning, management and resourcing. Students will learn how Human Resource (HR) specialists demonstrably add value in pursuit of competitive advantage and organisational sustainability. Among other contemporary issues, learners will be introduced to the complexity surrounding the reconfiguration of the HR role, the impact of culture on HR performance, the rise of the HR business partner, the potential of e-enabled HR and HR outsourcing opportunities. This module also includes an assessment of the traditional HR activities, recruitment and selection, training and development and associated sophisticated policies and practices.

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### **Individual Differences B8PY102**

Understanding individual differences within the workplace from a psychological perspective is an important aspect of business management. This course introduces students to the topic of Individual Differences emphasising personality and intelligence. This module provides the learner with a critical overview of the key theoretical perspectives in personality and intelligence and introduces them to the research methods used in both approaches; it also develops the learner's knowledge of psychometric testing within the work place.

### **Psychology of Work B8PY100**

This module builds on previous study to allow learners to focus on a particular aspect of psychology: Understanding individual psychology and behaviour in the workplace. Learners will explore both classic and contemporary approaches to areas including effective human resources decisions and actions, employee attitudes and behaviours, the role of social groups within the organisation, and health and well-being at work.

### **Performance Management (Accounting) B8AF100**

This module further develops the fundamental elements of planning, control and decision making and expands this to consider performance measurement and evaluation. Learners will focus on the application of management accounting techniques to assist management in a range of business scenarios. Learners are expected to use and further develop their prior knowledge in variance analysis and accounting techniques.

### **Services Marketing B8MK104**

To develop a holistic understanding of marketing in all contexts, learners need a thorough understanding of both product and services marketing. This module will develop in learners an understanding of the unique nature of services and the particular strategic and tactical marketing challenges in managing service organisations. It will equip learners with the knowledge and skills for managing and implementing marketing approaches in the service sector.

### **Audit and Assurance B8AF108**

This module provides the tools and techniques used to conduct an audit investigation whether on a statutory or other assurance basis. Learners will become familiar with the regulatory and ethical environment within which the audit must be conducted. The identification of and the appropriate response to key audit risks will also be applied to practical scenarios.

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### **Financial Reporting B8AF102**

This module consolidates and progresses the understanding acquired in previous financial accounting modules. It encompasses application of the international accounting standards, accounting for business combinations and current financial reporting developments. As the capstone it facilitates the incorporation of cross modular learning.

### **Taxation Systems B8AF104**

This module equips learners with the knowledge and the skills necessary to calculate the taxation of individuals and companies. On completion of this module they will be able to identify and explain the obligations of taxpayers and the implications of non-compliance.

### **Advanced Financial Management B8AF106**

This module provides an understanding of the more advanced investment appraisal techniques and issues which may confront the corporate finance manager in preparing reports to facilitate board decisions. An understanding will be provided of risk assessment and treasury risk management techniques employed to effectively hedge corporate risk exposures.

### **Investor Relations and Wealth Management B8AF114**

This module addresses the investment appraisal and analysis of the securities markets. Learners will develop knowledge of the theoretical framework of the securities markets. They will develop their practical understanding of financial analysis and the quantitative tools necessary to perform detailed analysis. The module also requires learners to analyse the specific services offered by a wealth management division and the complex financial planning required for such clients.

### **Treasury & Risk Management B8AF110**

Risk management focuses on the types of risk that arise for businesses and sovereign institutions including: market risk, credit risk, and interest rate risk. The module considers financial risk management strategies; how risk is evaluated; the methods that are available to hedge against risk and the strategies that are employed to mitigate risk. This is complemented by consideration of operational risk and key risk management issues for financial institutions including regulatory issues such as the Basel Accords. The module also analysis the various responsibilities of the treasury function and its roles that either contribute to protecting or enhancing shareholders value, reducing risk or securing the organisation's cash flows. The module concentrates on the management of financial risk in an international corporate setting.

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### **Financial Structured Products (Theory & Practice) B8AF112**

The module will cover the basic properties, pricing and hedging of futures/forwards, options, swaps and other derivatives traded on financial markets, together with the working mechanism of the derivative markets. The module provides analytical and numerical methods to pricing derivatives contracts. The module covers the use of derivatives in hedging and managing financial risk but also their limitations in connection with stock market crashes and financial crises.

### **International Marketing B8MK106**

Marketing internationally is a question of survival for many organisations that wish to expand, grow or just survive. This module will introduce the learner to International Marketing concepts and theories and the types of environments companies face when internationalising. How to select markets and how to enter markets are decisions relevant when designing the International Marketing Plan. In this module learners will be asked to work on a project where they will sharpen their cross-cultural management skills with the view of building an International Marketing Plan.

### **Consumer Analysis B8MK100**

This module provides the learner with a cohesive overview of key consumer and buyer behaviour theories, models and trends from a host of traditional and emerging consumer related topics. It endeavours to equip learners with the necessary skills and faculties to analyse, critique and apply consumer perspectives to a host of industry based contexts. The module aims to provide a robust understanding of how a consumer's offline and online behaviour contributes to the general marketing function.

### **Event Operations B8MK110**

This module augments the learners understanding and application of the event planning process by providing a robust overview of the essential components in operating and executing an event. Learners will study the essentials in site/location selection, staging and logistics and combine these with an emphasis on newer emerging trends, tools and technologies. Online and offline events are studied and critiqued. The module provides a practical industry based case focus as assessment and group work, class debate and presentation are core components.

### **Event Marketing B8MK108**

Event Marketing is designed to offer learners a focused perspective on the marketing of events across domestic and international sectors. The module combines traditional marketing options with new emerging marketing tools and techniques in order to provide a robust overview of the options available to the contemporary event marketer. This module differs from other marketing modules in that it provides specific marketing guidelines for the event industry which includes service provision, e-event

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## DBS

marketing, marketing as entertainment, event pricing and social event marketing. Lectures are the primary method of delivery and are supported by tutorials and interactive sessions for discussion of material and self-directed learning.

### **Data and Network Communications B8IS104**

This module will provide a key understanding of the fundamentals of computer networks. The module will then progress to generate skills based on the practical application of this knowledge through hands on assignments which will develop real world skills.

### **Web Application Development B8IS102**

This project-oriented module will introduce learners to the Web technologies and provide experience creating interactive Web applications that go beyond static web pages.

### **Employability in Action B8LL100**

This is a module to improve DBS graduate employability through learner actions. Learners are required to research the labour market and are supported in working towards achieving their desired career outcome by specialised staff and module tutors. The ability of learners to critically reflect on their personal skills development and apply this to other learning activities will be enhanced. Being in possession of employer-relevant knowledge, skills and attitudes is not enough for a learner to enter and move within the labour market, and to realise their potential. Learners need to be capable of exploiting their assets, of marketing them and selling them. This module will task students with the development of an integrated and personal strategy to market their skills, competencies and personal attributes for success.

### **Project Planning Techniques B8BU100**

This module provides the participant with an understanding of the importance of the Project Planning Techniques. It assists learners in adopting appropriate project management techniques with regard to the management of projects. Learners will analyse a number of case studies based on some of the dramatic projects of recent years.

### **Project Management and Evaluation B8BU102**

This programme provides the participant with an understanding of the importance of the Project Planning Management & Evaluation and builds upon the student's previous learning. It assists learners in adopting appropriate project management evaluation techniques with regard to the management of projects. Learners skills will be developed using realistic scenarios in which key project management concepts can be applied.

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### **Data Management and Analytics B8IS100**

High quality data and discovering patterns is an essential component of a modern organisation. Enterprises now rely on their data assets to make informed and increasingly effective decisions. Data analytics involves processes and activities designed to obtain and extract useful information from available data stores. The emergence of large scale data sets (referred to as 'Big Data') enforced a reassessment of traditional data management and analytic techniques.

### **Mobile Software Development B8IS106**

The rapid emergence and widespread adoption of mobile devices such as smart phones and tablets has led to a new generation of mobile applications and services. This project-oriented module develops an understanding of the underpinning theories, paradigms, algorithms and architectures for building mobile software applications. Learners will be shown how to design, develop, test and deploy Object-Oriented software for mobile devices

### **Implementing Digital Media B8IS112**

This practical hands-on-keyboard module explores how a variety of digital marketing tools are developed, used and assessed by marketers. The 100% assessment reflects the applied nature of the course with learners developing and evaluating the digital tools they will design.

### **Lifelong Learning B8LL102**

The transition from college is equally important to the transition to college. This module recognises both diverse range of options and the development stages of individual learners from many backgrounds. This module builds on the *Learning to Learn, Communications for Personal Success, Employability Skills* and *Employability in Action* modules. A focus on professionalism in approach, planning and behaviour as DBS graduates is central. The engendering of the DBS graduate characteristics of self-reliance, independence, positivity and adaptability are the ethos of the module.

### **Marketing Research B8MK102**

Marketing research is one of the most important aspects of marketing. It provides a company with valuable information that guides all of its marketing activities. This course guides learners through the scope and process of gathering information to aid decision-making. The main purpose of the course is to provide an understanding and appreciation of the marketing research process, research tools and techniques.

### **Application of Cloud Technologies B8IS108**

This module will develop learners' technical knowledge in the application of cloud computing. It will examine cloud computing technologies, cloud technical enablers and cloud architectures. The successful

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learner will acquire a high level of knowledge of the underlying technologies of cloud computing, namely virtualization, implementation mediums and storage frameworks. The module will generate skills based on the practical application of knowledge, through assessments which will foster real world skills.

#### **Cloud Networking and Security B8IS110**

The module will allow the learner to understand traditional networking and also address the typical network setup of cloud computing architectures. It will also allow the learner to identify and mitigate against the security risks associated with cloud computing.

#### **HR Performance Management B8MN108**

This module examines performance management issues in organisations. Learners develop the theoretical and practical skills necessary to plan, monitor, measure, motivate, and improve performance. Learners learn how to define and develop individual and organization-level performance indicators, align individual and organizational performance goals and objectives, measure and track performance, diagnose performance deficiencies, and develop and implement group and individually tailored performance improvement systems.

#### **HR Development B8MN106**

The module gives learners an opportunity to focus on the HRD (Human Resources Development) aspect of Human Resources Management and the theory of adult learning processes. They will apply these through analysing needs and designing and implementing learning interventions in support of Organisational strategy. The module also gives learners an indication of the real world of HRD by introducing them to the politics and dynamics of the modern HRD function.

#### **Advanced Business and Commercial Law B8LW102**

This module is designed to provide learners with an in-depth understanding of specific areas of business and commercial law and the leading legal issues influencing the functioning of the commercial environment on a domestic, European and International level. The module is aimed at learners who have an interest in developing their knowledge and understanding of the regulatory restraints and obligations imposed upon the operation of commercial entities.

#### **Corporate Law and Governance B8LW100**

This module builds on the learner's prior knowledge of law and explores corporate laws and governance with an emphasis on the strict regulation that companies must comply with in order to ensure effective corporate governance.

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**Administrative Law B8LW104**

This module is designed to provide learners with a firm understanding of the way in which administrative law regulates the organisation, composition, functions and procedures of public authorities; their impact on the citizen; and the restraints to which they are subject.

**Law of Evidence B8LW106**

This module is designed to equip learners with practical knowledge and understanding of the core principles of the law of evidence, both civil and criminal. The module is broadly concerned with the rules and principles which govern what may be proved in a court of law.

**Jurisprudence B8LW108**

This module examines the main schools of thought in the philosophy of law and the sociology of law.

**Employment Law B8LW110**

The module content involves a comprehensive study of substantive contractual and statutory employment matters in this jurisdiction together with an overview of applicable procedures. The module examines the essence of the employment relationship and the consequent legal principles arising from recruitment right through to termination.

**Family Law B8LW112**

To critically examine the legislative and judicial regulation of the legal relationship within the context of the family as broadly defined.

**Contemporary Issues in Law B8LW114**

This module is designed to provide learners with an opportunity to explore and engage with current debates in law in areas beyond the core legal subjects. It will also examine the development and reform of law.

**Equity and Trusts B8LW116**

This Module is designed to give learners a clear understanding of the law relating to trusts and equitable remedies while also providing learners with the skills to critically analyse and apply these legal principles.

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### **Economics B8AF118**

The module is designed to expose learners to the economic concepts of free market ideology and those that shape support for greater government intervention; learners will also apply the theoretical frameworks learnt to any industry/economy to enable them to have a sophisticated view of the major changes taking place outside the classroom.

### **Cloud Technology for Marketing B8IS114**

The cloud computing paradigm is an evolution of information technology which has had an impact on organizations functions and processes. This module will specifically address cloud technologies from the perspective of the marketing professional. The module has a twofold focus, initially on the frontline, how cloud technologies can aid traditional information systems such as CMS and CRM. It will then deliver a behind the scenes view of modern web scale data. Understanding of the functional aspects of what is termed 'Big Data' will enable superior use of the available technologies for marketing professionals.

### **Web Marketing Design and Development B8IS116**

Providing practical experience of website design and development, this lab-based module offers learners an opportunity to explore how websites can be used for marketing purposes. More specifically, learners work on some front-end aspects of web design (HTML & CSS) and some behind-the-scenes web aspects such as Web Analytics and Search Engine Optimisation with a web marketing perspective.

### **Business ICT B8IS142**

The module introduces learners to the role of IS in a business organisation. More specifically, it focuses on how modern businesses use information technology and systems to support business functions and activities. While it is impossible to cover a wide variety of topics in IS / IT in-depth, the module focuses on the key aspects required by a business graduate. This includes practical usage of key software to develop solutions for business requirements. Additionally, the module has been updated to include cloud computing, and business technology decisions therein that impact an organisation.

### **Legal Issues for Business B8LW118**

This module is designed to provide learners with an introduction to how the legal system operates and provide a foundation in the fundamental principles of law relevant to business.

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**Marketing B8MK112**

This module is an introduction to the various philosophies of marketing. Learners will learn about the theories and concepts that have dominated the field of marketing and will be encouraged to develop a critical view of the various approaches to redesign the new face of Marketing.

**Management and Organisational Behaviour B8MN110**

The module gives learners an opportunity to focus in on the aspect of people management and understand the organisational behaviour theories underpinning modern management practice.

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## School of Arts - Fall Semester Options

### Year 1

#### **\*\*Introduction to Drama and Theatre A6GA106**

This module introduces the study of drama and theatre through a series of activities including structural analysis and close reading of plays, thinking about genre and context, rehearsed scene readings, and reviewing a play in performance.

#### **European and World Cinemas A6FM106**

This is an introductory module designed to provide learners with an overview of the development of the medium from a European and world perspective. Various film forms, movements and waves that contributed to the global development of the medium since WWI are studied. Learners will also be introduced to the relationship between film industries and national identities and so consider the idea of film as an art form and as an industry.

#### **Psychological Foundations A6PS100**

This module introduces the learner to psychology and related fields of study. It distinguishes the scientific discipline of psychology from popular psychology and highlights the importance of research, statistics and ethics. The module presents an historical overview focusing on famous figures and landmark studies and highlights for the learner recurring issues in psychology which will resurface throughout their degree. Learners will be encouraged to reflect on their own thoughts and biases to develop greater critical thinking.

#### **Introduction to Psychoanalysis and the unconscious A6PP016**

This module gives a general overview of the basic theoretical concepts of psychoanalysis. It will also examine the fundamental technical principles of psychoanalysis. The core texts of Sigmund Freud are broadly referenced and there is a very general introduction to how Jacques Lacan elaborated Freud's outline of the unconscious processes in terms of linguistics.

#### **Social Policy – Historical and Cultural Perspectives I A6SS006**

This module offers an introduction to the third-level study of the historical and cultural aspects of social policy provision. It will provide learners with an introduction to the main historical, cultural, theoretical and philosophical aspects of social policy and introduce learners to an examination of the influence and implementation of social policy.

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### **Foundations in Social Psychology A6PS104**

This module introduces the main themes and issues concerned within social psychology. The contribution made by social psychology to understanding of the individual, the social context, and their relationship with each is explored through this series of lectures. Exploration of these concepts is underpinned with application to real world concerns and interactive learning.

### **\*\*War & Peace in the Twentieth Century 1 A6GA102**

The international history of the twentieth century, from the outbreak of World War I in 1914 to the collapse of the Soviet Union in 1991 is explored in depth including the three great wars of the 20th century: World War I, World War II and the Cold War. This culminates in an exploration of the relationship between war and peace and the changing nature of power, ideology and international relations during the twentieth century.

### **Hollywood Cinema A6FM104**

This module is an introduction to American cinema and will allow learners to being to understand the origins and developments of the most influential film industry in the history of the medium. This understanding will be enhanced by analyses of the relationship between the American film industry and the society in which it developed.

### **Film Studies Today A6FM108**

This is a foundational module in assessing film culture from a social, cultural and political perspective. Learners will be introduced to the various ways in which the study of cinema has developed and a historical exploration of the key moments that academic concerns and cinematic movements have intersected and contributed to each other. This will help learners develop an understanding of how the history of the medium and the history of film study are intersectional.

### **Digital Photography A6FM100**

This module introduces the learner to the history and importance of photography as a medium, including the basics of digital photography and post-production processing. Learners will develop awareness of photography through a mixture of theoretical lectures and practical instruction as well as providing opportunities for learners to develop their practical ability.

### **Literature and Film A6HC100**

This module offers an introduction to the third-level study of literature and film. Learners are introduced to some of the key concepts, idea and terms employed in literary and film studies, then guided through interdisciplinary explorations of topics or themes across a range of literary and cinematic texts from

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different historical and cultural contexts. Where possible, topics will be linked to events and exhibitions in Dublin at the time.

### **History and Politics A6HC102**

This module offers an introduction to the third-level study of history and politics. It will provide learners with an introduction to the main practical, methodological and philosophical aspects of history and politics as disciplines. This module will introduce learners to a wide range of historical and political topics from different periods, countries, perspectives and themes and examine the influence of ideologies, economic issues, individuals, and interest groups on today's society.

### **Social Science and Psychology A6HC104**

This module introduces learners to the interdisciplinary field of social sciences. Learners are given the opportunity to develop their knowledge of how different areas of sociology and psychology engage in the study of the individual and society. Learners will also be introduced to some of the basic principles and themes within social science. Contemporary applications are explored from the societal and individual perspectives in order to facilitate the learners as they begin to make links between what they are learning and the world around them. Hence this module is aimed to be interconnected with other modules offered in the program to enable students to discover the interdisciplinary and multidirectional nature of humanities studies.

### **Media and Journalism A6HC106**

This module offers an introduction to the third-level study of Media and Journalism. Learners are introduced to some of the key concepts, theoretical terms and debates within the field of media studies and learn about and acquire general journalistic skills (writing, information gathering and analysis). Topics are explored through questions relating to media autonomy, notions of responsibility and representation. This module is interactive and integrative as the topics overlap, creating a broad understanding of various sections of today's world and the role Media plays in it.

### **The Certificate Learning Lab A6HC108**

This module will provide a platform for the development of employability skills at level 6. The aim of the module is to facilitate future planning for employability with a focus on the learner's strengths, job application and interview skills in relation to the current job market. Learners will be provided with the knowledge, tools and resources required to evidence the development of their career discovery skills through the production of an employability portfolio detailing core competencies such as the engagement with career self-assessment tools, an analysis of the labour market, the practice of an effective decision making strategy, the development of a quality CV, the compilation of an effective letter of application and the demonstration of key interview skills

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### **New Horizons: Experience and Awareness A6FM116**

This module promotes academic confidence and awareness in new learners by allowing them to reflect upon the key issues that arise when starting a degree. It develops the values of Awareness, Reflection, Tools and Support. Learners will be given the opportunity to begin to develop the necessary skills required for participation and progression. This module will examine the key responsibilities all new learners have in relation to their own academic development and will be given the opportunity to develop as forward-thinking individuals through individual and group activities.

### **Digital Film Production A6FM120**

This module introduces learners to Digital Filmmaking through the stages of pre-production, production and post-production. It aims to establish best practice principles in the areas of visual storytelling, production and editing. The module also aims to equip learners with basic HD camera operation, location sound recording and editing skills to create a live action short film.

### **Contemporary Film & Television A6FM124**

This module is designed to allow learners to broaden their exploration by considering a wide range of issues regarding contemporary film and television.

### **Exploring Popular Culture A6FM126**

The very essence of popular culture is its ability to provide its public with a sense of the familiar, while at the same time also infusing this with enough variety to ensure continued interest. This module introduces a number of key terms and concepts which provide crucial lynchpins to the way we understand and experience popular culture. The module prompts learners to take a fresh, questioning look at the familiar yet strangely intriguing terrain of popular cultural texts. It will begin by exploring different definitions of 'popular' versus 'high' culture and will then go on to explore an array of particular popular texts. In each case learners are encouraged to ask: Why is popular culture dismissed within traditional academic circles? Is popular culture empowering, or the product of a culture 'industry' imposed upon us? Learners will explore a range of relevant case studies, and the relationship between them, as the module builds a conceptual framework for analysing and understanding popular texts and activities. While key issues will be illustrated using contemporary popular culture examples, learners will also learn to draw on their own personal experiences as social and cultural consumers.

### **Multimedia Tools A6FM128**

This module introduces the learner to the fundamental concepts of multimedia (desktop publishing, text, image, graphics and animation). It is designed to support and enhance understanding by providing learners with skills and practical experience using a range of tools used for creating and editing multimedia files.

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### **Audio Software & Systems A6FM134**

This module will introduce learners to the principles, practices, technologies, applications, and systems associated with audio production within radio. It will identify and analyse the functions of recording, editing and mixing audio to enable the learner's acquisition of the practical skills necessary to create a professional radio show. To this end, each will be required to demonstrate their involvement in the production and completion of two radio projects for consideration for production during the course of the module. The learner will also demonstrate and showcase knowledge of the hardware and systems within the radio studio.

### **Foundations of Biopsychology A6PS110**

Biopsychology is an area of Psychology that takes a biological approach to understanding behaviour. Biopsychologists study the biological events that underlie all of an individual's thoughts, feelings, and actions. Research in this area focuses on the relationship between brain and behaviour but often extends to physiological processes elsewhere in the body (e.g. peripheral nervous system). This course will discuss the methods of investigation used in biopsychology, how drugs affect behaviour, and explore what is currently known about the neural basis of various psychological and neurological disorders. Before investigating these topics, this course will provide the necessary foundation: a background on the basic nervous system and functioning at gross and cellular levels.

### **Social Policy – Cultural Ideology A6SS003**

Learners will build and awareness of the main historical influences on Irish policy formation. The module aims to outline how social policy has evolved through the history of the State and examines aspects of the Irish Constitution with respect to the values of the nation. Learners will identify how Ireland moved from a position of having no comprehensive set of social policies in place to mainstreaming policy making. The module explores the impact of cultural ideology on policy making and implementation and aims to lead learners in outlining and describing certain issues, debates and discussions in social policy through classroom activities and the production of written academic tasks.

### **Psychology for Social Studies A6SS005**

This module will introduce learners to the academic study of psychology and the ways in which it contributes to the multidisciplinary field of social science. It enables learners to understand the principles and themes within the streams of psychology most relevant for the field of social science. It explores the applications of the principles of psychology in the environment.

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### **Health Studies A6ST114**

This module aims to improve the student's understanding of the role that behaviour plays in determining health and well-being. It aims to highlight the importance of a multidisciplinary approach to understanding health and well-being. The module will enable students to gain an understanding of the theory and application of health research.

### **Sociology of Ireland A6ST116**

This module builds on the first year module 'Foundations of Sociology' and aims to further learner knowledge of sociological concepts. Learners will explore aspects, concepts and contemporary issues within Irish society. This learning is further supported via Interactive lectures, group work, documentaries and reading assignments.

### **Employability and Skills for Social Studies A6ST118**

This module will further develop effective personal, interpersonal and organisational communications skills. It will prepare a learner with the academic skills necessary for successful participation and progression to level three. The module aims to enhance oral and written skills for effective academic communications and to cultivate and engender academic writing skills.

### **Criminology A6SS106**

This module covers the theory of crime, how crime is controlled and the criminalisation processes of certain social groups. It will explore how fear of crime has a profound influence on our feelings of security and wellbeing, from 'street-level' crime to global concerns about terrorism and cybercrime. Criminologists combine the study of society, politics, psychology and culture to understand offending behaviour and the peoples' responses to prohibited and harmful activity. Criminology also analyses the cultural representations of criminality. It investigates how this relates to constructions of social identity like class, race and ethnicity, gender, age and sexuality.

### **Introduction to Quantitative Research Methods A6SS110**

In this module, learners will be introduced to the scientific method. They will be introduced to quantitative research designs, sampling techniques and methods used in data collection as well as descriptive statistical analysis. In addition, learners will learn how to report findings of research studies. They will be made aware of some of the differences between quantitative and qualitative research methods. Moreover, the learner will engage with current research papers and will be encouraged to think critically about research questions and methodology. This module equips the learner with the skills necessary to design a research proposal.

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### **Research Technique and Analysis 1 A6PS105**

This module seeks to develop the learner's knowledge and understanding of the processes underpinning the use of descriptive and inferential statistical analysis techniques, within the quantitative research field. An emphasis is placed on providing learners with direct experience of the practical skills involved in producing effective quantitative exploratory and inferential statistical analyses, through the use of hand calculation and the SPSS statistical software package.

### **Investigating the Media A6FM112**

This module is designed to provide an accessible and stimulating introduction to the study of the media. It will encourage learners to explore the media by applying media concepts to a range of media products in order to develop knowledge of how meanings and responses are created. Candidates should be encouraged to investigate the contemporary media landscape and the changing contexts within which media texts are produced and consumed. Candidates will investigate the processes of meaning-making in media production and reception: at the micro level within individual products (also termed texts) and at a macro level in terms of technologies (also termed platforms).

### **Radio Production A6FM118**

The module introduces students to the medium of radio as a force for both information and entertainment in the context of Public Service Broadcasting and Commercial stations currently operating in Ireland and abroad. It will provide students with the skills and resources to research programme ideas and put ideas to practical use. Learners will be taught basic skills needed to hone radio production and how to work as a production team.

### **Contemporary Social Policy A6ST120**

This module aims to further develop student understanding of social policy in an Irish context, and consider the effectiveness of social policy practice. It will explore the funding of state policies and Ireland's mixed economy of welfare along with the policy, consultation and process of social partnership. Learners will establish an understanding of Ireland's position within the European Union.

### **Digital Feature Writing A6JM132**

This module will concentrate on writing traditional features, as has been the case in news print, but its main emphasis will be on features journalism for the web. Throughout the process, learners will be encouraged to generate ideas, source material and conduct fresh interviews for new insightful angles. They will also be encouraged to think in terms of multimedia additions to their writing. In addition, learners will be instructed on how to sell their work online.

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### **Journalism and the Law A6JM130**

This module introduces the learner to the Law as it applies to journalism and the media in Ireland. It will expose Learners to legal issues and current debates that confront those who work in the media on a daily basis from Copyright, Defamation, Data Protection, Freedom of Information, to Privacy. Learners will be asked to debate the current moral and ethical issues that confront Journalists and those who work in the media daily. This module will introduce Learners to how the Media is regulated in Ireland. Learners will be asked to consider the limitations that are placed on Freedom of Expression in Ireland and under the European Convention on Human Rights when faced with the competing interests of Defamation, Privacy, Public Order and Morals. Libel in media content will be examined in detail. Learners will be exposed to how the Law is evolving to keep up with breaches of legal rights of both the individual and the media online. Learners will focus on the implications of publishing another's work whether in print or online and the protection of their own original work and will also consider the implications of failure to secure their data and that of third party's online from cyber-attack. Finally, learners will explore the relationship between immediate media communication and the Law.

### **Introduction to Digital Filmmaking A6FM102**

The module is designed to introduce learners to the 3 stages of Digital Film Production (Pre-Production, Production & Post Production) by taking them through each stage with a live action short film production.

### **The Moving Image A6FM110**

This module will introduce the learner to key debates in the history and development of the moving image. Learners will examine major milestones in this history and consider some of the ways in which the evolution of the moving image has been one of the most significant events in the modern age.

### **Scriptwriting and Development A6FM130**

This module builds on core skills acquired during the Digital Film Production module and introduces new areas of expertise.

### **\*\*Ireland's Media A6JL100**

Ireland's Media aims to encourage and develop the comprehension of the media industries in Ireland. The module is an introduction to the political, economic and regulatory environments of the Irish press, broadcast and online journalism. Surveying the industry in a period of rapid economic and technological change, students will examine the main trends in journalistic media. It will also assess the challenges and future of the industry in the 21st Century.

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### **Learning to Learn A6LL100**

This module is intended to provide a transition to third-level education. It builds on students' previous formal and informal learning and learning environments to stimulate reflection, curiosity and interest in the discipline and the enjoyment of learning.

### **Introduction to Sociology A6SS104**

This module introduces the learner to the discipline of sociology. It will provide a grounding in critical sociological topics such as identity, gender, class and essential concepts such as norms and values. Learners will gain an understanding of key sociological perspectives and learn to relate these to relevant social problems. Furthermore, learners will be introduced to key figures in the historical development of sociological theory and will gain an understanding of the application of such theory in the current era.

### **Psychology for Social Science A6SS112**

This module introduces the learner to psychology and presents an historical overview focusing on famous figures and landmark studies within key streams in psychology. Learners will be introduced to topics of abnormal, social and developmental psychology. They will learn about the possible causes of mental disorders, changes that occur across different domains of lifespan development, and the main themes and issues concerned within social psychology, spanning the past to contemporary times.

### **Foundation Quantitative Research Methods A6ST122**

In this module, learners will be introduced to the scientific method. They will be introduced to quantitative research designs, sampling techniques and methods used in data collection as well as descriptive statistical analysis. In addition, learners will learn how to report findings of research studies. They will be made aware of some of the differences between quantitative and qualitative research methods. Moreover, the learner will engage with current research papers and will be encouraged to think critically about research questions and methodology. This module equips the learner with the skills necessary to design a research proposal.

### **Academic Skills Lab A6PS101**

This module builds on learners' previous formal and informal learning and learning environments to stimulate reflection, curiosity and interest in the discipline and the enjoyment of learning. It will equip learners with the practical reading and study skills and strategies to adapt and thrive, as individuals and in teams in a third-level environment. It will introduce learners to the library resources and IT systems and to academic referencing and writing skills required to present assignments in an articulate evidence-based format. The module aims to afford learners opportunities to practice, rehearse and improve their oral and written communication skills.

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## Year Two

### **Economic Sociology A7SS100**

The Economic Sociology module is an intermediate level module that, in general, examines economic phenomena and their importance in the society from a sociological viewpoint. The module examines basic concepts, ideas and theories which form the matter of economic sociology, and applies them to a variety of real-world examples. The module is designed to help the learner see how the economy and society are connected to each other. A historical perspective is introduced to highlight the characteristics of different policies and economic systems. This will be very helpful for understanding the economic environment. The module also includes a section in development economics, which is relatively new and broad branch of economics and political science. It focuses on the economic, social, political, and institutional mechanisms in developing nations with the aim of improving people's level of living. In summary, this module helps the learner understand and explain economic phenomena, which is crucial for understanding the world in which we all live.

### **Documentary and Non-Fiction Film & Television A7FM108**

This module will provide learners with the opportunity to explore the various documentary, non-fiction, avant-garde and other experimental audio-visual forms that have helped contribute to our understanding of the medium and its development. Learners will explore the contributions of key individuals and movements to the medium and also consider the aesthetic and critical perspectives of these forms of filmmaking.

### **New Waves in European and World Cinema A7FM020**

This module is designed to make students aware of the various "New Waves" of cinema that have emerged since the 1960s. Learners will explore the diverse film practices that have emerged outside Europe and America since the 1960s. Learners will be asked to critically engage with the formal and narrative strategies employed within the films screened, and to consider how these strategies function to create meaning. Although there will inevitably be a focus on the key *auteurs* within these countries, the module will also address the meaning of popular and genre cinema in different parts of the world. Learners will also be asked to consider issues of representation which arise in world cinema, particularly around issues of gender, national identity and race.

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### **Film Craft A7FM104**

This module will engage learners in an aesthetic appreciation of the three key building blocks of film culture - image, sound, and editing. Learners will be invited to reflect critically on the cultural, artistic and historical relationship between these three building blocks. They will look at the key turning points in the refinement of these “building blocks” through a series of case studies focusing on important creative contributions made to film craft. This exploration will also ask learners to address the medium in the context of broader visual culture - including visual formats and media outside cinema.

### **Style, Stardom and Performance A7FM100**

Taking the ideas of “reading” a film as its starting point, this module encourages learners to be alive to the myriad decisions and details that combine to create the “style” of a particular film within the context of the medium’s development. An understanding of the term *mise-en-scène* is an essential part of any learner’s engagement with the discipline and, through a combination of historical overview and practical activity, this module will all learners to begin to develop an aesthetic sensitivity to the various ways in which films can be viewed. Central to this ambitions is the further need to consider the various ways in which directors, genres, performers and audiences aid our understanding of *mise-en-scène*.

### **Scriptwriting, Production & Development A7FM104**

This module allows learners to develop skills in writing scripts for the screen. In addition, learners will also draw upon and further develop their existing production and post-production skills by developing, producing and completing a short film or other digital media project. Learners will receive tutorials on writing and pitching a script as well as an insight into the professional standards of the industry and an opportunity to work with actors.

### **Multimedia Journalism A7JL100**

The multimedia journalism module aims to introduce learners to both the practical and conceptual aspects of multimedia technologies. It provides learners with the skills and understanding necessary for proper communication of ideas to various demographics and target audiences. It builds on introductory skills learned in the first year module, Introduction to Broadcasting.

### **Social Care, social Justice and the Caring Professions A7SS106**

Social Care, Social Justice and the Caring Professions introduces learners to the principles, practices and professionals involved in supporting and providing for the care, wellbeing, and welfare of marginalised and vulnerable populations in Irish society. Learners will appreciate the variety of caring professions, the multidisciplinary basis of working to support and care for vulnerable and marginalised individuals and groups in society, and their common objectives yet distinctive roles and practices. Social (in) justice is taken as a central theme and problem in society and learners are helped to assess the care, support,

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wellbeing and welfare needs of diverse groups within the context of their rights, and the ethical principles of equality and social justice. The module will explicitly focus on caring and support work for vulnerable and marginalised children and families, people with disabilities, people experiencing mental health difficulties, cultural minorities and older people as well as considering issues related to gender and sexuality.

### **Qualitative Research and Data Analysis A7SS108**

As part of this module learners will examine the role of technology in social research, specifically in terms of data analysis, and develop their knowledge of the ways in which software analyse qualitative and quantitative data. Learners will develop their proficiency in utilising appropriate software to analyse qualitative and quantitative data and their ability to prepare reports that appropriately present social research analysis.

### **Ethical Research Methods and Design A7PS103**

This module is designed to engage the learner in understanding central components of psychological investigation including: quantitative and qualitative research design, reliability and validity; and threats to internal validity. In addition, the module equips the learner with the practical skills necessary to develop and test a psychological research question, reflecting upon the outcome of the analyses and disseminate the associated findings in both written and oral form. Learners will be introduced to common psychological instruments used in data collection. Moreover, the learner will engage with a variety of current research papers and will be empowered to think critically and sceptically about research questions, methodology, statistical analysis and representation of findings.

### **Counselling Theory and Group Facilitation Skills A7SS112**

This module examines the discipline of counselling and to identify the core concepts and ideas associated with it. It also provides learners with an understanding of current theories of counselling and group facilitation. It also enables learners to understand and appreciate the professional and ethical issues inherent in the practice of counselling and group facilitation. The module leads learners in discussing and analysing certain issues, debates and discussions relating to counselling theory and group facilitation skills through classroom activities and the production of written academic tasks.

### **Shorthand A7JL108**

This module provides learners with the principles of Teeline shorthand and builds knowledge of the various signs and symbols. Emphasis is placed on successfully memorizing the building blocks of shorthand and speed. It enables learners to reach Teeline speeds of up to 40 words per minute during dictation. This will develop the learners' ability to write Teeline shorthand so that it becomes an unconscious reflex upon hearing the spoken word.

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### **Research Technique and Analysis 2 A7PS105**

The study and practice of psychology requires strong research methodology and statistical skills. This module addresses the analysis of data through quantitative and qualitative methods at a more advanced level. This will equip learners with the critical and analytical skills in assessing, interpreting, and reporting on data in research with the aid of software packages such as SPSS and NVivo.

### **Feature Writing & Freelance Journalism A7JL106**

This module introduces learners to the basics of feature writing and the different types of feature articles in newspapers and magazines. Learners explore the more technical aspects of how to structure a feature story and the different writing techniques used by writers to link between sections. The module covers story sourcing, interviewing styles and interviewing for anecdotes and character. Learners examine the business of freelance journalism, the practical elements of running a freelance business and also look at developing their own voice through writing a blog.

### **Gender & Sexuality A7ST124**

This module encourages learners to develop a keen awareness of the ways in which issues related to gender and sexuality can be understood from a Social Studies perspective. It will explore gender and sexuality as key concepts for understanding life in contemporary Irish society. Learners will be encouraged to develop their comprehension of theories of gender and sexuality, and to appreciate how issues relating to gender allow a better understanding the relationship between society, culture and individual life experiences. The module will examine both contemporary and historical aspects of gender roles and relations between men and women, and it will address various social and cultural issues relating to sexuality, sexual identities, families, inequalities, discrimination and diversity. It seeks to equip learners with the skills to move beyond stereotypes and prejudice in their understanding of gender and sexuality.

### **Crime, Society and Irish Law A7ST126**

In this module, learners will examine relevant legal themes and explore fundamental legal concepts in the area of crime and contemporary social issues in the context of social care in Ireland. Learners will explore the Irish legal framework specifically the sources of Irish law and the Irish courts system; its relationship with the citizen and to highlight elements of the Irish legal framework pertaining to social care issues. Learners will also be introduced to the basic legal elements of crime, the Irish criminal justice system as well as criminological and sociological perspectives on crime. Learners will also identify and discuss the legal dynamics in key social care themes, as well as explore the ways in which learning about the law can inform, compliment and develop the learners understanding of social care issues.

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### **Personality and Psychoanalytic Subjectivity A7PS108**

This module provides an overview of the different theoretical perspectives used in Psychology to understand individual differences in personality, intelligence and subjectivity. It focuses in some detail on the structure and dynamics of the two psychoanalytic topographies of the mind as well as enabling learners to appreciate the difference between the reality principle and the pleasure principle. Learners are encouraged to evaluate the differences between psychoanalytic and psychological conceptions of personality and subjectivity. Learners also develop an understanding of how the theoretical and empirical findings can be applied to the work environment.

### **Modelling Cognitive Systems A7PS100**

The module is designed to expose the learner to advanced concepts and research in cognitive psychology. Building on previous knowledge in Cognitive Psychology, the module will further explore some of the most central topics in the field, showcasing recent advances in methods and models and highlighting for the learner the gaps in knowledge that still persist. Understanding human behaviour through a cognitive approach involves the identification of constructs, the development of mechanisms and processes which culminate in complex, dynamic and interacting systems. The module will cover top-down, bottom-up and non-linear approaches, illustrating for the learner that modelling cognition is often abstract and always conceptual.

### **Documenting Visual Culture A7FM110**

This module is designed to allow learners to make an Award Stage entry into current debates surrounding contemporary visual culture.

### **Media and Identify A7FM112**

This module reflects the importance of cultural identities as a concept in both the form and content of new and traditional media. The study of identity intersects with theories of representation, audience and ideology. The module explores what is meant by 'identity' (our own and the concept in general) by considering the various social factors which make up individual identity and the ways these are represented in popular media.

### **Broadcasting in Action A7FM118**

This module will demonstrate and showcase all the radio production and editing/ software skills that learners have amassed in years one and two. Each learner will produce a body of work which can be listened to as part of an overall magazine show or as a stand-alone segment comprising various inter-linked items on a specific theme as chosen by the group/individual.

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### **Public Affairs A7JL102**

This module introduces the learner to public affairs. It explains how the Houses of the Oireachtas work. It explores how TDs and Senators are elected (or appointed), it also explores the role of the President. The module outlines the legislative process. It focuses on local government and its functions. Students are introduced to the criminal and civil courts. The module explores the civil and public service, as well as statutory bodies and agencies – and their relationship to government. It identifies key lobby groups and their influence on public policy. It explores Ireland's health, education, social welfare and immigration system. It outlines economic and tax policy. Ireland's membership of the EU is a focal point of the module.

### **Media Law and Ethics A7JL104**

This module introduces the learner to the Law as it applies to Journalism and the Media in Ireland. It will expose Learners to legal issues and current debates that confront those who work in the media on a daily basis from Copyright, Defamation, Data Protection, Freedom of Information, to Privacy. Learners will be asked to debate the current moral and ethical issues that confront Journalists and those who work in the media daily.

### **Online News Writing A7JM144**

To develop the learner's knowledge of the theory and practice of digital journalism, and explore the role of the online journalist in ever-changing technological environments. As such, it is both analytical and skills-based and this is reflected in the assessment tasks arranged for learners.

### **Development across the Lifespan: Adolescence to Adulthood A7PS110**

This module will introduce research and theories on human development from adolescence to late adulthood. It aims to provide learners with a critical overview of some of the important topics that have been, and are currently being debated in developmental psychology. This module will build upon the introductory developmental module and ask learners to integrate their knowledge of different psychological domains when examining the key debates.

### **Critical Concepts in Sociology A7SS104**

Critical Concepts in Sociology is an intermediate level sociology module designed to help learners develop a sociological imagination. The module explores the sociological concepts of identity and inequality by applying them to gender, sexuality, social class and ethnicity/'race'.

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### **Political and Economic Issues for Social Studies A7ST120**

The Political and Economic Issues for Social Studies module examines the areas of politics, economics and society, which are interconnected. It provides an introduction to political analysis and explores related key concepts, such as political ideologies, the state and democracy. In the modern world, economic issues are dominant in politics. A general historical perspective to the evolution of economic society is provided to highlight the differences of policy choices and economic systems. In addition, a historical review of Irish politics and political society is carried out, including the Celtic Tiger and its aftermath.

### **Computing for Qualitative Research A7ST128**

This module will familiarise learners with the principles and practices of qualitative data analysis. In particular, it will examine the role and potential of technology in the qualitative research process.

### **Experimental Psychology A7PS107**

The module is based around in class lab practicals where students will gather data from each other using biometric equipment, and then analyse and write up that data. They will also design their own cognitive experiments in Open Sesame.

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## Year 3

### **Contemporary British & Irish Drama A8GA108**

Following on from the heritage of modernism, and responding to developments in philosophy, literature, the visual arts and technology, contemporary dramatists continue to explore the possibilities of drama and performance up to the present moment in time. This module undertakes a study of contemporary developments in the theatres of Ireland and Britain, concerning itself with a variety of modes of doing drama.

### **Cultures and Contexts A8FM102**

This module provides learners with the opportunity to focus their attention upon the cultures and contexts relevant to a particular national cinema and critically examine it in all its depth, breadth and complexity. This choice is research-led to allow learners to engage with the particular expertise of a lecturer on the programme. Learners will consider the usefulness of cinematic concepts when addressing national cinema and will also be provided with the social, cultural and industrial background of the cinema being addressed. There will also be opportunity to become acquainted with a nation's body of film and emerging cultural and aesthetic debates relating to it.

### **Film in the Digital Age A8FM104**

This module provides learners with an opportunity to consider the various ways in which the development of the medium has coincided with and been informed by concurrent developments in digital technologies. Learners will examine the impact of digital filmmaking on the development of the medium and the ways in which it has led to the creation of new and hybrid genres. Film review skills will be developed

### **Film Theory and Criticism A8FM106**

This module invites learners to critique the key modalities which underscore recent theorizing about film culture. Issues of representation and spectatorship will be considered through a critical appraisal of current debates around gender and ethnicity in film. The module will also address and critique recent trends in film study, such as the more prominent position of historiographical approaches to the field, while also inviting learners to reflect on the future of film theory.

### **Twentieth Century Irish Literature A8GA112**

This module explores some of the classic works of Irish literature in the twentieth century. It will investigate the relationship between nationalistic politics and culture and explore the literary and linguistic experimentation of Irish modernism. It examines the treatment of identity, gender and

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sexuality in Irish writing. Learners will develop a critical understanding of Irish culture in the twentieth century and the legacy of twentieth century Irish literature will be considered.

### **Contemporary Cinemas A8AF108**

This module allows learners to engage in a detailed study of contemporary cinemas from around the world. Learners will engage with major milestones in the recent history of the medium, examining trends and charting developments from a wide range of related perspectives. Learners will consider the ways in which contemporary cinema can be understood in terms of production, distribution and consumption and evaluate the way in which cinema can reflect and influence cultural, political and ideological conditions.

### **Social Policy – Contemporary Implementation A8SS100**

In this module learners explore the theories of social policy and relate the implementation of social policy to contemporary issues of concern. The effectiveness of social policy practice is considered and learners will examine how the EU and institutions in the Single European Market Influence Irish social policy implementation. Learners assess the value of Social Partnership as well as critically analysing certain issues, debates and discussions relating to concepts of social policy through classroom activities and the production of written academic tasks.

### **Organisational Psychology A8PS060**

Learners will be equipped with the knowledge, skills and abilities to acquire, understand and appraise the application of psychological principles and theories to workplaces and organisations. There will be a critical overview of personnel psychology - job analysis, selection techniques, psychometric testing and assessment centres. The learner will develop a critical appreciation of human behaviour in the workplace and the nature of employee behaviour, including how the work environment contributes to physical and emotional wellbeing. Effective leadership, group functioning, motivation and performance are also studied so that the module will give the learner a comprehensive understanding of businesses from a psychological perspective.

### **Sociology of Families, Intimacy and Personal Life A8SS104**

This module explores the sociology of affective relations in modern and late/postmodern societies with a particular emphasis on Irish society. The aim of the module is to provide a comprehensive introduction to the sociology of families. The module is divided into three parts, each integrating relevant sociological theory and concepts: Part One - 'Affective Relations in Sociology: Kinship, Families & Interpersonal Relations' introduces learners to four core dimensions in the sociological analysis of families: describing and classifying families, considering what families, and the people within them, do, explaining how families work, and exploring the meanings and subjective experiences of families. Part one additionally introduces learners to four sets of family relations; economic, socio-cultural, sexual and reproductive,

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and emotional relations which form the structure for the module overall. Part Two - 'Modern Families: Relationships and Social Change in the Modern Era 1850-1950' explores family practices and social change in economic, socio-cultural, sexual and emotional relations in modern family life. Part Three 'Post/Late Modern Relationships: Families, Intimacy and Personal Relations in Contemporary Society 1950-Present' explores family practices in the contemporary era dealing with current and critical issues in the sociology of family and personal life.

### **Globalisation & Culture A8SS106**

Globalisation and Culture is an advanced sociology module which encourages learners to think critically about current social, cultural and economic processes. Through an exploration of various case studies and practical examples, learners will analyse the ways in which globalisation impacts everyday life across the world. A range of sociological theories and concepts will be applied to enable learners to consider the ways in which culture is both shaped by, and at the same time is instrumental in shaping, contemporary forms of globalisation. Thus, learners will be asked to contemplate the relationship between local and global norms, values and lifestyles in an ever transforming world. Particular attention will be paid to the ways in which globalisation is influencing social and cultural change in contemporary Ireland.

### **Exploring social Theories A8SS108**

This module introduces the learner to the scientific element of 'theorising' in Social Sciences. To this end they are exposed to the societal need for 'thinking for the society'. The learners also discover the critical thinking process which results in creation of theories aimed at explaining, regulating, shaping, mediating and moderating individual and collective social behaviour. Learners will be encouraged to reflect on their own thoughts and biases to develop greater ability for critical thinking. This module will link with other modules in Sociology, Psychology, Criminology, Economics as well as the final research project.

### **Behaviour Science A8PS104**

Learners will be equipped with the knowledge, skills and abilities to acquire, understand and appraise the principles of behaviour science and the applications of such principles to a wide range of environmental contexts. The module will include an overview and discussion of behavioural principles, how these principles integrate with environmental control, and how these principles underpin development of adaptive and maladaptive behaviour.

### **Health Psychology A8PS110**

This module provides an introduction to, and critical evaluation of, the main approaches within the health psychology field, including the bio-psycho-social model. In addition, this module investigates the mind and body relationship through critical examination of relevant health research. The tradition domain of health psychology will be explored in a way that encourages learners to apply their learning

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to date to specific health-related outcomes. Learners' critical thinking will be exercised through examination of current controversies in physical health realm in the context of the biopsychosocial approach.

#### **The Age of Extremes A8GA102**

Learners will examine the ideological, geopolitical and economic factors which shaped the interwar period, including interactions between fascism, communism and democracy. This module will place a particular emphasis on historiography and the competing approaches and arguments of historians.

#### **Northern Ireland A8GA104**

This module offers a fully integrated history of Northern Ireland. It will provide learners with a multidimensional perspective on Northern Ireland and, moreover, on the fissure that has defined, and that continues to define, its society. To achieve this, it will deconstruct the 'monolithic' unionist and nationalist identities; and the reactive nature of those identities, as well as the legacy of grievances that both communities bear towards each other, which must be reconciled by the peace process. Finally, the module will put a premium on the centrality of primary source material in the conduct of this analysis, and the very sophisticated use of secondary sources to facilitate their interpretation, being ever mindful of the heightened subjectivity that there is when 'writing the history' of a contested society.

#### **Magazine Production A8JL124**

This module develops the practical explorations of magazine construction, for both print and online upload, and allows the students to experience the media in general, and print media more specifically, in a 'newsroom' atmosphere. The particular topics are explored for the structure of language, social relevance practical usage of the layout programme; In Design and teamwork. This module is interactive and integrative as the topics overlap, creating a broad understanding of various sections of today's world and the role print products and online magazines plays in it. This module is a continuation of Sub-Editing I and deepens the knowledge and practical usage of the design programmes, ensure a skill set that will lead to employability and understanding of the importance of cross-skilling and staying current.

#### **Advanced News and Broadcast Methods A8JL118**

Learners will cover the techniques and skills used by experienced journalists on print and broadcast news assignments. The module will address advanced levels of reportage, showing how stories are covered and original self-sourced copy is generated. This will be supplemented by showing how to get stories via Freedom of Information and equipping learners with the resources they need to attend public hearings and cover them. The module will explore voice control, script and running order presentation as well as the writing and technology skills used for broadcast journalism. Finally, learners will consider whether to specialise in print or broadcasting upon graduation and prepare a portfolio for prospective industry employers.

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### **Online Journalism A8JL028**

Learners will explore the differences and similarities between old and new media and the advances in technology that have made it possible to reach diverse multimedia users. The module will outline how digital technologies make it possible for a news story to be created and changed for use on different media platform and consumed by diverse audiences almost immediately. Learners will consider how traditional media have been overtaken by independent media publishers as trends such as citizen journalism, blogging, crowd-sourcing and social networking prosper.

### **Sexuality I A8PP144**

This module will introduce learners to key psychoanalytic concepts and approaches to theories of human sexuality. This learning is further supported via paradigmatic case material.

### **Hysteria A8PP142**

This module situates the beginnings of psychoanalysis with Freud's discoveries on hysteria. It seeks to explore the practice of psychoanalysis which emerged from these discoveries, how this practice differed from contemporary practice at that time and it demonstrates how these developments came to direct the treatment. Key theoretical and clinical points covered in the module are: repression, neurotic symptoms and the transference.

### **Entertainment Journalism A8JL122**

This module will focus on key topics in the area of entertainment journalism and celebrity culture. Content will include an overview of the historical development of entertainment journalism as well as a focus on contemporary media and the impact of digital technologies. Theoretical as well as practical approaches will be introduced to allow learners to contextualise this material.

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## School of Business & Law - Spring Semester Options

### Year 1

#### **Business Context and Organisation B6BU100**

Business Context and Organisation is an introductory business module. It introduces learners to external environmental analysis, organisational structure, organisational culture, and samples the concerns of the main organisational functions, namely; operational, financial, marketing and human resource management. It gives an appreciation of the importance and influence of the context of business internally and externally, how business is organised, and the contribution of the various functions. In tandem with the sampling of the finance function in general, a component of the course is given to introducing central accounting statements, and equipping students with the ability to interpret the broad parameters contained within these statements.

#### **Marketing Essentials B6MK100**

This module introduces the learner to marketing concepts and theories that provide a comprehensive foundation within the marketing subject area. Lectures will be the primary method of delivery. These are supported by tutorials to facilitate further discussion of material and guidance for self-directed learning. Guest lecturers will be invited to offer seminars to develop the learners' understanding of current practices in marketing led organisations.

#### **Economic Perspectives B6AF102**

The module is designed to expose students to the various economic perspectives existing in the world today; to understand as to why certain powers are more in favour of the free market approach (austerity) to the government interventionist (quantitative easing) approach or vice versa; students will also apply the theoretical frameworks learnt to any industry/economy to enable them to have a sophisticated view of the major changes taking place outside the classroom.

#### **IT Essentials B6IS100**

In this module learners will focus on the essential and current concepts of computing and related technologies. Learners are given a relevant approach to the fundamental issues surrounding the world of computing through a balance between theory and the applied learning of these topics. Learners will build practical skills in database, spread sheets and web technologies. They will also appreciate the role that computer technologies have played in facilitating the evolution and development of business systems and the legal and ethical issues that have emerged through this process.

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### **Maths and Statistics for Business B6AF104**

This module provides an introduction to the concepts and techniques within mathematics and statistics that are relevant to the modern business environment. Learners will study different data collection methods and sampling techniques, along with appropriate methods for summarising and presenting data. The module introduces financial topics including compounding and net present value; probability concepts such as the binomial and normal distribution; and basic applications of differential calculus in business settings. Learners taking this module will not be taking accounting, thus mathematics required for financial transactions will be introduced in this module.

### **Maths and Statistics Finance B6AF106**

The accounting and finance sector demands graduates with strong quantitative & IT skills. This module gives the key concepts and techniques behind a variety of quantitative topics and areas including calculus, regression, and probability and their application in the business world. Contact hours will consist of traditional lectures, problem-solving tutorials and lab-based tutorials on Microsoft Excel.

### **Learning to Learn B6LL100**

This module is intended to provide a transition to third-level education. It builds on learners' previous formal and informal learning and learning environments to stimulate reflection, curiosity and interest in the discipline and the enjoyment of learning. It will equip learners with the practical study skills and strategies to adapt and thrive as individuals, and in teams in a third-level environment. It will introduce learners to the library resources and IT systems and to academic writing skills required to present assignments in an articulate format. It will provide a basis for the development, practice and application of skills and competencies in other modules.

### **Communication for Personal Success B6LL102**

This module is intended for learners to practice, rehearse and improve their oral and written communication skills. In a team, learners will work creatively to frame considered responses to specific business contexts using defined theoretical concepts. The skills and competencies achieved in this module will further provide a foundation for development, practice and application of skills and competencies in concurrent and future modules.

### **IT Skills for Business B6IS101**

Learners will build practical skills in file management, word processing, desk-top publishing, presentation, spreadsheet, database software tools and develop basic webpages. Learners will format and publish content for both traditional print based media and digital/social media. They will also identify key computing technologies and to provide the learner with an overview of current computing terms. The module will also enable the learner to understand how files are organised, named and stored

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and to attain practical computing skills in current applications software tools. It will also seek to provide the learner with the opportunity to create and publish a variety of online content using new and emerging technologies

### **Personal Development B6LL103**

This module is designed to encourage and support the personal skills and development of the learner. It aims to provide the learner with the skills and knowledge to enable them to articulate personal goals and evaluate progress toward their achievement. It's' purpose is to engage learners in self-assessment of personal development and to enable learners to achieve effective participation in groups and teams. It will also seek to enable learners to create a personal learning and development plan demonstrating skills, competencies and reflection.

### **The World of Work B6LL107**

This module is intended to prepare learners plan for their transition to the world of work. This practical module will introduce learners to their rights and responsibilities as future employees and employers help them research possible career options and develop insights into ethical and psychological issues in the workplace. It will help to equip learners with the skills to research career options in a structured manner and will provide learners with an understanding of the rights and responsibilities of employers and employees. It will also seek to develop in the learner a critical awareness of ethical and psychological issues in the workplace.

### **Web Development I B6IS114**

This module introduces the learner to current client-side technologies for designing and developing dynamic web sites. The module will provide learners with the skills and practical experience to build usable and accessible web sites.

### **Computer Architecture B6IS112**

This module introduces the learner to theoretical aspects of computer science. The essentials of computer architecture and organisation are explored and how components such as the CPU operate and interact. It will cover fundamental computing topics such as circuits, logic gates and Boolean algebra. It is designed to support and enhance understanding by providing learners with practical experience of implementing basic programs in assembly language

### **Irish Society & Economics B6EC100**

Providing the context for a study abroad semester in Ireland, this interdisciplinary module explores key social, historical, cultural, political and economic forces that have shaped Ireland and its place in the world.

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### **Business Accounting B6AC046**

Business Accounting will give a broad overview of the underlying components of financial accounting that pertain to a modern business. It will focus on the accounting system and the preparation and interpretation of financial accounting statements.

### **Digital Media Tools B6MK112**

Digital literacy and content creation are key skills for a young professional wishing to add value to a marketing or sales office in the general business, sales, marketing or the tourism areas. This module will allow students to discover how social media, companies' digital strategies work (and don't work). Secondly, learners will create a fully functioning website creating a website and content use SEO (Search engine Optimisation), use basic HTML editor, embed audio and video and link through Social Media (Facebook, LinkedIn).

### **Enterprise & Communication B6MK114**

Firstly, the overall aim of this module is to develop an awareness of the issues involved in International enterprise development while guiding students in the development of a business plan for a proposed franchise business, and in doing so, encourage innovation and entrepreneurship.

Secondly, learners will incorporate financial planning skills, awareness international legal practices, local regulations as well marketing and management theories. Finally, learners will be required to outline the key aspects of an enterprise research project covering time management, planning and organisational skills, leadership skills and communications and produce professional documents and conduct simulated negotiations, business presentations, sales letters, marketing collateral and a project proposal and plan.

### **Enterprise & Communication (Sales) B6MK113**

This module focuses on selling to organisational buyers, as opposed to final consumers. Thus, the module develops an awareness of the special issues involved in B2B enterprises as a sales professional by guiding students in the planning and execution of an enterprise plan to get a product 'onto the shelves' of retailers. The general aim is thus the encouragement of learner innovation and entrepreneurship. Secondly, learners will be required to conduct research using time management, planning and organisational skills, leadership skills and communications and produce professional documents and conduct simulated negotiations, business presentations, sales letters, marketing collateral and participate effectively in a sales negotiation.

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### **Enterprise & Communication (Tourism) B6MK115**

Firstly, the overall aim of this module is to develop an awareness of the special issues involved in Tourism enterprise development while guiding students in the development of an enterprise plan for a proposed tourism enterprise, and in doing so, encourage innovation and entrepreneurship. Secondly, learners will be required to outline the key aspects of an enterprise research project covering time management, planning and organisational skills, leadership skills and communications and produce professional documents and conduct simulated negotiations, business presentations, sales letters, marketing collateral and a project proposal and plan.

### **Event Planning and Operations B6MK107**

This module will guide students through all aspects of event planning and operations from concept development, to budgeting, marketing, sponsorship, logistics and managing and co-ordinating memorable and successful events. The module will explore issues and challenges relevant to a range of situations and give students a clear roadmap for the creation and execution of special events in a professional manner.

### **Management B6MG100**

This is a skills-based module to encourage students to think like managers. The module introduces the student to a range of studies (traditional and modern) which are useful in understanding people in the workplace. It has an international focus through the appraisal of business cases and scenarios where a variety of approaches are considered, with scenarios and cases presented from international contexts.

### **Marketing Communications B6MK102**

This module is an intensive study and application of integrated marketing communications strategy in the context of sales management and the international business environment.

### **The International Economy B6EC009**

This module is a study of the evolution of International Trade within a “globalised” economy with a particular focus on the economic and political contexts within which it is evolving. It will provide learners with an understanding of the various theories underpinning international trade. It will facilitate discussion on current political and economic developments which are impacting on perceptions of the benefits and drawbacks of International trade on countries, business and people.

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### **Tourism Marketing B6MK106**

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

### **Spanish for Beginners B6LA101**

This module introduces students to the target language and its culture. They will be helped to evaluate, monitor and take charge of their individual progress in improving their new acquired Spanish Language Skills. A number of background topics (professions, work environment, describing people, work and leisure, climate change, education, culture, values, ethics and society) form the unifying themes which integrate the language activities into four kinds: reception (listening and reading), production (spoken and written), interaction (spoken and written), and mediation (translating and interpreting) as suggest by the CEFR (The Common European Framework of Reference for Languages: Learning, teaching, assessment).

### **Spanish for Business B6LA102**

In this module learners are helped to evaluate, monitor and take charge of their individual progress in acquiring and improving their Spanish Language Skills. A number of background topics (work environment, economic crisis, work and leisure, climate change, education, culture, values, ethics and society) form the unifying themes which integrate the language activities into four kinds: reception (listening and reading), production (spoken and written), interaction (spoken and written), and mediation (translating and interpreting) as suggest by the CEFR (The Common European Framework of Reference for Languages).

### **Chinese for Beginners B6LA103**

This course is designed for complete beginners of Mandarin. Learners will learn the language for basic daily communication. The learning will focus on speaking and listening through communicative

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approaches. Reading and writing are employed as a medium of exploring and understanding the language use in form as well as in meaning. Language learning will be accompanied by culture introduction in relation to the weekly themes.

### **Sales and Selling B6MK101**

This module aims to develop an understanding of management thinking on best practice in sales and of contemporary trends influencing selling and sales management whilst also broadening student understanding of the role of sales within the overall marketing process by addressing such areas as the sales environment, sales techniques and sales control. The course develops critical skills in analysing sales management issues and sales situations and develops an understanding of the steps in preparing and implementing sales plans, and of developing individual customer relationships to build a long term business environment.

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## Year 2

### **Operating Systems B7IS124**

This module will serve as an introduction to operating systems. It will build learners' understanding of the theory that underpins operating systems and supplement knowledge of hardware components of a computer system. It will address abstract concepts such as multiprocessing, memory management and file management. The learner will be introduced to functional aspects of Windows and Linux operating systems. The module will progress to generate skills based on the practical application of this knowledge through hands on assignments which will develop real world skills.

### **Algorithms and Data Structures B7IS126**

This module will provide the students with solid foundations in the basic to intermediate concepts of data structures and algorithms, along with their implementation in a programming language.

### **Project Management B7BU104**

This module provides the learner with an understanding of the importance of project planning and evaluation in project management within organisations and assists the learner in adopting an appropriate project management perspective with regard to the management of projects within organisations.

### **Innovation and Entrepreneurship B7LL105**

This is an intensive, experiential programme with the aim of introducing learners to creative thinking and the basic concepts of entrepreneurship and innovation. It will provide students with an awareness of the intrinsic value of entrepreneurship, innovation and commercialisation activities and their role in business today. Learners will be introduced to technical and transferable skills required for entrepreneurial activity. Practical supports will be offered to students who have identified business ideas that they wish to pursue further.

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## Year 3

### **Services Marketing B8MK104**

The module offers an alternative view to the traditional marketing focus on the marketing of products by recognising that services have a distinctive nature and therefore require a distinctive form of marketing. The traditional marketing mix, the 4P's, is expanded to take into consideration an additional 4P's consisting of the people (employees), the process, the physical environment and productivity which are imperative to successful service delivery. The learner should develop an in-depth understanding of the unique nature of service organisations and become equipped with the knowledge and skills for managing and implementing marketing approaches in the service sector.

### **Consumer Analysis B8MK100**

Consumer analysis is a module that endeavours to provide learners with a robust understanding of the theoretical perspectives and models driving contemporary global consumption and to facilitate the application of these perspectives to market place examples and cases. The module provides an analysis of consumer motivations, perceptions, attitudes and personality and combines these with topics relating to consumer culture, family influence and peer recommendation. The module challenges learners to think in a critical fashion and ultimately develop the ability to apply buyer behaviour theory into practice.

### **Strategic Management B8MN100**

Learners will be provided with the knowledge, skills, concepts and tools necessary to understand, and respond to, the increasingly complex, global, volatile, and dynamic context in which organisational strategy formulation and development take place today. This module will conduct a detailed study of the nature of strategy content, and of strategic processes, in a variety of organisational/industry settings designed to equip students for further study at post-graduate level and for future career development.

### **International Marketing B8MK106**

Marketing internationally is a question of survival for many organisations that wish to expand, grow or just survive. This module will introduce the learner to International Marketing concepts and theories and the types of environments companies face when internationalising. How to select markets and how to enter markets are decisions relevant when designing the International Marketing Plan. In this module learners will be asked to work on a project where they will sharpen their cross-cultural management skills with the view of building an International Marketing Plan.

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### **Human Resource Management B8MN104**

The module provides learners with a comprehensive and modern review of talent planning, management and resourcing. Students will learn how Human Resource (HR) specialists demonstrably add value in pursuit of competitive advantage and organisational sustainability. Among other contemporary issues, learners will be introduced to the complexity surrounding the reconfiguration of the HR role, the impact of culture on HR performance, the rise of the HR business partner, the potential of e-enabled HR and HR outsourcing opportunities. This module also includes an assessment of the traditional HR activities, recruitment and selection, training and development and associated sophisticated policies and practices.

### **Global Business B8MN102**

In this highly contemporary module, learners will absorb and process the major global trends in the business world, assess their business implications, and generate strategic options in response. Learners will develop an understanding of factors driving the attractiveness of international markets and possible modes of market entry. The strategic implications of key political, legal, and social forces in the global business environment will also be considered, including practical and theoretical aspects of managing across differing national cultures.

### **Data Management & Analytics B8IS100**

High quality data and discovering patterns is an essential component of a modern organisation. Enterprises now rely on their data assets to make informed and increasingly effective decisions. Data analytics involves processes and activities designed to obtain and extract useful information from available data stores. The emergence of large scale data sets (referred to as 'Big Data') enforced a reassessment of traditional data management and analytic techniques. This module will examine core data management tools and techniques. It will then build on this knowledge to evaluate cutting edge tools and techniques.

### **Marketing Research B8MK102**

Marketing research is one of the most important aspects of marketing. It provides a company with valuable information that guides all of its marketing activities. This course guides learners through the scope and process of gathering information to aid decision-making. The main purpose of the course is to provide an understanding and appreciation of the marketing research process, research tools and techniques.

### **Employability in Action B8LL100**

This is a module to improve DBS graduate employability through learner actions. Learners are required to research the labour market and are supported in working towards achieving their desired career

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outcome by specialised staff and module tutors. The ability of learners to critically reflect on their personal skills development and apply this to other learning activities will be enhanced. Being in possession of employer-relevant knowledge, skills and attitudes is not enough for a learner to enter and move within the labour market, and to realise their potential. Learners need to be capable of exploiting their assets, of marketing them and selling them. This module will task students with the development of an integrated and personal strategy to market their skills, competencies and personal attributes for success.

### **Lifelong Learning B8LL102**

The transition from college is equally important to the transition to college. This module recognises both diverse range of options and the development stages of individual learners from many backgrounds. This module builds on the *Learning to Learn, Communications for Personal Success, Employability Skills* and *Employability in Action* modules. A focus on professionalism in approach, planning and behaviour as DBS graduates is central. The engendering of the DBS graduate characteristics of self-reliance, independence, positivity and adaptability are the ethos of the module.

### **Business Finance B8AF120**

The module incorporates the areas of financial accounting and finance. The module is designed to provide knowledge and understanding of the principles and concepts that underpin financial accounting. This module will also provide knowledge and understanding of the key financial issues faced by modern-day financial managers.

### **Professional Skills for Personal Development B8LL104**

This is a module to improve DBS graduate employability through learner actions. Learners are required to research the labour market and are supported in working towards achieving their desired career outcome by specialised staff and module tutors. The ability of learners to critically reflect on their personal skills development and apply this to other learning activities will be enhanced. In addition to being in possession of employer-relevant knowledge, skills and attitudes is not enough for a learner to enter and move within the labour market, and to realise their potential, learners need to be capable of exploiting their assets, of marketing them and selling them. This module will task learners with the development of an integrated and personal strategy to market their skills, competencies and personal attributes for success.

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## School of Arts - Spring Semester Options

### Year 1

#### **Adult Skills, Social and Emotional Training A6PS103**

This is a practical module which takes learners through seven essential 'survival' skills for developing personally and professionally. These skills are introduced with reference to psychological research on the cognitive and non-cognitive elements involved in skill identification, acquisition and development. The module will introduce learners to the careers services in the college and provide opportunities for them to consider future directions and possible careers in psychology and beyond. Reflection and self-assessment will form a substantial part of this practical module.

#### **The Moving Image A6FM110**

This module will introduce the learner to key debates in the history and development of the moving image. Learners will examine major milestones in this history and consider some of the ways in which the evolution of the moving image has been one of the most significant events in the modern age.

#### **ommunication for Success A6LL102**

This module is intended for learners to practice, rehearse and improve their oral and written communication skills. On completion of the module, learners should be able to demonstrate the practical knowledge, understanding and skills of the effective business communicator.

#### **Developmental Psychology A6PS108**

This module will introduce the topic of developmental psychology, which can be defined as the systematic study of the developing person across the lifespan. It aims to provide an introduction to the study of human development. Learners will learn about the changes that occur across different domains of development throughout infancy and childhood. Learners will learn about developmental theories and concepts, and about the methods involved in developmental research. The module will touch upon some of the key critical issues and frameworks that shape our understanding of development, these include nature versus nurture, continuity versus discontinuity and biological, social and cognitive factors interact and influence development.

#### **Fundamentals of Cognitive Psychology A6PS112**

This module will introduce the topic of cognitive psychology focusing on its historical roots. It will examine the key research methods that have contributed to the understanding of the mind and its fundamental processes. The module will examine theories and research on memory, attention,

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perception and problem solving. Learners will evaluate the literature concerned with cognitive psychology and key research methods and findings in the area.

### **\*\*War and Peace in the Twentieth Century II A6GA104**

This course offers a broad overview of the dominant themes and major events in European and international history from the First World War to the end of the Cold War. Special prominence is given to the major ideological forces that have shaped political, social and economic developments

### **Introduction to Qualitative Research Methods A6SS116**

In this module, learners will be introduced to the scientific method. They will be introduced to quantitative research designs, sampling techniques and methods used in data collection as well as descriptive statistical analysis. In addition, learners will learn how to report findings of research studies. They will be made aware of some of the differences between quantitative and qualitative research methods. Moreover, the learner will engage with current research papers and will be encouraged to think critically about research questions and methodology. This module equips the learner with the skills necessary to design a research proposal.

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## Year 2

### **Social Psychology A7PS112**

This module discusses in more depth the foundation material in Social psychology in the first year and provides further themes and issues concerned within Social psychology, spanning the past to contemporary times. The contribution made by Social Psychology to the understanding of the individual, the social context, and the relationship between the two is examined throughout the lecture series. Central theories of Social Psychology will be described and debated and will provide the opportunity to assess empirical research. In addition, the applied nature of Social psychology will continue to be emphasised to debate, understand and ameliorate issues within the real world setting. The module is delivered in lectures providing interactive learning opportunities.

### **Exploring Political Issues in Ireland A7SS120**

The Exploring Political Issues in Ireland module is an intermediate level module designed to introduce the learner to politics and to the political society in Ireland. The module begins with an introduction to politics and its key concepts. Following that, a brief historical review of Irish politics is carried out, including The Celtic Tiger and its aftermath until today. The focus is on identifying the winners and losers in the Irish model of development. Because the role of civil society has been very important in Irish politics, a historical account of the Irish civil society is introduced as well as an investigation into civil society activism in modern Irish politics.

### **Computing for Quantitative Research A7SS130**

In this module, learners will examine the role of technology in social research, specifically in terms of data analysis as well as develop their knowledge of the ways in which software is used to analyse specifically quantitative data. Learners will also develop their proficiency in utilising the SPSS software to analyse quantitative data as well as develop their ability to prepare reports that appropriately present social research analysis. Moreover, they will learn to analyse research data in the field of social science through classroom activities and the production of a written academic task.

### **Layout and Design A7JL110**

This module develops thematic explorations of magazine construction, for both print and online upload, and allows them to experience the media in General, and print media more specifically, through practical and social aspects of the industry and how it effects social interaction. The particular topics are explored for the structure of language, social relevance practical usage of the layout programme InDesign and team work. This module is interactive and integrative as the topics overlap, creating a

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broad understanding of various sections of today's world and the role print products and online magazines play in it.

### **Innovation and Entrepreneurship A7LL102**

Innovation is today becoming a watchword for how knowledge can develop ideas into new products, services and structures for commercial growth, improved delivery and profit. The course is delivered in an interactive fashion with seminars, practical investigations and guest lectures with successful entrepreneurs and business people using real-world scenarios and cases.

### **Quantitative Research and Data Analysis A7SS110**

In this module, learners will examine the role of technology in social research, specifically in terms of data analysis as well as develop their knowledge of the ways in which software is used to analyse specifically quantitative data. Learners will also develop their proficiency in utilising the SPSS software to analyse quantitative data as well as develop their ability to prepare reports that appropriately present social research analysis. Moreover, they will learn to analyse research data in the field of social science through classroom activities and the production of a written academic task.

### **Fundamentals of Biopsychology A7PS102**

Biopsychology is an area of Psychology that takes a biological approach to understanding behaviour. Biopsychologists study the biological events that underlie all of an individual's thoughts, feelings, and actions. Research in this area focuses on the relationship between brain and behaviour but often extends to physiological processes elsewhere in the body (e.g. peripheral nervous system). This course will discuss the methods of investigation used in biopsychology, how drugs affect behaviour, and explore what is currently known about the neural basis of various psychological and neurological disorders. Before investigating these topics, this course will provide the necessary foundation: a background on the basic nervous system and functioning at gross and cellular levels.

### **Media and Identity A7FM112**

This module reflects the importance of cultural identities as a concept in both the form and content of new and traditional media. The study of identity intersects with theories of representation, audience and ideology. The module explores what is meant by 'identity' (our own and the concept in general) by considering the various social factors which make up individual identity and the ways these are represented in popular media. These factors include normative notions of gender, race and ethnicity, sexual preference and affiliation, social class, and nation/region. We will also explore how such reductive categories can be expanded on and transcended. These circulating representations are analysed through the study of selected popular television and film texts each week.

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### **Political and Economic Issues for Social Studies A7ST120**

This module explored the theoretical approaches and empirical foundations of Irish contemporary state society relations and how political power is distributed between state and society. Theories of citizenship, participative democracy and social movements will be explored and the concept of an economy will be defined and explored in its role with society.

### **Interpersonal Communication: Group Facilitation & Counselling A7ST122**

On completion of the Interpersonal Communications: Group Facilitation and Counselling module, learners will gain an understanding of group facilitation of counselling and explore the core concepts and ideas associated with it. Current theory in these areas will be elaborated upon and their relevance to current practice made explicit. Learners will come to appreciate the professional and ethical issues inherent in the practice of counselling and group facilitation as well as analysing the core principles and values underpinning successful counselling and facilitation work with individuals and groups through classroom activities and the production of written academic tasks.

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## Year 3

### **Contemporary Fiction & Poetry A8GA114**

Learners study the formal and stylistic evolution of poetry and fiction in the late twentieth century and ask how that evolution relates to changing literary, cultural and socio-political conditions. Learners analyse the individual texts alongside parallel developments in social, cultural and literary theory.

### **Social Policy – Poverty and Social Inclusion A8SS132**

In this module a familiarity with approaches used to measure poverty, deprivation and social exclusion will be demonstrated and alternative explanations explored. Learners develop an insight into the social and special distribution of poverty, deprivation and social exclusion both globally and in Ireland. Learners will seek to comprehend the impact of poverty and deprivation on economic status, economic inequality and lifestyle. The module establishes an awareness of the multi-faceted relationships between social exclusion and such themes as education, employment, crime, housing and health. Learners discuss routes out of poverty and understand contemporary measures to combat poverty globally, within the EU and in Ireland and evaluate the implementation of these policies.

### **Journalism Expertise A8JL114**

This module examines, explains and discusses the key academic and popular debates associated with how we think about women's magazines and sports journalism. It also examines the area of financial journalism and the interpretative and written skills needed for a career in the business press corps.

### **Online Analytics A8JL112**

The Online Analytics module provides students of Journalism with an understanding of how tracking, analysing and interpreting data informs overall digital strategy and channel selection.

### **Lifelong Learning A8LL102**

The transition from college is equally important to the transition to college. This module recognises both diverse range of options and the development stages of individual learners from many backgrounds. This module builds on the Learning to Learn, Communications for Personal Success, Employability Skills and Employability in Action modules. A focus on professionalism in approach, planning and behaviour as DBS graduates is central. The engendering of the DBS graduate characteristics of self-reliance, independence, positivity and adaptability are the ethos of the module.

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### **Metal Health and Distress A8PS103**

This module introduces learners to a contemporary understanding of mental health and illness with emphasis on a bio-psycho-social perspective. Learners' critical thinking will be exercised through examination of current controversies in mental health and well-being in the context of how our understanding of these topics has evolved to date. Learners will be supported to explore the relationship between the causes and definitions of abnormal behaviour and notions of blame, responsibility, and disease. Current diagnostic criteria for mental disorders and the distinction between normal and abnormal behaviour will be evaluated too.

### **Human Performance A8PS108**

This module reviews and discusses the variables that motivate and promote high-level human performance in competitive sporting and occupational settings with particular attention on professions that demand excellence in psychomotor performance (i.e., performing arts, surgery, paramedics and emergency services, military and law enforcement). The module will require learners to debate concepts of genius and greatness in terms of the talent-training debate, resulting from nature and/or nurture, the cognitive skills and slips that underlie particular performances will be a strong focus.

### **From History Student to Historian A8GA106**

This module takes those researching and writing skills that history students have gradually developed over the previous two years, and hones and perfects them so that they aspire to a professional standard.

### **Psychoanalysis and Language A8PP176**

This module will demonstrate how to approach the reading of Lacanian texts. It will pay close attention to some of Lacan's text which focus on speech and language and it will examine, through a study of Freudian cases, the relationship the psychotic has to language.

### **Sexuality II A8PS114**

This module advances learners' knowledge of psychoanalytic theories of human sexuality. Supported via key clinical case material, learners will encounter the psychoanalytic approach to the gendered division of the sexes, the sexual relation and its vicissitudes therein.

### **Neuropsychopharmacology A8PS100**

This module is designed to introduce and develop an understanding of neurobiology as it relates to the behaviour associated with psychopathology and neurodevelopmental disorders and their pharmacological treatment.

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