

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7 Level: 08

Module Code/Title: ACCT 81002 [Accounting for Consolidations](#)  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 48  
Directed Study Hours: 0  
Independent Study Hours: 52  
Total Hours: 100  
Prerequisite Knowledge: None

Module Description/Aims:

To prepare group financial statements for multiple company situations involving acquisitions and mergers.

Apply and explain the purchase method of accounting and related disclosure requirements in Group financial statements.

Evaluate current developments and apply the latest accounting standards in the preparation of Financial Statements.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Practical/Workshop	2	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Prepare and analyse a Consolidated Balance Sheet applying relevant accounting adjustments.  |
| 2   | Prepare and analyse a Consolidated Profit and loss account, including consolidated revenue reserves statement applying relevant accounting standards. |
| 3   | Be able to interpret and apply relevant accounting standards to a given situation, including writing a report thereon.                                |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Consolidated Balance Sheet	40	*Application of fair market value to assets acquired *Calculation of Goodwill and amortisation *Pre and post acquisition profits *Minority interests *Inter co dealings *Unrealised profit on stock/asset transfers *Inter- co dividends
2	Consolidated Profit and Loss account.	40	* Time apportionment of revenue & expenses * Elimination of inter-co dealings ( sales,profit etc. ) * Goodwill amortisation, * Minority intererts calculation. * Application of other relevant adjustments
3	Application of accounting standards and presentation of reports thereon.	20	*Preparation of statement of Consolidated revenue reserves *Accounting treatment for an associate company. *Disposal of subsidiary company *Preparation and presentation of notes to accounts.

### Assessment Strategies

#### No. Assessment Strategies

- 1 Knowledge and comprehension of module concepts will be assessed by written examination at the end of the semester.
- 2 One continuous assessment based in a computer laboratory covering the preparation of a group set of accounts.

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Computer based - Individual		30	1, 2
2	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Financial Accounting and Reporting	0273685406	Elliott & Elliott	Prentice Hall	2006	9 th edition
2	Essential	Advanced Financial Accounting	0273638335	Lewis & Pendrill	Prentice Hall	2006	8 th edition
3	Recommended	International Financial Reporting Standards -Workbook & Guide	0471697427	Mirza , Holt, Orrell et al	Wiley	2006	2 th edition
4	Recommended	International Financial Reporting Standards	0000000000	International Financial Accounting Board	International Financial Accounting Board	2008	Current Standards

### Journals, Websites & Course Material

No.	Type	Description
1	Journal	Accounting Plus
2	Journal	<a href="http://www.iasb.org/">www.iasb.org/</a> International Accounting Standards Board.
3	Website	<a href="http://www.frc.uk/">www.frc.uk/</a> the Financial Reporting Council.
4	Journal	Accountancy Ireland- Journal of the Institute of Chartered Accountants in Ireland
5	Website	<a href="http://www.corpreports.co.uk">www.corpreports.co.uk</a>

Area of Specialisation: in Accounting

Effective From: AY 2010/2011 Stage: Award Semester: 7 Level: 08

Module Code/Title: ACCT 81003 Accounting for Management Control

Credits: 5

Level: 08

Duration: 1 Semester

Department Assigned To: Business Studies

Total Contact Hours: 48

Directed Study Hours: 0

Independent Study Hours: 52

Total Hours: 100

Prerequisite Knowledge: The student should have successfully completed Principles of Accounting (Semester 1), Accounting Applications (Semester 2), Cost Accounting (Semester 3), Management Accounting (Semester 4), Corporate Finance (Semester 5) and Accounting for Decision Makers (Semester 6) respectively.

Module Description/Aims: Accounting (Semester 1), Corporate Finance (Semester 5) and Accounting for Decision Makers (Semester 6) respectively.

\* Scoring and selecting methods of appraising divisional financial and operational performance.

\* Designing and formulating transfer pricing systems in divisionalized firms.

\* Measuring and evaluating advanced standard costing systems incorporating mix and yield management.

\* Calculate and organise pricing and profitability analysis for all revenue generating centres.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	
2	Tutorial	1	Per Week	Computer based lab class using case study analysis demonstrating the practical application of the module.

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Evaluate capital investments with all equation variables.           |
| 2   | Appraise divisional financial and operational performance.          |
| 3   | Design and operate transfer pricing in divisionalized firms.        |
| 4   | Measure and evaluate advanced standard costing systems.             |
| 5   | Calculation and organisation of pricing and profitability analysis. |

Teaching & Learning Strategies

No. Teaching &amp; Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Capital Investment Decisions: Taxation, Inflation and Capital Rationing.	20	* Capital Rationing. * The evaluation of mutually exclusive investments with unequal lives. * Taxation and Investment Decisions. * The effect of inflation on capital investment appraisal. * Calculating risk-adjusted discount rates and the weighted average cost of capital.
2	Divisional (Financial and operational) Performance Measurement and Evaluation	20	* Cost Centres, Profit centres and investment centres. * Divisionalized organisational structures and the merits and demerits of same. * Alternative divisional profit measures * The effect of performance measurement on capital investment decisions.
3	Transfer Pricing in Divisionalized companies	20	* Purposes of transfer pricing. * Alternative transfer pricing methods. * Proposals for resolving transfer pricing conflicts. * Domestic transfer pricing and service industry transfer pricing.

No.	Content	% Alloc	Detail
			* International transfer pricing.
4	Advanced Standard Costing	20	* Direct material mix and yield variances. * Sales mix and quantity variances. * Ex post variance analysis. * The role of standard costing when ABC has been implemented. * Recording standard costs in the accounts.
5	Pricing Decisions and Profitability Analysis	20	* The role of cost information in pricing. * A price setting firm facing (1) short-run pricing decisions and (2) long-run pricing decisions. * A price taker firm facing (1) short-run product mix decisions and (2) long-run product mix decisions. * Cost-plus pricing. * Pricing policies. * Customer profitability analysis.

### Assessment Strategies

#### No. Assessment Strategies

- \* The final examination will comprise 70% of the final mark. This will examine all learning outcomes. The examination will allow students to demonstrate the practical application of the material and case studies in module.
- \* The assessment will comprise 30% of final mark. This will examine learning outcomes completed to date of assessment. The continuous assessment will allow student to demonstrate a practical application of the module material.

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		30	1, 2
2	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3, 4, 5

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Management and Cost Accounting	9781844805662	Colin Drury	South Western Cengage Learning	2008	7th
2	Recommended	Management Accounting	0077098595	Ray H. Garrison, Eric W. Noreen and Willie Seal	Mcgraw hill	2003	Europe an edition

### Journals, Websites & Course Material

No.	Type	Description
1	Website	www.drury-online.com

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7 Level: 08

Module Code/Title: TAXN 81000 **Capital Gains and Capital Acquisition Tax**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 48  
Directed Study Hours: 0  
Independent Study Hours: 52  
Total Hours: 100  
Prerequisite Knowledge:

Module Description/Aims: \* Apply the general principles for the administration and computation of Capital Gains and Capital Acquisitions Tax.  
\* Identify and quantify the various gains subject to Capital Gains and Capital Acquisitions Tax  
\* Identify and apply appropriate reliefs and exemptions available  
\* Describe the administration procedures applying to the Capital Gains and Capital Acquisitions Tax systems

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	
2	Practical/Workshop	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes  |
|-----|--|
| 1   | &#8226; Apply the general principles for the administration and computation of Capital Gains and Capital Acquisitions Tax. |
| 2   | &#8226; Identify and quantify the various gains subject to Capital Gains and Capital Acquisitions Tax                      |
| 3   | &#8226; Identify and apply appropriate reliefs and exemptions available  |
| 4   | &#8226; Describe the administration procedures of each system of tax   |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Capital Gains Tax	60	Describe the scope of capital gains tax. The basic principles of computing gains and losses. Compute capital gains and losses on the disposal by individuals of: * movable and immovable property * wasting and non-wasting chattels; * shares and securities. Explain and apply the relief from Capital Gains Tax available on: * the transfer of a business to a company; * retirement from business * the sale of a principal private residence
2	Capital Acquisitions Tax	40	&#8226; Basic principles of Capital Acquisitions Tax &#8226; Method of calculation of Capital Acquisitions Tax liabilities &#8226; Principal exemptions from Capital Acquisitions Tax: Gift Tax Inheritance Tax Business Relief Agricultural Relief Heritage Property Relief

No.	Content	% Alloc	Detail
			&#8226; Administrative procedures

Assessment Strategies

No. Assessment Strategies

- 1 Knowledge and comprehension of module content will be assessed by written assessment during the Semester and at the end of the Semester

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		30	1, 2, 3
2	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	The student's tax handbook-Finance Act edition	0000016491076	Tom Conlan	MKM Publications	2008	Update d annuall y
2	Recommended	Irish Taxation Law and practice	9781842601587	Dr Gerardine Doyle et al	Irish Taxation Institute	2008	Update d annuall y

Journals, Websites & Course Material

No.	Type	Description
1	Course Material	Notes, questions, slides and articles stored on the college network
2	Website	<a href="http://www.revenue.ie">http://www.revenue.ie</a> [Irish Revenue Commissioners website]

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Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7      Level: 08

Module Code/Title: BISM 81000 **Business Intelligence**

Credits: 5

Level: 08

Duration: 1 Semester

Department Assigned To: Business Informatics

Total Contact Hours: 48

Directed Study Hours: 0

Independent Study Hours: 52

Total Hours: 100

Prerequisite Knowledge: Knowledge of Database Systems and spreadsheets

Module Description/Aims: This module covers the concepts of managerial decision-making and how it is supported by information/knowledge/intelligence systems from a business view. Students examine Decision Support Systems (DSS)/Business Intelligence (BI)/Business Analytics (BA), and how they relate to other types of Information Systems.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Practical/Workshop	2	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- No. Learning Outcomes
- Critically analyse the different information needs of all levels in an organisation and how those needs can be met through informational analysis/BI/BA.
  - Analyze managerial decision situations to determine whether it is practical to support them with computer technology and, if so, how.
  - Play an active part in the DSS/BI development projects in a team environment.
  - Utilize the output of BI to produce analysis/reports to support decision-making

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Decision-making & Computerized Support	5	* Overview of Management Support Systems * Decision-making, systems, modelling & support * Decision Support and Business Intelligence
2	Decision Support Systems	10	* Concepts, Methodologies & Technologies * Modelling & Analysis
3	Business Intelligence	25	* Essentials of Business Intelligence * Data Warehousing * Business Analytics and Data Visualization * Business Performance Management
4	Issues & Trends	10	
5	Practical Component	50	* Modelling with spreadsheets * Pivot Tables & OLAP Cubes * Using Business Intelligence tools * Ad-hoc report writing * Ad-hoc analysis

Assessment Strategies

No. Assessment Strategies

No. Assessment Strategies

- 1 Knowledge and comprehension of module concepts will be assessed by written examination at the end of the semester. The comprehension and application of theory will be further assessed in the lab-based examination and assignment.
- 2 Practical learning outcomes will be assessed in laboratory practice assessment and assignment.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Scheduled)	Final Written Exam		50	1, 2, 3, 4
2	Continuous Assessment	Computer based - Individual		25	4
3	Continuous Assessment	Assignment - Out of Class		25	1, 3, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Business Intelligence	9780132347617	Turban, E., Aronson, J., Sharda, R., King, D.	Prentice Hall	2008	1
2	Recommended	Decision Support and Business Intelligence Systems	9780131986602	Turban, E., Aronson, J., Liang, T., Sharda, R.	Prentice Hall	2007	8
3	Recommended	Modern Data Warehousing, Mining, and Visualization	9780131014596	Marakas, G.	Prentice Hall	2003	1
4	Recommended	Practical Business Intelligence	9780321356987	Hancock, J., Toren, R.	Addison-Wesley Professional	2007	
5	Recommended	Delivering Business Intelligence	0072260904	Larson, B.	McGraw Hill Osborne	2006	

Journals, Websites & Course Material

No.	Type	Description
1	Course Material	Lecture notes, in-house material, practical notes
2	Journal	Dm Review
3	Journal	MIS Quarterly
4	Journal	CIO
5	Website	www.dssresources.com
6	Website	www.tdwi.org The Data warehouse Institute
7	Website	Www.teradata.com Teradata University Network



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Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7 Level: 08

Module Code/Title: MGMT 81001 **Strategic Management Formulation**

Credits: 5

Level: 08

Duration: 1 Semester

Department Assigned To: Business Studies

Total Contact Hours: 36

Directed Study Hours: 12

Independent Study Hours: 52

Total Hours: 100

Prerequisite Knowledge: Management Principles or Management Practice

Module Description/Aims: To provide the student with an indepth knowledge of the Strategic Management formulation process applicable to small, medium and large organisations in both the private and public sector

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Tutorial	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes  |
|-----|--|
| 1   | Differentiate the alternative strategy development processes |
| 2   | Construct an environmental and competitive analysis          |
| 3   | Appraise the resources and competences of an organisation    |
| 4   | Examine the role of ethics in strategy formulation           |
| 5   | Evaluate corporate governance structures                     |
| 6   | Formulate mission statements and objectives                  |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The Nature of Strategic Management	10	<ul style="list-style-type: none"> <li>* Characteristics of strategic decisions.</li> <li>* Strategic management process overview.</li> <li>* Strategic management in different organisational types.</li> <li>* Case learning approach.</li> </ul>
2	Different Strategy Development Processes	15	<ul style="list-style-type: none"> <li>* Intended and realised strategy.</li> <li>* Strategy as managerial intent.</li> <li>* Strategy as the outcome of cultural and political processes.</li> <li>* Imposed strategy development.</li> </ul>
3	Environmental Analysis	20	<ul style="list-style-type: none"> <li>* External analysis.</li> <li>* PEST analysis.</li> <li>* Competitive analysis.</li> <li>* Forecasting and scenario planning techniques</li> </ul>
4	Resource Analysis	20	<ul style="list-style-type: none"> <li>* Conducting a resource audit.</li> <li>* Identifying core competencies.</li> <li>* SWOT analysis.</li> <li>* Critical success factors.</li> <li>* Benchmarking.</li> </ul>

No.	Content	% Alloc	Detail
5	Understanding Stakeholders	5	* Identifying stakeholders * Stakeholder mapping. * Assessing power.
6	Corporate Governance, Business Ethics and Social Responsibility	25	* Corporate Governance Structures * The evolution and scope of business ethics * Ethical issues in business. * Corporate social responsibility. * Controlling organisational ethics.
7	Mission and Objective Formulation	5	* Formulating mission statements. * Developing organisational goals. * Influences on this process.

### Assessment Strategies

No.	Assessment Strategies
1	Lecture on Strategy Implementation
2	Class group discussion
3	Case study preparation, analysis and presentation
4	Reading and evaluating classic and more recent articles in the area

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Case Study		30	1, 2, 3
2	Final Exam (Scheduled)	Final Written Exam	2 Hour exam	70	1, 2, 3, 4, 5, 6

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Exploring Corporate Strategy- Text and Cases	9780273711926	Gerry Johnson, Kevan Scholes & Richard Whittington	Prentice Hall	2008	8th
2	Recommended	Strategic Management in Ireland	0717129918	Edited by Michael J. Morley and Noreen Heraty	Gill & Macmillan	2000	1st
3	Recommended	The New Strategic Management	9780471344001	Ron Sanchez & Aime Heene	Wiley	2003	1st
4	Recommended	Strategic Management - Creating value in turbulent times	0470857315	Peter Fitzroy & James Hulbert	Wiley	2005	1st

### Journals, Websites & Course Material

No.	Type	Description
1	Journal	Strategic Management
2	Journal	Harvard Business Review
3	Journal	Business Week
4	Journal	Californian management Review
5	Website	www.booksites.net/ecs

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7 Level: 08

Module Code/Title: TOUR 81000 **Contemporary Issues in Tourism 1**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Hotel, Catering & Tourism  
Total Contact Hours: 36  
Directed Study Hours: 36  
Independent Study Hours: 28  
Total Hours: 100  
Prerequisite Knowledge: None

Module Description/Aims: The aim of this module is to develop students' management competencies in relation to contemporary issues shaping International Tourism development

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- No. Learning Outcomes
- 1 Assess the contemporary issues impacting on International Tourism development
  - 2 Critically evaluate the impact of each issue on International Tourism development
  - 3 Formulate management strategies to address the issue under discussion

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	World Environment for Tourism	10	World Tourism Stats Key Trends - Economic, Demographic, Access, Consumer
2	Thanatourism	30	Definitions and Concepts Thanatourism sites Typologies of Thanatourism Thanatourist Motivations Management Considerations
3	Space Tourism	30	Definitions and Concepts Demand for Space Tourism Predicted phases of development Award programmes Virgin Galactic Space Tourism - constraints
4	Gastronomic Tourism	30	Concepts and Definitions Growth of Food and Wine Tourism Gastronomy and Regional Identity Gastronomy and Tourist Motivation Management Implications

Assessment Strategies

- No. Assessment Strategies
- 1 Students will be assessed by completing 1 piece of formative assessment of value 30% and a summative exam of value 70%

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous	Literature Review	Students will be required to carry out a	30	1

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
	Assessment		literature review on a contemporary issue shaping International Tourism development		
2	Final Exam (Scheduled)	Final Written Exam		70	2, 3

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Trends and Issues in Global Tourism	3540708316	Roland Conrady & Martin Buck	Springer	2007	
2	Recommended	Global Tourism - the next decade	0750623535	William Theobald (Ed)	Butterworth Heinemann	2005	Third
3	Recommended	Niche Tourism: Contemporary Issues, Trends and Cases	075066133X	Martina Novelli	Butterworth Heinemann	2005	
4	Recommended	Dark Tourism: The Attraction of Death and Disaster	0826450644	Malcolm Foley & John Lennon	CENGAGE Learning Business Press	2000	First
5	Recommended	Memorial Museums: The Global Rush to Commemorate Atrocities	1845204891	Paul Williams	Berg	2008	
6	Recommended	Space Tourism: Adventures in Orbit and Beyond	0387402136	Michael van Pelt	Springer	2005	
7	Recommended	Tourism and Gastronomy	0415273811	Greg Richards	Routledge	2002	
8	Recommended	Food Tourism Around the World: Development, Management and Markets	0750655038	C.Michael Hall, Liz Sharples, Richard Mitchell, Niki Macionis and Brock Cambourne (Eds)	Butterworth Heinemann	2003	

### Journals, Websites & Course Material

No.	Type	Description
1	Website	<a href="http://www.world-tourism.org/projects/ethics">www.world-tourism.org/projects/ethics</a>
2	Website	<a href="http://www.tearfund.com">www.tearfund.com</a>
3	Website	<a href="http://www.tourismconcern.org.uk">www.tourismconcern.org.uk</a>
4	Website	<a href="http://www.wwf.org.uk">www.wwf.org.uk</a>
5	Website	<a href="http://www.esri.ie">www.esri.ie</a>
6	Website	<a href="http://www.unep.org">www.unep.org</a>
7	Journal	Journal of Sustainable Tourism
8	Journal	Annals of Tourism Research
9	Journal	Tourism Management

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7      Level: 08

Module Code/Title: CULT 81002 **Cultural Studies 1**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Humanities  
Total Contact Hours: 36  
Directed Study Hours: 36  
Independent Study Hours: 28  
Total Hours: 100  
Prerequisite Knowledge:

Module Description/Aims: This module enables students to explore and analyse the complexity of culture. Students will analyse the representations of culture, culture and group difference, culture and development, culture and globalization and issues in cultural management and tourism in the case of Ireland

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Tutorial	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- |     |  |
|-----|--|
| No. | Learning Outcomes  |
| 1   | Analyse the complexity of culture  |
| 2   | Analyse different cultural representations   |
| 3   | Articulate the complex relationship between culture and human development                            |
| 4   | Apply the conclusions of cultural analysis within and across fields of business, marketing and media |
| 5   | Demonstrate a high level of cultural awareness   |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The representation of culture	25	The origins of culture Ways of representation Semiotics High culture and popular culture
2	Culture and group difference	25	Expressions of cultural difference Stereotypes Cultural attitudes Education Migration and culture Multiculturalism
3	Culture and Development	25	Regional culture Endogenous development Economic development Social participation
4	Marketing cultural products	15	Cultural content analysis Culture and marketing
5	Television, Culture and Globalization	10	The emergence of globalized television culture The mass media

Assessment Strategies

No. Assessment Strategies

No. Assessment Strategies

- 1 Essay
- 2 Project
- 3 Presentation
- 4 Oral examination

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual		50	1, 2, 3, 4, 5
2	Final Exam (Other)	Project - Individual		50	1, 2, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	The Evolution of Culture	1008135277	R. Dunbar et al	Edinburgh University Press	1999	
2	Recommended	Researching Society and Culture	0761941975	Clive Seale	Sage	2004	
3	Recommended	Reinventing Community: Identity and Difference in Late Twentieth Century Philosophy	1904713025	Jane Hiddleston	Legenda	2005	
4	Recommended	The Cultural Studies Reader	041537412X	S. During	Routledge	2007	2nd
5	Recommended	Irish Tourism Image, Culture and Identity	1873150547	Michael Cronin and Barbara O' Connor (eds.)	Multilingual Matters	2003	

Journals, Websites & Course Material

No.	Type	Description
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Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7      Level: 08

Module Code/Title: MKTG 81005 [Direct Marketing](#)  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 36  
Directed Study Hours: 0  
Independent Study Hours: 64  
Total Hours: 100  
Prerequisite Knowledge:

Module Description/Aims: The aim of this module is to provide the student with the requisite theory and skills to plan, implement, evaluate, and control direct marketing programmes.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Practical/Workshop	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Distinguish between direct marketing and marketing and explain its rapid growth   |
| 2   | Evaluate the strategic importance of Direct Marketing in both the marketing plan and in an integrated marketing communications strategy |
| 3   | Create, evaluate, and manage a Direct Marketing campaign  |
| 4   | Establish a company*s Direct Marketing requirements, brief an agency accordingly and evaluate the utility of that agency*s proposals    |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Introduction to direct marketing	10	* Define Direct Marketing * The Irish and international DM industries * The growth and future of DM * The position of DM in marketing communications and the marketing plan * The influencers of DM success
2	DM Strategy and planning	20	* Assessing markets and market opportunities * The planning process * Developing a DM strategy * Implementing the DM plan * Lifetime customer value * Customer acquisition, fulfilment, and retention
3	Managing direct marketing	10	* The economics of direct marketing * Differences in managing a DM campaign * Marketing research for better DM * Statistical testing * Financial implications
4	Database marketing	20	* Developing a database * Managing the database * Maximising database use * Optimising geodemographic, sociological and psychographic profiles * Database software and systems * Strategic implications
5	Creativity in direct marketing	20	* The creative contribution

No.	Content	% Alloc	Detail
			* The direct mail pack * Developing the copy, the visuals, and the incentives * Briefing the agency and evaluating agency proposals
6	Direct marketing media	10	* Media planning * evaluating media options * Evaluating and using mailing lists
7	Support Services	5	* The postal service * Telecommunication services * DM agencies, production and printing houses
8	Regulation of direct marketing	5	* Domestic and international law and DM * Self-regulation in DM * Ethics of DM

### Assessment Strategies

No.	Assessment Strategies
1	The learning outcomes of this module will be assessed by means of a practical project and an edn of semester examination

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Group		50	3
2	Final Exam (Scheduled)	Final Written Exam		50	1, 2, 3, 4

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Direct Marketing in Ireland: Theory and Practice	1860760929	Editors: Mary Lawlor and John Keane.	Oak Tree Press	1998	
2	Recommended	Direct Marketing: Strategy, Planning, Execution.	0071352872	E. Nash	McGraw Hill	2000	
3	Recommended	Direct Marketing Management	0130804347	M.L. Roberts and P.D. Berger	Prentice Hall	1999	

### Journals, Websites & Course Material

No.	Type	Description
1	Journal	Interactive Marketing



Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7      Level: 08

Module Code/Title: LAWS 81002 [IS Legal Issues](#)  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 48  
Directed Study Hours: 0  
Independent Study Hours: 52  
Total Hours: 100  
Prerequisite Knowledge:

Module Description/Aims: The purpose of this course is to create a heightened awareness of the pervasive impact of law on Information Technology Businesses. The emphasis will be on the practical application of knowledge. It is intended to create an awareness of areas where legal expertise may need to be sought.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	48	Per Module	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | To obtain a knowledge of and understanding of Copyright protection of computer programs |
| 2   | To obtain and demonstrate applied knowledge of Competition law                          |
| 3   | To acquire an understanding of the remedies for breach of Copyright                     |
| 4   | To acquire an understanding and knowledge of Trade secrets and confidential information |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Copyright	50	
2	Remedies	10	
3	Competition law	20	
4	Trade secrets and confidential information	20	

Assessment Strategies

No. Assessment Strategies

- 1 Knowledge and comprehension of module concepts will be assessed by written examination during and at the end of the semester.

A minimum attendance at lectures of 80% is required.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3, 4
2	Continuous Assessment	Assignment - In Class		30	1, 2, 3, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Information Technology law in ireland	1234567899	D kelleher	butterworths	2000	

*Journals, Websites & Course Material*

No.	Type	Description
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Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7      Level: 08

Module Code/Title: PROC 81001 **Logistics Management**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 36  
Directed Study Hours: 0  
Independent Study Hours: 64  
Total Hours: 100  
Prerequisite Knowledge:

Module Description/Aims: Examination of the importance and role of logistics and supply chain management in organizations and an evaluation of the risks, vulnerability and resilience in logistics.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes  |
|-----|--|
| 1   | Analyse the impact of Logistics on the success and profitability of the modern organisation and the relevant management concepts and theories applicable.  |
| 2   | Examine the major change drivers in Logistics & Supply Chain Management  |
| 3   | Assess the central role of order fulfilment and customer service strategies in achieving a firm's objectives and the importance of electronic commerce and lead time management in modern supply chains. |
| 4   | Appraise the economic roles of physical distribution, warehousing and transportation.  |
| 5   | Evaluate financial controls for logistics performance.   |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Logistics and Competitive Strategy.	15	Gaining competitive advantage through logistics. Logistics and the supply chain. Logistics activities, costs and value.
2	Customer Service and Strategic Lead Time Management.	30	Marketing and logistics interface. Information systems. Performance dimensions. Order winners and qualifiers. Order cycle management. Lead time strategies. Customer and product analysis. Cost trade offs.
3	Physical Distribution, Warehousing and Packaging.	25	Physical distribution system. Distribution Requirements Planning. Functions of warehouses. Warehouse location. Controls and security. Functions and effects of packaging. Materials handling.
4	Global Logistics.	10	Carrier selection. Modes of transportation. Political and legal environment. Intermediaries.
5	Financial Controls for Logistics.	10	Total cost analysis. Cost drivers. Customer and product profitability analysis.

No.	Content	% Alloc	Detail
6	Measures of Logistic's Value.	10	Key metrics. Logistics and economic value added. Financial assessment

### Assessment Strategies

#### No. Assessment Strategies

1 The module concepts will be assessed by written examination during and at the end of the semester.

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		30	1, 2
2	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3, 4, 5

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Supply Chain Logistics Management	0071254145	Bowersox	McGraw-Hill	2007	2
2	Recommended	Logistics Management and Strategy	0273685422	Harrison, Alan Hoek, Remko	van Pearson	2005	
3	Recommended	Logistics And Supply Chain Management: Creating Value-Adding	0273681761	Christopher Martin	Prentice Hall	2005	2

### Journals, Websites & Course Material

No.	Type	Description
1	Website	www.logistics.about.com

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7      Level: 08

Module Code/Title: PRMG 81001 **Project Management**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 36  
Directed Study Hours: 36  
Independent Study Hours: 28  
Total Hours: 100  
Prerequisite Knowledge: none

Module Description/Aims: To provide the learner with an appreciation and understanding of:

- (a) the genesis of project management and its importance to improving the success of projects
- (b) the project management knowledge areas and process groups
- (c) the project life cycle
- (d) the tools and techniques of project management
- (e) project management software

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Practical/Workshop	1	Per Week	Standard PC Laboratory with Project Management software

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Explain the importance of good project management   |
| 2   | Recall and interpret Project Management Body of Knowledge (PMBOK)   |
| 3   | Relate Project Management Body of Knowledge (PMBOK) in evaluating statements relating to Project Management |
| 4   | Acquire and use the skills, tools and techniques of Project Management                                      |
| 5   | Use Project Management software to plan a small project   |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Introduction to Project Management	10	
2	The Project Management Context	10	
3	The Project Management Process Groups	10	
4	Project Integration Management	10	
5	Project Scope Management	10	
6	Project Time Management	10	
7	Project Cost Management	10	
8	Project Human Resource Management	10	
9	Project Communications Management	10	

No.	Content	% Alloc	Detail
10	Project Risk Management	10	

### Assessment Strategies

No.	Assessment Strategies
1	Written examination will combine multiple choice questions and discursive questions
2	Learners will prepare a plan for a small project

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Scheduled)	Final Written Exam	Written examination will combine multiple choice questions and discursive questions	70	1, 2, 3
2	Continuous Assessment	Project - Individual	The learners will prepare a plan for a small project	30	4, 5

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Information Technology Project Management	1423901703	Kathy Schwalbe	Thomson Course Technology	2008	Fifth Edition
2	Recommended	Guide to the Project Management Body of Knowledge (PMBOK Guide)	193069945X	Project Management Institute	Project Management Institute	2004	Third Edition
3	Recommended	Introduction to Project Management	1423902203	Kathy Schwalbe	Business Higher Education	2009	Second Edition
4	Recommended	Project Management - A Managerial Approach	0471742775	Jack R. Meredith & Samuel J. Mantel Jr	John Wiley & Sons Inc	2006	Sixth Edition
5	Recommended	Successful IT Projects	1844806995	Darren Dalcher & Lindsey Brodie	Thomson	2007	

### Journals, Websites & Course Material

No.	Type	Description
1	Website	<a href="http://www.course.com/catalog/product.cfm?category=Project%20Management&amp;subcategory=Project%20Management&amp;isbn=978-1-4239-0145-7">http://www.course.com/catalog/product.cfm?category=Project%20Management&amp;subcategory=Project%20Management&amp;isbn=978-1-4239-0145-7</a>
2	Website	<a href="http://www.pmi.org/Pages/default.aspx">http://www.pmi.org/Pages/default.aspx</a>
3	Website	<a href="http://www.projectmanagement.ie/asp/">http://www.projectmanagement.ie/asp/</a>
4	Website	<a href="http://www.ipma.ch/Pages/IPMA.aspx">http://www.ipma.ch/Pages/IPMA.aspx</a>
5	Journal	Project Management Journal

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7 Level: 08

Module Code/Title: FREN 81000 [French in a Global Context](#)  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Humanities  
Total Contact Hours: 36  
Directed Study Hours: 28  
Independent Study Hours: 36  
Total Hours: 100  
Prerequisite Knowledge: At least one French module at level 7.

Module Description/Aims: This module is designed to enable the student to participate with ease in discussion and debate on a wide range of contemporary issues. It is envisaged that students will be operating at a level of language proficiency corresponding to the B2 (vantage) level as specified in the Common European Framework of reference for languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required: maximum student numbers: 25.
2	Practical/Workshop	1	Per Week	Practical classes may take place in the language laboratory or in a regular classroom. Maximum student numbers: 16.

Learning Outcomes - On successful completion of the module the learner will be able to:

- No. Learning Outcomes
- 1 Present and defend coherent arguments orally and in writing.
  - 2 Interpret and evaluate more complex language content.
  - 3 Summarise written texts in French.
  - 4 Prepare and deliver an oral presentation on a selected topic.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	General communication	40	* Communicating information formally by means of a presentation. *Analysing and summarizing authentic texts. * Translating texts from French to English. * Responding to normal speed audio material. * Course-specific content where appropriate.
2	Language structures	20	* Relative pronouns * Present subjunctive * Passé simple (recognition only) * Consolidation of structures from previous modules.
3	Current affairs	40	* Topics drawn from a range of national/international social and political issues dominating the news in France at the time of the module's delivery. * Immigration * La Francophonie.

Assessment Strategies

- No. Assessment Strategies
- 1 The four language skills will be examined using written, oral and aural assessment methods in Continuous Assessment and Final Examination

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous	Presentation		20	1, 2, 4

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
	Assessment				
2	Final Exam (Other)	Oral Examination		20	1
3	Final Exam (Scheduled)	Final Written Exam		60	1, 2, 3

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Comment vivent les Français	2035053285	Mermet, G	Larousse	2003	
2	Recommended	French cultural studies: an introduction.	0198715013	Forbes, J; and Kelly, M. (eds)	Oxford University Press	1995	
3	Recommended	Panorama 3: Méthode de Français	9782090337327	Girardet, J;	Clé International	1999	
4	Recommended	Pas à pas en français	0861214684	O Sullivan, E	Folens	1993	
5	Recommended	French Grammar in Context: Analysis and practice	0340807601	Jubb, M; and Rouxville, A	Hodder Arnold	2003	
6	Recommended	En bonne forme	0618012419	Dietiker, S; and Van Hooff, D.	Houghton Mifflin	2006	

### Journals, Websites & Course Material

No.	Type	Description
1	Journal	Authentik: Magazine, materiel audio et exercices pour étudier le français à un niveau avancé
2	Website	<a href="http://www.bbc.co.uk/languages">www.bbc.co.uk/languages</a>
3	Website	<a href="http://www.bonjourdefrance.com">www.bonjourdefrance.com</a>
4	Website	<a href="http://www.elysée.fr">www.elysée.fr</a>
5	Website	<a href="http://www.francophonie.org">www.francophonie.org</a>
6	Website	<a href="http://www.premier-ministre.gouv.fr/thématique/culture_m72">www.premier-ministre.gouv.fr/thématique/culture_m72</a>
7	Website	<a href="http://www.presseradiotv.com">www.presseradiotv.com</a>
8	Website	<a href="http://www.cortland.edu/flteach/civ">www.cortland.edu/flteach/civ</a>



Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7      Level: 08

Module Code/Title: GERM 81000 [German in a Global Context](#)  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Humanities  
Total Contact Hours: 36  
Directed Study Hours: 28  
Independent Study Hours: 36  
Total Hours: 100  
Prerequisite Knowledge: German 5 OR German 6 OR equivalent

Module Description/Aims: This module is designed to enable the student to participate with ease in discussion and debate on a wide range of contemporary issues. It is envisaged that students will be operating at a level of language proficiency corresponding to the B2 (vantage) level as specified in the Common European Framework of Reference for languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required - max. 25 students
2	Practical/Workshop	1	Per Week	Practical classes may be held in language laboratory or regular classroom - max. 16 students.

Learning Outcomes - On successful completion of the module the learner will be able to:

- No. Learning Outcomes
- 1 Present and defend coherent arguments orally and in writing.
  - 2 Interpret and evaluate more complex language content.
  - 3 Give a resumé in German of a range of written texts.
  - 4 Prepare and deliver an oral presentation on a selected topic.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	General Communication	40	* communicating information formally by means of a presentation * analysing and summarising authentic texts * translating texts from German to English * responding to normal speed audio material * course specific content, where appropriate
2	Language Structures	20	* subjunctive mood * passive voice * consolidation of grammar from earlier modules
3	Social, Cultural and Current Affairs	40	* topics drawn from a range of current national/international social and political issues dominating the news in the German-speaking world * German language and culture in a global context

Assessment Strategies

- No. Assessment Strategies
- 1 The four language skills will be examined using written, aural and oral assessment methods in continuous assessment and final exam.
  - 2 Final Exam (Other) must be attempted.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
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No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Presentation	Students will prepare and deliver an in-class presentation on a topic relevant to German-speaking society.	20	1, 2, 4
2	Final Exam (Other)	Oral Examination		20	1
3	Final Exam (Scheduled)	Final Written Exam		60	1, 2, 3

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Schritte International 3: Kursbuch und Arbeitsbuch (mit CD)	3190018537	Hilpert, S u.a.	Max Hueber Verlag	2006	
2	Recommended	The Concise Oxford-Duden German Dictionary	0198601336	Clark, M. & Thyen, O. (Eds)	Oxford University Press	1997	
3	Recommended	Handbuch zur deutschen Grammatik	0618338122	Rankin/Wells	Houghton Mifflin	2004	4th
4	Recommended	Generation E: Deutschsprachige Landeskunde im europäischen Kontext	3126752473	Berger, M.C. & Martine, M.	Max Hueber Verlag	2006	
5	Recommended	Cambridge companion to Modern German Culture	0198715013	Kolinsky, E. & Van der Will, W.	Cambridge University Press	1998	

### Journals, Websites & Course Material

No.	Type	Description
1	Journal	Katapult: authentische Lese- und Hörtexte mit Übungen
2	Journal	Authentik: Zeitschrift und CD für den Deutschunterricht mit Fortgeschrittenen
3	Journal	Deutsch-Perfekt : Das aktuelle Magazin für Deutsch-Lerner
4	Website	<a href="http://www.goethe.de">www.goethe.de</a>

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7 Level: 08

Module Code/Title: SPAN 81000 [Spanish in a Global Context](#)  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Humanities  
Total Contact Hours: 36  
Directed Study Hours: 28  
Independent Study Hours: 36  
Total Hours: 100  
Prerequisite Knowledge: Spanish 5 OR Spanish 6 or equivalent

Module Description/Aims: This module is designed to enable the student to participate with ease in discussion and debate on a wide range of contemporary issues. It is envisaged that students will be operating at a level of language proficiency corresponding to the B2 (Vantage) level as outlined in the Common European Framework of reference for Languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required (max. 25 students)
2	Practical/Workshop	1	Per Week	Practical classes may be held in the Language Laboratory or in a regular classroom. Maximum 20 students.

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Present and defend coherent arguments orally and in writing.  |
| 2   | Interpret and evaluate more complex language content          |
| 3   | Provide a summary in Spanish of a range of written texts.     |
| 4   | Prepare and deliver an oral presentation on a selected topic. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	General Communication	40	* Communicating information formally by means of a presentation * Analysing and summarising authentic texts * Translating texts from Spanish to English * Responding to normal speed audio material * Course-specific content where appropriate
2	Language Structures	20	* Imperfect Subjunctive * "Si" sentences * Consolidation of structures from previous modules
3	Social, Cultural and Current Affairs	40	* Topics drawn from a range of current national and international social and political issues dominating the news in Spain. * Spanish language and culture in a global context

Assessment Strategies

- | No. | Assessment Strategies  |
|-----|--|
| 1   | The four language skills will be examined using written, oral and aural assessment methods in Continuous Assessment and Final Examination. |
| 2   | All final examinations must be attempted.  |

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
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No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Presentation		20	1, 2, 4
2	Final Exam (Other)	Oral Examination		20	1
3	Final Exam (Scheduled)	Final Written Exam		60	1, 2, 3

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Spanish Concise Dictionary	9780060575786	Harpercollins	Harper Collins	2004	3rd
2	Essential	A Spanish Learning Grammar	034070568x	Munoz & Thacker	Arnold	2001	
3	Recommended	Ghosts of Spain	057122167x	Tremlett, G	Faber	2006	
4	Recommended	Collins Spanish Dictionary	0004701526	Harpercollins	Harper Collins	2000	

### Journals, Websites & Course Material

No.	Type	Description
1	Course Material	Authentik en Espanol (magazine), published by Authentik. ISSN 0791 - 3710
2	Website	<a href="http://www.authentik.com">www.authentik.com</a>
3	Website	<a href="http://www.bbc.co.uk/languages">www.bbc.co.uk/languages</a>
4	Website	<a href="http://www.institutocervantes.com">www.institutocervantes.com</a>

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7 Level: 08

Module Code/Title:	IRSH 81000 <b>Gaeilge 7</b>
Credits:	5
Level:	08
Duration:	1 Semester
Department Assigned To:	Business Informatics
Total Contact Hours:	48
Directed Study Hours:	24
Independent Study Hours:	28
Total Hours:	100
Prerequisite Knowledge:	Gaeilge 6

Module Description/Aims: Dianchúrsa teanga idir labhairt, léamh agus scríobh na Gaeilge, ag tógáil ar an méid atá sealbhaithe óna modúil eile le béim ar anailís teanga .  
Beidh béim ar chruinneas agus líofacht teanga.(B 2.1 (F.T.C.E))

### Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	Beidh seomra ranga oiriúnach ag teastáil
2	Practical/Workshop	1	Per Week	Beidh saotharlann oiriúnach ag teastáil

### Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Cruinneas teanga a léiriú san fhoghraíocht, labhairt agus scríobh                                       |
| 2   | Réimse leathan eolais a léiriú ar ábhair oiriúnacha.  |
| 3   | Scileanna forbartha a léiriú ag tabhairt faoi anailíse ar shamplaí ó iriseoireacht agus craoltóireacht. |
| 4   | Scileanna teanga agus cumarsáide comhtháite a chur i bhfeidhm.  |
| 5   | Neamhspléachas mar fhoghlaimoír a léiriú.   |
| 6   | Féintuiscint mar fhoghlaimoír a léiriú.   |

### Teaching & Learning Strategies

- | No. | Teaching & Learning Strategies   |
|-----|--|
| 1   | Bainfear feidhm as straitéisí éagsúla chun na torthaí foghlama a chomhlíonadh: san aireamh beidh Nuacht TG4 ó Vifax (NUIM), cláir theilifíse agus raidió, scannáin agus gearrscannáin, ceol, Foinse, agus ailt ó nuachtáin agus ó irisí oiriúnacha, bróisiúir eolais agus leabhair oiriúnacha.<br><br>Cuirfidh aoí-léachtóirí ábhair oiriúnacha i láthair.<br><br>Úsáidfear na foclóirí thíosluaite agus suímh éagsúla Idirlín, chun scileanna foclóra agus cruinneas teanga a fhorbairt.<br><br>Beifear ag súil go nglacfaidh na mic léinn páirt ghníomhach sa phróiseas foghlama, le ceisteanna a chur is a fhreagairt, tuairimí a phlé agus a mheasúnú, taighde a aimsiú agus a mheasúnú agus ábhar a chur i láthair ar powerpoint, ar bhlileoga bolscaireachta ar chláir raidió, mar chláir theilifíse nó suímh Idirlín agus iad a mheasúnú. |

### Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Na mórfheidhmeanna teanga dul siar agus doimhniú.	20	Na mórfheidhmeanna teanga - dul siar agus doimhniú. - Suímh oiriúnacha idirlín -Seanfhocail -Nathanna cainte -Scannáin agus gearrscannáin
2	Cleachtadh ar chomhlíonadh feidhmeanna idir labhairt agus scríobh	20	Cleachtadh ar chomhlíonadh feidhmeanna idir labhairt agus scríobh thar aon téamaí oiriúnacha . - Cuairt ar an nGaeltacht (seal a chaitheamh sa Ghaeltacht)
3	Iriseoireacht agus craoltóireacht:	20	Iriseoireacht agus craoltóireacht: Anailís ar shamplaí -VIFAX - nuim.ie/language/vifax.shtml

No.	Content	% Alloc	Detail
			- Nuachtáin - Irisleabhair - Cláir teilifíse agus raidió
4	An Chumarsáid scríofa	20	A thuilleadh cleachtadh; An Chumarsáid scríofa -litreacha - faicseanna - teachtaireachtaí ríomhphoist - preasráitis -Léirmheasanna
5	Cruinneas Gramadaí agus foghraíochta	20	Cruinneas Gramadaí agus foghraíochta -1-5 Díochlaonadh -Na Tuisil -Briathra - Na hAimsirí -an t-íolra -séimhiú, urú, litriú

### Assessment Strategies

No.	Assessment Strategies
1	Scrúdú ranga chun cruinneas teanga a mheasúnú
2	Tionscadal aonair
3	Cluastuiscint nó béaltriall
4	Repeat Assessment Strategy: -Scrúdú Ranga - Athdhéanamh -Tionscadal - Aiste bunaithe ar taighde/scrúdú scríofa/tionscadal aonair nó/agus láithreoireacht(viva) mar atá oiriúnach -Cluastuiscint/Béaltriall - athdhéanamh

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		30	1, 2, 3, 4, 5, 6
2	Continuous Assessment	Project - Individual		40	1, 2, 3, 4, 5
3	Continuous Assessment	Oral Examination		30	1, 2, 3, 4, 5, 6

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Foclóir Gaeilge -Béarla	1857910478	-	An Gúm	2006	
2	Essential	Foclóir Gaeilge -Béarla	1857910370	Nialló Dónaill	An Gúm	2005	
3	Essential	English -Irish Dictionary	1857910353	Tomas De Bhaldráithe	An Gúm	2006	
4	Recommended	Foclóir Fiontar	1872327421	Donla Uí Bhraonáin, Eagarthóir	Fiontar DCU	2004	
5	Essential	Cruinnscriobh na Gaeilge	1901176657	Ciarán Mac Murchaidh	Cois Life	2006	
6	Essential	Leabhar Gramadaí Gaeilge	1902420489	Nollaig Mac Congáil	Cló Iar Chonnachta	2007	
7	Essential	Speaking Irish, An Ghaeilge Bheo	9780071475631	Siúan Ní Mhaonaigh, Antain Mac Lochlainn	McGraw Hill	2008	
8	Recommended	Cuir Gaeilge Air	1901176223	Antain Mac Lochlainn	Cois Life	2000	
9	Recommended	Foclóir Ríomhaireachta is Teicneolaíochta Faisnéise	1901176223	-	An Gúm	2004	
10	Recommended	Foclóir Staidéir Ghnó	122131448x	Bearnard Ó Dubhthaigh	An Gúm	1996	
11	Recommended	Téarmaí Teilifíse & Raidió	1857912098	-	An Gúm	1996	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.beo.ie www.gaeilge.ie www.achmhainn.ie www.aimsigh.ie www.focal.ie www.cruinneog.com www.foinse.ie www.rn1106.com www.rte.ie www.tg4.ie www.nuim.ie/language/vifax.shtml www.raidiox.ie
2	Course Material	Foinse - An Nuachtán seachtainiúl. Ailt ó nuachtáin agus irisí éagsúla

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 7      Level: 08

Module Code/Title: ENGL 81000 **English 7**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Humanities  
Total Contact Hours: 36  
Directed Study Hours: 28  
Independent Study Hours: 36  
Total Hours: 100  
Prerequisite Knowledge: English 6 or CEF level B2 or equivalent

Module Description/Aims: This module aims to bring students to a level of competence in the English language which sees them further their abilities in stating their case as well as continuing to analyse their use of language. Students will also begin to develop an awareness of style in language use and should attain level B2+ upon completion of the module.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Practical/Workshop	2	Per Week	Regular classroom - 12-15 students
2	Practical/Workshop	1	Per Week	Language laboratory - Max. 24 students

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Distinguish between types of style and register in various text types.                                    |
| 2   | Extrapolate information from all text types and even from speech that may not be clearly structured.      |
| 3   | Develop and sustain discussion with other speakers providing them with feedback and follow-up statements. |
| 4   | Source and compile information independently on topics of current interest with a high level of accuracy. |
| 5   | Read, understand and comment on articles and literature even when the subject matter is quite abstract.   |
| 6   | Speak with only minimal interference to pronunciation from L1.  |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Analysing style and register	10	
2	Intensive listening to live discussion	20	
3	Structuring summaries and original text	10	
4	Offering relevant opinions and sustaining complex arguments	20	
5	Sourcing and presenting materials of cultural or topical nature for use in class	20	
6	Collocations	10	
7	Comparing pronunciation with peers	10	

Assessment Strategies

- | No. | Assessment Strategies  |
|-----|--|
| 1   | Students' progress in the acquisition of the four skills will be assessed by written, oral and aural exams during term time and/or in the final exam.  |
| 2   | Students will monitor their own progress by compiling a language log which will document interactions and observations they make in their immediate linguistic environment. Students will be encouraged to share their experiences in class with |



No. Assessment Strategies

fellow learners. This will be examined as part of continuous assessment.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		20	1, 2, 4, 5
2	Final Exam (Other)	Aural Examination		20	2, 5
3	Final Exam (Other)	Oral Examination		20	3, 5, 6
4	Final Exam (Scheduled)	Final Written Exam		40	1, 2, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	New Cutting Edge Upper Intermediate	0582825253	Cunningham, S., Moor, P.	Pearson Education	2005	4th
2	Recommended	Market Leader Upper Intermediate	1405813091	Cotton, D., Falvey, D., Kent, S.	Pearson Education	2001	3rd
3	Recommended	Just Listening and Speaking Upper Intermediate	0462007464	Harmer, J., Lethaby, C.	Marshall Cavendish	2005	
4	Recommended	Just Reading and Writing Upper Intermediate	0462007456	Harmer, J., Lethaby, C.	Marshall Cavendish	2005	
5	Recommended	Achieve IELTS 2	0462007510	Harrison, L., Cushen, C., Hutchinson, S.	Marshall Cavendish	2006	
6	Recommended	FCE Gold Plus	1405876786	Wilson, J., Acklam, R., Newbrook, J.	Marshall Cavendish	2008	

Journals, Websites & Course Material

No.	Type	Description
1	Website	<a href="http://www.pearsonlongman.com/newcuttingedge/upperintermediate">www.pearsonlongman.com/newcuttingedge/upperintermediate</a>
2	Website	<a href="http://www.poemhunter.com">www.poemhunter.com</a>
3	Website	<a href="http://www.ananova.com/news/lp.html?keywords=Quirkies">www.ananova.com/news/lp.html?keywords=Quirkies</a>
4	Website	<a href="http://iteslj.org/links/ESL/Listening">http://iteslj.org/links/ESL/Listening</a>
5	Website	<a href="http://iteslj.org/links/ESL/Writing/">http://iteslj.org/links/ESL/Writing/</a>
6	Website	<a href="http://www.newspapers.com">www.newspapers.com</a>
7	Website	<a href="http://www.examenglish.com">www.examenglish.com</a>
8	Website	<a href="http://www.script-o-rama.com">www.script-o-rama.com</a>

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8 Level: 08

Module Code/Title: ACCT 81006 **Advanced Financial Reporting**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 48  
Directed Study Hours: 0  
Independent Study Hours: 52  
Total Hours: 100  
Prerequisite Knowledge: Accounting for Consolidations (Semester 7)

Module Description/Aims: Preparation of Group Cash flow statements.

Prepare Consolidated financial statements incorporating financial statements of foreign subsidiaries.

To devise and implement a scheme of reorganisation for a company in financial difficulty.

Reporting financial performance- Preparation and presentation.

Apply financial reporting standards to areas covered.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Practical/Workshop	2	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes  |
|-----|--|
| 1   | Demonstrate an in depth knowledge in relevant principles in the preparation of financial statements for Group companies. |
| 2   | An ability to analyse and interpret such statements and write reports thereon.   |
| 3   | Application of current accounting standards in the preparation of group accounts.  |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Preparation of Group Cash Flow Statements.	30	* Application of associate company. * Application of minority interests. * Purchase and sale of subsidiary. * Treatment of foreign exchange differences . * Goodwill and other intangible assets.
2	Accounting for foreign Subsidiaries including foreign exchange.	30	* Functional and reporting currency. * Application of various exchange rates. * Identification and treatment of foreign exchange differences. * Application from a Group perspective. ( Goodwill ,Minority interests, etc. )
3	Company reorganisation and reconstructions.	25	* Company law and role of Receiver, Liquidator and Examiner. * Identifying companies in financial difficulty and measures to alleviate problems. * Devising a scheme of reconstruction for a company in Examinership. * Implementing a scheme of reconstruction ( closure of Old Co. and set up of New Co. ) * Stress test on New Co. ( applying financial ratios etc. ).
4	Reporting Financial Performance.	15	* Continuing and discontinued operations * Exceptional items. * Changes in accounting policies and application to Financial statements.

No. Content

% Alloc Detail

\* Prior period adjustments.

### Assessment Strategies

No. Assessment Strategies

1 One continuous assesment based in a computer labaratory covering preparation and presentation of financial statements.

Knowledge and comprehension of module concepts will be assessed by written examination at the end of the semester

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Computer based - Individual		30	1, 2, 3
2	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Financial Accounting and Reporting ( International )	0273685406	Elliott & Elliott	Prentice Hall	2006	9 th
2	Essential	Advanced Financial Accounting .	0273638335	Lewis & Pendrill	Prentice Hall	2006	8 th
3	Recommended	International Financial Reporting Standards- Workshop & Guide.	0471697427	Mirza, Holt, Orrell et Wiley		2006	2th
4	Recommended	International Financial Reporting Standards.	0000000000	International Accounting Standards Board .	International Accounting Standards Board	2007	Current Standards

### Journals, Websites & Course Material

No.	Type	Description
1	Journal	Accountancy Plus
2	Website	
3	Website	<a href="http://www.iasb.org/">www.iasb.org/</a> International Accounting Standards Board <a href="http://www.frc.uk/">www.frc.uk/</a> The Financial Reporting Council
4	Journal	Accountancy Ireland - Institute of Chartered Accountants in Ireland
5	Website	<a href="http://www.corpreports.co.uk">www.corpreports.co.uk</a>
6	Website	<a href="http://www.yahoo.finance.com">www.yahoo.finance.com</a>

Award Title: Bachelor of Business (Honours) TL\_BACCT\_B AY 2010/2011  
 Area of Specialisation: in Accounting  
 Effective From: AY 2010/2011 Stage: Award Semester: 8 Level: 08

Module Code/Title: ACCT 81005 **Advanced Management Accounting**  
 Credits: 5  
 Level: 08  
 Duration: 1 Semester  
 Department Assigned To: Business Studies  
 Total Contact Hours: 48  
 Directed Study Hours: 0  
 Independent Study Hours: 52  
 Total Hours: 100

Prerequisite Knowledge: The student should have successfully completed Principles of Accounting (Semester 1), Accounting Applications (Semester 2), Cost Accounting (Semester 3), Management Accounting (Semester 4), Corporate Finance (Semester 5), Accounting for Decision Makers (Semester 6) and Accounting for Management Control (Semester 7) respectively.  
 Module Description/Aims: **Accounting (Semester 4) Management Finance (Semester 5), Accounting for Decision Makers (Semester 6) and Accounting for Management Control (Semester 7) respectively.**  
 \* Appraise and construct quantitative models for inventory management.  
 \* Formulate linear programming models for cost analysis to aid management decision making.  
 \* Design Quantitative methods for cost estimation and behaviour of costs.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	
2	Tutorial	1	Per Week	Computer based lab class using case study analysis demonstrating the practical application of the module.

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Examine current management cost techniques.                               |
| 2   | Analyse and score strategic management applications.                      |
| 3   | Appraise and test models for inventory management.                        |
| 4   | Assemble linear programming models to aid control of costs and revenues.  |
| 5   | Solving for cost estimation and cost behaviour using quantitative models. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Cost Management Systems	20	* Life cycle and Target costing. * Activity based management. * Cost of quality reports. * Cost management and the value chain. * Benchmarking and business process re-engineering.
2	Strategic Management Accounting	20	* The balanced scorecard. * The balanced scorecard as a strategic management system. * Establishing objectives and performance measures. * performance measures in service organisations.
3	Quantitative models for the planning and control of stocks	20	* Relevant costs for quantitative models under conditions of certainty. * Determining the economic order quantity and the assumptions in the formula. * Application of EOQ in determining optimum size for a production run. * Uncertainty and safety stocks. * The use of probability theory for determining safety stocks. * Materials requirement planning and JIT arrangements.

No.	Content	% Alloc	Detail
4	The Application of Linear Programming to Management Accounting	20	* Single resource constraints. * Two-resource constraints. * Linear programming and its uses. * graphical and simplex method.
5	The Application of Quantitative Methods: Cost Estimation and Behaviour.	20	* Cost estimation methods. * Multiple regression analysis. * Cost estimation when the learning effect is present. * Estimating incremental hours and incremental cost. * Learning curve applications.

### Assessment Strategies

#### No. Assessment Strategies

- \* The final examination will comprise 70% of the final mark. This will examine all learning outcomes. The examination will allow the student to demonstrate the practical application of the material and case studies delivered in module.
- \* The assessment will comprise 30% of final mark. This will examine learning outcomes completed to date of assessment. The continuous assessment will allow student to demonstrate a practical application of the module material.

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		30	1, 2
2	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3, 4, 5

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Management and Cost Accounting	9781844805662	Colin Drury	South-Western Cengage Learning	2008	7th
2	Recommended	Management Accounting	0077098595	Ray H. Garrison, Eric W. Noreen and Willie Seal	McGraw-Hill	2003	Europe an edition

### Journals, Websites & Course Material

No.	Type	Description
1	Website	www.drury-online.com

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8      Level: 08

Module Code/Title: BISM 81004 **e-Business**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 36  
Directed Study Hours: 36  
Independent Study Hours: 28  
Total Hours: 100  
Prerequisite Knowledge: none

Module Description/Aims: to provide the learner with an appreciation and understanding of  
(a) the importance of knowledge of information systems for business professionals  
(b) how information systems can support a firm's business processes, managerial decision making and strategies for competitive advantage  
(c) the challenges that a business manager might face in managing the successful, ethical development and use of information technology  
(d) e-commerce and the factors that contribute to a successful e-commerce business

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Practical/Workshop	1	Per Week	Standard Computer Laboratory with Internet access

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes  |
|-----|--|
| 1   | Critique the role of internet/web enabled information systems in business and organisations  |
| 2   | Describe how information systems support an organisation operationally, tactically and strategically   |
| 3   | Describe the type of business information systems that organisations are using for competitive advantage                                       |
| 4   | Explain the management challenges, including ethical and security challenges, that arise in organisation with computerised information systems |
| 5   | Evaluate an eCommerce business   |

Teaching & Learning Strategies

- | No. | Teaching & Learning Strategies  |
|-----|---|
| 1   | The module combines both theory and practice. The practical element will enhance the learner's understanding of the theoretical principles.   |
| 2   | Short case studies and examples of best and poor practice will be used to enhance the learners understanding of eBusiness issues. Much emphasis will be placed on ongoing developments, as reported in the media. This is due to the rapid changes taking place arising from eBusiness. |
| 3   | Practical classes will incorporate the learner's evaluation of an eCommerce business under the supervision of the lecturer  |

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Foundation Concepts	15	* Information Systems in Business * Competing with Information Technology
2	Business Applications	25	* Enterprise Business Systems * Functional Business Systems
3	Electronic Commerce	30	
4	Knowledge Management	15	
5	Management Challenges	15	* Security, Ethical & Societal Challenges * Managing Information Technology

Assessment Strategies

No. Assessment Strategies

- 1 Written examination will consist of discursive questions
- 2 Learners will prepare and submit a written evaluation of an eCommerce business and make a presentation a summary of this evaluation

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Scheduled)	Final Written Exam	Written examination will consist of discursive questions	70	1, 2, 3, 4, 5
2	Continuous Assessment	Project - Individual	Learners will prepare a written evaluation of an eCommerce business and present a summary of this evaluation	30	5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Management Information Systems	0071286268	James A O'Brien & George M. Marakas	McGraw-Hill International Edition	2008	Eight Edition
2	Recommended	Principles of Information Systems	1423901193	Ralph Stair & George Reynolds	Thomson Course Technology	2008	Eight Edition
3	Recommended	Fundamentals of Information Systems	1423901177	Ralph Stair & George Reynolds	Thomson Course Technology	2008	Fourth Edition
4	Recommended	Exploring Corporate Strategy	0273711911	Gerry Johnson, Kevan Scholes and Richard Whittington	Prentice Hall	2008	8th Edition
5	Recommended	Electronic Commerce	1418837032	Gary Schneider	Thomson Course Technology	2006	Seventh Edition
6	Recommended	Creating a Winning E-Business	0619217421	H. Albert Napier, Ollie Rivers, Stuart Wagner	Thomson Course Technology	2005	Second Edition

Journals, Websites & Course Material

No.	Type	Description
1	Website	<a href="http://highered.mcgraw-hill.com/sites/0073511544/information_center_view0/">http://highered.mcgraw-hill.com/sites/0073511544/information_center_view0/</a>
2	Website	<a href="http://www.enterprise-ireland.com/eBusiness/">http://www.enterprise-ireland.com/eBusiness/</a>
3	Website	<a href="http://www.entemp.ie/publications/enterprise/2004/ebusinessstrategy.pdf">http://www.entemp.ie/publications/enterprise/2004/ebusinessstrategy.pdf</a>
4	Website	<a href="http://www.ecommerce-journal.com/">http://www.ecommerce-journal.com/</a>
5	Website	<a href="http://www.misprofessor.com/ecommerc.shtml">http://www.misprofessor.com/ecommerc.shtml</a>

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8      Level: 08

Module Code/Title: ACCT 81004 **Financial Statement Analysis**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 48  
Directed Study Hours: 0  
Independent Study Hours: 52  
Total Hours: 100  
Prerequisite Knowledge:

Module Description/Aims: To develop an ability to critically analyse financial statements and other corporate information using a framework for business analysis and valuation.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Practical/Workshop	2	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- No. Learning Outcomes
- 1 Formulate a business analysis and valuation framework.
  - 2 Critically apply the framework of business analysis and valuation in industry to a case of an assigned quoted company.
  - 3 Prepare a report which evaluates and appraises the business, governance and financial position of an assigned quoted company.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	A Framework for Business & Financial Analysis	5	* Relationship between business activities, accounting systems and financial statements. * Introduction to the principles of industry and business analysis, governance analysis, accounting analysis and financial analysis.
2	Industry Analysis	15	* Industry structure and profitability, degree of actual and potential competition and bargaining power of buyers and suppliers. * Industry life cycle analysis, market evaluation and industry prospects.
3	Business Analysis	15	* Analysis of nature of business and segmental evaluation. * Appraisal of business model and competitive strategy. * Identification of key business risks. * Comparative analysis.
4	Corporate Governance	15	* Board structure and quality of management. * Assessment of governance mechanisms including board committees and level of pay benchmarked against performance. * Critical evaluation of quality of investor relations.
5	Accounting Analysis	15	* Critical assessment of key accounting policies, accounting flexibility, accounting strategy, quality of disclosure, potential red flags and distortions. * Appraisal of impact and appropriateness of adopted accounting policies and comparison with industry norms.
6	Financial Analysis	25	* Evaluation of profitability, return on investment, return to shareholders, efficiency, liquidity, cash flow and financing. * Benchmarking of performance relative to industry peer group. * Assessment of sustainability of growth rate.
7	Corporate Valuation and Investment Prospects	10	* Application of analytical framework to corporate valuation. * Reporting an investment evaluation to prospective investors.

Assessment Strategies



#### No. Assessment Strategies

- 1 A number of industries are selected and each student is assigned a London Stock Exchange quoted company.
- 2 Each student is assigned the role of an equity analyst and is required to prepare a report that analyses the industry, business, governance, accounting policies and financial statements of the individually assigned quoted company.
- 3 The assignment report is based upon the latest annual report and other research conducted using other published financial information about the assigned company.
- 4 Repeat Assessment Strategy: In the event of a 'fail' result, an alternative quoted company will be assigned for research and submission of a project report.

#### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual		100	1, 2, 3

#### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Business Analysis and Valuation: IFRS edition - Text and Cases	1844804925	Krishna G. Palepu, Paul M. Healy, Victor L Bernard, Erik Peek	Thomson Learning	2007	1e
2	Recommended	Financial Information Analysis	0470865725	Philip O'Regan	John Wiley & Sons	2006	2e
3	Recommended	Financial Reporting, Financial Statement Analysis and Valuation: A Strategic Perspective	0324302959	Clyde P. Stickney, Paul Brown, James M. Wahlen	Thomson Learning	2006	6e
4	Recommended	The Combined Code on Corporate Governance	0000000000000	Financial Reporting Council	Financial Reporting Council	2006	1e

#### Journals, Websites & Course Material

No.	Type	Description
1	Website	<a href="http://www.corporateinformation.com/">http://www.corporateinformation.com/</a>
2	Website	<a href="http://www.hoovers.com/uk/">http://www.hoovers.com/uk/</a>
3	Website	<a href="http://www.hemscott.net/">http://www.hemscott.net/</a>
4	Website	<a href="http://www.carol.co.uk/">http://www.carol.co.uk/</a>
5	Website	<a href="http://www.sharewatch.com/">http://www.sharewatch.com/</a>
6	Website	<a href="http://uk.finance.yahoo.com/">http://uk.finance.yahoo.com/</a>
7	Website	<a href="http://news.ft.com/home/rw/">http://news.ft.com/home/rw/</a>

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8 Level: 08

Module Code/Title: MGMT 81003 **Strategic Management Implementation**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 36  
Directed Study Hours: 12  
Independent Study Hours: 52  
Total Hours: 100  
Prerequisite Knowledge: Management principles or Management practice

Module Description/Aims: To provide the student with an in depth knowledge of the strategic management implementation process applicable to small, medium and large organisations in both private and public sectors.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Tutorial	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes  |
|-----|--|
| 1   | Distinguish the various bases of competitive advantage             |
| 2   | Analyse the strategic development options of an organisation       |
| 3   | Evaluate and screen alternative strategy proposals                 |
| 4   | Examine the critical aspects of successful strategy implementation |
| 5   | Assess the impact of strategic change on organisations             |
| 6   | Construct a strategic plan   |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Generic Strategy	15	* Different bases of achieving competitive advantage * Corporate parenting * Portfolio analysis
2	Strategic Options Directions and methods	20	* Market Penetration: Market Development: Product development: Diversification * Internal/Organic development * External development * Mergers: Acquisitions: Strategic Alliances
3	Strategy Evaluation	15	* Assessing Suitability, Acceptability, Feasibility * Screening Options * Analysing risk * Selection of strategies
4	Strategy Implementation and Control	25	* Overview of strategy implementation * Organisation Structure * Resource allocation * Operationalising strategy * Control
5	Information Management	10	* The importance of knowledge management * The impact of IT on the competitive position of the Organisation * Influences on strategy and structure * Creating competences through knowledge management
6	Strategic Change	15	* Types of strategic change * Diagnosing strategic change needs

No. Content

% Alloc Detail

\* Strategic change processes

\* Managing strategic change

### Assessment Strategies

No. Assessment Strategies

1 The students will be assessed using a combination of case study and end of semester exam.

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3, 4, 5, 6
2	Continuous Assessment	Case Study		30	1, 2, 3

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Exploring Corporate Strategy	9780273711926	Gerry Johnson, Kevan Scholes & Richard Whittington	Prentice Hall	2008	8th
2	Recommended	Strategic Management in Ireland	0717129918	Edited by Michael J. Morley & Noreen Heraty	Gill Macmillan	2000	1st
3	Recommended	Knowledge Management	9780470805381	Shelda Debowski	Wiley	2005	1st
4	Recommended	Strategic Management- Resources and Relationships	9780471232469	Jeffrey S Harrison	Wiley	2002	

### Journals, Websites & Course Material

No.	Type	Description
1	Journal	Harvard Business Review
2	Journal	Long Range Planning
3	Journal	Strategic Management Journal
4	Website	www.booksites.net/ecs

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8      Level: 08

Module Code/Title: CULT 81003 **Cultural Studies 2**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Humanities  
Total Contact Hours: 36  
Directed Study Hours: 36  
Independent Study Hours: 28  
Total Hours: 100  
Prerequisite Knowledge:

Module Description/Aims: This module enables students to analyse the complexities of culture, intercultural phenomena and cultural integration in different contexts.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Tutorial	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Analyse the cultural development of and in different types of societies |
| 2   | Scrutinize the relationship between religion and culture                |
| 3   | Analyse the phenomenon of high and low cultural integration             |
| 4   | Analyse social and cultural change in different societies               |
| 5   | Demonstrate a high level of cultural awareness                          |

Teaching & Learning Strategies

- | No. | Teaching & Learning Strategies |
|-----|--------------------------------|
|     |                                |

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The hunter-gatherer society	20	The evolution of human societies Oral traditions and language
2	Religion and Society	20	Sacred and secular societies Beliefs, norms and value systems
3	Culture and conflict perspectives	20	Colonisation Diversity and dissensus
4	High Cultural Integration	20	
5	Social and cultural change in societies	20	

Assessment Strategies

- | No. | Assessment Strategies  |
|-----|--|
| 1   | Knowledge and comprehension of module concepts will be assessed by project/essay during the semester and by final project and presentation |

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual		50	1, 2, 3, 4, 5
2	Final Exam (Other)	Project - Individual		50	1, 2, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Introducing Five Contemporary Societies	0070570183	L. Schneider and A. R. Silverman	McGraw Hill	2000	2nd
2	Recommended	Communicating with Strangers	0072321245	William B. Gudykunst and Young Yun Kim	McGraw-Hill	2002	
3	Recommended	The Cultural Studies Reader	041537412X	S. During	Routledge	2007	2nd

Journals, Websites & Course Material

No. Type Description

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8 Level: 08

Module Code/Title: ECON 81001 [International Economics](#)

Credits: 5

Level: 08

Duration: 1 Semester

Department Assigned To: Business Studies

Total Contact Hours: 36

Directed Study Hours: 24

Independent Study Hours: 40

Total Hours: 100

Prerequisite Knowledge: Principles of Economics - Microeconomics and Macroeconomics

Module Description/Aims: The module is designed to provide students with the principles and theories essential for a thorough understanding of international economics. It seeks to explain how the world economy works, the major benefits it provides to people and nations, and the most serious problems it faces.

### Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Tutorial	1	Per Week	

### Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Show the basis and gains that can be made from trade using the various international trade theories and models.   |
| 2   | Describe and identify the effects of various trade barriers on a nation and its citizens and explore the on-going issues of international trade negotiations. |
| 3   | Know how the foreign exchange market functions and the financial instruments used within it.  |
| 4   | Describe the policy mix and its effectiveness to achieve internal and external balance under varying exchange rate regimes.                                   |

### Teaching & Learning Strategies

No. Teaching & Learning Strategies

### Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	International Trade Theory	20	* Comparative Advantage * The Basis & Gains from Trade with Constant costs & Increasing costs * The Heckscher-Ohlin and other Trade Theories
2	International Trade Policy	20	* Cost-Benefit analysis of Tariffs * Import Quotas and other Trade Barriers * Protectionism * International Trade Negotiations and Problems
3	The Foreign Exchange Markets and Exchange Rates	20	* The Balance of Payments * Exchange Rate Determination * Cross Exchange Rates * Arbitrage * Spot & Forward Exchange Rate * Foreign Exchange Futures and Options * Foreign Exchange Risks
4	Open-Economy Macroeconomics	20	* Stability of Foreign Exchange Markets - Marshall-Lerner Condition * Policies to achieve Internal and External Balance * Effectiveness of Adjustment Policies under Fixed and Flexible ERs * Fixed versus Flexible Exchange Rates
5	International Monetary System	20	* Operation of the Present International Monetary System * International Economic Problems

### Assessment Strategies

No. Assessment Strategies

- 1 Knowledge and comprehension of module concepts will be assessed by written examination during and at the end of the semester.
- 2 Written examinations will utilise multiple choice, short answer and structured examination questions.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		30	1, 2
2	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Introduction to International Economics	0471452203	Dominick Salvatore	John Wiley & Sons	2005	International
2	Recommended	International Economics	0471452181	Dominick Salvatore	J Wiley	2004	8th
3	Recommended	International Economics	0072487488	Thomas Pugel	McGraw Hill	2004	International - 12th
4	Recommended	International Economics	0071181016	Dennis Appleyard & Alfred Field	McGraw-Hill	2001	4th
5	Recommended	International Economics	0256171653	Lindert	Gill & MacMillan	2000	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.cso.ie
2	Website	www.wto.org

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8      Level: 08

Module Code/Title:      QUAL 81005      [Quality Management](#)  
Credits:                      5  
Level:                        08  
Duration:                    1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours:      36  
Directed Study Hours:    36  
Independent Study Hours: 28  
Total Hours:                100  
Prerequisite Knowledge: None Required

Module Description/Aims: To enable students to evaluate the most appropriate approach to continually improving the performance of organisations.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Tutorial	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Evaluate the role of Quality Management in relation to other management activities and also in terms of its potential contribution to organisational strategy |
| 2   | Review the way in which the historical development of Quality Management has contributed to its current situation   |
| 3   | Envision how Quality Management is going to continue to play a part in the operational and strategic management of Organisations                              |
| 4   | Create a management framework for enabling Continuous Improvement in an Organisation  |
| 5   | Formulate an appropriate mix of Tools and Techniques for organisations facing Quality Management Decisions  |
| 6   | Assess the merits of the wide array of alternative approaches to Quality Management   |

Teaching & Learning Strategies

No.      Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Introduction to Quality Management	10	Defining Quality, The language of Quality and Quality Management, Product versus Service Quality, Garvin's Dimensions of Quality
2	Evolution of Quality Management	10	Eras of Quality Management, Contributions of the gurus of Quality Management, Deming, Juran, Feigenbaum, Crosby, Ishikawa, Oakland, Garvin, Schonberger etc. The Role of Quality Management in Japan's Economic Rise, Current Trends in Quality Management
3	Overview of Different approaches to Quality Management	20	Continuous Improvement, Total Quality Management, Core Principles of Quality Management
4	Tools and Techniques of Quality Management	20	7 basic tools of Quality Management, 7 Advanced tools, Balanced Score Card, Six Sigma, SERVQUAL, Use of Statistics in Quality Management



No.	Content	% Alloc	Detail
5	Relationship with Other Areas of Management	20	Finance - Quality Costs, The Economic Case for Quality, Marketing Customer Service, Focus on the Customer, Quality Function Deployment, Research and Feedback, External Third Party Assessment Administration Documentation, Communication and Systems, Meetings and Internal Auditing, Human Resources Employee Involvement, Training, Teamwork, Rewards and Recognition, Appropriate Organisation Culture, Investors in People Production and Operations Product Design, New Product Development, Production/Operations Process, Value Chain, Testing, Supplier Auditing, The Internal Customer, Use of Technology and Automation
6	Quality Management and Strategy	20	Senior Management Commitment, Quality Management Systems, ISO 9000, Quality Awards, e.g. Malcolm Baldrige, EFQM, Deming Prize etc., Quality Models, e.g. Irish Business Excellence Model, EFQM Business Excellence Model, Quality as a Source of Competitive Advantage, Current Issues in Quality Management

### Assessment Strategies

#### No. Assessment Strategies

- 1 Knowledge and comprehension of module concepts will be assessed by written examination during and at the end of the semester.

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Assignment - In Class		10	1, 2
2	Continuous Assessment	Project - Individual		20	2, 3
3	Final Exam (Scheduled)	Final Written Exam		70	2, 3, 4, 5, 6

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	TQM Text with Cases	0750657405	John S. Oakland	Oxford ; Burlington, MA : Butterworth-Heinemann,	2003	3rd
2	Recommended	Managing Quality An Integrated Approach	0138759642	S. Thomas Foster	Prentice Hall	2001	1st
3	Recommended	Essence of Total Quality Management	9780135731147	John Bank	Pearson	2000	1st

### Journals, Websites & Course Material

No.	Type	Description
1	Website	<a href="http://www.asq.org/">http://www.asq.org/</a>
2	Website	<a href="http://www.isixsigma.com/">http://www.isixsigma.com/</a>
3	Website	<a href="http://www.eiqa.com/">http://www.eiqa.com/</a>
4	Website	<a href="http://www.iso.org/iso/home.htm">http://www.iso.org/iso/home.htm</a>
5	Website	<a href="http://www.bsi-global.com/">http://www.bsi-global.com/</a>
6	Website	<a href="http://www.efqm.org/">http://www.efqm.org/</a>
7	Website	<a href="http://www.thecqi.org/">http://www.thecqi.org/</a>

No.	Type	Description
8	Website	<a href="http://www.cqm.org/">http://www.cqm.org/</a>
9	Website	<a href="http://www.nsai.ie/">http://www.nsai.ie/</a>
10	Website	<a href="http://www.quality-foundation.co.uk/">http://www.quality-foundation.co.uk/</a>
11	Website	<a href="http://www.qualitydigest.com/">http://www.qualitydigest.com/</a>
12	Website	<a href="http://www.ecforbe.com/">http://www.ecforbe.com/</a>

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8      Level: 08

Module Code/Title: MKTG 81008 **Services Marketing**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 36  
Directed Study Hours: 24  
Independent Study Hours: 40  
Total Hours: 100  
Prerequisite Knowledge: Marketing at Level 7 or equivalent

Module Description/Aims: The aim of this module is to provide the student with a comprehensive understanding of the theory and practice of contemporary services marketing management.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Tutorial	1	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Examine the importance of services to the Irish and International economies.                                |
| 2   | Differentiate between services marketing and product marketing.   |
| 3   | Manage a services marketing mix.  |
| 4   | Evaluate the importance of quality in the service sector and implement a service quality management system. |
| 5   | Propose consumer and strategic marketing oriented solutions to service problems.                            |
| 6   | Analyse service failures and propose appropriate services marketing strategies.                             |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Introduction to Services Marketing	10	*Services marketing defined *The services marketing concept *The importance of services to the economy *Classifying services *Services marketing versus product marketing theory *The 7Ps
2	Consumer/Industrial service markets	5	*The three stage model of consumer behaviour *Models of consumer decision making applicable to services *Industrial service purchase decision making
3	Managing the traditional marketing mix for services	15	*The service product *Pricing for services *Service placement *Promoting services
4	Process and physical evidence	10	*Operations management *Queuing and scheduling *The role of physical evidence *Designing and managing the evidence
5	People	15	*Importance of people *Employee roles *Internal Marketing *Managing the customer mix
6	Service Quality	10	*Quality standards *Training

No.	Content	% Alloc	Detail
			*Service Quality Models *The service encounter *Customer Research *Handling complaints
7	Managing services	10	*Applying the efficiency models to services *Identifying operational problems *Flowcharting and the service blueprint *Productivity in the service sector *Internationally traded services
8	Marketing in the service industries	10	Applying services marketing theory to: *the professional services *the hospitality services *the communication services *the trading services *online services
9	Strategy development and implementation	10	*Applying the strategic planning process to services marketing *Strategic options *Integrating the service marketing mix *Growth and its hazards *Franchising *Managing supply and demand *Implementing/evaluating/controlling the plan
10	The regulatory environment	5	*Consumer protection *Competition policy *Statutory instruments and EU directives *Voluntary regulations

### Assessment Strategies

#### No. Assessment Strategies

- 1 Students' comprehension and analysis of key services marketing concepts will be assessed by a final written exam.
- 2 Students' ability to apply relevant services marketing concepts and models to analyse service encounters will be assessed by means of an individual written project.

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual		30	3, 5, 6
2	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3, 4, 5

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Services Marketing: People, Technology, Strategy	9780131875524	Lovelock, C. and J. Wirtz	Prentice Hall	2007	6th
2	Recommended	Services Marketing	9780071244961	Zeithaml, V. A., M. J. Bitner and D. D. Gremler	Mc Graw-Hill	2006	5th
3	Recommended	Service Management and Marketing: Customer Management in Service Competition	9780470028629	Gronroos, C.	Wiley	2007	3rd
4	Recommended	Understanding Services Management	1872853560	Glynn, W and Barnes J.	Oaktree Press	1996	

### Journals, Websites & Course Material

No.	Type	Description
1	Journal	Journal of Services Marketing

No.	Type	Description
2	Journal	Managing Service Quality
3	Journal	Services Marketing Quarterly
4	Journal	Service Industries Journal

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8 Level: 08

Module Code/Title: PROC 81002 **Strategic Supply Chain Management**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Business Studies  
Total Contact Hours: 36  
Directed Study Hours: 0  
Independent Study Hours: 64  
Total Hours: 100  
Prerequisite Knowledge:

Module Description/Aims: Evaluation of Supply Chain Management as a strategic response to a changing competitive environment and the relationships required to achieve synergistic solutions in a global setting.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Appraise the strategic importance of the various elements of Supply Chain Management in the global marketplace and how Supply Chain Management can achieve a competitive advantage. |
| 2   | Evaluate the contributions, benefits and challenges which accrue from implementing effective supply chain practices.  |
| 3   | Appraise the complexities of collaboration & optimal supply chain integration.  |
| 4   | Analyse, interpret and evaluate decision situations and trends in Supply Chain Management.  |
| 5   | Evaluate measures for managing and monitoring the important processes and relationships in the Supply Chain.  |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Supply Chain Management and Competetive Strategy.	25	Competitive and Supply Chain Strategies. Drivers of Supply Chain Performance. Supply Chain Foundations. The Agile Supply Chain. Trends, Technology and Tactics.
2	Core Competencies & Outsourcing	10	Challenges, Risks, and Benefits of Outsourcing. Make or Buy. Third and Fourth Party Providers. Offshoring.
3	Supply Chain Relationships.	25	Transactional Relationship. Collaborative Relationship. Strategic Alliance Relationship. Power and Trust in Relationships. Negotiation. Connectivity Through Information Technology. Collaborative Innovation. Performance Measurement.
4	Information Technology and Coordination in a Supply Chain	20	Supply Chain Integration. Internal Supply Chain Management. Supplier Relationship Management. Customer Relationship Management. Obstcles to Coordination in a Supply Chain. Collaborative Planning, Forecasting, and Replenishment.

No.	Content	% Alloc	Detail
			Enterprise Resource Planning Systems.
5	Global Supply Chain	10	Forces Driving Globalisation. Challenges, Benefits and Risks of Globalisation.
6	Supply Chain Performance Measurement.	10	Metrics. Performance Categories. Supply Chain Operations Reference (SCOR) model.

### Assessment Strategies

#### No. Assessment Strategies

- 1 Module concepts will be assessed by written examination during and at the end of the semester.

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		30	1, 2
2	Final Exam (Scheduled)	Final Written Exam		70	1, 2, 3, 4, 5

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Supply Chain management	0131730428	Chopra & Meindl	Pearson	2007	3
2	Recommended	Principles and Tools for Supply Chain Management	0071101268	Webster	McGraw-Hill	2008	1
3	Recommended	Purchasing and Supply Chain Management	0273694383	Lysons	Prentice Hall	2006	7

### Journals, Websites & Course Material

No.	Type	Description
1	Journal	International Purchasing and Supply
2	Website	<a href="http://www.purchasinga2z.com">www.purchasinga2z.com</a>

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8      Level: 08

Module Code/Title: FREN 81001 **French in a Professional Context**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Humanities  
Total Contact Hours: 36  
Directed Study Hours: 28  
Independent Study Hours: 36  
Total Hours: 100

Prerequisite Knowledge: At least one French module at level 7.

Module Description/Aims: This module is designed to enable the student to function with ease in the professional environment. It is envisaged that students will be operating at a level of language proficiency corresponding to the B2 (vantage) level as specified in the Common European Framework of reference for languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required: maximum student numbers 25.
2	Practical/Workshop	1	Per Week	Practical classes may take place in the language laboratory or in a regular classroom. Maximum student numbers: 16.

Learning Outcomes - On successful completion of the module the learner will be able to:

- No. Learning Outcomes
- 1 Engage in more complex work-related transactions and negotiations.
  - 2 Interact with ease in a range of professional situations.
  - 3 Independently research an industry native to a French-speaking country, and present findings.
  - 4 Process and produce more detailed documents relating to the work environment.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Business Communication	80	* Summarizing and translating business texts from French to English. * Giving and understanding detailed instructions. * Overview of leading industries in French-speaking countries. * French business culture. * More complex business correspondence. *Company descriptions and structures. *Company performance.
2	Language structures	20	Revision and consolidation of structures covered in previous modules.

Assessment Strategies

- No. Assessment Strategies
- 1 The four language skills will be examined using written, aural and oral assessment methods in Continuous Assessment and Final Examination.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual		20	3
2	Final Exam (Other)	Oral Examination		20	1, 2
3	Final Exam (Scheduled)	Final Written Exam		60	1, 2, 4



### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Faisons Affaires	1860762433	Maher, E; Cazaux, N;	Oak Tree Press	2002	
2	Recommended	Panorama 3: Méthode de français	9782090337327	Girardet, J	Clé International	1999	
3	Recommended	Pas à pas en français	0861214684	O Sullivan, E	Folens	1993	
4	Recommended	French grammar in context: analysis and practice	0340807601	Jubb, M; and Rouxville, A	Hodder Arnold	2003	
5	Recommended	Business French: the intermediate course	0618610480	Penformis, J.L;	Houghton Mifflin	2006	
6	Recommended	Business French: the intermediate course: Student activities manual	0618610499	Penformis, J.L.	Houghton Mifflin	2006	
7	Recommended	French for Business	0340846925	Bower, M; and Barbarin, L;	Hodder and Stoughton	2002	fifth

### Journals, Websites & Course Material

No.	Type	Description
1	Journal	Authentik: magazine, matériel audio et exercices pour étudier le français à un niveau avancé
2	Website	<a href="http://www.bbc.co.uk/languages">www.bbc.co.uk/languages</a>
3	Website	<a href="http://www.premier-ministre.gouv.fr">www.premier-ministre.gouv.fr</a>
4	Website	<a href="http://www.presseradiotv.com">www.presseradiotv.com</a>
5	Website	<a href="http://www.elysée.fr">www.elysée.fr</a>

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8 Level: 08

Module Code/Title: GERM 81001 **German in a Professional Context**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Humanities  
Total Contact Hours: 36  
Directed Study Hours: 28  
Independent Study Hours: 36  
Total Hours: 100  
Prerequisite Knowledge: German 5 OR German 6, OR equivalent

Module Description/Aims: This module is designed to enable the student to function with ease in the professional environment. It is envisaged that students will be operating at a level of language proficiency corresponding to the B2 (vantage) level as specified in the Common European Framework of Reference for languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required - max. 25 students.
2	Practical/Workshop	1	Per Week	Practical classes may be held in language laboratory or regular classroom - max. 16 students.

Learning Outcomes - On successful completion of the module the learner will be able to:

- No. Learning Outcomes
- Engage in more complex work-related transactions and negotiations.
  - Interact with ease in a range of professional situations.
  - Independently research and present findings on a leading German company.
  - Process and produce more detailed documents relating to the work environment.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Business Communication	60	* summarising and translating business-related texts from German into English * giving and understanding detailed instructions * company descriptions, structures and performance * writing formal correspondence on a range of topics in German
2	Business in a German context	20	* overview of leading industries in German-speaking countries * German business culture
3	Language Structures	20	* revision and consolidation of language structures covered in previous modules

Assessment Strategies

- No. Assessment Strategies
- The four language skills will be examined using written, oral and aural methods of assessment in continuous assessment and final exam.
  - Final Exam (Other) must be attempted.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual		20	3
2	Final Exam (Other)	Oral Examination		20	1, 2

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
3	Final Exam (Scheduled)	Final Written Exam		60	1, 2, 4

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Unternehmen Deutsch - Lehrwerk für Wirtschaftsdeutsch	3126757359	Conlin, C.	Chancerel	2000	
2	Recommended	Geschäftskommunikation - Verhandlungssprache	3120915989	Buscha, A. & Linthout, G.	Hueber	2005	
3	Recommended	The Concise Oxford-Duden German dictionary	0198601336	Clark, M. & Thyen, O. (Eds)	Oxford University Press	1997	
4	Recommended	Handbuch der deutschen Grammatik	0618338122	Rankin/Wells	Houghton Mifflin	2004	4th
5	Recommended	Working with German, Level 2	0748729925	Eggington, E & Embleton, D.	Stanley Thornes	1997	2nd
6	Recommended	Mind Your Manners - Tips for Business Professionals visiting Germany	3895773611	Graff, J. & Schaupp, G.	Datakontext Fachverlag	2006	3rd
7	Recommended	Das Testbuch Wirtschaftsdeutsch	3468498462	Riegler-Poyet, M.	Langenscheidt	2000	

### Journals, Websites & Course Material

No.	Type	Description
1	Website	<a href="http://www.bbc.co.uk/languages/german/business">www.bbc.co.uk/languages/german/business</a>
2	Website	<a href="http://www.german.about.com">www.german.about.com</a>
3	Website	<a href="http://www.goethe.de">www.goethe.de</a>
4	Website	<a href="http://www.problemsolve.org">www.problemsolve.org</a>
5	Journal	Authentik: Zeitschrift und CD für den Deutschunterricht
6	Journal	Katapult: authentische Lese- und Hörtexte mit Übungen

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8 Level: 08

Module Code/Title: SPAN 81001 **Spanish in a Professional Context**  
Credits: 5  
Level: 08  
Duration: 1 Semester  
Department Assigned To: Humanities  
Total Contact Hours: 36  
Directed Study Hours: 28  
Independent Study Hours: 36  
Total Hours: 100  
Prerequisite Knowledge: Spanish 5 or Spanish 6 or equivalent

Module Description/Aims: This module is designed to enable students to function with ease in the professional environment. It is envisaged that students will be operating at a level of language proficiency corresponding to the B2 (Vantage) level as outlined in the Common European Framework for Languages.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	Regular classroom required. Max 25 students.
2	Practical/Workshop	1	Per Week	Practical classes may take place in the language laboratory or in a regular classroom. Maximum 20 students.

Learning Outcomes - On successful completion of the module the learner will be able to:

- No. Learning Outcomes
- Engage in more complex work-related transactions and negotiations in Spanish.
  - Interact with ease in Spanish in a range of professional situations.
  - Independently research a leading Spanish company, and present findings.
  - Process and produce more detailed documents in relating to the work environment

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Business Communication	60	* Summarising and translating business-related texts from Spanish to English * Giving and understanding detailed instructions in Spanish * Writing formal correspondence on a range of topics in Spanish
2	Language structures	20	* Revision and consolidation of structures covered in previous modules
3	Business in a Spanish context	20	* Overview of leading industries in Spanish-speaking countries * Spanish Business Culture

Assessment Strategies

- No. Assessment Strategies
- The four language skills will be examined using written, aural and oral assessment methods in Continuous Assessment and Final Examination
  - All final examinations must be attempted.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual		20	3
2	Final Exam	Oral Examination		20	1, 2

No.	Category (Other)	Method	Additional Information	% Alloc	Learning Outcomes
3	Final Exam (Scheduled)	Final Written Exam		60	1, 2, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Socios 2	8489344930	Martinez, L & Sabater, ML	Difusion	2000	
2	Essential	A Spanish Learning Grammar	034070568x	Munoz & Thacker	Arnold	2001	
3	Essential	Spanish Concise Dictionary	9780060575786	Harpercollins	Harper Collins	2004	3rd
4	Recommended	Collins Spanish Dictionary	0004701526	Harpercollins	Harper Collins	2000	

Journals, Websites & Course Material

No.	Type	Description
1	Website	<a href="http://www.institutocervantes.es">www.institutocervantes.es</a>
2	Journal	Authentik en Espanol (magazine), published by Authentik. ISSN 0791 - 3710

Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8 Level: 08

Module Code/Title:	IRSH 81001 <b>Gaeilge 8</b>
Credits:	5
Level:	08
Duration:	1 Semester
Department Assigned To:	Business Informatics
Total Contact Hours:	48
Directed Study Hours:	24
Independent Study Hours:	28
Total Hours:	100
Prerequisite Knowledge:	Gaeilge 7

Module Description/Aims: Beidh Gaeilge 8 ag tógail ar a bhfuil sealbhaithe ag mic léinn óna modúil eile le béim ar chruinneas foghraíochta agus gramadaí a léiriú mar chuid d'inniúlacht chumarsáide sa labhairt agus scríobh. (Leibhéal C.1) F.T.C.E))

### Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	Per Week	Beidh seomra ranga oiriúnach ag teastáil
2	Practical/Workshop	1	Per Week	Beidh saotharlann oiriúnach ag teastáil

### Learning Outcomes - On successful completion of the module the learner will be able to:

No.	Learning Outcomes
1	Scileanna forbartha teanga a léiriú agus cur chuige nó plean á bhunú
2	Scileanna forbartha teanga a chur i bhfeidhm agus taighde á mheasúnú agus breithiúnas a thabhairt ar ábhair oiriúnacha
3	Neamhspléachas mar fhoghlaimoír a léiriú ag tabhairt faoi phlean oibre nó tionscadal
4	Athmhachnamh mar fhoghlaimoír a léiriú
5	Féintuiscint mar fhoghlaimoír a léiriú.
6	Sealbhú teanga a léiriú

### Teaching & Learning Strategies

No.	Teaching & Learning Strategies
1	<p>San áireamh beidh Nuacht TG4 ó Vifax, NUIM; cláir theilifíse agus raidió; scannáin agus gearrscannáin; Foinse, an nuachtán seachtainiúil agus ailt ó nuachtáin agus ó irisí oiriúnacha, bróisiúir eolas agus leabhair oiriúnacha.</p> <p>Úsáidfear na foclóirí thíosluaite agus suímh oiriúnacha idirlín cosúil le focal.ie; aimsigh.ie agus gaelspell.ie chun scileanna foclóra agus cruinneas teanga a fhorbairt.</p> <p>Beifear ag súil go nglacfaidh na mic léinn páirt ghníomhach sa phróiseas foglaim le ceisteanna a chur agus a fhreagairt; tuairimí a phlé agus a mheasúnú; taighde a aimsiú agus a mheasúnú; ábhair a chur i láthair agus a mheasúnú ar powerpoint, ar bhileog bolscaireachta, ar chlár raidió, mar chlár teilifíse nó suíomh idirlín.</p> <p>Bainfead feidhm as ranganna áirithe teagaisc do na mic léinn ar chúrsaí difriúla chun díriú ar thionscadail ghairmdíríthe.</p> <p>Aoí -léachtóirí .</p>

### Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Gnáth-theanga na cumarsáide	20	<p>Na mórfheidhmeanna teanga</p> <ul style="list-style-type: none"> <li>-Cúrsaí Reatha</li> <li>-An Nuacht - TG4 ó Vifax NUIM nó ón raidió</li> <li>-Soláthrú eolais agus fianaise</li> <li>-Ag léiriú dearcaidh</li> <li>-Nuachtáin</li> <li>-irisleabhair</li> <li>-Suímh oiriúnacha idirlín</li> <li>-Cláir theilifíse</li> </ul>

No.	Content	% Alloc	Detail
			-cláir raidió
2	Saibhreas Teanga	20	-Seanfhocail -Nathanna cainte -Ceol -Scannáin agus gearrscannáin -Aof-léachtóirí
3	Structúir agus Comhréir Teanga	20	An t-Ainmfhocal Na Tuisil 1-5 Díochlaonadh Na Briathra An Aidiacht Na réamhfocail Séimhiú, urú, litriú Na huimhreacha An Chopail
4	Cleachtadh ar chomhlíonadh feidhmeanna idir labhairt agus scríobh	20	Cleachtadh ar chomhlíonadh feidhmeanna idir labhairt agus scríobh
5	Sainteanga chuí	20	

### Assessment Strategies

No.	Assessment Strategies
1	Scrúdú Béil nó agallamh
2	Tionscadal cuí ag tarraingt na feidhmeanna teanga ar fad le chéile
3	Scrúdu ranga
4	Repeat Assessment Strategy: -Scrúdú Béil - athdhéanamh -Tionscadal - Aiste bunaithe ar taighde/scrúdú scríofa/tionscadal aonair nó/agus láithreoireacht(viva) mar atá oiriúnach -Scrúdú Ranga - athdhéanamh

### Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam	Scrúdú sa rang	30	1, 2, 3, 4, 5
2	Continuous Assessment	Project - Individual	Tionscadal aonar bunaithe ar ábhar oiriúnach	40	1, 2, 3, 4, 5
3	Continuous Assessment	Oral Examination	Scrúdú Béil	30	1, 2, 3, 4, 5, 6

### Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Foclóir Gaeilge- Béarla	1857910478	-	An Gúm	2006	
2	Essential	Foclóir Gaeilge-Béarla	1857910370	Niall ó Dónaill	An Gúm	2005	
3	Essential	Foclóir Béarla-Gaeilge	1857910353	Tomás De Bhaldráithe	An Gúm	2006	
4	Essential	Cruinnscriobh na Gaeilge	1901176657	Ciarán Mac Murchaídh	Cois Life	2006	
5	Essential	Leabhar Gramadaí Gaeilge	1902420489	Nollaig Mac Congáil	Cló Iar-Chonnachta	2007	
6	Essential	Speaking Irish, An Teanga Bheo	9780071475631	Siuán Ní Mhaonaigh, Antain Mac Lochlainn	McGraw Hill	2008	
7	Recommended	Foclóir Fiontar	1872327421	Donla Uí Bhraonáin, Eagarthóir	Fiontar DCU	2004	
8	Recommended	Téarmaí Teilifíse & Raidió	1857912098	-	An Gúm	1996	
9	None	Foclóir Staidéir Ghnó	122131448x	Bearnard Ó Dubhthaigh	An Gúm	1996	

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
10	Recommended	Foclóir Ríomhaireachta is Teicneolaíochta Faisnéise	185791516X	-	An Gúm	2004	
11	Recommended	Cuir Gaeilge Air	1901176223	Antain Mac Lochlainn	Cois Life	2000	

*Journals, Websites & Course Material*

No.	Type	Description
1	Website	<a href="http://www.beo.ie">www.beo.ie</a> <a href="http://www.gaeilge.ie">www.gaeilge.ie</a> <a href="http://www.achmhainn.ie">www.achmhainn.ie</a> <a href="http://www.aimsigh.ie">www.aimsigh.ie</a> <a href="http://www.focal.ie">www.focal.ie</a> <a href="http://www.cruinneog.com">www.cruinneog.com</a> <a href="http://www.foinse.ie">www.foinse.ie</a> <a href="http://www.rn1106.com">www.rn1106.com</a> <a href="http://www.rte.ie">www.rte.ie</a> <a href="http://www.tg4.ie">www.tg4.ie</a> <a href="http://www.nuim.ie/language/vifax.shtml">www.nuim.ie/language/vifax.shtml</a>
2	Course Material	Foinse - An Nuachtán seachtainiúl. Ailt ó nuachtáin agus irisí éagsúla



Award Title:	Bachelor of Business (Honours)	TL_BACCT_B	AY 2010/2011
Area of Specialisation:	in Accounting		
Effective From:	AY 2010/2011	Stage: Award	Semester: 8 Level: 08

Module Code/Title: ENGL 81001 **English 8**  
 Credits: 5  
 Level: 08  
 Duration: 1 Semester  
 Department Assigned To: Humanities  
 Total Contact Hours: 36  
 Directed Study Hours: 28  
 Independent Study Hours: 36  
 Total Hours: 100  
 Prerequisite Knowledge: English 7 or CEF level B2+

Module Description/Aims: This module aims to develop skills to differentiate elements of style and register in all text types with a focus on analysing and producing texts related to specialised fields of study and work. The student should also be able to understand and discuss any theme of topical or cultural interest and by the end of the module should be operating at CEF level C1.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Practical/Workshop	2	Per Week	Regular classroom required - 12-15 students
2	Practical/Workshop	1	Per Week	Language Laboratory - Max. 24 students

Learning Outcomes - On successful completion of the module the learner will be able to:

- | No. | Learning Outcomes   |
|-----|---|
| 1   | Employ an appropriate written style and use of register in most communication domains.                            |
| 2   | Understand speech and text where relationships and meanings are only implied.                                     |
| 3   | Analyse long, complex texts focusing on style as well as content in various fields of interest.                   |
| 4   | Negotiate in complex subject areas using well-structured speech and controlled use of language.                   |
| 5   | Speak with minimal interference from L1 accent.   |
| 6   | Speak fluently and spontaneously, using effective circumlocutions without hindering the natural flow of language. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Analysing style and register in news, literature etc.	20	
2	Using connectors and cohesive devices	20	
3	Selecting vocabulary to nuance utterances	20	
4	Consolidating grammatical structures	10	
5	Colloquialisms and idiomatic expressions	10	
6	Identifying and imitating accents	10	
7	Sourcing, compiling and presenting information of student's choice	10	

Assessment Strategies

- | No. | Assessment Strategies   |
|-----|---|
| 1   | Students' progress in the acquisition of the "four skills" will be assessed by written, oral and aural exams during term time and/or in the final exam. |

No. Assessment Strategies

- 2 Students will monitor their own progress by compiling a language log which will document interactions and observations they make in their immediate linguistic environment. Students will be encouraged to share their experiences in class with fellow learners. This may form part of the CA marks.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual	The student will also give an oral presentation of this project to the class	20	1, 2, 3, 5, 6
2	Final Exam (Other)	Aural Examination		20	2, 3
3	Final Exam (Other)	Oral Examination	Part of this exam will require that two students engage in discussion. Each student's contribution will be marked separately.	20	4, 5, 6
4	Final Exam (Scheduled)	Final Written Exam		40	1, 2, 3

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	New Cutting Edge Upper Intermediate	0582825253	Cunningham, S., Moor, P.	Pearson Education	2005	4th
2	Recommended	Market Leader Upper Intermediate	1405813091	Cotton, D., Falvey, D., Kent, S.	Pearson Education	2001	3rd
3	Recommended	Achieve IELTS 2 Upper Intermediate - Advanced	0462007510	Harrison, L., Cushen, C., Hutchinson, S.	Marshall Cavendish	2006	1st

Journals, Websites & Course Material

No.	Type	Description
1	Website	<a href="http://www.poemhunter.com">www.poemhunter.com</a>
2	Website	<a href="http://www.pearsonlongman.com/newcuttingedge/upperintermediate">www.pearsonlongman.com/newcuttingedge/upperintermediate</a>