

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: DBMS 71000 [Databases](#)
Credits: 5
Level: 07
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:

Module Description/Aims: This module introduces the concepts necessary for the design, use and implementation of database systems. It covers the fundamentals of database modelling and design, the languages and facilities provided by database management systems, and the techniques for implementing database systems.

Contact Hours

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

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

- | | |
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| No. | Learning Outcomes |
| 1 | Analyse and evaluate user requirements to produce a database system. |
| 2 | Comprehend the technical issues involved in their design and use. |
| 3 | Build a database system. |

Teaching & Learning Strategies

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| No. | Teaching & Learning Strategies |
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Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Introduction to Databases	5	* Databases and Database Management Systems * Components of the DBMS Environment
2	Database Environment	5	* Three-Level ANSI-SPARC Architecture * Functions of a DBMS
3	The Relational Model	5	* Relations * Keys * Relational Integrity
4	Entity-Relational Modelling	15	* Notation and development of Entity-Relationship Diagrams
5	Normalization	5	* Databata Redundancy * Anomalies * Functional Dependencies * Normalization Process
6	SQL	15	* DML * DDL
7	Database Development	50	* Development of Business Database Systems.

Assessment Strategies

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| No. | Assessment Strategies |
| 1 | Comprehension and knowledge will be assessed by written examination at the end of the module. |
| 2 | Comprehension of module will be further assessed in lab-based assignments and examinations. |

Assessments

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

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Fundamentals of Database Systems	032141506X	Elmasri, R., Navathe, S.,	Prentice Hall	2007	5th
2	Recommended	Database Systems, An Application-Oriented Approach	0321228383	Kifer, M., Bernstein, A., Lewis, P.	Addison Wesley	2005	2nd
3	Recommended	Business Database Systems	1405874376	Connolly, T., Begg, C., Holowczak, R.	Addison Wesley	2008	

Journals, Websites & Course Material

No.	Type	Description
1	Course Material	Lecture notes supplied for both practical labs and theory lectures.

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: MKTG 71001 [International Marketing](#)
Credits: 5
Level: 07
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: None

Module Description/Aims: Having completed this module students will be able to evidence their appreciation of the complexities that exist for the development of marketing strategies when faced with those realities that are pertinent to the international environment.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	30	Per Module	This module will be delivered over a six week period.
2	Tutorial	6	Per Module	This module will be delivered over a six week period.

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

- | | |
|-----|---|
| No. | Learning Outcomes |
| 1 | Know the issues that need to be considered when developing an international marketing strategy. |
| 2 | Evaluate the issues of relevance to the development of an international marketing mix. |
| 3 | Understand the ethical issues associated with marketing in foreign markets. |
| 4 | Appreciate the financial and organisational challenges presented by international marketing. |

Teaching & Learning Strategies

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|-----|---|
| No. | Teaching & Learning Strategies |
| 1 | This module will be delivered using a combination of lectures, tutorials and case work. |

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Developing international marketing strategies.	10	
2	International distribution strategies.	15	
3	International product strategies.	15	
4	International promotional strategies.	15	
5	International pricing strategies.	15	
6	Ethical issues in international marketing.	15	
7	Financial and organisational challenges of international marketing.	15	

Assessment Strategies

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|-----|-----------------------|
| No. | Assessment Strategies |
| 1 | Continuous assessment |
| 2 | Final examination |

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		30	1
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	International Marketing	0077108302	Ghuri & Cateora	Mc Graw Hill	2006	2nd
2	Recommended	International Marketing	9780071105941	Cateora & Graham	Mc Graw Hill	2007	13th
3	Recommended	International Marketing	9780324317022	Czinkota & Ronkainen	Thomson	2007	8th

Journals, Websites & Course Material

No.	Type	Description
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Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: MKTG 71000 **Marketing Research**
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Business Studies
Total Contact Hours: 48
Directed Study Hours: 24
Independent Study Hours: 28
Total Hours: 100
Prerequisite Knowledge:

Module Description/Aims: To develop in the students a thorough knowledge of the fundamental concepts of marketing research. To equip students with the full complement of skills and knowledge required to undertake a research project in Semester 6.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	2	Per Week	
2	Practical/Workshop	1	Per Week	This consists of a one-hour session in a computer lab. Topics will include: coding, data entry, descriptive statistics, correlation, regression, factor analysis, reliability analysis and hypothesis testing.
3	Practical/Workshop	1	Per Week	This consists of a one-hour session in a computer lab. This practical will be used by students to design a research proposal in response to a set research brief submitted by a nominated organisation or business. Additional topics will include: focus groups, on-line focus groups, on-line survey design, questionnaire design, conducting secondary research, report writing, oral presentation of findings.

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

- | | |
|-----|--|
| No. | Learning Outcomes |
| 1 | evaluate the role of marketing research in creating information for effective business management. |
| 2 | apply each of the stages of the marketing research process to a research problem. |
| 3 | design and implement research instruments. |
| 4 | analyse research findings. |
| 5 | propose relevant ethical practices in a particular research scenario. |
| 6 | prepare and present research findings. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The Role of Marketing Research	5	Importance of marketing research in management decision making.
2	Marketing Research Process	10	Problem Definition, Research Design, Data Collection Methods, Sampling, Fieldwork, Data analysis and Report Presentation.
3	Secondary Research	10	Traditional and on-line sources of information, Internal and external data sources, Role of state agencies and private bodies/organisations, Advantages and limitations of secondary data.
4	Primary Sources of Information	20	Focus Groups - types, process, analysis, advantages and disadvantages. Survey - types, factors affecting survey choice, advantages and disadvantages

No.	Content	% Alloc	Detail
			Observation - human versus mechanical, disguised vs open, lab vs field, direct vs indirect
5	Data Acquisition	10	Measurement, reliability, validity Scaling techniques Attitude measurement Attitude scales
6	Questionnaire Design	5	Questionnaire design process
7	Sampling	10	Probability versus Non-probability sampling techniques, Developing a sampling plan, Determining sample size.
8	Data Processing and Analysis	20	Data processing and analysis: coding, validating, data entry, tabulation of results, hypothesis testing, reliability analysis, correlation, cluster analysis, regression analysis and factor analysis
9	Marketing Research Communications	5	Communication of research findings Report writing Oral Presentation
10	Ethics of Marketing Research	5	Responsibilities to respondents, the client and the general public.

Assessment Strategies

No. Assessment Strategies

- Students' knowledge and application of marketing research theory and concepts will be assessed by a written exam at the end of the semester.
- Students' knowledge of and skills in data analysis will be assessed through a computer-based exam. This will take place during the semester.
- Students' ability to apply their knowledge of marketing research concepts and theory to a live research problem will be assessed by submission of a research proposal.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Scheduled)	Final Written Exam		60	1, 2, 3, 4, 5, 6
2	Continuous Assessment	Computer based - Individual		20	4
3	Continuous Assessment	Project - Group		20	2

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Marketing Research in Ireland	9780717142002	Domegan, C., Fleming, D.	Gill and Macmillan	2007	3rd
2	Recommended	Marketing Research Essentials with SPSS	9780470169704	McDaniel, C., Gates, R.	Wiley	2010	7th
3	Recommended	Marketing Research	9780073404707	Hair, J. F., Bush, R. P., Ortinau, D. J.	McGraw Hill	2008	4th
4	Recommended	Marketing Research	9780618660636	Parasuraman, A., Grewal, D., Krishnan, R.	Houghton Mifflin	2007	2nd
5	Recommended	Marketing Research An Applied Orientation: Global Edition	9780136094234	Malhotra, N.	Pearson Education	2009	6th
6	Recommended	Qualitative, Quantitative and Mixed Method Approaches	9781412965569	Creswell, J. W.	Sage Publications	2009	3rd
7	Recommended	SPSS: Analysis Without Anguish Using SPSS Version 17.0 for Windows	9781742165462	Coakes, S. J.	Wiley	2010	
8	Recommended	PASW Statistics 17 Made Simple	9781848720268	Kinney, P., Gray, C.	Psychology Press	2009	

Journals, Websites & Course Material

No.	Type	Description
1	Website	http://www.mii.ie/
2	Website	http://www.mrs.org.uk/
3	Website	http://www.esomar.org/
4	Website	http://www.cso.ie/
5	Journal	Marketing Intelligence & Planning
6	Journal	Qualitative Market Research: An International Journal
7	Journal	Qualitative Research in Organisations and Management: An International Journal
8	Journal	Journal of Marketing Research
9	Journal	International Journal of Research in Marketing
10	Journal	International Journal of Market Research
11	Course Material	Video on conducting focus groups (McDaniel and Gates, 2006).

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: ACCT 71000 [Principles of Managerial Finance](#)
Credits: 5
Level: 07
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 appraise the operations and finances of a business and develop a critical appreciation of financial services and corporate regulation.

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 | Critically analyse the operating and financial elements of a business. |
| 2 | Evaluate the interaction between business operations and financing structures. |
| 3 | Appraise financial services and products. |
| 4 | Assess the impact of corporate governance and financial regulation on financing and business structures. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The Financial World	15	* Objective of the firm. * Ownership, control and agency theory. * Role of the financial manager.
2	Financial Services	20	* The financial system. * Flow of funds and financial intermediation. * Savings and investments. * Loans, mortgages and credit. * Risk assessment, insurance and pensions.
3	Equity Finance	15	* Stock markets and global equity trading. * Raising equity capital * Corporate floatation. * Equity Finance for unquoted firms.
4	Long-Term Debt Finance	15	* Bank borrowing and credit rating. * Bond Issuance and valuation. * Project finance, sale & leaseback and securitisation.
5	Short-Term and Medium-Term Finance	15	* Bank term loans and overdrafts. * Trade credit and management of receivables. * Leasing and hire purchase. * Debt factoring.
6	Financial Regulation and Corporate Governance	20	* The rationale for financial and corporate regulation. * The regulatory process and the framework of compliance. * Role of the regulatory agencies for financial reporting, corporate compliance, quoted companies and financial institutions. * Regulation of banking, consumer credit and investment business. * Corporate governance and the structure and nature of the mechanisms by which owners govern management. * Evaluation of board of directors, executive remuneration, accountability &

No.	Content	% Alloc	Detail
			audit and investor relations.

Assessment Strategies

No. Assessment Strategies

- 1 The application of the managerial finance framework is tested in written assessments that require analysis of corporate cases, discussion of key concepts and evaluation of published corporate information.

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	Financial Management	0717138429	Paul O'Meara, Thomas Power, Stephen Walsh	Gill & Macmillan Ltd	2005	2e
2	Recommended	Combined Code on Corporate Governance	0000000000000	Financial Reporting Council	Financial Reporting Council	2006	1e
3	Recommended	Consumer Protection Code	0000000000000	Financial Regulator	Financial Regulator	2006	1e

Journals, Websites & Course Material

No.	Type	Description
1	Website	http://www.sharewatch.com/
2	Website	http://www.onbusiness.ie/
3	Website	http://uk.finance.yahoo.com/
4	Website	http://news.ft.com
5	Website	http://www.ifsra.ie/

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: LAWS 71001 [Company Law](#)
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Business Studies
Total Contact Hours: 48
Directed Study Hours: 24
Independent Study Hours: 28
Total Hours: 100
Prerequisite Knowledge:

Module Description/Aims: To understand the principles underlying company law.
to understand the framework in which law operates
To understand how commercial contracts and other applicable law are relevant to the real world.

Contact Hours

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

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

- No. Learning Outcomes
- 1 identify the sources of law and understand the concepts of judicial precedents
Distinguish between the concepts of civil law and criminal law
understand the benefits of incorporation understand the concept of ultra vires
specify the roles of the officers of the court
to understand how commercial contracts and other applicable law are relevant to the role company directors

Teaching & Learning Strategies

- No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	law fundamentals, Company Law, Commercial Law.	100	

Assessment Strategies

- No. Assessment Strategies
- 1 CA and final written examination. Students must attend lectures and take their own notes

Assessments

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

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Paul a Mac dermott contract law	1234567890	paul a macdermott	butterworths	2001	

Journals, Websites & Course Material

No.	Type	Description
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No.	Type	Description
1	Course Material	Students must take notes in lectures

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: CULT 71001 **Irish Studies 1**
Credits: 5
Level: 07
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: An analysis of the historical dimensions to Irish culture including land, people language, lore and literature. Students, using an interdisciplinary approach will analyse and explore the genesis and historical development of Irishness. The module will be structured around particular themes (see Indicative Syllabus Content below).

Contact Hours

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

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

- | No. | Learning Outcomes |
|-----|---|
| 1 | Articulate analytical skills in content relating to historical Irish cultural realities |
| 2 | Differentiate between different styles and types of content that relate to Irish history, mythology and culture |
| 3 | Analyse political, historical and social developments and evolutions that impacted on, or coincided with the emergence of traditions, thought forms and cultural products |
| 4 | Decipher and unpack the metaphor and language of myths |

Teaching & Learning Strategies

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

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Early invasions and changing landscapes	20	
2	The origins of myth	20	
3	Cultural hybridities	20	
4	Crosslinguistic developments and assimilations	20	
5	Folklore	20	

Assessment Strategies

- | No. | Assessment Strategies |
|-----|-----------------------|
| 1 | Essay |
| 2 | Presentation |
| 3 | Oral examination |

Assessments

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

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	The Celts	1905172206	Dáithí O hOgáin	Collins	2006	
2	Essential	Myth Legend and Romance	0132759594	Daithi O Hogain	Prentice Hall	1991	
3	Essential	Irish Classics	1862073864	Declan Kiberd	Granta	2000	
4	Essential	Early Irish Lyrics	1851821775	Myles Dillon	Four Courts	1994	
5	Recommended	Literature in Irish	0906404088	Proinsias Mac Cana	Dept. of Foreign Affairs	1980	
6	Recommended	The Course of Irish History	1856351084	T W Moody and F. X. Martin	Mercier	1994	3rd
7	Essential	Locating Irish Folklore	1859181686	Diarmuid O Giolláin	Cork University Press	2000	
8	Recommended	Milestones in Irish History Dublin:	185635217x	Liam de Paor (ed.)	Mercier	1986	
9	Recommended	The People of Ireland Dublin	0862812100	Patrick Loughrey (ed.)	Appletree	1989	

Journals, Websites & Course Material

No.	Type	Description
1	Journal	Bealoideas
2	Website	CELT Corpus of Electronic Texts http://www.ucc.ie/celt/

Module Code/Title: MGMT 71000 [Management Principles](#)

Credits: 5

Level: 07

Duration: 1 Semester

Department Assigned To: Business Studies

Total Contact Hours: 48

Directed Study Hours: 12

Independent Study Hours: 40

Total Hours: 100

Prerequisite Knowledge: None

Module Description/Aims: The aim of the module is to give the student a broad awareness of management theories and concepts and their application to the various functions, structures and operations of the modern organisation.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	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 | Appraise the role of management |
| 2 | Evaluate the theories of management |
| 3 | Assess the impact of the environmental forces on an organisation's activities |
| 4 | Examine the nature of planning, decision making and control in the organisation |
| 5 | Analyse the nature of organisational change |
| 6 | Formulate human resource management policies |

Teaching & Learning Strategies

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

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Introduction to Management	10	* Management definition and process * Basic managerial roles and skills * Scope of management
2	History of Management	10	* Scientific, classical, behavioural and management science theories * Recent developments in management theory * Systems, contingency and total quality management * Contemporary management issues and challenges.
3	The Environmental Context of management	20	* The external environment * The internal environment. * The organisational culture. * Diversity and multiculturalism in organisations.
4	Planning	15	* Importance of planning * Levels of Strategy * Strategic planning * Operational planning
5	Decision Making	10	* Nature of decision making * The rational model * Challenges to the rational model

No.	Content	% Alloc	Detail
6	Control	10	* Purpose of control * Types of control. * Control process. * Managing control
7	Change	10	* Forces for change * Change process * Managing change in organisations * Organisational development * Organisational innovation
8	Human Resource Management	15	* Strategic importance of HRM * Human resource planning * Attracting Human Resources * Developing Human Resources * Retaining Human Resources

Assessment Strategies

No. Assessment Strategies

- 1 The students will be assessed through a combination of in class continuous assessment and an end of semester examination.

Assessments

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

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Modern Management- Theory and practice for Irish Students	9780717140305	Siobhan Tiernan, Michael j. Morley, Edel Foley	Gill Macmillan	2006	3rd
2	Recommended	Management	0618767959	Ricky W Griffin	Houghton Mifflin	2008	9th
3	Recommended	Developing management skills	9781843981480	Chris Routledge, Jan Carmichael	CIPD	2007	
4	Recommended	The Future of Management	1234567891011	Gary Hamel	Prentice hall	2007	1st

Journals, Websites & Course Material

No.	Type	Description
1	Journal	Harvard Business Review
2	Website	IMI
3	Journal	Business Week
4	Journal	Management

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: PROC 71000 **Procurement Management**
 Credits: 5
 Level: 07
 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 module focuses on the principles and strategies of procurement and supply management. It provides an examination of purchasing as a major functional area of business, the management decision making involved and emphasises the importance of procurement management as vital and primary activity of business.

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Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	30	Per Module	
2	Tutorial	6	Per Module	

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

- | No. | Learning Outcomes |
|-----|---|
| 1 | Assess how better management of purchasing activities can lead to increased profitability. |
| 2 | Appraise the steps, procedures and systems necessary for effective procurement.
Describe and value the activities that must be performed by the purchasing function. |
| 3 | Appraise the impact of the just-in-time/total quality management philosophy on supply management. |
| 4 | Compare and contrast the various models of purchasing organisational required in a global economy. |
| 5 | Select and evaluate vendors. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Purchasing & Supply Management.	15	The purchasing function's contribution to profitability. Relationship between the purchasing function and other functional areas. The evolution of supply chain management concept. Classification of purchasing, materials management, and supply chain management. Classification of products and suppliers.
2	Purchasing procedures and E purchasing.	20	Steps involved in the purchasing procedure from recognition through final payment and evaluation. Examination of the role of E-Commerce in the procurement process. Study of the relationship between the purchasing function and inventory, ordering and transportation.
3	Lean Purchasing.	10	Characteristics of Just-in-Time scheduling and purchasing.
4	Supplier selection & evaluation.	40	The Strategic Sourcing Plan. Discovering Potential Suppliers. Evaluating Potential Suppliers. Selecting Suppliers. Bidding Versus Negotiation. Developing Suppliers.

No.	Content	% Alloc	Detail
5	Global Sourcing.	15	Benefits and costs of global sourcing. Exchange rates. Risks involved.

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	Exam will include multiple choice questions, mathematical exercises and essay type questions.	30	1, 2
2	Final Exam (Scheduled)	Final Written Exam	Module concepts will be assessed by mathematical exercises and written examination at the end of the semester.	70	1, 2, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Purchasing & Supply Management	0071106308	Benton W C	Mc Graw Hill	2007	1
2	Recommended	Purchasing & Supply Chain Management	1844800245	Van Weele	Thomson	2005	4

Journals, Websites & Course Material

No.	Type	Description
1	Journal	International Purchasing and Supply
2	Website	Purchasinga2z.com

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: TOUR 71001 [Tourism Studies](#)
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Hotel, Catering & Tourism
Total Contact Hours: 36
Directed Study Hours: 0
Independent Study Hours: 64
Total Hours: 100
Prerequisite Knowledge: None

Module Description/Aims: This module aims to introduce students to tourism as an area of academic and applied study

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 key concepts and definitions
 - 2 Examine the evolution and growth of tourism
 - 3 Evaluate the factors shaping demand for tourism experiences
 - 4 Examine the various tourism distribution strategies
 - 5 Assess the components of the tourism product

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Concepts and definitions	10	
2	The evolution and growth of tourism	10	
3	Consumer behaviour and tourism demand	20	
4	Seasonality in tourism	10	
5	The chain of distribution for tourism	20	
6	The tourism product	30	

Assessment Strategies

- No. Assessment Strategies
- 1 Knowledge and comprehension of module concepts will be assessed using an in class test and a final written exam

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Assignment - In Class		50	1, 2, 3
2	Final Exam (Scheduled)	Final Written Exam		50	1, 2, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Tourism principles and practice	0273684060	Cooper et al	Prentice Hall	2006	3rd
2	Recommended	Tourism: a modern synthesis	1861526407	Page et al	Thomson	2001	
3	Recommended	Tourism management	047080954x	Weaver & Lawton	Wiley	2006	3rd
4	Recommended	the tourism and travel industry in ireland	0717132293	D Guiney	Gill & Macmillan	2002	

Journals, Websites & Course Material

No.	Type	Description
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Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: RETL 71001 **Selling and Sales Management**
 Credits: 5
 Level: 07
 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 aim of this module is to equip the learner with the requisite skills for a successful career in the personal selling function and, with the addition of practical experience, to progress into sales management

Contact Hours

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

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

- No. Learning Outcomes
- 1 Critically assess the role of personal selling in society and in the business
- 2 Examine consumer and organisational buying behaviour and be in a position to utilise it in developing sales strategies
- 3 Prepare a selling plan and complete each step of the selling process
- 4 Develop and deliver an effective oral or written sales presentation
- 5 Manage the sales function

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The Nature and Role of Personal Selling	10	Marketing; the role of selling in: marketing; the business, society and the economy; attributes of personal sellers; classifications of selling jobs; functions of salespeople
2	Consumer and Organisational Buying Behaviour	10	The objects, objectives, organisation and operations of the consumer market. The content, structure, and process of the organisational market
3	The Selling Process	20	Prospecting, qualifying, establishing needs, making appointments, the presentation, the communications models, the demonstration, handling objections, closing the sale, follow-up
4	Negotiations	5	Setting parameters; understanding relative power, maximum, minimum and optimum requirements; win-lose Versus win-win
5	Situational Selling	5	Major Account Management; selling against competition; retail selling; telesales; industrial selling; international selling; trade show selling
6	Written Sales Communications	5	Written proposals; sales letters; sales bulletins; sales manuals
7	Managing The SIS	5	Call reports; sales records/analyses; competitor and customer intelligence; measuring sales potential; sales forecasting.
8	The Regulatory Environment	5	The law; guarantees and warranties; litigation and arbitration; ethics
9	Self Management	15	Time management; managing expenses; handling rejection; self-motivation; the Pareto principle; customer files, territory management; routing
10	Sales Management	20	Organising the sales force; recruiting and selecting; allocating territories; remuneration; motivation; quotas; training; evaluating performance.

Assessment Strategies

No. Assessment Strategies

- 1 The learning outcomes of this module will be assessed by means of an individual practical project and an end of semester examination

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual	Each student will research a product, submit a written report and make an oral sales presentation to a would-be customer. The student will also present a written self-evaluation of the sales presentation. With the co-operation of local retailers the sales presentation will be made in a real-life situation.	50	3, 4
2	Final Exam (Scheduled)	Final Written Exam		50	1, 2, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Selling and Sales Management	0273695797	David Jobber and Geoff Lancaster	Prentice Hall	2006	7th
2	Recommended	Fundamentals of selling: Customers for life	0071123377	Charles futrell	McGraw Hill	2002	7th International
3	Recommended	Sales and Sales Management	184218010x	Jim Blythe	Blackhall	2000	

Journals, Websites & Course Material

No.	Type	Description
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Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: FREN 71000 **French and Contemporary Society**
 Credits: 5
 Level: 07
 Duration: 1 Semester
 Department Assigned To: Humanities
 Total Contact Hours: 36
 Directed Study Hours: 28
 Independent Study Hours: 36
 Total Hours: 100
 Prerequisite Knowledge: Module 3 or 4 or equivalent.

Module Description/Aims: This module is designed to enhance the students' written and oral communicative competence in the language, with a focus on contemporary society. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (threshold) 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	This practical will be held in a computer-based language laboratory. Maximum student numbers: 16.

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

- | No. | Learning Outcomes |
|-----|--|
| 1 | Interact with reasonable ease in less predictable contexts. |
| 2 | Independently source and analyse information. |
| 3 | Analyse and compare written texts on cultural and social topics. |
| 4 | Engage in guided discussion of cultural and social topics. |
| 5 | Understand a range of aural material on contemporary topics. |
| 6 | Present material on an aspect of French society. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	General communication	40	*Engaging in sustained interaction and discussion. *Expressing opinions, points of view. *Speculating about possible events and outcomes. *Formulating an argument. *Extracting information from and commenting upon information from authentic and quasi-authentic texts. *Course-specific content where appropriate.
2	Language structures	20	* Compound tenses. * Direct and indirect object pronouns. *Y and en.
3	Key trends in contemporary society.	20	* Charles de Gaulle and the 5th Republic. * The events of May 1968. * Changes in French society after May 1968. * Women in contemporary French society. * The family in contemporary French society.
4	Current issues	20	* Topical, up-to-date news items

Assessment Strategies

No. 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 exam.

Assessments

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 contemporary French society.	20	1, 2, 3, 4, 6
2	Final Exam (Other)	Aural Examination		20	5
3	Final Exam (Scheduled)	Final Written Exam		60	3, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Tempo 2: Méthode de français	2278044273	Bérard, E et al.	Didier	1997	
2	Recommended	Tempo 2: Cahier d'exercices	2278044281	Bérard, E et al	Didier	2004	
3	Recommended	Comment vivent les Français	2235053285	Mermet, G	Larousse	2003	
4	Recommended	French cultural studies: an introduction	0198715013	Forbes, J; Kelly, M. (eds)	Oxford University Press	1995	
5	Recommended	Personnages	0618267077	Oates, M; and Dubois, J;	Houghton Mifflin	2002	
6	Recommended	Delf B1: 200 activités avec livret de corrigés (1 cd audio)	2090352302	Bloomfield, A; Beya, AM	Fernand Nathan	2006	
7	Recommended	Panorama 2: Méthode de français.	2090334681	Girardet, J; et al	Clé International	2004	
8	Recommended	French Grammar in Context: Analysis and practice	0340807601	Jubb, M; and Rouxville, A	Hodder Arnold	2003	2nd.

Journals, Websites & Course Material

No.	Type	Description
1	Journal	Etincelle: Magazine, matériel audio et exercices pour niveau intermédiaire
2	Website	www.bbc.co.uk/languages
3	Website	www.bonjourdefrance.com
4	Website	www.elysée.fr
5	Website	www.globegate.utm.edu/french/globegate_mirror/gramm.html
6	Website	www.cortland.edu/flteach/civ
7	Website	www.presseradiotv.com
8	Website	www.premier-ministre.gouv.fr
9	Website	www.quia.com/dir/french

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: GERM 71000 [German and Contemporary Society](#)
Credits: 5
Level: 07
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 3 or German 4 or equivalent

Module Description/Aims: This module is designed to enhance the students' oral and written communicative competence in German, with a focus on contemporary society. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (threshold) 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	Language laboratory (max. 16 students)

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

- | No. | Learning Outcomes |
|-----|--|
| 1 | Interact with reasonable ease in less predictable contexts. |
| 2 | Independently source and analyse information. |
| 3 | Analyse and compare written texts on cultural and social topics. |
| 4 | Engage in guided discussion of cultural and social topics. |
| 5 | Understand a range of aural material on contemporary topics. |
| 6 | Present material on an aspect of German society. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	General Communication	40	* Engaging in sustained interaction and discussion * Expressing opinions, points of view * Speculating about possible events and outcomes * Formulating an argument * Extracting information from and commenting upon information from authentic and quasi-authentic texts * Course-specific content where appropriate
2	Language Structures	20	* Dative case, verbs with dative * Accusative and dative pronouns * Demonstrative pronouns * Co-ordinating conjunctions * Sub-ordinating conjunctions * The imperfect
3	Key Trends in Contemporary Society	20	* The modern German family * Travel * Tourism * Immigration * Germany after Reunification
4	Current Issues	20	* Topical, up-to-date news items

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
1	Continuous Assessment	Presentation	Students will prepare and deliver an in-class presentation on a topic relevant to contemporary German society.	20	1, 2, 3, 4, 6
2	Final Exam (Other)	Aural Examination	Final Exam (Other) must be attempted.	20	5
3	Final Exam (Scheduled)	Final Written Exam		60	3, 4

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.	Hueber Verlag	2006	
2	Essential	The Concise Oxford-Duden German Dictionary	0198601336	Clark, M. & Thyen, O. (Eds.)	Oxford University Press	1997	
3	Recommended	Cambridge Companion to Modern German Culture	0198715013	Kolinsky, E. and van der Will, W. (eds)	Cambridge University Press	1998	
4	Recommended	German Cultural Studies: An Introduction	019871503x	Burns, R.	Oxford University Press	1995	
5	Recommended	Themen 2 Aktuell: Kursbuch und Arbeitsbuch Lektion 1-5	3191816919	Aufderstraβe u.a.	Max Hueber Verlag	2003	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.bbc.co.uk/languages/german
2	Website	www.hueber.de/schritte-international
3	Website	www.deutsch-lernen.com
4	Website	www.learn-german-links.net
5	Website	www.daf-portal.de
6	Website	www.webgerman.com
7	Website	www.themen.de
8	Website	www.dw-world.de
9	Website	www.welt.de
10	Website	www.dict.leo.org
11	Journal	Katapult: authentische Lese- und Hörtexte mit Űbungen

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: SPAN 71000 **Spanish and Contemporary Society**
Credits: 5
Level: 07
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 3 OR Spanish 4, or equivalent

Module Description/Aims: This module is designed to enhance the students' oral and written communicative competence in Spanish, with a focus on contemporary society. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (Threshold) 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	Language Laboratory. Max. 20 students.

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

- | No. | Learning Outcomes |
|-----|--|
| 1 | Interact with reasonable ease in less predictable contexts. |
| 2 | Independently source and analyse information. |
| 3 | Analyse and compare written texts on cultural and social topics. |
| 4 | Engage in guided oral or written discussion on cultural and social topics. |
| 5 | Understand a range of aural material on contemporary topics. |
| 6 | Present material on an aspect of Spanish or Hispanic culture. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	General Communication	40	* Engaging in sustained interaction and discussion * Expressing and interpreting opinions and points of view * Recounting incidents and outlining storylines * Speculating about possible events and outcomes * Formulating and presenting basic argument * Extracting information from and commenting upon information from authentic and quasi-authentic texts (aural and written) * Course-specific content where appropriate
2	Language Structures	20	* Differentiating Imperfecto from Preterito * Use of "Hace" in time expressions (ago/for) * Conditional * Demonstrative adjectives and pronouns * Conjunctions
3	Key Issues and Trends in Contemporary Society	20	• Contemporary social issues Youth culture
4	Current Affairs	20	* Topical, up-to-date News items

Assessment Strategies

No. Assessment Strategies

No. Assessment Strategies

- 1 The four language skills will be examined using written, aural and oral assessments in continuous assessment and final exam.

Assessments

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 contemporary Spanish society	20	1, 2, 4, 6
2	Final Exam (Scheduled)	Final Written Exam		60	3, 4
3	Final Exam (Other)	Aural Examination		20	5

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	Collins Spanish Dictionary	0004701526	N/A	Harper Collins	2000	
4	Recommended	Ghosts of Spain	057122167x	Tremlett, G	Faber	2006	

Journals, Websites & Course Material

No.	Type	Description
1	Course Material	La Cometa (magazine). Garrido (ed.), Published by Authentik ISSN 1393 063X
2	Website	www.bbc.co.uk/languages
3	Website	www.institutocervantes.es

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title:	IRSH 71000 Gaeilge 5
Credits:	5
Level:	07
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 4

Module Description/Aims: Beidh sé mar príomhchuspóir ag an modúl seo go mbeidh ar chumas mac léinn riaradh ghlán-inniúil ar a gcuid riachtanas cumarsáide i gcomhair agallamh agus iad ag iarraidh poist a aimsiú. (Leibhéal B1.2 (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	Teanga ghairmdhírthe a chur i bhfeidhm idir labhairt agus scríobh.
2	Taighde/ fianaise a bhailiú, a chur in eagar, a chur i láthair, a mheasúnú agus a chur i bhfeidhm, go neamhspleách, chun cur le coincheap nó smaoineamh.
3	Eolas agus dearcadh a léiriú, a phlé agus a chosaint.
4	Léirmheas agus anailís a chur i láthair i gcómhtheacs gairmiúil.
5	Cruinneas foghraíochta agus gramadaí a léiriú agus cumarsáid ar siúl.

Teaching & Learning Strategies

No.	Teaching & Learning Strategies
1	Bainfear feidhm as straitéisí éagsúla chun na torthaí foghlama a chomhlíonadh: san áireamh beidh Nuacht TG4 ó Vifaz (NUIM), cláir theilifíse agus raidió, scannáin agus gearrscannáin, Foinse, agus ailt ó nuachtáin agus irisí oiriúnacha, bróisiúir eolais agus leabhair oiriúnacha. Cuirfidh aoí-léachtóirí ábhair oiriúnacha i láthair. Úsáidfear na foclóirí thíosluaite, Fiontar ach go h-áirithe don mhodúl seo, agus suímh éagsúla idirlín, chun scileanna foclóra agus cruinneas teanga a fhorbairt. 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 chumhphointe agus a mheasúnú, ar bhileog bolscaireachta ar chláir raidió, mar chláir theilifíse nó suímh Idirlín

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Teanga ghairmdhírthe	40	- Triail agallamh i gcomhair poist - Sonrú jab a scrúdú agus eolas cuí a bhaint le húsáid i C.V. - C.V. a chruthú, litir oiriúnach a chur leis, foirm iarratais a líonadh - Ríomhphoist a scríobh a bhaineann le saol na h-oibre - Ríomhphoist a scríobh ag tabhairt cuireadh d'aoí léachtóirí teacht - Aoí-léachtóirí ag teacht ó chomhlachtaí oiriúnacha
2	Gnáth-theanga na cumarsáide	20	Na mórfheidhmeanna teanga -Cúrsaí reatha -An Nuacht -tg4 ó Vifaz NUIM nó ón raidió -Soláthrú eolais agus fianaise -Ag léiriú dearcaidh

No.	Content	% Alloc	Detail
			-Nuachtáin -Irisleabhair -Suímh oiriúnacha idirlín -Cláir theilifise -Cláir raidió
3	Structúr agus comhréir teanga	20	Aibítear, Úsáid foclóirí, Litriú, séimhiú, urú, na briathra, an t-ainmfhocal, na tuisil, na réamhfhocail, na huimhreacha, an aidiacht, infhilleadh, cruinneas, aistriúchán.
4	Saibhreas Teanga	20	-Seanfhocail -Nathanna Cainte -Ceol -Scannáin agus gearrscannáin

Assessment Strategies

No.	Assessment Strategies
1	Beidh C.V. agus litir iarratais nó foirm iarratais le cruthú mar thionscadal.
2	Beidh triail agallamh i gcomhair poist áirithe le déanamh.
3	Bainfear úsáid as scrúdú scríofa mar mheasúnú leanúnach sa rang chun cruinneas teanga a mheasúnú nó cluastuisctint. Braithfidh sé ar chumas an ghrúpa.
4	Repeat Assessment Strategy: - Tionscadal - athdhéanamh - Béaltriail - athdhéanamh - Scrúdú ranga - athdhéanamh

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual	C.V agus litir iarratais nó foirm iarratais a chruthú.	40	1, 2, 5
2	Continuous Assessment	Oral Examination	Triail agallamh le haghaidh poist	30	1, 2, 3, 4, 5
3	Continuous Assessment	Class Exam	Scrúdú scríofa nó cluastuisctint	30	1, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Foclóir Gaeilge -Béarla	1857910478	Níl aon údar ar leith luaite	An Gúm	2006	
2	Essential	Foclóir Gaeilge -Béarla	1857910370	Niall Ó Dónaill	An Gúm	2005	
3	Essential	English -Irish Dictionary	1857910353	Tomás De Bhaldraithe	An Gúm	2006	
4	Essential	Foclóir Fiontar	1872327421	Donla Uí Bhraonáin, Eagarthóir	Fiontar DCU	2004	
5	Essential	Leabhar Gramadaí Gaeilge	1902420489	Nollaig Mac Congáil	Cló Iar Chonnachta	2007	
6	Recommended	Cruinnscríobh na Gaeilge	1901176657	Ciaran Mac Murchaidh	Cois Life	2006	
7	Recommended	Téarmaí Teilifise agus Raidió	1857912098	-	An Gúm	1996	
8	Recommended	Foclóir Staidéir Ghnó	122131448x	Bearnard Ó Dubhthaigh	An Gúm	1996	
9	Recommended	Foclóir Ríomhaireachta is Teicneolaíochta Faisnéise	185791516X	-	An Gúm	2004	
10	Recommended	Cuir Gaeilge Air	1901176223	Antain Mac Lochlainn	Cois Life	2000	
11	Recommended	Speaking Irish, An Ghaeilge Bheo	9780071475631	Siuán Ní Mhaonaigh, Antain Mac Lochlainn	McGraw Hill	2008	

Journals, Websites & Course Material

No.	Type	Description
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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
2	Course Material	Foinse - An Nuachtán seachtainiúl. Ailt ó nuachtáin agus irisí éagsúla

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: ENGL 71000 **English 5**
Credits: 5
Level: 07
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 4 or CEF level B1+ or equivalent

Module Description/Aims: The aim of this module is to bring students to a level of competence in the English language which enables them to communicate with increasing confidence, leading to more natural self-expression than heretofore. Students will be able to communicate in a wide variety of situations, operating at a level approaching B2 on the CEF scale across the four skills.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Practical/Workshop	2	Per Week	Regular classrom 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 | Converse fluently and understand other speakers, even in a noisy environment. |
| 2 | Construct and sustain arguments related to his/her field of personal or professional interest. |
| 3 | Speculate about causes, consequences and hypothetical situations. |
| 4 | Understand details of reasonably familiar broadcast material delivered in standard dialect. |
| 5 | Notice and correct errors while speaking or writing. |
| 6 | Pronunciation: Consolidation of stress, linking and intonation. |

Teaching & Learning Strategies

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

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Use of auxiliaries to develop conversation	10	
2	Narrative techniques	10	
3	Expressing and discussing emotions	10	
4	Interpreting graphs, tables, charts etc.	10	
5	(Irish) cultural topics and current issues	20	
6	Pronunciation: Stress, linking and intonation	20	
7	Developing an argument	10	
8	Level-appropriate grammatical structures	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 |

No. Assessment Strategies
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 fellow learners. This may form part of the CA marks.

Assessments

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

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	New Cutting Edge Intermediate	0582825172	Cunningham, S., Moor, P.	Pearson Education	2005	3rd
2	Recommended	Market Leader Intermediate	0582838096	Cotton, D, Falvey, D., Kent, S.	Pearson Education	2005	6th
3	Recommended	Just Reading and Writing Intermediate	0462007111	Harmer, J. & Lethaby, C.	Marshall Cavendish	2004	
4	Recommended	Just Listening and Speaking	0402007146	Harmer, J. & Lethaby, C.	Marshall Cavendish	2004	
5	Recommended	Practical English Usage	019431197x	Swan, M.	OUP	1995	14th
6	Recommended	FCE Gold Plus	1405876786	Wilson, J., Acklam R., Newbrook, J.	Pearson Education	2008	
7	Recommended	Achieve IELTS Intermediate-Upper Intermediate	0462007472	Harrison, L., Cushen, C.	Marshall Cavendish	2005	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.longmanpearson.com/newcuttingedge/intermediate
2	Website	www.esl-lab.com
3	Website	http://itesl.org/links/ESL/Writing/
4	Website	www.breakingnewsenglish.com/
5	Website	www.Ireland.com
6	Website	www.examenglish.com

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: ACCT 71012 **Understanding Personal Financial Needs and Products**
Credits: 5
Level: 07
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: None

Module Description/Aims: This module examines the types of personal financial products available in today's marketplace, their features, benefits and applicability to varying client situations. On completion of this course of study students will have obtained a life skill which will be of benefit to them in assessing all of the financial transactions and contracts typically encountered by adult consumers. In addition, students wishing to pursue a career in the financial services industry will have developed a strong foundation on which to build their professional qualifications.

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 Explain what is meant by the life cycle of personal financial need.
 - 2 Outline the five categories of personal financial product.
 - 3 Compare the features and benefits of personal financial products within each of the five categories of personal financial product.
 - 4 Appraise client needs for personal financial products and justify financial advice proposed.
 - 5 Interpret the requirements of the Consumer Protection Code.
 - 6 Assess providers of financial advice.

Teaching & Learning Strategies

- No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The life cycle of personal financial need.	10	
2	Personal Financial Products.	50	Protection products. Savings products. Retirement products. Mortgage products. Investment products.
3	The client fact find.	20	
4	Regulation - Consumer Protection Code.	10	Provider obligations. Consumer rights.
5	Assessing Financial Advisors.	10	Types of financial advisors. Minimum competence requirements.

Assessment Strategies

- No. Assessment Strategies
- 1 Continuous assessment.

- No. Assessment Strategies
 2 Final examination.

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, 6

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Student Material To Be Provided By Lecturer	1111111111	Elizabeth Mc Entee	None	2008	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.ifsra.ie
2	Website	www.revenue.ie
3	Website	www.welfare.ie
4	Website	www.pensionsboard.ie

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: TAXN 71002 **Personal Taxation**

Credits: 5

Level: 07

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: This is an Educational Broadening Module. It is assumed that the student has no in-depth knowledge of the subject prior to commencing the module.

Module Description/Aims: This module prepares the student for the various tax liabilities which they will face in their future careers, be it as an employee or an employer.

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 | Prepare an income tax computation for the PAYE employee. |
| 2 | Assess tax credits, allowances and reliefs available to the employee. |
| 3 | Distinguish between the various classes of PRSI and its effect on remuneration. |
| 4 | Calculate Capital Gains Tax and Capital Acquisitions Tax liabilities for the individual. |
| 5 | Evaluate the income tax implications for the self-employed individual. |
| 6 | Inspect and navigate the Irish Revenue's on-line taxation service. |

Teaching & Learning Strategies

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

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Income Tax Computation	40	Prepare an income tax computation for the PAYE employee.
2	Capital Gains Tax	15	Assess the CGT rules in operation and calculate a Capital Gains Tax liability.
3	Capital Acquisition Tax	15	Introduction to Gift Tax and Inheritance Tax.
4	Income tax Computation for Self employed individual	20	Preparation of Income tax computation for a self-employed individual.
5	Revenue on-line (ROS)	10	Introduction to the ROS website and management of taxation returns on the ROS system.

Assessment Strategies

- | | |
|-----|--|
| No. | Assessment Strategies |
| 1 | The assessments will include a combination of theoretical and practical questions which will examine the students knowledge of the taxation system and assess their ability to apply concepts to practical examples. |

Assessments

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

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	The Student's Tax Handbook 2007	0000000000	Tom Conlan	McKeon Murray Publications	2007	
2	Recommended	Taxation Summary 2008	0902565648	Joe Martyn & Paul Reck	Irish Taxation Institute	2008	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.revenue.ie

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: POLS 71000 **Political Studies - Ireland and EU**
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Construction/Civil Engineering
Total Contact Hours: 48
Directed Study Hours: 16
Independent Study Hours: 36
Total Hours: 100
Prerequisite Knowledge: None

Module Description/Aims: This module is designed to provide comprehensive coverage of both the Irish and EU political systems. It will introduce learners to the study of politics examining the core principles of politics and how they are applied. The course examines the institutions of government and the decision-making processes looking at the executive, legislative and the judicial systems of Ireland and the EU system. It follows the process of government policy-making and implementation from international to local level, addressing the roles of various individuals and groups along the way.

Learners will be introduced to the European Union as a political system through the history of its development since 1945. It will explore the nature and purpose of European integration through the study of core theories of EU integration. These seek to explain what the EU is and how it is evolving. In terms of the EU's role in policy-making across a broad range of areas, resulting in the EU extending its reach deep into the national law of the Member States, this module will provide the learner with comprehensive knowledge and insight into the nature and scope of EU law-making with emphasis on the declining role of national legislatures. It will further explore on-going developments in European integration against the background of Ireland's socio-economic development in the period since accession.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	4	Per Week	

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

- | No. | Learning Outcomes |
|-----|--|
| 1 | Demonstrate an awareness of the political and social institutions within the State. |
| 2 | Appreciate the formal and informal frameworks and processes associated with the formation and implementation of policy in Ireland. |
| 3 | Express comprehensive knowledge of the EU as an evolving system of governance beyond the State. |
| 4 | Demonstrate indepth knowledge of the role of national policy-makers as well as non-institutional stakeholders in influencing policy outcomes at national and EU level. |
| 5 | Critically assess the implications of the expansion of supranational governance within the EU for the nation state. |
| 6 | Demonstrate a critical awareness of the EU's role and influence on the global stage. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	An Introduction to Politics	5	* Definition * Political Culture * States and Governments * The role of the State
2	The Functions of Government	20	* The roles of the Executive, Legislative and Judicial branches * The machinery of government * Civil service, policy-making and implementation in Ireland and in Europe * Elections, Parties and Party systems

No.	Content	% Alloc	Detail
3	The Media	5	* The role of the media * Problems posed by the media * The media and the conduct of politics * The political influence of the media
4	Spatial, Financial and Social Planning	10	* International, National, Regional and Local Level Policy Documents and Procedures * Programmes for Government, Capital Spending and Government Budgeting
5	Interest Groups	10	* Definition * The role of various interest groups * Social Partnership in Ireland * Political parties and pressure groups * Influence of pressure groups nationally and within the EU
6	History and Evolution of European Integration	5	* Europe in 1945 * The Schumann Plan * The Treaty of Paris and the ECSC * The Treaty of Rome * The EEC * Treaty Reform
7	The EU Legislative System	10	* EU Institutional Framework * EU Legislative Institutions- composition and function * EU Policy formulation and decision-making * Role of infranational authorities in the decision-making process
8	Fundamental Principles of EU Law	5	* Doctrine of Supremacy * Principle of Direct Effect * Pre-emption Doctrine * Judicial Review Doctrine
9	Overview of EU Policy in Ireland	20	* Regional Policy * Social & Employment Policy * Agriculture & Fisheries * Environment * Tourism & Culture * Transport
10	The European Union as a Global Actor	10	* Assessment of the role of the EU as global actor * EU/US relations * EU relations with other parts of the world * Impact of the Lisbon Treaty for the future development of the EU

Assessment Strategies

- No. Assessment Strategies
- * Learners will participate in a range of activities, including the annual EU debate sponsored under the Jean Monnet Programme. The objective of the Jean Monnet Programmes is to promote European integration studies in third level institutions.
 - Learners will complete one written continuous assessment or one out of class assignment at an appropriate juncture.
 - * Upon completion of the module, students will be required to sit a 2 hour final written examination.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Assignment - Out of Class		15	1, 2, 4
2	Final Exam (Scheduled)	Final Written Exam	The final examination will be in the form of a 2 hour written examination	70	1, 2, 5, 6
3	Continuous Assessment	Assignment - In Class		15	3

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
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No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Policy- Making in the European Union	019878242X	William Wallace and Helen Wallace	Oxford University Press	2000	4th
2	Recommended	Understanding the European Union	9781439445	John McCormick	Palmgrave/ Macmillan	2005	1st
3	Recommended	Politics	0340859881	Peter Joyce	Hodder Arnold	2003	2nd
4	Recommended	Politics- A Very Short Introduction	9780192853882	Kenneth Minogue	Oxford University Press	2000	2nd
5	Recommended	Ever Closer Union	0333961714	Desmond Dinan	Palmgrave Macmillan	2005	1st
6	Recommended	The ABC of Community Law	9282878031	Dr Klaus-Dieter Borchardt	European Commission	2000	1st

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.europa.eu.int
2	Website	www.forumoneurope.ie
3	Website	www.irlgov.ie
4	Website	www.european-voice.com
5	Journal	Official Journal of the European Union
6	Journal	General Report of the Activities of the European Union
7	Website	www.irishspatialstrategy.ie
8	Website	www.ndp.ie
9	Website	www.kerrycoco.ie

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: TOUR 71006 **Eco-Tourism**
 Credits: 5
 Level: 07
 Duration: 1 Semester
 Department Assigned To: Hotel, Catering & Tourism
 Total Contact Hours: 36
 Directed Study Hours: 0
 Independent Study Hours: 64
 Total Hours: 100
 Prerequisite Knowledge:

Module Description/Aims: This syllabus introduces students to the concept of Eco-tourism and explores its place within the overall sustainable Tourism debate. Contemporary management tools used to implement Eco-tourism principles and practices will be examined through classroom based discussion, case study analysis and field studies in the region. Assessing current Eco-tourism projects in Ireland and abroad will allow students to apply the theory and develop their management competencies. The content of this module will be delivered in the context of Conservation as a guiding principle.

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 Describe and characterise the concepts and principles relevant to Eco-tourism.
 - 2 Examine the benefits and impacts of a range of Eco-tourism operations.
 - 3 Identify the prospects and opportunities for Eco-tourism and undertake a scoping exercise on a sample Eco-tourism proposal that incorporated management perspectives.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Sustainable Eco-tourism Development.	10	Concepts and definitions. Conservation issues. Evolution process. Approaches to Sustainable Tourism management- National and International perspectives.
2	Eco-tourism Overview	20	Principles and practices. Role within the Sustainable Tourism remit. Components of Eco-tourism. Eco-tourism benefits and impacts.
3	Tools of Eco-tourism management.	20	Carrying Capacities, LAC, Visitor management Tools, the Polar Framework. Eco tourism planning. resource Management. Risk Assessment. Field Study
4	Eco tourism Policy.	10	Regional, National and International perspectives. Case study analysis. Challenges to Eco tourism.
5	Case studies in Eco tourism.	20	Current Eco tourism project analysis- Issues and problems. National perspective- Eco-Booley, the Green Box. International perspective- Kenya, Chile, Canada.
6	Scoping of an Eco tourism project.	20	Identification of an Eco tourism opportunity. SWOT analysis (including regulation and compliance). Project development.

Assessment Strategies

- No. Assessment Strategies
- 1 Continiuous Assessment
 - 2 Field Research.
 - 3 In class test

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Assignment - In Class		10	1, 2
2	Continuous Assessment	Project - Group		30	3
3	Final Exam (Scheduled)	Final Written Exam		60	1, 2

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Ecotourism	0000000000	Diamantis.D	Thomson	2004	
2	Recommended	Environment, Development & Rural livelihoods	0000000000	Jones,S & Carswell,G.	Earthscan	2004	
3	Recommended	Global Eco tourism Policies and case studies: Perspectives and constraints.	0000000000	Luck, M. & Kirstages, T.	Channel View	2003	
4	Recommended	Eco tourism and certification: Setting Standardsd in Practice	0000000000	Honey, M.	Island press	2002	
5	Recommended	Eco tourism: An Introduction	0000000000	Fennell, D.	Routledge	1999	
6	Recommended	Sustainable Tourism Management	0851993141	Swarbrooke. J	CABI	1999	
7	Recommended	Environmental Management & Pathways to Sustainable Tourism	0000000000	Robinson et al	Athenaeum Press	2000	

Journals, Websites & Course Material

No.	Type	Description
1	Journal	Journal of Sustainable Tourism
2	Journal	Tourism Management
3	Journal	Annals of Tourism Research
4	Journal	International journal of Tourism Space, place and Environment.
5	Website	www.ecotourism.org
6	Website	www.planeta.com
7	Website	www.trueireland.com
8	Website	www.worldtourism.org
9	Website	www.sustainable.ie
10	Website	www.uneptie.org
11	Website	www.greenglobe21.com
12	Website	www.bigvolcano.com
13	Website	www.tourismconcern.org.uk

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title: WRIT 71002 [Anglo Irish Literature](#)
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Humanities
Total Contact Hours: 48
Directed Study Hours: 52
Independent Study Hours: 0
Total Hours: 100
Prerequisite Knowledge: Great Books, Creative Writing I

Module Description/Aims: This course introduces students to Anglo-Irish Literature, from Swift to Heaney

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Tutorial	4	Per Week	

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

- No. Learning Outcomes
- 1 Demonstrate an appreciation of Anglo-Irish poetry, prose and drama
 - 2 Comment on a representative selection of Anglo-Irish literature
 - 3 Contextualise Anglo-Irish Literature

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Anglo-Irish Literature in the Eighteenth Century	25	
2	Anglo-Irish Literature in the Nineteenth Century	35	
3	Anglo-Irish Literature in the Twentieth and Twenty-First Century	40	

Assessment Strategies

- No. Assessment Strategies
- 1 Contributions to tutorial discussions (interpretative readings & creative appreciation)
 - 2 Student Essays
 - 3 Students' samples of writing in imitation

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Assignment - Out of Class	Student essays	30	1, 2, 3
2	Continuous Assessment	Assignment - Out of Class	Student's writing in imitation of a set sample from the course	30	1, 2, 3
3	Final Exam (Scheduled)	Final Written Exam		40	1, 2, 3

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Irish Literature: The Eighteenth Century	9780716528043	A. Norman Jeffares & Peter van de Kamp	Irish Academic Press	2005	
2	Essential	Irish Literature: The Nineteenth Century. Vol. I	0716528002	Peter van de Kamp & A. Norman Jeffares	Irish Academic Press	2005	
3	Essential	Irish Literature: The Nineteenth Century. Vol. II	9780716533344	Peter van de Kamp & A. Norman Jeffares	Irish Academic Press	2007	
4	Essential	Irish Literature: The Nineteenth Century. Vol. III	9780716533580	Peter van de Kamp & A. Norman Jeffares	Irish Academic Press	2007	
5	Essential	Irish Writing in the Twentieth Century: A Reader	9781859182581	David Pierce	Cork University Press	2000	
6	Recommended	Modern Irish Drama	0393960633	John P. Harrington (ed.)	Norton	1991	
7	Recommended	A History of Irish Theatre 1601-2000	9780521646826	Christopher Morash	Cambridge University Press	2004	
8	Recommended	The Cambridge Companion to Contemporary Irish Poetry	9780521012454	Matthew Campbell	Cambridge University Press	2003	
9	Recommended	A Concise Companion to Contemporary British and Irish Drama	9781405130530	Nadine Holdsworth & Mary Luckhurst (eds.)	Wiley-Blackwell	2007	

Journals, Websites & Course Material

No.	Type	Description
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Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 5 Level: 07

Module Code/Title:	PSYC 71004	Introduction to Psychology
Credits:	5	
Level:	07	
Duration:	1 Semester	
Department Assigned To:	Humanities	
Total Contact Hours:	36	
Directed Study Hours:	14	
Independent Study Hours:	50	
Total Hours:	100	
Prerequisite Knowledge:	None	

Module Description/Aims: The module is intended as a general introduction to psychology for students with no previous familiarity with the subject. The course will furnish a research-based insight into thinking, learning, human psychological differences, social development and interpersonal influences on attitudes and behaviour.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	36	Per Module	

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

- | No. | Learning Outcomes |
|-----|---|
| 1 | Distinguish scientific psychological knowledge from subjective experience |
| 2 | Explain the manner in which humans process information and learn from experience |
| 3 | Explain the impact of developmental and interpersonal factors on human behaviour. |
| 4 | Describe the origins, measurement and consequences of individual psychological differences. |

Teaching & Learning Strategies

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

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	What is psychology; what is the nature of psychological research?	10	<ul style="list-style-type: none"> • Overview of the scientific method • The research process: observation - theory - hypothesis - testing • Research designs: Observational, Correlational, Experimental
2	Human information processing	20	<ul style="list-style-type: none"> • Sensation & Perception: distinction between; perceptual selection and organisation; categorisation • Memory: unconscious memory processes; working (short term) memory; long term memory
3	Learning	15	<ul style="list-style-type: none"> • Associational: Classical and Operant Conditioning • Social Learning: Role models and influencing factors • Cognitive: Memory and understanding
4	Individual differences	15	<ul style="list-style-type: none"> • Personality: Theories and Measurement • Intelligence: Meaning, Measurement, Life Consequences • Influences: Nature and Nurture
5	Social development	20	<ul style="list-style-type: none"> • Attachment • Parenting • Self-concept and Self-esteem • Relationship development: Empathy and Pro-social behaviour
6	Interpersonal influences.	20	<ul style="list-style-type: none"> • Social perception: perceptual processes; errors and biases • Attitudes: nature, origins and effects • Conformity: evidence, origins and effects • Compliance: evidence, origins and effects

Assessment Strategies

- | No. | Assessment Strategies |
|-----|---|
| 1 | This module will be assessed by a in-class CA and a terminal examination. |

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam	Short-answer paper	30	1, 2
2	Final Exam (Scheduled)	Final Written Exam	Combination of short-answer and essay format questions.	70	1, 2, 3, 4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Social Research: Issues, Methods and Processes	0335206123	May, T	Open University Press	2001	
2	Recommended	An Introduction to Behavioural Science	0717131270	O'Grady, M	Gill and Macmillan	2001	
3	Recommended	Developmental Psychology and You	0631233903	Berryman, J.C. et al	Blackwell	2002	
4	Recommended	The Personality Puzzle	039397541X	Funder, D.C.	W.W. Norton	2001	
5	Recommended	Sense and Nonsense About IQ	0275939111	Locurto, C.M.	Praeger	1991	
6	Essential	Psychology, An International Perspective	1841693618	Eysenck, M.W.	Psychology Press	2004	
7	Recommended	Social Psychology	0132334879	Aronson, E. et al	Pearson: Prentice Hall	2007	
8	Recommended	Hilgard's Introduction to Psychology	015508044X	Atkinson, R.L. et al	Harcourt College Publishers	2000	

Journals, Websites & Course Material

No.	Type	Description
1	Website	http://www.apa.org/topics/ Website of the American Psychological Association - Topics of Interest
2	Website	http://www.learner.org/resources/series138.html A series of free view on-line videos introducing a wide variety of topics in Psychology. Need to register on line (free) with the US providers before viewing.
3	Website	http://www.socialpsychology.org The Social Psychology Network: a website covering an extensive list of topics in social psychology and with links to other important websites on social psychology.
4	Website	http://webspace.ship.edu/cgboer/perscontents.html Website on personality theories by Dr. C. George Boeree, Psychology Department, Shippensburg University with links to other websites dealing with personality
5	Website	http://www.vanguard.edu/faculty/ddegelman/amoebaweb/ Amoeba Web is a website dealing with all area of psychology and is maintained by Douglas Degelman, Ph.D. Professor of Psychology at Vanguard University of Southern California.

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: INFO 71000 [Information Systems](#)
Credits: 5
Level: 07
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:

Module Description/Aims: This module examines key areas in Information Systems Management including system development and outsourcing of IS/IT functions

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 | analyse the development life cycle for a business system |
| 2 | evaluate the operation of the IS/IT function |
| 3 | produce ad-hoc and structured reports to meet managerial information requirements |

Teaching & Learning Strategies

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

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The Information Systems Function	10	* Role of Information Systems * Information as a corporate asset * Information Resource Management
2	System Development Life Cycle	15	* Classic System Development Life Cycle * Prototyping * Other development approaches
3	Implementation Issues	10	* hardware/software * training * Maintenance
4	Outsourcing IS/IT function	15	
5	Providing Information for Decision-making	50	* Problem Solving with spreadsheets * Determining Effective Data Display with Charts * Applying Logic * Retrieving Data for Computations, Analysis & Reference * Organising Data for Effective Analysis * Data Tables, Scenarios What-If Analysis * Automation & User Interface

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 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
2	Continuous Assessment	Computer based - Individual		25	3
3	Continuous Assessment	Assignment - Out of Class		25	1, 3

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Essentials of Business Information Systems	9780132277815	Laudon, J., Laudon, K.	Prentice Hall	2007	7
2	Recommended	Introduction to Information Systems	9780077240585	O' Brien, J., Marakas, G.	Mc Graw Hill	2008	14
3	Recommended	Succeeding in Business With Microsoft Office Excel 2007	9781423906056	Gross, D., Akaiwa, F.	Thomson learning	2007	

Journals, Websites & Course Material

No.	Type	Description
1	Course Material	Lecture notes, lab notes, in-house material
2	Journal	CIO
3	Journal	Computerscope

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: MGMT 71001 [Management Practice](#)
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Business Studies
Total Contact Hours: 48
Directed Study Hours: 12
Independent Study Hours: 40
Total Hours: 100
Prerequisite Knowledge: None

Module Description/Aims: The aim of the module is to give the students the knowledge and understanding of management practices in different organisational types.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	3	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 alternative perspectives to organisation design |
| 2 | Examine leadership and motivational approaches |
| 3 | Appraise the complexities of managing teams |
| 4 | Manage time effectively |
| 5 | Evaluate production management processes |
| 6 | Design a business plan |

Teaching & Learning Strategies

- | No. | Teaching & Learning Strategies |
|-----|---|
| 1 | Lectures on management practice in organisations |
| 2 | Class Group Discussion |
| 3 | Case study preparation and analysis |
| 4 | Examine,analyse and present modern management practices in different organisation types |

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Organisation	15	* Designing jobs * Departmentalisation * Reporting relationships * Delegation * Co-ordination * Influences on organisation design * Basic forms of organisational design
2	Leadership and Motivation	20	* Leadership theories * Power * Political behaviour * Nature of motivation * Motivation theories
3	Team Management	15	* Characteristics of groups * Interpersonal and inter-group conflict * Communication processes- formal/informal * Managing organisational communication and stress
4	Enterprise	20	* The role of entrepreneurship in society

No.	Content	% Alloc	Detail
5	Operations Management and Quality Control	20	* Climate for enterprise in Ireland * Feasibility Study * Business Plan * Managing productivity * Production planning and control * Importance of quality * Managing quality * TQM
6	Time Management	10	* Symptoms of poor time management * Time management techniques * Rules for managing time * Delegation

Assessment Strategies

No. Assessment Strategies

1 The students will be assessed using a combination of class assessment and end of semester examination.

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	2 hour exam	70	1, 2, 3, 4, 5, 6

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Modern Management- Theory and practice for Irish Students	9780717140305	Siobhan Tiernan, Michael Morley & Edel Foley	Gill & Macmillan	2006	3rd
2	Recommended	Management	0131272721	Stephen P. Robbins, Mary Coulter	Prentice-Hall	2005	8th
3	Recommended	Management	0618767959	Ricky W Griffin	Houghton Mifflin	2008	9th
4	Recommended	The Future of Management	1422102505	Gary Hamel	Prentice Hall	2007	1st

Journals, Websites & Course Material

No.	Type	Description
1	Journal	Harvard Business Review
2	Journal	Business Week
3	Journal	Management
4	Website	IMI

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: MKTG 71002 [Marketing Communications](#)
Credits: 5
Level: 07
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: This module provides the learner with the requisite knowledge and skills to develop and manage an integrated marketing communications campaign.

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 | Examine the importance of marketing communications in the Irish and international economies and in business management |
| 2 | Evaluate and utilise the models and theories on which effective marketing communications are built |
| 3 | Create, implement and control advertising, sales promotion, sponsorship and public relations campaigns. |
| 4 | Manage an integrated marketing communications mix |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Introduction to marketing communications	10	Marketing communications defined, the marketing communications mix, the importance of marketing communications to business; society and the economy, integrated marketing communications, marketing communications and product design, marketing communications and branding.
2	Communication and marketing communications	10	Concepts of communications: denotation; connotation; source credibility and congruity, Communications models: Schramm; Laswell; Shannon and Weaver; and their application to marketing communications
3	Marketing communications planning	10	Situation analysis, setting objectives, developing strategies, setting and allocating the marketing communications budget, integrated marketing communications, integrating the new media
4	Marketing communications models	10	The AIDA model; the Hierarchy of effects models, the three orders hierarchy
5	Advertising	20	Role of advertising, advertising research, setting the budget, creative strategies, mass and selective media, assessing and selecting media, campaign and media planning, measuring effectiveness, advertising in the consumer and industrial markets
6	The Irish advertising industry	10	Size and structure of industry, types of agencies, structure of agencies, the client-agency relationship, the advertising brief, compensating the agency, selecting the agency, advertising expenditure, Irish media, private and public regulation.
7	Sales promotions	10	Role of sales promotions, relationship between sales promotions and advertising, sales promotions planning, sales promotions methods, trade promotions; for new products and for established products, push and pull strategies, evaluating effectiveness
8	Public relations	10	The scope of public relations, publics and techniques for reaching them, the

No.	Content	% Alloc	Detail
9	Sponsorship	10	public relations plan, the role of publicity, media relations, developing the spin, crisis management, community relations, internal relations and corporate cultures, corporate identity and visual styles, evaluating effectiveness The role of sponsorship, types of sponsorship, the sponsorship plan, criteria for selecting sponsorships, evaluating effectiveness

Assessment Strategies

No.	Assessment Strategies
1	Achievement of learning outcomes will be assessed by in-class assessment and end of semester examination

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	Marketing Communications: An Irish Perspective	0717135756	Patricia Medcalf	Gill and Macmillan	2004	First
2	Essential	Code of Advertising Standards for Ireland	0000000000	ASAI	ASAI	2007	
3	Recommended	IMC: Using Advertising and Promotions to Build Brands	0071123318	Tom Duncan	McGraw Hill	2002	International
4	Recommended	Advertising and Promotion	0071180265	George Belch and Michael Belch	McGraw Hill	2001	5th

Journals, Websites & Course Material

No.	Type	Description
1	Website	WWW.Medialive.ie
2	Website	www.asai.ie
3	Journal	Marketing Age

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: MKTG 71003 [Marketing Research Project](#)
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Business Studies
Total Contact Hours: 48
Directed Study Hours: 24
Independent Study Hours: 28
Total Hours: 100
Prerequisite Knowledge: Marketing Research

Module Description/Aims: This module aims to provide the student with a thorough understanding of the practice of marketing research and its role in effective business management through the management of a marketing research project on behalf of an organisation.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Practical/Workshop	4	Per Week	Each student research team will meet with a research supervisor at least once per week to discuss progress, receive feedback on work completed to date and advice on the best approaches to take with regard to each of the stages of the marketing research process. For six-week modules, contact hours will be increased to 8 hours per week and the supervisor will meet students twice per week.

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

- | No. | Learning Outcomes |
|-----|--|
| 1 | devise, plan and execute a marketing research project |
| 2 | combine the use of specialist tools and techniques together with a solid conceptual understanding of appropriate research methodologies to collect and analyse marketing research information. |
| 3 | use a creative approach to a marketing research problem and draw independent conclusions based on a rigorous analytical and critical approach. |
| 4 | plan effectively in team and time management and be able to make decisions in a clear, cohesive manner |
| 5 | reason in a consistent and methodological manner and be able to construct well-structured project documentation, written in clear, concise language which communicates research findings effectively and coherently. |
| 6 | prepare an oral presentation to communicate research findings and be able to defend conclusions of marketing research in an oral presentation. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Research Project	100	The Marketing Research Project module requires students to apply practical research skills to a selected topic, demonstrate conceptual and critical thinking skills, present and justify the methodology, analysis and conclusions and to communicate the work in a formal document.

Assessment Strategies

- | No. | Assessment Strategies |
|-----|---|
| 1 | Students' ability to apply their knowledge of marketing research concepts and theory to a live research problem will be assessed by submission of a marketing research report. |
| 2 | Students' ability to present and defend the findings and conclusions of research in oral format will be assessed by a formal research presentation to the client and research supervisors. |
| 3 | Repeat Assessment Strategy – the student will be asked to submit an individual project report in response to a set research brief. This report will document the research methodology, research findings, conclusions and recommendations with regard to the research problem presented in the research brief. The student will also be required to make a presentation of the work to relevant academic staff. |

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Final Exam (Other)	Project - Group	Final Report Submission to include sections as specified in the Student Guidelines Documentation.	70	1, 2, 3, 4, 5
2	Final Exam (Other)	Presentation	Final Presentation of Research Findings, Conclusions and Recommendations to research supervisors and client.	30	6

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Marketing Research in Ireland	9780717142002	Domegan, C., Fleming, D.	Gill and Macmillan	2007	3rd
2	Recommended	Marketing Research Essentials with SPSS	9780470169704	McDaniel, C., Gates, R.	Wiley	2010	7th
3	Recommended	Marketing Research	9780073404707	Hair, J. F., Bush, R. P., Ortinau, D. J.	McGraw Hill	2008	4th
4	Recommended	Marketing Research	9780618660636	Parasuraman, A., Grewal, D., Krishnan, R.	Houghton Mifflin	2007	2nd
5	Recommended	Marketing Research An Applied Orientation: Global Edition	9780136094234	Malhotra, N.	Pearson Education	2009	6th
6	Recommended	Qualitative, Quantitative and Mixed Method Approaches	9781412965569	Creswell, J. W.	Sage Publications	2009	3rd
7	Recommended	SPSS: Analysis Without Anguish Using SPSS Version 17.0 for Windows	9781742165462	Coakes, S. J.	Wiley	2010	
8	Recommended	PASW Statistics 17 Made Simple	9781848720268	Kinney, P., Gray, C.	Psychology Press	2009	

Journals, Websites & Course Material

No.	Type	Description
1	Website	http://www.mii.ie/
2	Website	http://www.mrs.org.uk/
3	Website	http://www.esomar.org/
4	Website	http://www.cso.ie/
5	Journal	Marketing Intelligence & Planning
6	Journal	Qualitative Market Research: An International Journal
7	Journal	Qualitative Research in Organizations and Management: An International Journal
8	Journal	Journal of Marketing Research
9	Journal	International Journal of Research in Marketing
10	Journal	International Journal of Market Research
11	Course Material	Video on conducting focus groups (McDaniel and Gates, 2006).

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: LAWS 71004 [Applied Corporate Law](#)
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Business Studies
Total Contact Hours: 48
Directed Study Hours: 24
Independent Study Hours: 28
Total Hours: 100
Prerequisite Knowledge:

Module Description/Aims: The purpose of this course is to create a heightened awareness of the pervasive impacts of law on business. The emphasis will be on the practical application of acquired 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 understand the framework in which law operates to understand the principles underlying Company Law
To understand how commercial, contract and other applicable law are relevant to the role of the professional accountant.

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Law Fundamentals	10	
2	Company Law	50	
3	Commercial, contract and other applicable law	40	

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	Final Exam (Scheduled)	Final Written Exam		70	1
2	Continuous Assessment	Assignment - In Class		30	1

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Contract Law	1234567899	Paul Anthony mac Dermott	Firstlaw	2000	

Journals, Websites & Course Material

No. Type Description

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: MKTG 71004 **International Trading Environment**
Credits: 5
Level: 07
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: None

Module Description/Aims: This module focusses on the realities of the challenges of conducting trade in an international marketing environment, by raising awareness and enhancing knowledge of the pertinent external environments and highlighting the opportunities and problems presented by such markets.

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 | Know what is meant by the term international marketing and appreciate the scope and complexity of international trade. |
| 2 | Identify those external environments relevant to the international marketer. |
| 3 | Demonstrate an understanding of the manner in which external environments impact on the operations of marketers engaged in international trade. |
| 4 | Assess the importance of culture on business practices and operations in international marketing. |
| 5 | Understand the influence of the political environment and political risk in foreign markets. |
| 6 | Evaluate international marketing opportunities. |

Teaching & Learning Strategies

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

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	The scope and challenges of International Marketing.	20	
2	The impact of culture on International Marketing.	50	
3	Assessing International Marketing opportunities.	30	

Assessment Strategies

- | No. | Assessment Strategies |
|-----|-----------------------|
| 1 | Continuous assessment |
| 2 | Final examination |

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, 6

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	International Marketing	0077108302	Ghuri & Cateora	Mc Graw Hill	2006	2nd
2	Recommended	International Marketing	9780071105941	Cateora & Graham	Mc Graw Hill	2007	13th
3	Recommended	International Marketing	9780324317022	Czinkota & Ronkainen	Thomson	2007	8th

Journals, Websites & Course Material

No.	Type	Description
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Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: TOUR 71000 [EU Tourism Policy](#)
 Credits: 5
 Level: 07
 Duration: 1 Semester
 Department Assigned To: Hotel, Catering & Tourism
 Total Contact Hours: 36
 Directed Study Hours: 24
 Independent Study Hours: 40
 Total Hours: 100
 Prerequisite Knowledge: None

Module Description/Aims: The aim of this module is to develop students' awareness of the impact on Tourism of policy approaches at European level.

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 Appreciate the rationale for EU tourism policy
 - 2 Assess the impact of selected community measures on Tourism
 - 3 Evaluate the effect of Air Transport liberalisation on Tourism development in the Union
 - 4 Analyse the impact of Low Cost airlines on European Tourism development
 - 5 Assess how EU enlargement has impacted upon Tourism development within the union

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Introduction to EU Policy	5	Subsidiarity DG Enterprise
2	Rationale for EU Tourism Policy	5	Social / Economic benefits Regional development European Integration Sustainable Development
3	Community Measures impacting Tourism	20	The Schengen Agreement EMU
4	Deregulation of the Air Transport Industry	30	Freedoms of the Air Process of European Liberalisation Results of Liberalisation Open Skies
5	Low Cost Airlines	20	Features of low cost model Impacts on Tourism Irish context
6	Tourism in the EU	20	Patterns of travel in the EU Tourism trends in the EU Policy issues for the future

Assessment Strategies

No. 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 Students will also be required to complete an assignment on a case study or article on an appropriate topic outside of class time

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		10	1, 2
2	Continuous Assessment	Assignment - Out of Class		20	3, 4
3	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	Tourism in the New Europe: The Challenges and Opportunities of EU Enlargement	1845931173	D. Hall, M. Smith and B. Marcisewska	CABI	2006	
2	Recommended	Cleared for Take-Off: Structure and Strategy in the Low Fares Airline Business	0754612694	Thomas C. Lawton	Ashgate Pub Ltd	2002	
3	Recommended	Deregulation and Competition: Lessons from the Airline Industry	0761935967	Jagdish N. Sheth, Fred C. Allvine, Can Pvt. Ltd Uslay and Ashutosh Dixit	Sage Publications	2007	
4	Recommended	The Airline Business	0415346142	Rigas Doganis	Routledge	2002	2nd Edition

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.europa.eu
2	Website	www.failteireland.ie
3	Course Material	Relevant reports and publications

Award Title: Bachelor of Business TL_BMKTG_D AY 2010/2011

Area of Specialisation: in Marketing

Effective From: AY 2010/2011 Stage: Award Semester: 6 Level: 07

Module Code/Title: ACCT 71002 [Financial Management](#)

Credits: 5

Level: 07

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 critically evaluate firm investment decision making, corporate valuation, business and financial analysis.

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 | Critically analyse investment decision making, firm valuation, business and financial analysis. |
| 2 | Evaluate the interaction between business operations and financial analysis. |

Teaching & Learning Strategies

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

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Capital Investment Appraisal	25	* Value creation and corporate investment. * Applications of discounted cash flow techniques in investment decision making. * Quality of information and use of incremental cash flow analysis.
2	Mergers and Acquisitions	25	* The merger decision and motives. * Financing mergers. * The merger process, bid defence strategies and regulation of bid process. * Impact of mergers and management of integration.
3	Firm Valuation	25	* Introduction to the principles of share valuation. * Valuation methodologies of net asset value, income-flow, dividend valuation, price-earnings and cash flow. * Valuing quoted and unquoted companies. * Managerial control and valuation.
4	Business and Financial Analysis	25	* Relationship between business activities, accounting systems and financial statements. * Industry structure and profitability and degree of competition. * Analysis of nature of business, segmental evaluation, business model and competitive strategy. * Critical assessment of key accounting policies, quality of disclosure and potential red flags. * Evaluation of profitability, return on investment, return to shareholders, efficiency, liquidity, cash flow and financing.

Assessment Strategies

- | No. | Assessment Strategies |
|-----|---|
| 1 | The application of the framework for investment decision making, firm valuation, business and financial analysis is tested in written assessments that require analysis of corporate cases, discussion of key concepts and evaluation of published corporate information. |

Assessments

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

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Financial Management	0717138429	Paul O'Meara, Thomas Power, Stephen Walsh	Gill & Macmillan Ltd	2005	2e
2	Recommended	Financial Information Analysis	0470865725	Philip O'Regan	John Wiley & Sons	2006	2e

Journals, Websites & Course Material

No.	Type	Description
1	Website	http://www.sharewatch.com/
2	Website	http://www.onbusiness.ie/
3	Website	http://uk.finance.yahoo.com/
4	Website	http://news.ft.com/home
5	Website	http://www.corporateinformation.com/
6	Website	http://www.hoovers.com/uk/
7	Website	http://www.hemscott.net/

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: BISM 71003 **Business Plan Mapping**
Credits: 5
Level: 07
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:

Module Description/Aims: This module aims to initiate the process of setting up your own business. Students will engage in the process of developing a business plan for their own idea. Students will apply their business knowledge and acumen in developing each stage of the business plan. They will interact with and pitch their business idea to a panel of entrepreneurs on an ongoing basis throughout the module. These entrepreneurs will advise the students on 'Do's 'and 'Don'ts' of your first start-up and relevant entrepreneurial skills.

Contact Hours

No.	Contact Type	Hours	Frequency	Additional Information
1	Lecture	1	Per Week	
2	Practical/Workshop	2	Per Week	These practicals and workshops will be held in a computer lab

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

- | No. | Learning Outcomes |
|-----|--|
| 1 | Comprehend the practicalities of establishing a business |
| 2 | Formulate a business plan |
| 3 | Evaluate the appropriate business model |
| 4 | Pitch Business Idea to a panel of entrepreneurs |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Business Plan	20	<ul style="list-style-type: none"> •Business Idea •Business Plan Templates •Financial Templates •Writing a good business plan •Critiquing a business plan •Role of a mentor
2	Business Model	50	<ul style="list-style-type: none"> •Framework for the business •Physical or Virtual business •Outsourcing •Customer Profiling •Competitor Scoring Analysis •Brand and Marketing Strategy Decision •Sales Approach •Regulatory requirements for a New Business •Intellectual Property Protection Options •Cashflow Planning
3	Business Pitching	30	<ul style="list-style-type: none"> •Pitching the business idea •Presentation Feedback •The Audience?

Assessment Strategies

No. Assessment Strategies

- 1 Knowledge and comprehension of module concepts will be assessed by continuous assessment throughout the module.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual	Individual Student will be required to produce a business plan including relevant financials.	70	1, 2, 3
2	Continuous Assessment	Practical	Practical - Each Student will be required to pitch their business idea to a group of entrepreneurs for funding.	30	4

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Entrepreneurship Made Simple	9780956043306	Jerry Kennelly & Jerry Clifford	Kilmacalogue	2008	
2	Essential	The Art of the Start	0012154618	Kawasaki, G.	McGraw-Hill	2007	
3	Recommended	Becoming a Master Manager	047136178x	Quinn, R.; Faerman, S.; Thompson, M.; & McGrath, M.	Wiley & Sons	2003	
4	Recommended	Recommended Irish Cases in Entrepreneurship	1842180878	Cooney, T.	Blackhall Publishing	2005	
5	Recommended	Launching New Ventures: An Entrepreneurial Approach	061821481X	Allen, K.	Houghton Mifflin Company	2003	
6	Recommended	Entrepreneurs Toolkit	0958239142	Burke, R.	Burke Publishing	2006	
7	Recommended	Personal Selling	0618260455	Anderson, R. & Dubinsky, A.	Houghton Mifflin Company	2004	

Journals, Websites & Course Material

No.	Type	Description
1	Course Material	Young Entrepreneur Bluesky DVD Learning Pack
2	Course Material	Ernst & Young Learning Pack DVDs
3	Website	www.youngentrepreneur.ie
4	Website	www.eoy.ie
5	Website	www.startingabusinessinireland.com
6	Website	www.nfte.com
7	Website	www.cso.ie
8	Website	www.enterpriseireland.com
9	Website	www.kerrycoco.ie

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: PROC 71001 **Inventory Management**
Credits: 5
Level: 07
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: This module evaluates the importance of coordinated flows of inventory through supply chains and how inventory management contributes to customer service, efficiency and profitability.

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 activities of materials management; the functions of inventory and the associated costs. |
| 2 | Differentiate between independent demand and dependent demand inventory management and perform the calculations required of junior managers working in inventory management. |
| 3 | Organize controls for stocks records, stock-taking and inventory valuation. |
| 4 | Appraise and conduct ABC (Pareto) analysis of stocks. |
| 5 | Evaluate the role of warehousing. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Inventory functions and costs	15	The activities of materials management; the functions of inventory and the associated costs
2	Independent inventory management	35	Calculation of the economic order quantity (EOQ) and reorder point (ROP) for a continuous review system and a periodic review system; calculation the target service level and safety stock levels; and determination of the best order quantity when volume discounts are available.
3	Dependant demand inventory management	20	Materials Requirements Planning (MRP), Distribution Requirements Planning and Just-in-Time calculations. Comparison of MRP with Just in Time systems.
4	Pareto analysis of inventories	10	Relevance ABC (Pareto) analysis of stocks. ABC calculations.
5	Administrative Controls of Inventories	15	Organizational controls for stocks records, stock-taking and inventory valuation. Investigation and correction of discrepancies.
6	Warehousing	5	The role of warehousing and associated costs.

Assessment Strategies

- | No. | Assessment Strategies |
|-----|---|
| 1 | Module concepts will be assessed by written examination and multiple choice tests during and at the end of the semester. |
| 2 | Module concepts will be tested through practical calculations/computer spreadsheet analysis, graphical presentation and what if analysis during and at the end of the semester. |

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam	Exam will include written exercises and multiple choice questions.	30	1, 2
2	Final Exam (Scheduled)	Final Written Exam	Traditional written essay type questions, some requiring mathematical analysis.	70	1, 2, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Inventory Control and Management	0470858761	Waters	Wiley	2003	2
2	Recommended	Purchasing and Supply management	0071106308	Benton W C	McGraw Hill	2007	1

Journals, Websites & Course Material

No.	Type	Description
1	Website	Purchasinga2z.com

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: CULT 71002 **Irish Studies 2**
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Humanities
Total Contact Hours: 36
Directed Study Hours: 36
Independent Study Hours: 28
Total Hours: 100
Prerequisite Knowledge: None

Module Description/Aims: An analysis of contemporary Irish culture: Intersections of the traditional the multicultural and the post-modern. Students, using an interdisciplinary approach will analyse a range of contemporary representations of Irishness. The module will be structured around particular themes (see Indicative Syllabus Content below).

Contact Hours

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

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

- | No. | Learning Outcomes |
|-----|---|
| 1 | Articulate analytical skills in content relating to contemporary Irish cultural realities |
| 2 | Analyse political, historical and social developments and evolutions during that impacted on or coincided with the emergence of traditions, thought forms and cultural products |
| 3 | Analyse the cultural mixing forces at work in contemporary Irish culture |
| 4 | Differentiate between the transitions and transformations in the trajectory of Irish culture in a globalised world. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Ireland in the 1960s	20	
2	Counter-cultural movements	20	
3	Multiculturalism	20	
4	Cultures in collision	20	
5	Reinventing Ireland	20	

Assessment Strategies

- | No. | Assessment Strategies |
|-----|-----------------------|
| 1 | Essay |
| 2 | Presentation |
| 3 | Oral Examination |

Assessments

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

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Inventing Ireland	0224041975	Declan Kiberd	Jonathan Cape	1995	
2	Essential	Transformations in Irish Culture	8592180604	Luke Gibbons	Cork University Press	1996	
3	Essential	Global Ireland	0415944228	Tom Inglis	Routledge	2008	
4	Essential	Collision Culture	1904148611	Kieran Keohane and Carmen Kuhling	The Liffey Press	2004	
5	Essential	Modern Irish Culture	052182009x	Joe Cleary and Claire Connolly	Oxford University Press	2005	
6	Essential	Reinventing Ireland	0745318258	Peadar Kirby Luke Gibbons and Michael Cronin	Pluto Press	2002	
7	Recommended	Ireland A Social and Cultural History	0006860826	Terence Brown	Fontana	1981	
8	Recommended	Outrageous Fortune: Capital and Culture in Modern Ireland.	1009467553563	Joe Cleary	Field Day	2007	
9	Recommended	Global Ireland	0415944228	Tom Inglis	Routledge	2008	

Journals, Websites & Course Material

No.	Type	Description
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Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: FREN 71001 **French for the Work Place**
Credits: 5
Level: 07
Duration: 1 Semester
Department Assigned To: Humanities
Total Contact Hours: 36
Directed Study Hours: 28
Independent Study Hours: 36
Total Hours: 100
Prerequisite Knowledge: French 3 or French 4 or equivalent.

Module Description/Aims: This module is designed to enhance the students' oral and written communicative competence in the language, with a focus on language for professional purposes. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (threshold) 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	The practical will take place in a computer-aided language laboratory. (Max 16 students.)

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

- | No. | Learning Outcomes |
|-----|---|
| 1 | Understand and use work-related terminology. |
| 2 | Interact with reasonable ease in work situations. |
| 3 | Engage in routine work-related transactions and negotiations. |
| 4 | Process and produce documents relating to the work environment. |
| 5 | Independently source and analyse information. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Business Communication	40	*Banking transactions (e.g. opening/closing an account.) * Applying for a job (e.g. preparing a CV, writing a covering letter and filling in a job application form.) * Telephone Calls *Showing people around a company. *Arranging and changing appointments. * Translating business texts from French into English * Course-specific content where appropriate
2	Language structures	20	* Demonstrative pronouns * Faire + infinitive * Perfect infinitive after après * Consolidation of structures from earlier modules.
3	Work-related documents	20	*Business letters *Work-related emails * Form filling * Writing cheques.
4	Business trips	20	* Travel and accommodation * Conferences and trade fairs

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.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Class Exam		20	1, 2, 3, 4
2	Final Exam (Other)	Oral Examination		20	1, 2, 3
3	Final Exam (Scheduled)	Final Written Exam		60	1, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Recommended	Tempo 2. Méthode de français	2278044273	Bérard, E et al	Didier	1997	
2	Recommended	Tempo 2: Cahier d'exercices	2278044281	Bérard, E et al	Dieier	2004	
3	Recommended	Personnages	0618267077	Oates, M; and Dubois, J.	Houghton Mifflin	2002	
4	Recommended	Delf B1: 200 activités avec livret de corrigés +1 cd audio	2090352302	Bloomfield, A; Beya, A.M.	Fernand Nathan	2006	
5	Recommended	Faisons affaires	1860762433	Cazaux, N; Maher, E	Oak Tree Press	2002	
6	Recommended	Le Français des affaires	0717121623	Ferré, A	Gill and MacMillan	1995	
7	Recommended	French Grammar in Context: Analysis and practice	0340807601	Jubb, M; and Rouxville, A	Hodder Arnold	2003	2nd
8	Recommended	Business French: the intermediate course	0618610480	Penformis, J.L;	Houghton Mifflin	2006	
9	Recommended	Business French: the intermediate course: Student activities manual	0618610499	Penformis, J.L.	Houghton Mifflin	2006	
10	Recommended	French for Business	0340846925	Bower, M; and Barbarin, L;	Hodder and Stoughton	2002	fifth

Journals, Websites & Course Material

No.	Type	Description
1	Journal	Etincelle: Magazine, matériel audio et exercices pour niveau intermédiaire
2	Website	www.bonjourdefrance.com
3	Website	www.bbc.co.uk/languages
4	Website	www.elysée.fr
5	Website	www.globegate.utm.edu/french/globegate_mirror/gramm.html
6	Website	www.presseradiotv.com
7	Website	www.lepointdufle.net

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: GERM 71001 [German for the Work Place](#)
Credits: 5
Level: 07
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 3 or German 4 or equivalent

Module Description/Aims: This module is designed to enhance the students' oral and written communicative competence in German, with a focus on language for professional purposes. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (threshold) 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	Language Laboratory (max. 16 students)

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

- | No. | Learning Outcomes |
|-----|---|
| 1 | Understand and use work-related terminology. |
| 2 | Interact with reasonable ease in work situations. |
| 3 | Independently source and analyse information. |
| 4 | Process and produce documents relating to the work environment. |
| 5 | Engage in routine work-related transactions and negotiations. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Business Communication	40	* Banking transactions (e.g. opening/closing an account) * Applying for a job (e.g. preparing a C.V., writing a covering letter and filling in a job application form) * Modern Technology * Translating business texts from German into English * Analysing and summarising authentic business related German texts * Course-specific content where appropriate
2	Language Structures	20	* Two-way prepositions * Reflexive verbs * Adjectival endings * Relative pronouns * Consolidation of grammar from earlier modules
3	Work-Related Documents	20	* Business letters * Work-related e-mails * Form filling * Writing cheques
4	Business Trips	20	* Travel and accommodation * Conferences and trade fairs

Assessment Strategies

No. 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
1	Continuous Assessment	Class Exam		20	1, 3, 4, 5
2	Final Exam (Other)	Oral Examination		20	1, 2, 5
3	Final Exam (Scheduled)	Final Written Exam		60	1, 3, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	Unternehmen Deutsch Grundkurs: Unternehmen Deutsch 1 2 CDs	3126757391	Becker u.a.	Klett	2005	
2	Essential	The Concise Oxford-Duden German Dictionary	0198601336	Clark, M. & Thyen, O. (Eds.)	Oxford University Press	1997	
3	Recommended	Themen 2 Aktuell: Kursbuch und Arbeitsbuch	3191816919	Aufderstraβe u.a.	Max Hueber Verlag	2003	
4	Recommended	Generation E: Deutschsprachige Landeskunde im europäischen Kontext	9783126752473	Berger, M. C. and Martine, M.	Hueber Verlag	2006	
5	Recommended	Schritte International 3: Kursbuch und Arbeitsbuch	3190018537	Hilpert., S. u.a.	Hueber Verlag	2006	
6	Recommended	Das Testbuch Wirtschaftsdeutsch	3468498462	Riegler-Poyet, M.	Langenscheidt	2000	

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.hueber.de/schritte-international
2	Website	www.german.about.com
3	Website	www.learn-german-links.net
4	Website	www.webgerman.com
5	Website	www.goethe.de
6	Website	www.themen.de
7	Website	www.dict.leo.org
8	Website	www.dw-world.de
9	Website	www.d-radio.de
10	Website	www.welt.de
11	Website	www.bbc.co.uk/languages/business
12	Journal	Katapult: authentische Lese- und Hörtexte mit Űbungen

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: SPAN 71001 **Spanish for the Work Place**
Credits: 5
Level: 07
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 3 OR Spanish 4 or equivalent

Module Description/Aims: This module is designed to enhance the students' oral and written communicative competence in Spanish, with a focus on language for professional purposes. It is envisaged that students will be operating at a level of language proficiency corresponding to the B1 (Threshold) level 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	Language Laboratory (max. 20 students)

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

- | No. | Learning Outcomes |
|-----|--|
| 1 | Understand and use work-related terminology |
| 2 | Interact with reasonable ease in work situations |
| 3 | Independently source and analyse information |
| 4 | Process and produce documents relating to the work environment |
| 5 | Engage in routine work-related transactions and negotiations |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Focus on doing business in Spanish	60	<ul style="list-style-type: none"> • Describing company structure, specific roles & activities, and nature of business • Understanding business-related exchanges (eg price negotiation / order processing / invoice queries, etc) • Translating business texts from Spanish to English • Writing formal letters and emails relating to a range of business-related topics • Work-related documentation (order forms/despatch notes/invoices) • Course-specific content where appropriate
2	Language Structures	20	<ul style="list-style-type: none"> * Present Subjunctive (form and use) * Impersonal expressions * Relative pronouns * Consolidation of grammar from earlier modules
3	Business-related Telephone Skills	20	<ul style="list-style-type: none"> • Arranging/Rescheduling/Cancelling Appointments • Requesting/Giving company & product information` Chasing orders/delivery details

Assessment Strategies

No. 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 All final examinations must be attempted.

Assessments

No.	Category	Method	Additional Information	% Alloc	Learning Outcomes
1	Continuous Assessment	Project - Individual		20	1, 3, 4
2	Final Exam (Other)	Oral Examination		20	1, 2, 5
3	Final Exam (Scheduled)	Final Written Exam		60	1, 3, 4, 5

Reading List

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

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.institutocervantes.es
2	Journal	La Cometa (magazine). Garrido (ed), published by Authentik ISSN 1393 063X

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: IRSH 71001 **Gaeilge 6**
 Credits: 5
 Level: 07
 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 5

Module Description/Aims: Beidh sé mar príomhchuspóir ag an modúl seo go mbeidh ar chumas mac léinn riaradh ghlán-inniúil ar a gcuid riachtanas cumarsáide le béim ar chúrsaí reatha. (Leibhéal B2 (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 | Eolas agus dearcadh a léiriú, a phlé agus a chosaint. |
| 2 | Léirmheas agus anailís a chur i láthair i gcómhtheacs cúrsaí reatha |
| 3 | Taighde/ fianaise a bhailiú, a chur in eagar, a chur i láthair, a mheasúnú agus a chur i bhfeidhm chun cur le coincheap nó smaoinemh. |
| 4 | Cruinneas foghraíochta agus gramadaí a léiriú agus cumarsáid ar siúl. |
| 5 | Teanga ghairmdhírthe a chur i bhfeidhm idir labhairt agus scríobh. |

Teaching & Learning Strategies

- | No. | Teaching & Learning Strategies |
|-----|--|
| 1 | Bainfear feidhm as straitéisí éagsúla chun na torthaí foghlama a chomhlíonadh: san áireamh beidh Nuacht TG4 ó Vifax (NUIM), cláir theilifíse agus raidió, scannáin agus gearrscannáin, ceol, Foinse, asgus ailt ó nuachtáin agus ó irisí oiriúnacha, bróisiúir eolais agus leabhair oiriúnacha.

Cuirfidh aoí-léachtóirí ábhair oiriúnacha i láthair.

Usáidfear na foclóirí thíosluaite agus suímh éagsúla Idirlín, chun scileanna foclóra agus cruinneas teanga a fhorbairt.

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 bhileoga bolscaireachta ar chlár raidió, mar chlár theilifíse nó suímh Idirlín agus iad a mheasúnú. |

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Na mórfheidhmeanna teanga	30	Na mórfheidhmeanna teanga - Soláthrú eolais agus fianaise -dearcadh a léiriú -sliocht ó shuíomh idirlín, nuachtán, irisleabhar -Clár raidió -Cláir theilifíse -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 a bhaineann le húsáid na teanga sna réimsí poiblí agus sna meáin cumarsáide.

No.	Content	% Alloc	Detail
3	An Fheasacht teanga	20	An Fheasacht teanga: 1-5 Díochlaonadh, briathra, Traschomparáideanna, Aidiachtaí, An Chopail, Réimeanna Úsáide, an -t-iolra, litriú séimhiú , urú, infhilleadh, foghraíocht, aistriúchan
4	Teanga ghairmdhirithe	30	Aoi-léachtóirí ó chomhlachtaí oiriúnacha

Assessment Strategies

No.	Assessment Strategies
1	Cluastuiscint
2	Tionscadal oiriúnach
3	Measúnú leanúnach sa rang
4	Repeat Assessment Strategy: -Cluastuiscint - athdhéanamh -Tionscadal - Aiste bunaithe ar taighde/scrúdú scríofa/tionscadal aonair nó/agus láithreoireacht(viva) mar atá oiriúnach -Measúnú leanúnach sa rang - athdhéanamh

Assessments

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

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	English -Irish Dictionary	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 Ghaeilge 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	Foclóir Staidéir Ghnó	122131448x	Bearnard Ó Dubhthaigh	An Gúm	1996	
9	Recommended	Foclóir Ríomhaireachta is Teicneolaíochta Faisnéise	185791516X	-	An Gúm	2004	

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.rnl106.com www.rte.ie www.tg4.ie

No.	Type	Description
		www.nuim.ie/language/vifax.shtml
2	Course Material	Foinse - An Nuachtán seachtainiúl. Ailt ó nuachtáin agus irisí éagsúla

Award Title:	Bachelor of Business	TL_BMKTG_D	AY 2010/2011
Area of Specialisation:	in Marketing		
Effective From:	AY 2010/2011	Stage: Award	Semester: 6 Level: 07

Module Code/Title: ENGL 71001 **English 6**
Credits: 5
Level: 07
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 5 or CEF level B1+ or equivalent

Module Description/Aims: This module aims to bring students to a level of competence in the English language which enables them to interact naturally and very confidently with native speakers while demonstrating both increased levels of language awareness and socio-cultural awareness. Students can expect to achieve a B2 level of communication across the four skills.

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 | Provide clear and systematically developed descriptions of processes and events. |
| 2 | Write descriptions of both concrete and abstract experiences/events, marking the relationship between the ideas expressed. |
| 3 | Interact with a degree of fluency and spontaneity that involves no strain on either speaker or interlocutor, while sustaining arguments, conveying emotion and providing relevant explanations. |
| 4 | Understand both concrete and abstract topics as delivered in standard spoken language covering a variety of subject areas, both familiar and unfamiliar. |
| 5 | Use appropriate language for formal correspondence and academic work. |
| 6 | Speak with less pronounced L1 accent. |

Teaching & Learning Strategies

No. Teaching & Learning Strategies

Indicative Syllabus Content

No.	Content	% Alloc	Detail
1	Identifying register	10	
2	Formal letters (complaint, making a case)	10	
3	Linking ideas and arguments	20	
4	Formulating surveys/questionnaires	10	
5	Sourcing and analysing texts (audio, visual, written)	20	
6	Observing and analysing pronunciation	20	
7	Collocations	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 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	4
3	Final Exam (Other)	Oral Examination		20	1, 3, 6
4	Final Exam (Scheduled)	Final Written Exam		40	1, 2, 4, 5

Reading List

No.	Type	Book Title	ISBN	Author(s)	Publisher	Year	Edition
1	Essential	New Cutting Edge Intermediate	0582825172	Cunningham, S., Moor, P.	Pearson Education	2005	3rd
2	Recommended	Market Leader Intermediate	0582838096	Cotton, D., Falvey, D., Kent, S.	Pearson Education	2005	6th
3	Recommended	Just Reading and Writing Intermediate	0462007111	Harmer, J., Lethaby, C.	Marshall Cavendish	2004	
4	Recommended	Just Listening and Speaking Intermediate	0402007146	Harmer, J., Lethaby, C.	Marshall Cavendish	2004	
5	Recommended	Practical English Usage	019431197x	Swan, M.	OUP	1995	14th

Journals, Websites & Course Material

No.	Type	Description
1	Website	www.longmanpearson.com/newcuttingedge/intermediate
2	Website	www.esl-lab.com
3	Website	http://www.ananova.com/news/lp.html?keywords=Quirkies
4	Website	www.Ireland.com