

Book of Modules for Programme

Study Abroad Business (City Campus) *



Please Note: Modules are subject to change & availability

*This book is intended as a module overview, Full module descriptors are available on request

Associated Modules

<i>Year/Cycle</i>	<i>Semester</i>	<i>Delivery Type</i>	<i>Code</i>	<i>Title</i>	<i>Version</i>	<i>Credits</i>
1	Semester 1	Elective	BSMT 9041	Principles of Management (1) [Approved]	1	5
1	Semester 1	Elective	BSMT9041	Principles of Management [Approved]	1	5
1	Semester 1	Elective	COMM 1001	Communication Studies [Approved]	1	5
1	Semester 1	Elective	COMM 1003	Communications COMM 1003 [Approved]	1	5
1	Semester 1	Elective	COMM 1044	Professional Development [Approved]	1	5
1	Semester 1	Elective	COMM7000	Introduction to Web Development [Approved]	1	5
1	Semester 1	Elective	ECON 9103	Introductory Macroeconomics [Approved]	2	5
1	Semester 1	Elective	ECON 9105	Introductory Micro Economics [Approved]	2	5
1	Semester 1	Elective	INFS 1032	Information Technology 1 [Approved]	1	5
1	Semester 1	Elective	INFT 1004	Information Technology [Approved]	1	5
1	Semester 1	Elective	INFT 9001	Information Technology 1 [Approved]	1	5
1	Semester 1	Elective	INFT9003	Information Technology [Approved]	1	5
1	Semester 1	Elective	ITEC 1020	Information Technology 1 [Approved]	1	5
1	Semester 1	Elective	LAW 1027	Business Law [Approved]	2	5
1	Semester 1	Elective	LAW 1046	Business Law [Approved]	1	5
1	Semester 1	Elective	LAW1048	HRM Legal Framework [Approved]	1	5
which will be replaced, on January 01 2025, by			LAW1048	HRM Legal Framework [Approved]	2	5
1	Semester 1	Elective	LOGT 1102	Introduction to Sustainable Transport Systems [Approved]	2	5
1	Semester 1 & 2	Elective	MATH 1004	Quantitative Analysis [Approved]	1	10
1	Semester 1	Elective	MATH 1006	Basic Statistics [Approved]	1	5

1	Semester 1	Elective	MATH 2002	Management Science [Approved]	1	5
1	Semester 1	Elective	MGMT 1059	Organisational Behaviour [Approved]	1	5
1	Semester 1	Elective	MGMT 5006	Information Technology Practice-2 [Approved]	1	5
1	Semester 1	Elective	MRKT 1035	Marketing Principles [Approved]	1	5
1	Semester 1	Elective	MRKT 1060	Market Research [Approved]	1	5
1	Semester 1	Elective	MRKT 1073	Marketing 1 [Approved]	2	5
1	Semester 1	Elective	MRKT 1306	Business & Society [Approved]	2	5
1	Semester 1	Elective	MRKT 9408	Marketing [Approved]	1	5
1	Semester 1	Elective	RETL 1000	Retail Management Foundations [Approved]	1	5
1	Semester 1 & 2	Elective	RETL 9126	Internet Technologies for Retail [Approved]	1	10
1	Semester 1	Elective	RETL 9127	Intro to Prog & Prob Solving [Approved]	1	5
1	Semester 1	Elective	STMG 4004	Strategic Logistics Management [Approved]	2	5
1	Semester 1	Elective	TECH 1003	Technology Fundamentals [Approved]	1	5
1	Semester 1 & 2	Elective	ACCT 1001	Financial Accounting 1 [Approved]	1	10
1	Semester 1 & 2	Elective	ACCT 1100	Financial Accounting Fundamentals [Approved]	1	10
1	Semester 1 & 2	Elective	ACCT 9205	Accounting and Reporting for Business Entities [Approved]	1	10
1	Semester 1 & 2	Elective	ACCT 9206	Financial Accounting [Approved]	2	10
1	Semester 1 & 2	Elective	COMM 9402	Communications [Approved]	2	5
1	Semester 1 & 2	Elective	COMM 9405	Communications [Approved]	2	10
1	Semester 1 & 2	Elective	ECON 1001	Economics [Approved]	1	10
1	Semester 1 & 2	Elective	ECON 1027	Statistics for Economics & Finance [Approved]	1	10
1	Semester 1 & 2	Elective	ECON 9104	Introductory Economics [Approved]	2	10
1	Semester 1 & 2	Elective	ECON 9105	Introductory Micro Economics [Approved]	2	5

1	Semester 1 & 2	Elective	FIN 2002	Finance 1 [Approved]	1	10
1	Semester 1 & 2	Elective	HRMG1204	Introduction to Human Resource Management [Approved]	1	10
1	Semester 1 & 2	Elective	INFS 1003	Object Oriented Software Development 1 [Approved]	1	10
1	Semester 1 & 2	Elective	INFS 1036	Information Systems for Economics & Finance [Approved]	1	5
1	Semester 1 & 2	Elective	INFS 1037	Introduction to Problem Solving and Design [Approved]	1	10
1	Semester 1 & 2	Elective	ITEC 1007	Introduction to Software Development [Approved]	1	10
1	Semester 1 & 2	Elective	LAW 1500	Core Legal Skills [Approved]	1	10
1	Semester 1 & 2	Elective	LAW 1501	Contract Law [Approved]	1	10
1	Semester 1 & 2	Elective	LAW 1503	Tort [Approved]	1	10
1	Semester 1 & 2	Elective	MATH 1001	Quantitative Techniques 1 [Approved]	1	10
1	Semester 1 & 2	Elective	MATH 1003	Quantitative Analysis [Approved]	1	10
1	Semester 1 & 2	Elective	MATH 1011	Quantitative Techniques [Approved]	1	10
1	Semester 1 & 2	Elective	MATH 1104	Quantitative Methods & Statistics [Approved]	2	10
1	Semester 1 & 2	Elective	MGMT 1064	Principles Of Management [Approved]	1	10
1	Semester 1 & 2	Elective	MGMT 1088	Digital Business Skills for HR [Approved]	1	10
1	Semester 1 & 2	Elective	MRKT 1009	Consumer Psychology [Approved]	1	10
1	Semester 1 & 2	Elective	MRKT 1010	Marketing Information Systems [Approved]	1	5
1	Semester 1 & 2	Elective	MRKT 1012	Irish Business Environment [Approved]	2	5
1	Semester 1 & 2	Elective	MRKT 1117	Marketing Research [Approved]	1	5
1	Semester 1 & 2	Elective	MRKT 1118	Statistics [Approved]	1	5
1	Semester 1 & 2	Elective	MRKT 1302	Behavioural Science [Approved]	1	10
1	Semester 1 & 2	Elective	MRKT 1310	Introduction to Business Finance and Accounting [Approved]	1	5
1	Semester 1 & 2	Elective	MRKT 1311	Essentials of Communications [Approved]	2	10
1	Semester 1 & 2	Elective	MRKT 2001	Marketing [Approved]	1	10

1	Semester 1 & 2	Elective	MRKT 9049	Marketing 1 [Approved]	1	10
1	Semester 1 & 2	Elective	OPMN 2000	Operations Management [Approved]	1	5
1	Semester 1 & 2	Elective	QMD 2003	Quantitative Methods 1 & 2 [Approved]	1	10
1	Semester 1 & 2	Elective	QMD2003	Quantitative Methods 1 & 2 [Approved]	1	10
1	Semester 2	Elective	BSMT 9042	Introduction to Supply Chain Management [Approved]	1	5
1	Semester 2	Elective	BSMT 9042	Introduction to Supply Chain Management (32250) [Draft]	1	5
1	Semester 2	Elective	BSMT 9043	Principles of Management (2) [Approved]	1	5
1	Semester 2	Elective	BUSF 1000	Irish Politics [Approved]	1	5
1	Semester 2	Elective	CGVE 1001	Introduction to Ethics & CSR [Approved]	1	5
1	Semester 2	Elective	COMM 9402	Communications [Approved]	2	5
1	Semester 2	Elective	COMM 9404	Communications [Approved]	1	5
1	Semester 2	Elective	COMM9402	Communications [Approved]	1	5
1	Semester 2	Elective	ECON 9103	Introductory Macroeconomics [Approved]	2	5
1	Semester 2	Elective	ECON 9105	Introductory Micro Economics [Approved]	2	5
1	Semester 2	Elective	FIN 2001	Financial Accounting [Approved]	1	5
1	Semester 2	Elective	INFS 1101	Information Technology for Business [Approved]	1	5
1	Semester 2	Elective	ITEC 1006	Database Systems 1 [Approved]	1	5
1	Semester 2	Elective	LAW1047	Business & Consumer Law [Approved]	1	5
1	Semester 2	Elective	LOGT 1003	Forecasting & Inventory Management [Approved]	1	5
1	Semester 2	Elective	LOGT1100	Introduction to Logistics [Approved]	1	5
1	Semester 2	Elective	MATH 1027	Maths for Economics & Finance 1 [Approved]	1	5
1	Semester 2	Elective	MATH 2004	Inferential Statistics [Approved]	1	5
1	Semester 2	Elective	MATH1028	Linear Algebra [Approved]	1	5
1	Semester 2	Elective	MGMT 1067	EU Frameworks [Approved]	3	5

1	Semester 2	Elective	MGMT1084	Organisational Behaviour [Approved]	1	5
1	Semester 2	Elective	MKRT 9408	Marketing [Approved]	1	5
1	Semester 2	Elective	MRKT 1060	Market Research [Approved]	1	5
1	Semester 2	Elective	MRKT 1313	Sales and Sales Management [Approved]	1	5
1	Semester 2	Elective	MRKT 1314	Web Design [Approved]	1	5
1	Semester 2	Elective	MRKT 1414	MRKT 1414 [Approved]	1	5
1	Semester 2	Elective	QMD2002	Quantitative Methods 1 [Approved]	1	5
1	Semester 2	Elective	RETL 1000	Retail Management Foundations [Approved]	1	5
1	Semester 2	Elective	TECH 1003	Technology Fundamentals [Approved]	1	5
2	Semester 1	Elective	ACCT 2101	Management Accounting [Approved]	1	5
2	Semester 1 & 2	Elective	ACCT 9207	Financial Reporting [Approved]	2	10
2	Semester 1	Elective	ACCT 9208	Management Accounting [Approved]	1	5
2	Semester 1 & 2	Elective	BSMT 2000	Enterprise Development [Approved]	1	10
2	Semester 1	Elective	BSMT 2002	Time Series Analysis 1 [Approved]	1	5
which will be replaced, on January 01 2025, by			BSMT 2002	Time Series Analysis 1 [Approved]	2	5
2	Semester 1	Elective	BSMT 9042	Introduction to Supply Chain Management (32250) [Draft]	1	5
2	Semester 1	Elective	BUS2016	Introduction to Business Analytics [Approved]	1	5
2	Semester 1	Elective	BUSL 2001	Business Law [Approved]	1	5
2	Semester 1	Elective	COMM 2420	Communications 2 [Approved]	2	5
2	Semester 1	Elective	DATA 2001	Enterprise Database Systems [Approved]	1	5
which will be replaced, on January 01 2025, by			DATA 2001	Enterprise Database Systems [Approved]	2	5
2	Semester 1	Elective	DATA2000	Algorithms and Data Structures 1 [Approved]	1	5
which will be replaced, on January 01 2025, by			DATA2000	Algorithms and Data Structures 1 [Approved]	2	5
2	Semester 1	Elective	ECON 2007	Economy of Ireland [Approved]	2	5

2	Semester 1	Elective	ECON 2010	Business Economics [Approved]	3	5
2	Semester 1	Elective	ECON 2012	Economy of Ireland [Approved]	1	5
2	Semester 1	Elective	ECON 2017	Microeconomics [Approved]	2	5
2	Semester 1	Elective	ECON 3102	Economics of Business A [Approved]	1	5
2	Semester 1	Elective	FNCE 2017	Business Finance A [Approved]	1	5
2	Semester 1	Elective	FNCE 2020	Financial Markets & Analysis [Approved]	2	5
2	Semester 1	Elective	HRMG 3008	Business Analytics & IT for HRM [Approved]	1	5
2	Semester 1	Elective	HRMG2205	Health and Safety Management [Approved]	2	5
2	Semester 1	Elective	INFS 2004	Algorithms and Data Structures 1 [Approved]	1	5
2	Semester 1	Elective	INFS 2005	Database Fundamentals [Approved]	1	5
2	Semester 1	Elective	INFS 2006	OO Software Development 2 [Approved]	1	5
2	Semester 1	Elective	INFS 2015	E-Business [Approved]	1	5
2	Semester 1	Elective	INFS 2421	Information Systems 2 [Approved]	3	5
2	Semester 1	Elective	INFS 9402	Introduction to Programming [Approved]	1	5
2	Semester 1	Elective	INFS2022	Spreadsheet Modelling 1 [Approved]	1	5
2	Semester 1	Elective	INFT 3001	eCommerce in Retailing [Approved]	1	5
2	Semester 1	Elective	LOGT 2001	Transport & Distribution Planning [Approved]	3	5
2	Semester 1	Elective	LOGT 2012	Supply Chain Management Concepts [Approved]	1	5
2	Semester 1	Elective	MANG 2102	Management & Organisational Behaviour [Approved]	1	5
2	Semester 1	Elective	MATH 2014	Maths for Economics & Finance [Approved]	1	5
2	Semester 1	Elective	MATH 2420	Statistics [Approved]	1	5
2	Semester 1	Elective	MGMT 2007	Organisational Behaviour [Approved]	1	5
2	Semester 1	Elective	MGMT 2013	Management Science [Approved]	1	5
2	Semester 1	Elective	MKRT 2025	Market Research [Approved]	1	5

2	Semester 1	Elective	MKRT 9408	Marketing [Approved]	1	5
2	Semester 1	Elective	MRKT 1073	Marketing 1 [Approved]	2	5
2	Semester 1	Elective	MRKT 2020	Marketing Research [Approved]	1	5
2	Semester 1	Elective	MRKT 2230	New Venture Creation [Approved]	1	5
2	Semester 1	Elective	MRKT 2320	Marketing Practice [Approved]	1	5
2	Semester 1	Elective	MRKT 2321	Data Collection & Analysis [Approved]	1	5
2	Semester 1	Elective	MRKT 2322	Microeconomics [Approved]	1	5
2	Semester 1	Elective	MRKT 2323	Management Accounting for Marketing [Approved]	1	5
2	Semester 1	Elective	MRKT 2324	Media Communications [Approved]	1	5
2	Semester 1	Elective	MRKT 2327	Management of Information Communication Technologies (ICT) [Approved]	1	5
2	Semester 1	Elective	MRKT 2420	Digital Marketing Management [Approved]	1	5
2	Semester 1	Elective	MRKT 2421	Marketing Research [Approved]	1	5
2	Semester 1	Elective	MRKT 2422	Business to Business Marketing [Approved]	1	5
2	Semester 1	Elective	MRKT 2425	Sales [Approved]	1	5
2	Semester 1	Elective	MRKT 2426	Service Marketing 1 [Approved]	2	5
2	Semester 1	Elective	MRKT 2428	Digital Mkt Metric & Analytics [Approved]	1	5
2	Semester 1	Elective	MRKT2326	Logistics and Supply Chain Management [Approved]	1	5
2	Semester 1	Elective	OPMN 9002	Introduction to Operations Management [Approved]	1	5
2	Semester 1	Elective	PDEP 2002	Professional Development 2 [Approved]	1	5
2	Semester 1	Elective	PRJM2003	Project Management [Approved]	1	5
2	Semester 1	Elective	PROJ 2000	Introduction to Project Management [Approved]	1	5
2	Semester 1	Elective	QMD2004	Quantitative Methods 2 [Approved]	1	5
2	Semester 1	Elective	RETL 2000	Retail Management 2 [Approved]	1	5

2	Semester 1	Elective	RETL 3000	Store Environments 1 [Approved]	1	5
which will be replaced, on September 01 2024, by			RETL 3000	Store Environments 1 [Draft]	2	5
2	Semester 1	Elective	RETL3341	Fashion Retailing 1 [Approved]	1	5
2	Semester 1	Elective	TECH 2007	Intro to B2B e-Commerce [Approved]	1	5
2	Semester 1	Elective	TECH 2008	Digital Business Transformation 1 [Approved]	1	5
2	Semester 1 & 2	Elective	ACCT 2001	Financial Accounting 2 [Approved]	1	10
2	Semester 1 & 2	Elective	ACCT 2002	Management Accounting [Approved]	1	10
2	Semester 1 & 2	Elective	ACCT 9207	Financial Reporting [Approved]	2	10
2	Semester 1 & 2	Elective	ACCT 9210	Management Accounting 1 [Approved]	1	10
2	Semester 1 & 2	Elective	BSMT 2000	Enterprise Development [Head of School]	2	10
2	Semester 1 & 2	Elective	BSMT 2001	BSMT2001 Simulation for Business Analytics [Approved]	1	10
2	Semester 1 & 2	Elective	BUSL 2000	Business Law [Approved]	1	10
2	Semester 1 & 2	Elective	ECON 2002	Macroeconomic Theory and Policy [Approved]	2	10
2	Semester 1 & 2	Elective	FIN 2003	Finance 2 [Approved]	1	10
2	Semester 1 & 2	Elective	HRMG 1004	Finance for non accounting students [Approved]	1	10
2	Semester 1 & 2	Elective	HRMG 2201	Designing and Delivering of Training [Approved]	1	10
2	Semester 1 & 2	Elective	HRMG 2208	Employee Resourcing and Talent Management [Approved]	1	10
2	Semester 1 & 2	Elective	HRMS2002	Human Resource Management [Approved]	2	5
2	Semester 1 & 2	Elective	LAW 1004	Business Law [Approved]	1	10
2	Semester 1 & 2	Elective	LAW 1031	Company Law [Approved]	1	10
2	Semester 1 & 2	Elective	LAW 2501	Constitutional Law [Approved]	1	10
2	Semester 1 & 2	Elective	LAW 2503	Property Law [Approved]	1	10
2	Semester 1 & 2	Elective	LAW2029	Employment Law [Approved]	1	10
2	Semester 1 & 2	Elective	MATH 2001	Quantitative Techniques 2 [Approved]	1	10

2	Semester 1 & 2	Elective	OPMN 2000	Operations Management [Approved]	1	5
2	Semester 1 & 2	Elective	TECH 2006	Intro Application Development [Approved]	1	10
2	Semester 2	Elective	BSST6008	Behavioural Economics [Approved]	1	5
2	Semester 2	Elective	ACCT 2009	Finance [Approved]	1	5
2	Semester 2	Elective	ACCT 2100	Business Taxation [Approved]	1	5
2	Semester 2	Elective	ACCT 9208	Management Accounting [Draft]	1	5
2	Semester 2	Elective	BSMT 2003	Supply Chain Methods [Approved]	1	5
2	Semester 2	Elective	BSMT 9005	Introduction to Customs and International Trade [Approved]	1	5
2	Semester 2	Elective	BSMT 9041	Principles of Management (1) [Approved]	1	5
2	Semester 2	Elective	BSMT 9042	Introduction to Supply Chain Management (32250) [Draft]	1	5
2	Semester 2	Elective	BSMT2004	Forecasting and Stochastic Models [Approved]	1	5
2	Semester 2	Elective	DATA 2004	Big Data Concepts [Approved]	2	5
2	Semester 2	Elective	DATA2003	Algorithms and Data Structures 2 [Approved]	1	5
which will be replaced, on January 01 2025, by			DATA2003	Algorithms and Data Structures 2 [Approved]	2	5
2	Semester 2	Elective	ECON 2011	Economics of the EU [Approved]	3	5
2	Semester 2	Elective	ECON 2018	Economics of Strategy [Approved]	3	5
2	Semester 2	Elective	ECON 2020	International Trade and Globalisation [Approved]	2	5
2	Semester 2	Elective	ECON 2033	Data Analysis for Economics and Finance [Approved]	1	5
2	Semester 2	Elective	ECON 3103	Economics for Business B [Approved]	1	5
2	Semester 2	Elective	ECON 4002	Labour Economics [Approved]	2	5
2	Semester 2	Elective	ECON 9103	Introductory Macroeconomics [Approved]	2	5
2	Semester 2	Elective	ECON 9105	Introductory Micro Economics [Approved]	2	5
2	Semester 2	Elective	EUFK 2001	Introduction to European Union Studies [Approved]	3	5
2	Semester 2	Elective	EUFK 2003	EU Integration [Approved]	1	5

2	Semester 2	Elective	FNCE 2004	Mathematics for Economics & Finance [Approved]	1	5
2	Semester 2	Elective	FNCE 2018	Business Finance B [Approved]	1	5
2	Semester 2	Elective	FNCE2100	Enterprise Finance [Approved]	1	5
2	Semester 2	Elective	FNCE3000	Corporate Finance [Approved]	1	5
2	Semester 2	Elective	HRMG 3033	Future of Work [Approved]	1	5
2	Semester 2	Elective	HRMG 9402	Human Resource Management [Approved]	1	5
2	Semester 2	Elective	INFS 2007	Advanced Databases [Approved]	1	5
2	Semester 2	Elective	INFS 2009	Algorithms and Data Structures 2 [Approved]	1	5
2	Semester 2	Elective	INFS 2016	Information Systems [Approved]	1	5
2	Semester 2	Elective	INFS 2021	Data Analytics for Accounting and Finance [Approved]	1	5
2	Semester 2	Elective	INFS 2023	Spreadsheet Modelling 2 [Approved]	1	5
2	Semester 2	Elective	INFS 2100	eBusiness [Approved]	1	5
2	Semester 2	Elective	INFS 3030	Dynamic Programming Languages [Approved]	2	5
which will be replaced, on January 01 2025, by			INFS 3030	Dynamic Programming Languages [Approved]	3	5
2	Semester 2	Elective	INFS2008	Object Oriented Software Development 3 [Approved]	1	5
2	Semester 2	Elective	LANG 2421	Cultural Studies [Approved]	1	5
2	Semester 2	Elective	LAW2004	Commercial and Transport Law [Approved]	1	5
2	Semester 2	Elective	LOGT 2003	Transport Operations Management [Approved]	2	5
2	Semester 2	Elective	LOGT 2013	Supply Chain Management Operations [Approved]	1	5
2	Semester 2	Elective	MANG 2001	Human Resource Management [Approved]	1	5
2	Semester 2	Elective	MATH 2004	Inferential Statistics [Approved]	1	5
2	Semester 2	Elective	MATH2003	Supply Chain Methods [Approved]	1	5
2	Semester 2	Elective	MGMT 2101	Applied Management [Approved]	1	5
2	Semester 2	Elective	MGMT 2425	Small Business Management [Approved]	1	5

2	Semester 2	Elective	MGMT 4408	Workplace Wellbeing [Approved]	1	5
2	Semester 2	Elective	MGMT1084	Organisational Behaviour [Approved]	1	5
2	Semester 2	Elective	MRKT 2101	Marketing Management [Approved]	1	5
2	Semester 2	Elective	MRKT 2330	Marketing Planning [Approved]	1	5
2	Semester 2	Elective	MRKT 2331	Market Research Applications [Approved]	1	5
2	Semester 2	Elective	MRKT 2332	Macroeconomics [Approved]	1	5
2	Semester 2	Elective	MRKT 2333	International Marketing [Approved]	1	5
2	Semester 2	Elective	MRKT 2334	Marketing Communications [Approved]	1	5
2	Semester 2	Elective	MRKT 2337	Search Marketing [Approved]	1	5
2	Semester 2	Elective	MRKT 2338	Business to Business Marketing [Approved]	1	5
2	Semester 2	Elective	MRKT 2423	Search Engine Marketing [Approved]	1	5
2	Semester 2	Elective	MRKT 2425	Sales [Approved]	1	5
2	Semester 2	Elective	MRKT 2427	International Marketing [Approved]	1	5
2	Semester 2	Elective	MRKT3507-12452	Services Marketing 2 [Approved]	2	5
2	Semester 2	Elective	PDEP 2002	Professional Development 2 [Approved]	1	5
2	Semester 2	Elective	RETL 2000	Retail Management 2 [Approved]	1	5
2	Semester 2	Elective	RETL 2002	Retail Marketing [Approved]	1	5
2	Semester 2	Elective	RETL 9128	Internet Technologies for Retail [Approved]	1	5
2	Semester 2	Elective	RETL9124	Store Environment 2 [Approved]	1	5
2	Semester 2	Elective	TECH 2009	Introduction to Technology & User Experience for Retail [Approved]	1	5
2	Semester 2	Elective	TECH 2010	Intro to Data Base Systems [Approved]	1	5
3	Semester 1	Elective	ACCT3016	Applied Retail Accounting and Finance [Approved]	1	5
3	Semester 1	Elective	BSMT 4003	Business Sustainability [Approved]	1	5
3	Semester 1	Elective	BSMT 9044	Business Decision Making- Management Science 2 [Approved]	1	5

3	Semester 1	Elective	BSMT 9045	Business Intelligence [Approved]	1	5
3	Semester 1	Elective	BULD 3072	Business Technologies [Approved]	1	5
3	Semester 1	Elective	BUS 3007	Business Analytics [Approved]	1	5
3	Semester 1	Elective	DATA 2002	NoSQL Database Management [Approved]	2	5
3	Semester 1	Elective	DATA 3000	Advanced Data Base Systems [Approved]	1	5
3	Semester 1	Elective	ECON 1015	International Economics [Approved]	1	5
3	Semester 1	Elective	ECON 3500	International Political Economy [Approved]	1	5
3	Semester 1	Elective	ECON 3501	Strategy Economics [Approved]	1	5
3	Semester 1	Elective	ECON 4000	Economics of the Developing World [Approved]	3	5
3	Semester 1 & 2	Elective	FNCE 3001	Strategy & Leadership in Accounting & Finance [Approved]	3	10
3	Semester 1	Elective	FNCE 3016	Corporate Finance [Approved]	1	5
3	Semester 1	Elective	FNCE 3018	ESG and Responsible Financial Management [Approved]	1	5
3	Semester 1	Elective	FNCE4005	Game Theory [Approved]	2	5
3	Semester 1	Elective	HRMG 3009	Ethics and Corporate Governance [Approved]	1	5
3	Semester 1	Elective	HRMG 3305	Digitalisation of HR [Approved]	2	5
3	Semester 1	Elective	HRMG 4004	Contemporary Issues in HRM [Approved]	1	5
3	Semester 1	Elective	HRMG3018	Developing Professional Practice [Approved]	1	5
3	Semester 1	Elective	INFS 3000	Electronic Business [Approved]	1	5
3	Semester 1	Elective	INFS 3003	System Analysis and Design [Approved]	2	5
3	Semester 1	Elective	INFS 3004	Enterprise Database Systems [Approved]	1	5
3	Semester 1	Elective	INFS 3030	Dynamic Programming Languages [Approved]	2	5
which will be replaced, on January 01 2025, by			INFS 3030	Dynamic Programming Languages [Approved]	3	5
3	Semester 1	Elective	INFS 3031	Web Development 1 (Java) [Approved]	1	5

3	Semester 1	Elective	INFS 9401	Client Side Web Development [Approved]	1	5
3	Semester 1	Elective	INFS9404	Foundations of Intelligent Systems [Approved]	2	5
3	Semester 1	Elective	INFT 9003	Database Systems [Approved]	1	5
3	Semester 1	Elective	INFT3002	Information Management for Data Science [Approved]	2	5
3	Semester 1	Elective	ITEC 3003	IT Project Management [Approved]	2	5
3	Semester 1	Elective	ITEC 3004	Mobile/ Social e-commerce [Approved]	2	10
3	Semester 1	Elective	LOGT 3000	Retail Buying and Logistics [Approved]	1	5
3	Semester 1	Elective	LOGT 3001	Procurement Management [Approved]	1	5
3	Semester 1	Elective	LOGT 3002	Warehouse Design and Management LOGT 3002 [Approved]	1	5
3	Semester 1	Elective	MGMT 1062	Project Management [Approved]	1	5
3	Semester 1	Elective	MGMT 3010	Organisational Change [Approved]	1	5
3	Semester 1	Elective	MGMT 3012	Managing Diversity in a Retailing Environment [Approved]	1	5
3	Semester 1	Elective	MGMT 3016	International Management [Approved]	1	5
3	Semester 1	Elective	MGMT 4007	Entrepreneurship [Approved]	1	5
3	Semester 1	Elective	MGMT 4020	Strategic Management Tools [Approved]	1	5
3	Semester 1	Elective	MGMT3031	Project Management [Approved]	1	5
3	Semester 1	Elective	MRKT 2320	Marketing Practice [Approved]	1	5
3	Semester 1	Elective	MRKT 2422	Business to Business Marketing [Approved]	1	5
3	Semester 1	Elective	MRKT 2425	Sales [Approved]	1	5
3	Semester 1	Elective	MRKT 2426	Service Marketing 1 [Approved]	2	5
3	Semester 1	Elective	MRKT 2428	Digital Mkt Metric & Analytics [Approved]	1	5
3	Semester 1	Elective	MRKT 3500	Organisation Behaviour & the Individual [Approved]	1	5
3	Semester 1	Elective	MRKT 3502	IMC Campaign [Approved]	1	5
3	Semester 1	Elective	MRKT3501	Perspectives on International Marketing [Approved]	1	5

3	Semester 1	Elective	RETL 3010	GIS Management for Retail Management [Approved]	1	5
3	Semester 1	Elective	RETL3001	Retail Consumption Studies [Approved]	1	5
3	Semester 1	Elective	RETL3341	Fashion Retailing 1 [Approved]	1	5
3	Semester 1	Elective	STAT 1951	Statistical Programming [Approved]	1	5
3	Semester 1	Elective	TECH 3003	Transport Technologies Application [Approved]	1	5
3	Semester 1	Elective	TECH1512	Immersive Technologies for Business [Approved]	1	5
3	Semester 1 & 2	Elective	ACCT 3002	Taxation [Approved]	1	10
3	Semester 1 & 2	Elective	ACCT 3003	Advanced Financial Reporting [Approved]	2	10
3	Semester 1 & 2	Elective	ACCT 3004	Auditing [Approved]	2	10
3	Semester 1 & 2	Elective	ACCT 3005	Accounting for Management Control and Decision Making [Approved]	3	10
3	Semester 1 & 2	Elective	ACCT 3010	Corporate Finance [Approved]	1	10
3	Semester 1 & 2	Elective	ACCT 3011	Advanced Financial Reporting [Approved]	2	10
3	Semester 1 & 2	Elective	ACCT 3012	Taxation I [Approved]	2	10
3	Semester 1 & 2	Elective	ACCT 3015	Management Accounting On-line (Study Abroad) [Approved]	1	10
3	Semester 1 & 2	Elective	ACCT3008-12373	Management Accounting for Business Decisions [Approved]	1	10
3	Semester 1 & 2	Elective	ACCT3009-12374	Advanced Management Accounting 1 [Approved]	1	10
3	Semester 1 & 2	Elective	ECON 2002	Macroeconomic Theory and Policy [Approved]	2	10
3	Semester 1 & 2	Elective	ECON 4001	Public Economics [Approved]	2	10
3	Semester 1 & 2	Elective	FNCE 3002	Financial Econometrics [Approved]	2	10
3	Semester 1 & 2	Elective	FNCE 3003	Derivatives [Approved]	1	10
3	Semester 1 & 2	Elective	FNCE 3004	Corporate Finance [Approved]	1	10
3	Semester 1 & 2	Elective	FNCE 3005	International Finance and Monetary Economics [Approved]	2	10
3	Semester 1 & 2	Elective	FNCE 3006	Financial Institutions and Financial Services [Approved]	1	10

3	Semester 1 & 2	Elective	HRMG3003	Human Resource Management Contemporary Issues [Approved]	1	10
3	Semester 1 & 2	Elective	LAW 1502	Criminal Law [Approved]	1	10
3	Semester 1 & 2	Elective	LAW 3028	EU Law [Approved]	1	10
3	Semester 1 & 2	Elective	LAW 3500	Administrative Law [Approved]	1	10
3	Semester 1 & 2	Elective	LAW 3501	Evidence Law [Approved]	1	10
3	Semester 1 & 2	Elective	LAW 3502	Jurisprudence [Approved]	1	10
3	Semester 1 & 2	Elective	LAW 3503	Equity Law [Approved]	1	10
3	Semester 1 & 2	Elective	LAW 4019	European Human Rights Law [Approved]	1	10
3	Semester 1 & 2	Elective	LOGT3010	Supply Chain Management [Approved]	1	10
3	Semester 1 & 2	Elective	MGMT 9868	Investment and Portfolio Management [Approved]	1	10
3	Semester 1 & 2	Elective	MGMT3017	New Venture Creation [Approved]	1	10
3	Semester 1 & 2	Elective	MRKT 3009	Marketing Research [Approved]	1	10
3	Semester 1 & 2	Elective	MRKT 3011	Digital Marketing [Approved]	1	5
3	Semester 1 & 2	Elective	RSHP 4000	Research Project [Approved]	2	10
3	Semester 2	Elective	ACCT 3500	Financial Analysis [Approved]	1	5
3	Semester 2	Elective	FNCE3000	Corporate Finance [Approved]	1	5
3	Semester 2	Elective	INFS 3012	Management Information Systems [Approved]	1	5
3	Semester 2	Elective	INFS 3032	Web Development 2 [Approved]	1	5
3	Semester 2	Elective	MGMT 3010	Organisational Change [Approved]	1	5
3	Semester 2	Elective	MRKT 3509	Marketing Analysis 1 [Approved]	1	5
3	Semester 2	Elective	MRKT 3510	Integrated Marketing Communications [Approved]	1	5
3	Semester 2	Elective	MRKT 3511	Research Methods [Approved]	1	5
3	Semester 2	Elective	MRKT 3512	Strategic Marketing [Approved]	1	5
3	Semester 2	Elective	MRKT3508	Consumer Behaviour [Approved]	1	5

3	Semester 2	Elective	PROJ3081	Professional Development [Approved]	1	5
3	Semester 2	Elective	RETL 4012	Retail Analytics [Approved]	1	5
3	Semester 2	Elective	RETL4022	Cybersecurity in Retailing [Approved]	1	10
4	Semester 1	Elective	BSMT 4003	Business Sustainability [Approved]	1	5
4	Semester 1	Elective	BSOC 1000	Business and Society [Approved]	1	5
4	Semester 1	Elective	BSST 6005	Strategy Case Competition [Approved]	1	5
4	Semester 1	Elective	DATA4001	Applied Predictive Analytics [Approved]	1	5
4	Semester 1	Elective	ENTP 4000	Enterprise Studies [Approved]	1	5
4	Semester 1	Elective	HRMG 3007	Managing Diversity at Work [Approved]	1	5
4	Semester 1	Elective	HRMG 4403	International Human Resource Management [Approved]	1	5
4	Semester 1	Elective	HRMG4005	Performance Management [Approved]	1	5
4	Semester 1	Elective	INFS 4005	Mobile Application Development [Approved]	1	5
4	Semester 1	Elective	INFS 4007	Distributed Systems [Approved]	1	5
4	Semester 1	Elective	INFT 4000	Data Acquisition and Preprocessing [Approved]	1	5
4	Semester 1	Elective	MANG4002	Sustainable Supply Chain Management [Approved]	1	5
4	Semester 1	Elective	MGMT 4003	Strategic Retail Management [Approved]	1	5
4	Semester 1	Elective	MGMT 4005	Entrepreneurial Studies [Approved]	1	5
4	Semester 1	Elective	MGMT 4010	Partnerships and Outsourcing [Approved]	1	5
which will be replaced, on September 01 2024, by			MGMT 4010	Partnerships and Outsourcing [Draft]	2	5
4	Semester 1	Elective	MGMT 4103	Corporate Governance and Business Ethics [Approved]	1	5
4	Semester 1	Elective	RETL 3010	GIS Management for Retail Management [Approved]	1	5
4	Semester 1	Elective	RETL 4009	Retail Shopper Management [Approved]	1	5
4	Semester 1	Elective	RETL 4013	Retail, Consumption & Society [Approved]	1	5
4	Semester 1	Elective	RETL 4015	Web Analytics [Approved]	2	5

4	Semester 1	Elective	RETL 4016	Software Project [Approved]	1	5
4	Semester 1	Elective	RETL 4021	eCommerce Case Study [Approved]	2	5
4	Semester 1	Elective	RSRH 4003	Research Methodology/Statistics [Approved]	1	5
4	Semester 1	Elective	STIS 4002	Strategic Information Systems [Approved]	1	5
4	Semester 1	Elective	STMG 4004	Strategic Logistics Management [Approved]	2	5
4	Semester 1	Elective	STMG4013	Supply Chain Analytics [Approved]	1	5
4	Semester 1	Elective	TECH4007	Emerging Technology & Organisation Change [Approved]	1	5
4	Semester 1 & 2	Elective	ADMG 4000	Advanced Management Accounting 2 [Approved]	1	10
4	Semester 1 & 2	Elective	CONB 4001 (TU903)	Consumer Behaviour [Approved]	1	10
4	Semester 1 & 2	Elective	EREL 4000	Employee Relations [Approved]	1	10
4	Semester 1 & 2	Elective	FNCE 3001	Strategy & Leadership in Accounting & Finance [Approved]	3	10
4	Semester 1 & 2	Elective	FNCE 3002	Financial Econometrics [Approved]	2	10
4	Semester 1 & 2	Elective	FNCE 3005	International Finance and Monetary Economics [Approved]	2	10
4	Semester 1 & 2	Elective	FNES 4000	Financial Econometrics [Approved]	1	10
4	Semester 1 & 2	Elective	FNST 4000	Financial Strategy [Approved]	1	10
4	Semester 1 & 2	Elective	FNSV4008-14524	Financial Services [Approved]	1	10
4	Semester 1 & 2	Elective	HRMG 4000	International Human Resource Management [Approved]	1	10
4	Semester 1 & 2	Elective	HRMG 4008	Employee Relations [Approved]	1	10
4	Semester 1 & 2	Elective	INFS4001	Software Design Patterns [Approved]	1	10
4	Semester 1 & 2	Elective	LAW 1204	Law and Technology [Approved]	1	10
4	Semester 1 & 2	Elective	LAW 1502	Criminal Law [Approved]	1	10
4	Semester 1 & 2	Elective	LAW 3501	Evidence Law [Approved]	1	10
4	Semester 1 & 2	Elective	LAW 3503	Equity Law [Approved]	1	10
4	Semester 1 & 2	Elective	LAW 4000	Competition Law [Approved]	1	10

4	Semester 1 & 2	Elective	LAW 4006	Civil Procedure and ADR [Approved]	1	10
4	Semester 1 & 2	Elective	LAW 4017	Employment Law [Approved]	1	10
4	Semester 1 & 2	Elective	LAW 4019	European Human Rights Law [Approved]	1	10
4	Semester 1 & 2	Elective	LAW 9026	Immigration, Refugee and Citizenship Law [Approved]	1	10
4	Semester 1 & 2	Elective	MGMT 4105	Strategic Management [Approved]	1	10
which will be replaced, on January 01 2026, by			MGMT 4105	Strategic Management [Approved]	2	10
4	Semester 1 & 2	Elective	MKCM 4002	Marketing Communications [Approved]	1	10
4	Semester 1 & 2	Elective	RSRH 4005	Research Methods [Approved]	1	5
4	Semester 1 & 2	Elective	SISY1000	Strategic Information Systems [Approved]	1	5
4	Semester 1 & 2	Elective	STMG 4005	Strategic Management [Approved]	2	10
4	Semester 1 & 2	Elective	STMG 4012	Strategic Management [Approved]	1	10
which will be replaced, on September 01 2024, by			STMG 4012	Strategic Management [Draft]	2	10
4	Semester 1 & 2	Elective	STMK 4005	Strategic Marketing [Approved]	1	10
4	Semester 1 & 2	Elective	TAXN 1000	Taxation II [Approved]	2	10
4	Semester 2	Elective	BSST6008	Behavioural Economics [Approved]	1	5
4	Semester 2	Elective	BSMT 9044	Business Decision Making- Management Science 2 [Approved]	1	5
4	Semester 2	Elective	DATA4000	Machine Learning Techniques for Data Analysis [Approved]	1	5
4	Semester 2	Elective	GSCM 4001	Global Supply Chain Management [Approved]	1	5
4	Semester 2	Elective	INFS 1196	Strategic Information Systems [Approved]	2	5
4	Semester 2	Elective	INFS 3028	Software Quality Assurance [Approved]	1	5
4	Semester 2	Elective	LOGT4005	Demand Chain Management [Approved]	1	5
4	Semester 2	Elective	LOGT4012	Business Process Modelling, Simulation & Optimisation [Approved]	1	5
4	Semester 2	Elective	MGMT 4007	Entrepreneurship [Draft]	1	5
4	Semester 2	Elective	MGMT 4009	Quality Management and Process Improvement [Approved]	1	5

4	Semester 2	Elective	MGMT 4104	Critical Management [Approved]	1	5
4	Semester 2	Elective	MRKT 4010	Information Management & Strategy [Approved]	1	5
4	Semester 2	Elective	MRKT 4109	Marketing Analytics [Approved]	1	5
4	Semester 2	Elective	RETL 4001	Shopping Centre Management [Approved]	1	5
4	Semester 2	Elective	RETL 4012	Retail Analytics [Approved]	1	5
4	Semester 2	Elective	RETL 4022	International Retailing [Approved]	1	5
4	Semester 2	Elective	RETL4022	Cybersecurity in Retailing [Approved]	1	10
4	Semester 2	Elective	SBMG 5000	Small Business Management [Approved]	1	5
4	Semester 2	Elective	SCMT 4000	Applied SCM and Cases SCMT 4000 [Approved]	1	5
4	Semester 2	Elective	SDEV 4010	Software Frameworks for Large Data Sets [Approved]	1	5

Module Details	
Module Code:	LAW 1027
Module Long Title:	Business Law <div>APPROVED</div>
Banner Title:	Business Law
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This course in law emphasises the legal issues inherent in Irish business. The Module aims to provide an understanding of the legal framework within which a business operates.
Indicative Syllabus	<div>Sources of Law:</div> <div>Outline of sources and development of Irish Law</div> <div>Contract:</div> <div>Formation, Terms and Exclusion Clauses, Remedies</div> <div>Consumer Law:</div> <div>Sales, Digital, Service Contracts. Implied Terms. Consumer Protection. Enforcement. Consumer Rights Act 2022</div> <div>Employment Contracts:</div> <div>Contracts of service and for services, Unfair and wrongful dismissal, Redundancy, Remedies of employee</div> <div>Agency:</div> <div>Relation between the principle and the agent and a third party.</div> <div>Company Law:</div> <div>Share capital, Loan capital, Directors, Auditor, Shareholders. Companies Act 2014</div> <div>Data Protection</div> <div>Tort Negligence:</div> <div>Duty of care, Duty of possessor of skills, Liability</div>
Learning and Teaching Methods	Lectures, Cases and Class Discussion

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Explain the principles of business and company law.
MLO2	Apply legal principles to business problems.
MLO3	Be aware of the legal constraints within which business operates and be better able to assess when appropriate professional advice is required.
Requisites	
Assessment Threshold	Each individual element of module Assessment to be successfully completed and passed to successfully complete the module
Module Content & Assessment	
Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	In Class Test	% of Total Mark for Module	50
Indicative Week	Week 13	Learning Outcomes	1,2,3
Assessment Threshold:	40	Assessment Role	Individual
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description End of year written examination to include problem/case style questions assessing the practical application of law.			
Assessment Type	Report	% of Total Mark for Module	50
Indicative Week	Week 4	Learning Outcomes	1,2,3
Assessment Threshold:	40	Assessment Role	Not yet determined
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description At least 2 assessments which can include MCQ, Case (Moot Court) presentations or reports, Court visit and report.			

Module Activity

COMM 1001: Communication Studies

Module Details

Module Code:	COMM 1001
Module Long Title:	Communication Studies APPROVED
Banner Title:	Communication Studies
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Ruth Casey
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (27 November 2019 to 09 January 2020) • Ruth Casey (09 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module covers those areas within communication studies that are of particular relevance to students of business and management. It introduces students to the conceptual framework provided by communication theory, identifies models of 'best practice' and develops a range of communication skills that are of critical importance for managers and staff in modern business organizations. It is also a facilitative course in that it provides students with skills and competences that are helpful across the curriculum.
Indicative Syllabus	<p>1. Communication Theory: Key concepts in the communication process. Contemporary theories and models of communication.</p> <p>2. Business and Academic Writing Skills: Process and principles of clear, persuasive writing. Academic writing and referencing. Structure and style of business writing (correspondence, reports etc).</p> <p>3. Interpersonal Communication: Non-verbal communication. The nature and function of non-verbal communication. Forms of non-verbal communication (proxemics, kinesics, paralanguage, etc). Barriers to effective interpersonal communication.</p> <p>4. Communication in Teams: The structure and development of teams from group theory and practice of teamwork. Active listening and feedback. Strategies for managing conflict. The virtual team.</p> <p>5. Digital Communications: Emerging communication issues and debates. Different media types.</p> <p>6. Oral Communications: Characteristics of presentation and formal spoken delivery. Presentation preparation model. Techniques of delivery. Use of audio-visual presentation aids.</p> <p>7. Organisational Communication: Internal communication networks and media. Barriers in organisational communication. The organisation and management of meetings.</p>

Learning and Teaching Methods	A wide range of learning and teaching approaches will be used including lectures, discussion, in-class assignments, self-directed learning, group-work and student presentations. Video excerpts and short case studies will be used as appropriate. Further learning materials and resources will be provided on the course intranet.	
Learning Outcomes		
Upon successful completion of this module the learner will be able to		
#		
MLO1	Describe and evaluate different theories and models of communication, including interpersonal communication	
MLO2	Identify theories of teamwork and understand issues affecting the practice of working and communicating effectively in teams	
MLO3	Describe and evaluate the contribution of digital media to business communication	
MLO4	Recognise and identify the issues relevant to organisational communication and culture	
MLO5	Demonstrate the techniques required for an effective oral presentation	
Requisites		
Module Content & Assessment		
Assessment Breakdown		%
Formal Examination		50.00%
Other Assessment(s)		50.00%
Derogations from the General Assessment Regulations		
A maximum of four attempts are permitted at this module		

Assessments

Formal Examination			
Assessment Type	Written Examination	% of Total Mark for Module	50
Indicative Week	See Student Handbook	Learning Outcomes	1,2,3,4
Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Online	Pass/Fail	No
Assessment Description End of semester Multiple Choice Question Exam			
Other Assessment(s)			
Assessment Type	Critique	% of Total Mark for Module	25
Indicative Week	See Student Handbook	Learning Outcomes	1
Assessment Threshold:	None	Assessment Role	Paired

Module Details

Module Code:	FIN 2002
Module Long Title:	Finance 1 APPROVED
Banner Title:	Finance 1
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Benjamin Lynch
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (21 November 2019 to 09 January 2020) • Louise Gorman (09 January 2020 to 09 February 2023) • Benjamin Lynch (09 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module introduces the core concepts and key topic areas of corporate finance which is concerned with the investment, financing, and dividend decisions made within the financial context of the firm. Students will develop knowledge and understanding of the role and objectives of financial management within the firm, and learn to apply key financial techniques in the areas of financial analysis, working capital management, sources of finance and portfolio investment strategies.
Indicative Syllabus	<p>Introduction to Finance Identify & explain the basic concepts of finance, the time value of money, investment, & return. Introduction to financial statements.</p> <p>Financial Analysis and Forecasting Using ratio and key performance indicators to evaluate the financial and operational performance of the firm from an investor or outsider perspective. Importance of accurate forecasting. Forecasting cash-flows.</p> <p>Capital Markets Explore the financial markets, Debt & Equity, primary and secondary. Discuss the nature of Common Stock and determinants of valuation. Identify the characteristics and valuation methodologies for the various types of Fixed Income securities and ordinary shares.</p> <p>Investment and Project Appraisal Explore the nature of Capital Investment and the requirement for advance analysis and project appraisal. Discuss the main types of project appraisal techniques and enhance understanding through technical exercises to gain and understanding of and advantages and shortcomings of each.</p> <p>Sources of Finance Explore the various sources of finance. Equity as a long-term source of finance. Debt as a long-term source of finance.</p> <p>Dividend Policy The importance of dividend policy. Impact of the dividend policy on the investment and financing decisions.</p> <p>Capital Structure Determinants and Estimation Weighted Average Cost of Capital. The importance of capital structure to financial health of the firm and its impact on risk and financial distress.</p> <p>Introduction to Portfolio Theory</p>

	The measurement of risk. Concept of diversification. An example of simple two-asset portfolio: calculation of portfolio risk and return. Financial Risk Management Evaluating Interest and exchange rate risk. Introduction to Treasury operations and hedging strategies.
Learning and Teaching Methods	Formal lectures will form the core of the learning strategy. To complement formal lectures, problem solving exercises will be undertaken to ensure experience of the technical aspects of the course and the use of tools (including spreadsheets) in a lab environment for more productive modelling and financial IT toolkit skills development.
Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Demonstrate an understanding of the financial markets and the environment within which business operates.
MLO2	Appreciate the fundamental financial concepts underpinning the finance, investment, and dividend decisions and develop analytical capabilities in each of these areas.
MLO3	Demonstrate knowledge of financial tools for valuation, decision making and planning.
MLO4	Recognise the nature of financial risk and develop a practical knowledge of risk mitigation strategies and techniques.
MLO5	Effectively interpret and communicate financial information.
Requisites	
Module Content & Assessment	
Assessment Breakdown	%
Formal Examination	70.00%
Other Assessment(s)	30.00%
Derogations from the General Assessment Regulations	
A maximum of four attempts are permitted at this module	

Assessments

Formal Examination			
Assessment Type	Written Examination	% of Total Mark for Module	70
Indicative Week	See Student Handbook	Learning Outcomes	1,2,3,4,5
Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description At the end of the semester, students will have to complete a formal exam which will test their abilities to apply financial theories and challenge financial decisions.			
Other Assessment(s)			

INFS 1032: Information Technology 1

Module Details

Module Code:	INFS 1032
Module Long Title:	Information Technology 1 APPROVED
Banner Title:	Information Technology 1
Version:	1
Indicative NFAQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Plamen Petkov
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (27 November 2019 to 22 February 2023) • Plamen Petkov (22 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>This module will introduce students to business Information Technology. It exposes students to the fundamental theory of Information Technology and practical experience of application software in the Computer Laboratory. Students will be introduced to business packages for Word Processing, Presentations, Spreadsheets, Web Browser and the Computer Operating System</p> <p>Module aim</p> <p>The aims of this module are to:</p> <p>Introduce the basic concepts of business information technology. To impart confidence to the students so that technology is demystified, and to appreciate how it is used in business. Enable students to communicate effectively with management and technical staff. Develop in the students a practical proficiency in using essential business software through practical assignments in the Internet enabled Computer laboratory.</p>
Indicative Syllabus	<p>Introduction to Computer Hardware. Input Devices, Output Devices, Memory and Central Processor unit, Storage Devices.</p> <p>Introduction to Computer Application Software. Practical experience of advanced word processing, presentation software, modelling using spreadsheet software.</p> <p>Introduction to Computer System Software. Practical experience in effectively using an operating systems. Saving files locally and on networks, moving, copying and renaming files.</p> <p>Introduce the importance of online security including phishing, viruses, social engineering and the security software and processes that are available (Optional).</p> <p>Module Assessment: This course will be assessed in its entirety by continuous assessment methods.</p> <p>Formative Assessment:</p> <p>This will test the students own ability to use essential business software.</p>
Learning and Teaching Methods	<p>The delivery of this module will involve a combination of lectures, problem solving exercises, practical work in the Computer Laboratory and some self directed learning.</p> <p>Access will be provided to the Internet with a heavy emphasis on the use of the WebCT environment.</p>
Learning Outcomes	

Upon successful completion of this module the learner will be able to	
#	
MLO1	Understand and use the components of computer systems.
MLO2	Develop general knowledge of Internet Communication and Operating systems.
MLO3	Demonstrate confidence in using word processing and spreadsheet software.
MLO4	Develop the ability to develop effective business presentations.
Requisites	
Module Content & Assessment	
Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	In Class Test	% of Total Mark for Module	30
Indicative Week	See Student Handbook	Learning Outcomes	1,2
Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description Summative Assessment The student will be required to sit and pass a number of in-class exams to examine the knowledge and understanding of the role of IT in business, Computer hardware and Software, and Information communication. This will be worth 30% of the overall mark available for summative assessment.			
Assessment Type	Practical Assignment	% of Total Mark for Module	70
Indicative Week	Week 1	Learning Outcomes	3,4
Assessment Threshold:	None	Assessment Role	Not yet determined
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description The remaining 70% will test the student's ability to use business (Word processing and Spreadsheet) software in a practical manner as well as developing presentations using PowerPoint.			

Module Activity

Full Time hours per semester	
Activity Type	Duration (Hours)

MGMT 5006: Information Technology Practice-2

Module Details

Module Code:	MGMT 5006
Module Long Title:	Information Technology Practice-2 APPROVED
Banner Title:	Information Technology Practice-2
Version:	1
Indicative NFAQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Siham Rahoui
Module Coordinators:	Siham Rahoui (13 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	Building on the learning from Information Technology 1, this module will provide students with a deeper understanding of the capabilities and functionalities of spreadsheets for data analysis.
Indicative Syllabus	
1. Visual analysis without calculations 1.1) Conditional formatting 1.2) Charts 1.3) Pivot Tables	
2. Calculations with Formulas and Functions 2.1) Use Basic Formulas and Functions 2.2) Use Basic Formulas 2.3) Use Absolute and Mixed References 2.4) Using Formulas Across Worksheets 2.5) Calculate with the SUM Function 2.6) Use the MIN and MAX Functions 2.7) Use the COUNT Functions 2.8) Use the AVERAGE Functions	
3. Use Conditional Functions 3.1) Use the IF Function 3.2) Use the SUMIF Function	

3.3) Use the AVERAGEIF Function 3.4) Use the COUNTIF Function		
4. What IF analysis 4.1) Scenario manager 4.2) Goal Seek 4.3) Solver		
Learning Outcomes		
Upon successful completion of this module the learner will be able to		
#		
MLO1	Perform calculations with formulas and functions.	
MLO2	Execute calculations using conditional functions.	
MLO3	Demonstrate skills in spreadsheets using what if analysis tools.	
MLO4	Understand and use advanced data analysis techniques in data analysis.	
Requisites		
Requisite Type	Module Title	Type
Pre Requisite	INFT 9001 v.1 Information Technology 1 [Approved]	Module
Module Content & Assessment		
Assessment Breakdown	%	
Formal Examination	100.00%	

Assessments

Formal Examination			
Assessment Type	Written Examination	% of Total Mark for Module	40
Indicative Week	Week 6	Learning Outcomes	1,2
Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description In-lab Assessment			
Assessment Type	Written Examination	% of Total Mark for Module	60
Indicative Week	Week 12	Learning Outcomes	3,4
Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Not Online	Pass/Fail	No

MGMT 1064: Principles Of Management

Module Details

Module Code:	MGMT 1064		
Module Long Title:	Principles Of Management APPROVED		
Banner Title:	Principles Of Management		
Version:	1		
Indicative NQF level:	Level 6		
Valid From:	Sept 2019 (September 2019)		
Language of Instruction:	English		
ECTS Credits::	10		
Current Coordinator::	Hana Hlochova		
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (27 November 2019 to 09 January 2020) • Anushee Priyadarshini (09 January 2020 to 22 February 2023) • Hana Hlochova (22 February 2023 to ---) 		
School Responsible:	School of Accounting, Economics & Finance		
Campus:	City Campus		
Module Overview	This module is aimed at students in the first year of a higher certificate in business studies programme and must be considered as an introductory module. Management introduces the students to the concepts, theories and practices of effective management central to the successful operation of an enterprise. It introduces the basic management concepts and techniques necessary in business while seeking to foster an understanding of national and international business structures and environments.		
Indicative Syllabus	<p>Introduction to Management: Different forms of organisations. The role of directors and the board of directors. The corporate governance issue. History of management theory. Introduction to contemporary issues in management.</p> <p>The environmental context of Management: The organisation and its environment. The global environment. Competing in a global economy. The multicultural environment. Ethics in business.</p> <p>Planning and decision making: The planning and decision making process. The corporate planning process. The concept of competitive advantage. Strategy explained (corporate, business, functional , global strategies). Decision making and problem solving. The Leading Process: Individual behaviour in organisations. Teams in organisations. Employee motivation and performance. Leadership and interpersonal relations. Conflict in organisations.</p> <p>The Organising Process: Designing and grouping jobs. Authority and reporting relationships. Co-ordination of activities. Managing organisation design. Change management.</p> <p>The Controlling Process: Types of control. Managing control in organisations. Operations, quality and productivity control. Managing information.</p>		
Learning and Teaching Methods	<p>The delivery of this module will involve a combination of lectures, case studies, video, class discussion, problem solving exercises and self-directed learning.</p> <p>Lectures by the instructor</p> <p>30% of in-class hrs. Practicing the tasks of managerial analysis</p>		

	And decision-making via use of actual case	
	Studies-analysis/discussion by whole class	45% of in-class hrs.
	Group project and oral team presentation	25% of in-class hrs.

Learning Outcomes

Upon successful completion of this module the learner will be able to

#	
MLO1	Comprehend the fundamental concepts of management and have specialised knowledge in the subject area management
MLO2	Analyse the environmental context in which management operates.
MLO3	Evaluate the linkages between the functional areas of business and appraise the significance of the value chain and system
MLO4	Demonstrate competence in the application of this knowledge by completing a group project focusing on a company and its performance.

Requisites

Assessment Threshold	Continuous assessment, both group and individual, must be completed
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Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

A maximum of four attempts are permitted at this module

Assessments

Other Assessment(s)			
Assessment Type	Online Quiz	% of Total Mark for Module	25
Indicative Week	Week 5	Learning Outcomes	1,2,3
Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description Mid-term quiz to assess knowledge and ability to analyze material.			
Assessment Type	Online Quiz	% of Total Mark for Module	25
Indicative Week	Week 11	Learning Outcomes	1,2,3
Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Online	Pass/Fail	No

ACCT 9205: Accounting and Reporting for Business Entities

Module Details

Module Code:	ACCT 9205
Module Long Title:	Accounting and Reporting for Business Entities APPROVED
Banner Title:	Acc & Rept for Business Entiti
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	ALICE LUBY
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (26 February 2023 to 27 February 2023) • ALICE LUBY (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Outline of sharing arrangements for Programmes:	TU924/1 TU925/1 TU676/1
Campus:	City Campus
Module Overview	The aim of this foundation level module in accounting and reporting, which presumes no prior knowledge of accounting, is to facilitate an understanding of the underlying principles of financial accounting and reporting within a business environment, and to enable students to prepare and analyse financial reports and plans.
Indicative Syllabus	<p>The Nature and Role of Financial Accounting and Reporting for a Business Entity within a regulated environment</p> <p>Double Entry Book-keeping and Accounting Systems for a Business Entity</p> <ul style="list-style-type: none"> • Accounting for Assets and Liabilities and the Accounting Equation • Accounting for Income and Expenditure • Balancing ledger accounts and the Trial Balance <p>The Need for Period End Adjustments when Presenting Financial Statements of a Business Entity</p> <ul style="list-style-type: none"> • The need for period end adjustments • Estimating and Reporting Depreciation of Fixed Assets • The need for Provisions • Accruals and Prepayments

Assessment Type	Online Quiz	% of Total Mark for Module	20
Indicative Week	See Student Handbook	Learning Outcomes	1,2,3,4
Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Online	Pass/Fail	No
Assessment Description On-line quizzes at the end of each learning unit			

Module Activity

Full Time hours per semester	
Activity Type	Duration (Hours)
Lecture	72
Self Directed	128
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources
<ul style="list-style-type: none"> Peter Atrill,E. J. McLaney. Accounting and Finance for Non-Specialists, 12. Pearson, [ISBN: 9781292334691].

Module Details

Module Code:	MATH 1006
Module Long Title:	Basic Statistics APPROVED
Banner Title:	MATH 1006 Basic statistics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Siham Rahoui
Module Coordinators:	Siham Rahoui (13 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The aim of this module is to provide a basic foundation of statistical knowledge to enable the student to present data in a clear and concise form, to give students the ability to analyse data and to draw conclusions from them. Also, to enable them to use resources such as electronic calculators, and spreadsheets
Indicative Syllabus	
1. Data presentation 1.1) Organize and visualize categorical variables. 1.2) Organize and visualize numerical variables 1.3) Summarize a mix of variables.	
2. Numerical Data Analysis 2.1) Ordered array 2.2) Frequency distributions 2.3) Cumulative distributions 2.4) Steam and Leaf	
3. Measures of Central Tendency 3.1) Mean 3.2) Median 3.3) Mode	

Module Details

Module Code:	MRKT 1302
Module Long Title:	Behavioural Science APPROVED
Banner Title:	Behavioural Science
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	SERGE BASINI
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (14 December 2020 to 27 February 2023) • SERGE BASINI (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description: Behavioural Science is a term given to a number of disciplines which focus on the behaviour of humans. It is of vital importance to examine behavioural patterns since needs and wants represent the cornerstone of marketing. Those involved in marketing no longer first examine demographics, but now consider people's attitudes and motives etc. The success of a product depends on people and we must aim to understand the forces which produce specific behaviour. It is essential for the Marketing student to have a thorough understanding of human behaviour if he/she is to analyse marketing problems, make informed judgements and manage people in organisations effectively.</p> <p>Module aim: To develop an understanding of the scope of behavioural science with continuing reference to the practical contribution to the marketing effort.</p>
Indicative Syllabus	<p>The nature of behavioural science. The relevance of behavioural science to marketing. Techniques for measuring and collecting data. Natural Science versus Social Science. An examination of the competing scientific principles. The theory and problems in different areas of research. The nature of sensation and perception. Product perception. Perceptual Selection, Perceptual organisation, Person perception. Causal Attribution. Motivation. The nature of motivation. Content, process and behavioural approaches to motivation. Motivational research strategies. Personality. The nature of personality approaches. Personality assessment. Implications for marketing. The nature of learning. Behavioural and cognitive theories. Practical implications for marketing. Forgetting. Stages in the memory process. Information retrieval. Attitudes. The nature and formation of attitudes. Attitude measurement. Consistency theories. Strategies for attitudinal change. Groups. The nature of groups. Stages of Group development. Group performance factors. Irish Demography, Culture & Society. Current analysis of emergent demographic themes in Irish society; fertility, nuptiality, migration. The Organisation and Behavioural Science - Historical and Modern Contributors to management and behavioural science thought</p>
Learning and Teaching Methods	<p>Learning activities to help meet course objectives include group activities and discussions, projects, guided discussion and lectures, case analyses, and current events and issue analyses. Students will also be encouraged to develop their learning skills by self-directed study and self-directed research. Use of the extensively developed and specific Intranet site will be used as an additional learning and information support tool. The tutorial systems will largely, but not exclusively, parallel the lecture series. The tutorials focus on discussing, reflecting on, and in some cases, applying the concepts raised in the lectures</p>
Learning Outcomes	

Assessment Description Mid-module 15%			
Other Assessment(s)			
Assessment Type	Project	% of Total Mark for Module	35
Indicative Week	Week 1	Learning Outcomes	4
Assessment Threshold:	None	Assessment Role	Not yet determined
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description Continuous Assessment 35%			

Module Activity

Full Time hours per semester	
<i>Activity Type</i>	<i>Duration (Hours)</i>
Lecture	200
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

<i>Recommended Book Resources</i>	
<ul style="list-style-type: none">• Martin O'Grady. (2001), Introduction to Behavioural Science, 1. Gill & MacMillan, p.455, [ISBN: 978-0717131273].• Gregory J. Madden,Derek D. Reed,Florence D. DiGennaro Reed. (2021), An Introduction to Behavior Analysis, John Wiley & Sons, p.467, [ISBN: 9781119126539].	

Module Details

Module Code:	MRKT 1306
Module Long Title:	Business & Society APPROVED
Banner Title:	Business & Society
Version:	2
Indicative NFQ level:	Level 6
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	JOHN HOGAN
Module Coordinators:	JOHN HOGAN (30 May 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Business and the state are today intrinsically correlated. Academics in the field of Economy, Sociology and Political Science have described the behaviour of businesses as culturally and politically oriented and enacted. Politically active firms are a sign of a well functioning democracy and a growing economy. However, the recent international economic downturns have unveiled also systematic problems deriving from the relationship between business and the state with obvious negative externalities on society and the quality of democratic governance.</p> <p>With reference to the Irish case, this course deals with the societal and governmental context of business. It focuses on the interactions between political institutions, businesses and society in Ireland. More precisely, we will consider how the interaction between business, politics and society is <i>governed</i> and how actors <i>participate</i> and <i>transform</i> it. To this end, we will build upon the theories deriving from the studies concerning political economy, democracy, interest groups, business and ethics, political corruption, white-collar crime, transparency and accountability.</p>
Indicative Syllabus	<p>Module Contents and Readings:</p> <p>Topic 1: Introduction to Business and Government</p> <p><i>Required Readings:</i></p> <ul style="list-style-type: none"> • Coen, D., Grant, W., & Wilson, G. (Eds.). (2010). <i>The Oxford handbook of business and government</i>, Chapters 1.

Other Assessment(s)			
Assessment Type	Essay	% of Total Mark for Module	50
Indicative Week	Week 9	Learning Outcomes	1,2,3,4
Assessment Threshold:	40	Assessment Role	Individual
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description This will be an essay of 2,000 words in length. This will be completed during the first semester. The essay must be submitted via Brightspace. At least five (5) academic sources should be used, in addition to web-resources where applicable. Referencing is by way of APA6 Harvard style, so reference sections are a requirement.			

Assessment Type	Essay	% of Total Mark for Module	50
Indicative Week	Week 14	Learning Outcomes	1,2,5,6,7,8,9
Assessment Threshold:	40	Assessment Role	Group
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description This will be an essay of 2,000 words in length. This will be completed during the first semester. The essay must be submitted via Brightspace. At least five (5) academic sources should be used, in addition to web-resources where applicable. Referencing is by way of APA6 Harvard style, so reference sections are a requirement.			

Module Activity

Full Time hours per semester	
Activity Type	Duration (Hours)
Lecture	24
Lecture	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- John Hogan (Ph.D.), Paul Donnelly (Ph.D.), Brendan K. O'Rourke (Ph.D.). (2010), Irish Business and Society, 1. 29, Gill Education, Dublin, p.652, [ISBN: 9780717149902].
- John Coakley, Michael Gallagher, Eoin O'Malley, Theresa Reidy. (2023), Politics in the Republic of Ireland, 6. 16, Routledge, p.0, [ISBN: 9781032357652].
- David Coen, Wyn Grant, Graham Wilson. (2010), The Oxford Handbook of Business and Government, 1. Oxford University Press, p.804, [ISBN: 9780199214273].

Recommended Article/Paper Resources

- John Hogan, Sharon Feeney and Brendan O'Rourke. (2023), Quantitatively comparing elite formation over a century: ministers and judges, Administration, 71, p.25, [ISSN: 2449-9471], <https://sciencedirect.com/article/10.2478/admi n-2023-0009>
- Sharon Feeney and John Hogan. (2024), Sustainability in supply chain management, International Journal of Social Economics, 51, p.14, [ISSN: 0306-8293], <https://www.emerald.com/insight/content/doi/10.1108/IJSE-11-2022-0718/full/html>

Module Details

Module Code:	LAW 1046
Module Long Title:	Business Law APPROVED
Banner Title:	Business Law
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niall Kearney
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (13 October 2020 to 13 February 2023) • Niall Kearney (13 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	Module Previously shared with TU676- 1 Programme.
Campus:	City Campus
Module Overview	<p>Module Description</p> <p>This module is designed to provide a framework of relevant Irish business law principles necessary for the application of Retail and Services Management.</p>
Indicative Syllabus	<p>Sources of Law</p> <p>Outline of sources and development of Irish Law including: court structure, civil and criminal law, role of commercial court, legislation (rules, presumptions), case law (stare decisis), EU law.</p> <p>Contract</p> <p>Formation: offer and acceptance, intention to create legal relations, consideration</p> <p>Form of contract</p> <p>Capacity to contract</p> <p>Terms and Exclusion Clauses: express terms, implied terms, exclusion clauses, importance and relative effects of contractual terms</p> <p>Electronic contracts</p> <p>Validity: mistake, misrepresentation, duress, undue influence</p>

Assessment Threshold:	None	Assessment Role	Not yet determined
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description 100% Continuous Assessment 50 % in-class Multiple choice questions.			
Assessment Type	Portfolio	% of Total Mark for Module	50
Indicative Week	See Student Handbook	Learning Outcomes	1,2,3,4
Assessment Threshold:	None	Assessment Role	Not yet determined
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description Students are required to submit a portfolio of 6 business law artefacts demonstrating autonomous learning and independent research. Students are required to discuss and present findings of the portfolio in class prior to submitting as an end of term reflective document.			

Module Activity

Full Time hours per semester	
Activity Type	Duration (Hours)
Lecture	36
Self Directed	64
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources
<ul style="list-style-type: none"> Faulkner & Mac Cárthaigh. (2022), Essentials of Irish Law, 1st. Clarus Press, [ISBN: 9781911611646]. Áine Keenan. (2021), Essentials of Irish Business Law, 7th Edition. [ISBN: 9781916019980]. Thullier & MacDaid. (2015), Business Law in Ireland, 1st. Clarus Press.

Module Details

Module Code:	COMM 9405
Module Long Title:	Communications APPROVED
Banner Title:	Communications
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Cormac McMahon
Module Coordinators:	Cormac McMahon (15 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	This module is taught on TU910 BSc (Hons) in Accounting
Campus:	City Campus
Module Overview	<p>The purpose of this introductory module is to provide business students with access to foundational knowledge across a broad communications landscape including interpersonal communications theory and practice, media communications and communications in organisational contexts. The module introduces students to the theoretical underpinnings of this broad field. Students are required to develop critical thinking skills and analytical competences in relation to a range of media content and contexts including social media. Finally, students are provided an opportunity to demonstrate know-how and skill through the requirement to develop and deliver a communications artefact using an appropriate medium.</p> <p>The aim of the module is to introduce students to fundamental theoretical areas and to provide an opportunity to develop critical thinking skills and communication competences all of which will be built on across a range of business modules in subsequent years across the degree programme.</p>
Indicative Syllabus	<p>Foundations of Communication Theory</p> <ul style="list-style-type: none"> ● Perception ● Identity ● Verbal and non-verbal communications ● Communication and culture <p>Interpersonal Communication Theory</p> <ul style="list-style-type: none"> ● Personal Relationships ● Communicating in Groups and Teams ● Communicating in Organisations ● Power and Stakeholder Analysis <p>Media Literacy and Communications in Practice</p>

Module Details

Module Code:	COMM 9402
Module Long Title:	Communications APPROVED
Banner Title:	Communications
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Ruth Casey
Module Coordinators:	Ruth Casey (15 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>The purpose of this introductory module is to provide business students with access to foundational knowledge across a broad communications landscape including interpersonal communications theory and practice, media communications and communications in organisational contexts. The module introduces students to the theoretical underpinnings of this broad field. Students are required to develop critical thinking skills and analytical competences in relation to a range of media content and contexts including social media. Finally, students are provided an opportunity to demonstrate know-how and skill through the requirement to develop and deliver a communications artefact using an appropriate medium.</p> <p>The aim of the module is to introduce students to fundamental theoretical areas and to provide an opportunity to develop critical thinking skills and communication competences all of which will be built on across a range of business modules in subsequent years across the degree programme.</p>
Indicative Syllabus	<p>Foundations of Communication Theory</p> <ul style="list-style-type: none"> • Perception • Identity • Verbal and non-verbal communications • Communication and culture <p>Interpersonal Communication Theory</p> <ul style="list-style-type: none"> • Personal Relationships • Communicating in Groups and Teams • Communicating in Organisations • Power and Stakeholder Analysis <p>Media Literacy and Communications in Practice</p> <ul style="list-style-type: none"> • Media Industries, Audiences and Content • Media Effects

Module Details

Module Code:	COMM 1003											
Module Long Title:	Communications COMM 1003 APPROVED											
Banner Title:	Communications											
Version:	1											
Indicative NFQ level:	Level 8											
Valid From:	Sept 2022 (September 2022)											
Language of Instruction:	English											
ECTS Credits::	5											
Current Coordinator::	ORLA GREGORY											
Module Coordinators:	ORLA GREGORY (01 March 2023 to ---)											
School Responsible:	School of Business Technology, Retail & Supply Chain											
Campus:	City Campus											
Module Overview	<p>This course provides an intensive learning experience in the practical aspects of personal communication and project skills. Content will underline the significance of effective communication as an essential aspect of student and organisational life and as an important determinant of personal effectiveness in these environments. The ability to communicate clearly and persuasively is a key characteristic of an effective manager or, administrator, and high level communication skills are essential in most organisations today. The module covers many competencies needed when collaborating with others, and when functioning efficiently and effectively in an organisational context.</p>											
Indicative Syllabus	<table><tr><td>Principles of effective communication</td></tr><tr><td>Academic writing and business writing</td></tr><tr><td>Successful research skills; library research skills and internet research skills</td></tr><tr><td>Report writing; structure, content and presentation of reports</td></tr><tr><td>Communication in groups and teams, managing team dynamics and coping with conflict</td></tr><tr><td>Presentations; planning, preparing and delivering presentations</td></tr><tr><td>Project management skills; managing resources, time and the project goals and requirements</td></tr><tr><td>Electronic communication</td></tr><tr><td>Effective and efficient approach to reading</td></tr><tr><td>Communication; oral, visual and non-verbal</td></tr><tr><td></td></tr></table>	Principles of effective communication	Academic writing and business writing	Successful research skills; library research skills and internet research skills	Report writing; structure, content and presentation of reports	Communication in groups and teams, managing team dynamics and coping with conflict	Presentations; planning, preparing and delivering presentations	Project management skills; managing resources, time and the project goals and requirements	Electronic communication	Effective and efficient approach to reading	Communication; oral, visual and non-verbal	
Principles of effective communication												
Academic writing and business writing												
Successful research skills; library research skills and internet research skills												
Report writing; structure, content and presentation of reports												
Communication in groups and teams, managing team dynamics and coping with conflict												
Presentations; planning, preparing and delivering presentations												
Project management skills; managing resources, time and the project goals and requirements												
Electronic communication												
Effective and efficient approach to reading												
Communication; oral, visual and non-verbal												

MRKT 1009: Consumer Psychology

Module Details

Module Code:	MRKT 1009
Module Long Title:	Consumer Psychology APPROVED
Banner Title:	Consumer Psychology
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	ALAN MCCORMACK
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (26 February 2023 to 27 February 2023) • ALAN MCCORMACK (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	The focus of marketing management is the consumer. This module provides an overview of consumer psychology. It acts as a foundation for the Marketing Research module in year 2, Consumer Behaviour module in year 3, and the Consumer Research Module in year 4 of TU922. Human beings display striking differences in their consumer behaviour, and these differences may be explained in terms of the various theories and concepts underpinning human psychology. Consumer behaviour is also a result of human interaction in terms of family dynamics, age cohort, group conformity and the effects of opinion leaders. This module also explores these influencing variables.
Learning and Teaching Methods	<p>The twin challenges of enabling the student to develop an in depth understanding as well as the ability to apply the learnt concepts to ambiguous real-world off and online marketing problems, at the same time accommodating students with different learning styles will be accomplished by employing teaching methods that encourage deep learning.</p> <p>These include</p> <p>Formal lectures</p> <p>Active learning techniques through the provision of a comprehensive online learning environment enabled by Brightspace on www.tudublin.ie Code is MRKT 1009</p>
Indicative Syllabus	
1. An Introduction to Consumer Psychology 1.1) Consumer psychology in the marketplace. Consumer Psychology explained. Three phases of investigation. Individual and group inputs to marketing strategy. Inputs to environmental analysis, product differentiation and positioning, marketing mix development, segmentation, market research. Future trends in consumer psychology.	
2. Perceptual Processes 2.1) Outline of the process. Sensory systems. Thresholds, Perceptual selection. Interpretation and organisation.	
3. Learning	

Module Details

Module Code:	LAW 1501
Module Long Title:	Contract Law APPROVED
Banner Title:	LAW 1501 Contract Law
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Fiona Broughton Coveney
Module Coordinators:	<ul style="list-style-type: none"> • Gene Carolan (13 January 2020 to 25 May 2023) • Fiona Broughton Coveney (25 May 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	This module is designed to provide students with a thorough and critically informed understanding of the operation of the rules of contract in the Irish legal system. The module addresses the fundamental components of a contract—including agreement, consideration and the intention to create legal relations—before exploring more intricate terms and clauses within contracts. The module proceeds to examine vitiating and voiding factors, as well as the grounds upon which a contract may be terminated. Finally, potential remedies for breach of contract are discussed.
Learning and Teaching Methods	<p>Lectures</p> <p>The module will primarily be delivered through a weekly lecture. However, lectures will adopt a student-centred approach, and student learning will often be supported through the following activities:</p> <p><i>Problem-Based Learning</i></p> <p>Problem-based learning will feature as a significant learning method throughout your legal education. Students will be assigned to groups to work through hypothetical scenarios. Students will be expected to assist one another in the identification of legal issues, the interpretation of the relevant rights, and the presentation of an accurate response to the lecturer.</p> <p><i>Tutorials</i></p> <p>Students will attend 6 Tutorials over the course of the year, in which problem-based learning will play a major role. Tutorials are smaller classes that provide a more interactive forum for the student to engage with specific topics in greater detail.</p> <p><i>Online Learning Technologies</i></p> <p>Mobile apps, including <i>Mentimeter</i>, <i>Socrative</i>, and the Brightspace companion app, <i>Pulse</i>, will be used in-class to solicit responses from students. These interactive apps are particularly useful in large classes, where student–lecturer interaction is not always practicable. These apps allow students to express their opinions and to gauge their understanding without pressure from their peers.</p> <p><i>Active Viewing</i></p> <p>Throughout the year, students will interact with a variety of engaging audio-visual resources drawn from popular media and YouTube. Students will be asked to engage in peer-to-peer discussion and to complete handouts on these resources.</p> <p><i>Small Group Activities</i></p>

Assessment Type	Essay	% of Total Mark for Module	30
Indicative Week	See Student Handbook	Learning Outcomes	1,2,3,7
Assessment Threshold:	None	Assessment Role	Not yet determined
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description	n/a		

Module Activity

Full Time hours per semester	
<i>Activity Type</i>	<i>Duration (Hours)</i>
Lecture	48
Self Directed	146
Tutorial	6
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- Paul A. McDermott. (2017), Contract Law, Bloomsbury Publishing, p.1833, [ISBN: 9781780432250].
- Robert Clark. (2022), Contract Law in Ireland, 9th. [ISBN: 9780414091818].
- Máiréad Enright. Principles of Irish Contract Law, 2007, Clarus Press, Dublin, [ISBN: 978-1-905536-10-8].

Supplementary Book Resources

- Raymond Friel. (2000), The Law of Contract, Virago Press, p.382, [ISBN: 9781858002002].
- Fergus W. Ryan. (2006), Contract Law, [ISBN: 9781858001715].
- RICHARD. DEVENNEY STONE (JAMES.). (2021), The Modern Law of Contract, Routledge, p.56, [ISBN: 9780367697952].
- Richard Stone,James Devenney. (2022), Text, Cases and Materials on Contract Law, Routledge, p.870, [ISBN: 9780367222956].
- Neil Andrews. (2015), Contract Law, Cambridge University Press, p.707, [ISBN: 9781107061682].

Module Details

Module Code:	LAW 1500
Module Long Title:	Core Legal Skills APPROVED
Banner Title:	LAW 1500 Core Legal Skills
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Fiona Broughton Coveney
Module Coordinators:	Fiona Broughton Coveney (13 January 2020 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	This module encompasses the basic framework of skills and knowledge necessary for success in legal study. It provides an overview of the historical development and operation of the Irish legal system, the sources of law which now apply within that system and the applicable principles of interpretation. Students will learn how to find, read and understand the law (case-law and legislation) as well as how to construct legal arguments and present them both orally and in writing.
Learning and Teaching Methods	Interactive lectures Self-directed learning Group study and group discussion Student presentations Guest lecturers
Indicative Syllabus	
1. Historical development of the Irish legal system 1.1) n/a	
2. Sources of law in the Irish legal system and their relative weight. 2.1) n/a	
3. The doctrine of precedent 3.1) n/a	
4. Principles of statutory interpretation 4.1) n/a	

MGMT 1088: Digital Business Skills for HR

Module Details

Module Code:	MGMT 1088
Module Long Title:	Digital Business Skills for HR APPROVED
Banner Title:	Digital Business Skills for HR
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	AUDREY JENNINGS
Module Coordinators:	AUDREY JENNINGS (23 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>The aim of this module is to develop the essential digital skills required for learners to flourish as the HR practitioners and managers of the future. This module is essential to the growing understanding and practice of technology tools in HR in the current business environment. HR practitioners and managers have an absolute need to be able to use advanced digital business skills to do research, correlate results, generate reports and present meaningful findings within the organisational context. As such the overarching goals for this module are to:</p> <p>Enable learners to develop their cognitive understanding of digital business skills, and</p> <ul style="list-style-type: none"> • Provide learners with the tools they need to demonstrate those skills in a simulated environment. <p>This is an essential foundation module for learners who will grow and develop their understanding and practice throughout their degree. The module is intended to help students link the practical relationship between digital business skills and excellence in HR practice</p> <p>The aim and goals of the module will be achieved by ensuring that upon completion of the module learners can:</p> <p>Recognise the structure and significance of common business software systems</p> <ul style="list-style-type: none"> • Use data and statistical insights in business settings • Demonstrate numerical and statistical literacy in the HR domain <p>Create professional reports and presentations using advanced techniques</p>
Indicative Syllabus	The indicative curriculum for the module includes:

Module Details

Module Code:	ECON 1001
Module Long Title:	Economics APPROVED
Banner Title:	Econ
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Alan Murray
Module Coordinators:	Alan Murray (10 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module represents an introduction to the economic way of thinking with an emphasis on the principles of microeconomics and macroeconomics which will provide a basis for further study and progression.
Indicative Syllabus	<p>Introduction Introduction to economics as a social science Economic systems Concepts of scarcity, choice and opportunity cost</p> <p>Microeconomics Demand, supply and the determination of equilibrium price Elasticity Maximum and minimum prices Consumer theory Costs of production in the short and long run Profit maximisation Models of Market Structures The market for factors of Production Market failure and externalities Government intervention / redistribution</p> <p>Macroeconomics Methods of measuring Economic Activity Circular flow of income and National Accounts Income determination Multipliers</p>

	Business Cycles Unemployment Objectives of macroeconomic policy Aggregate Demand / Aggregate Supply Fiscal Policy Inflation
Learning and Teaching Methods	A variety of methods will be used including lectures, tutorials, class discussion and problem solving questions

Learning Outcomes

Upon successful completion of this module the learner will be able to

#	
MLO1	Show an understanding of how a product market functions and the market structures within which products are produced.
MLO2	Explain the reasons for state intervention in a market.
MLO3	Demonstrate an understanding of how to measure economic activity in a given year and the growth in the economy over time.
MLO4	Outline the functions of money in the economy and how money is created by commercial banks and how the Central Bank controls the money supply.
MLO5	Discuss the main issues of macroeconomics and the different policies that can be used to achieve these objectives

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	70.00%
Other Assessment(s)	30.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	% of Total Mark for Module	70
Indicative Week	See Student Handbook	Learning Outcomes	1,2,3,4,5
Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description 3 hour paper			
Other Assessment(s)			

MRKT 1311: Essentials of Communications

Module Details

Module Code:	MRKT 1311
Module Long Title:	Essentials of Communications APPROVED
Banner Title:	Essentials of Communications
Version:	2
Indicative NFQ level:	Level 6
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Emma Sweeney
Module Coordinators:	Emma Sweeney (10 June 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>"Essentials of Communications" introduces students to the fundamentals of human communication theory and interpersonal communications research, while providing a foundation for media studies.</p>
Indicative Syllabus	<p>Communication Fundamentals Making College Work This is a skills based sub-section of the module that offers students support in transitioning to 3rd level education and that provides them with skills in library research, academic writing and self-management as a scaffold to their first year experience. Introduction to Human Communication: General introduction and importance of communications in personal and business context. Models of Communication: Communications Theory offers multiple models of communication some of which will be offered for discussion and review. Students will learn to distinguish between the elements, processes, contexts and codes for communication. Communication Codes: Human communication depends on a range and variety of codes. Students will explore and examine two human codes in detail: Language Development of social identity, variety, features, language use in culture and between genders Non-verbal communication. Kenesics – Facial expression, posture, gestures, clothing and artefacts, paralanguage, proxemics, chronemics, haptics Communication Contexts Intercultural Communications: Define intercultural concepts such as culture, co-cultures, stereotyping and cultural relativism. Outline Hofstede's dimensions of culture. Understanding Interpersonal Communications: Self-concept and perceptual patterns form key backdrops to the interpersonal communications act. Review of theory in this area as it relates to communications including Johari window, perceptual selectivity, perception in the context of gender and culture. Interpersonal Communications Skills in Context: All communication – personal and business - takes place in the context of human relationships. This section of the module reviews theory on relationship breadth and depth, stages of relationships, self-disclosure and display rules, managing conflict, assertiveness. Group and Team Communications Working in groups together with colleagues is an intrinsic part of modern organisational life. This section explores issues in group and team communications. Media Communications Critically reading media texts is a key skill in contemporary personal and professional life.</p>

Module Details

Module Code:	ACCT 9206
Module Long Title:	Financial Accounting APPROVED
Banner Title:	Financial Accounting
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	ALICE LUBY
Module Coordinators:	ALICE LUBY (14 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	TU903/1 TU904/1 TU910/1 TU905/1
Campus:	City Campus
Module Overview	This is an introductory course in the fundamentals of accounting. It presumes no prior knowledge of accounting from second level, however there is material that students who have studied the subject before will find challenging. The student is introduced to the key concepts underlying accounting and recording business transactions. It also encompasses the preparation of financial statements for different business entities. It sets the foundation for further study in the area.
Indicative Syllabus	<p>The Nature, Role and Context of Financial Accounting</p> <p>Double Entry Book-keeping and Accounting Systems for a Business Entity</p> <ul style="list-style-type: none"> • The Double Entry Accounting System • Accounting for Assets and Liabilities and the Accounting Equation • Accounting for Income and Expenditure • Balancing ledger accounts and the Trial Balance <p>Maintaining Adequate Controls</p> <ul style="list-style-type: none"> • Correction of Errors and the Suspense Accounts • Control Accounts • Bank Reconciliations The need for period end adjustments when preparing financial statements • The need for period end adjustments • Accounting for Depreciation • Accounting for Debtors (Receivables) • Accruals and Prepayments <p>Financial Statements of Unincorporated Organisations</p> <ul style="list-style-type: none"> • Financial Statements for Sole Proprietor Organisations (including those from Incomplete Records) • Financial Statements for Not-for-Profit Organisations • Financial Statements for Partnerships • Financial Statements for Manufacturing Organisations <p>Financial Statements of Limited Companies in accordance with IAS 1</p>

ACCT 1001: Financial Accounting 1

Module Details

Module Code:	ACCT 1001
Module Long Title:	Financial Accounting 1 APPROVED
Banner Title:	Financial Accounting 1
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2018 (September 2018)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Helen O Brien Gately
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (27 November 2019 to 17 February 2023) • Helen O Brien Gately (17 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This is an introductory module in accounting and is designed to provide students who have not studied accounting before with a solid foundation in the fundamental principles of accounting. The aim of the module is to develop the knowledge and skills of learners to understand the framework for and role of accounting, to record accounting information and to prepare financial statements.
Indicative Syllabus	<p>The nature, purpose and regulation of financial reporting information</p> <p>Introduction to accounting for sustainability</p> <p>Double entry book-keeping (including accruals, prepayments, irrecoverable debts, discounts, depreciation, VAT and correction of errors)</p> <p>Daybooks and ledgers</p> <p>Preparation of financial statements of sole-traders and manufacturers</p> <p>Bank reconciliations</p> <p>Control account reconciliations</p> <p>Conceptual Framework for Financial Reporting</p> <p>Accounting standards: IAS 1 (accounting policies and underlying assumptions) and IAS 2</p>
Learning and Teaching Methods	Topics may be initially introduced by means of traditional lectures. Students' capacity to apply concepts will be developed through problem solving. Students will receive formative feedback on an ongoing basis throughout the module by having opportunities to mark their own solutions to pre-assigned problems against solutions presented by the lecturer.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	

ACCT 1100: Financial Accounting Fundamentals

Module Details

Module Code:	ACCT 1100
Module Long Title:	Financial Accounting Fundamentals APPROVED
Banner Title:	Financial Acct. Fundamentals 1
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Joe Molumby
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (26 February 2021 to 27 May 2021) • Damian O Reilly (27 May 2021 to 14 February 2023) • Joe Molumby (14 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Module Description: This subject introduces the student to the financial accounting and financial planning systems in use in companies. It includes an overview of the Accounting system and its stewardship and scorekeeping roles in the financial management of companies. It involves a conceptual rather than a detailed working approach to the accounting system.</p> <p>Module aim To enhance the management effectiveness of students, by providing them with a broad conceptual and an understanding of the principles, tools and methodologies used by financial advisors to help the firm an understanding of its financial objectives.</p>
Indicative Syllabus	<p>Introduction: Financial Control and Financial Management The purpose and scope of Financial Accounting. Financial Accounting and the role of financial control. Financial control and the accounting system of firms. Generally accepted accounting principles and the process of accounting standard setting.</p> <p>The Definition and Measurement of Profit Outline of the Accounting Equation: the Accounting Model of the Firm. The Dual Aspect of Transactions. Nature of Debit and Credit Balances. How Transactions are recorded. The Ledger Accounts and Control Accounts. The Trial Balance. The Definition and Measurement of Profit. The Accrual/Matching Principle and its Applications, Adjustments, Depreciation. Profit and Loss computation.</p>

Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Online	Pass/Fail	No
Assessment Description May include in-class or online test, reflective journal, participation portfolio assessment, or other appropriate individual assessment.			

Module Activity

Full Time hours per semester	
Activity Type	Duration (Hours)
Lecture	60
Self Directed	72
Hours (up to 100 for 5 ECTS credits)	132.00

Recommended Reading List

Recommended Book Resources
<ul style="list-style-type: none">Peter Atrill,E. J. McLaney. (2021), Accounting and Finance for Non-Specialists, 12th. Pearson Education, London, England, [ISBN: 9781292334691].
Supplementary Book Resources
<ul style="list-style-type: none">John R. Dyson,Ellie Franklin. (2020), ACCOUNTING FOR NON-ACCOUNTING STUDENTS 10TH EDITION, 10th. Pearson UK, London, England, p.789, [ISBN: 9781292286976].

LAW1048: HRM Legal Framework

Module Details

Module Code:	LAW1048
Module Long Title:	HRM Legal Framework APPROVED
Banner Title:	HRM Legal Framework
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niall Kearney
Module Coordinators:	Niall Kearney (17 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	The purpose of this module is to introduce the student to the framework of Irish, European Union and International Law as it applies to HRM and the workplace. A clear understanding of the HRM legal framework and the interaction of the different parts of that framework is vital to the student of HRM and to those working in Human Resource Management.
Indicative Syllabus	
1. Indicative syllabus 1.1) Module content: 1.2) 1. Introduction to Irish, European and International Law: Historical development of Irish, European Union and International Law. 1.3) 2. Sources of Law: Common Law; The Constitution; Legislation; Equity; Case law; The impact of EU and International law on HRM. 1.4) 3. Sources of Employment Law: As No. 2 above; Contracts and Staff Handbooks; Policies; Collective Agreements; Registered Employment Agreements; JLC Orders; Social Partnership; Custom & Practice; International Law. 1.5) 4. The Legislative Process: Making and reading legislation; Principles of interpretation; Concept of precedent. 1.6) 5 Court case analysis - Judicial Precedent in operation - Obiter dictum and Ratio Decedendi. 1.7) 6 The law of torts - including the elements of negligence and liability in the workplace.	
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Identify and understand the different sources of law, work related dispute resolution bodies and judicial fora and their interaction with each other.

INFS 1036: Information Systems for Economics & Finance

Module Details

Module Code:	INFS 1036
Module Long Title:	Information Systems for Economics & Finance APPROVED
Banner Title:	Information Systems for Economics & Finance
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Sean Trimble
Module Coordinators:	Sean Trimble (21 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	The module will develop the student's understanding of I.T. and its role in business. Particular emphasis is placed on personal productivity desktop applications, the aim being to encourage the student to acquire (or augment) intermediate-level skillsets in the areas of document preparation, presentations, spreadsheets, web resource usage and operating system basics (file management). The syllabus is also designed with a view to supporting the learning and assessment requirements of other modules and to lay the foundation for more advanced treatment of some components (e.g. spreadsheets) at later stages of the programme.
Indicative Syllabus	<div> <p>Information Technology overview: hardware, software, systems, applications, data communications, topical issues.</p> <p>Document preparation: word processing, text and image manipulation, formatting, spellcheck, document structure and styles, large documents, table of contents, mailmerge.</p> <p>Presentations: slide layouts, text, images, charts, schematics, animation, presentation structure & design, master slide.</p> <p>Spreadsheets: foundations, formulae, relative and absolute referencing, basic functions including. if() and vlookup(), formatting, charts, sorting & filtering, introduction to pivot tables.</p> <p>Operating systems: file management, folders, network and cloud storage options.</p> <p>Web resources: browsers, search engines, procurement and appropriate usage of web-sourced materials.</p> </div>
Learning and Teaching Methods	The module is delivered through a mix of lectures, practical laboratory work, self-directed learning/research and presentation by students of prepared material.
Indicative Syllabus	
1. Content	

INFT9003: Information Technology

Module Details

Module Code:	INFT9003
Module Long Title:	Information Technology APPROVED
Banner Title:	Information Technology
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Rishi Choudhary
Module Coordinators:	Rishi Choudhary (09 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	This is an introductory level module aimed at all first year business students. The overall objective of the module is to introduce students to the TU Dublin environment and the different technologies to provide them with the foundation skills necessary to adapt and apply new technologies.
Indicative Syllabus	Word Processing Create, save and share documents. Apply pre-designed Styles and format text with fonts and colors.

INFT 1004: Information Technology

Module Details

Module Code:	INFT 1004
Module Long Title:	Information Technology APPROVED
Banner Title:	Information Technology
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Awais Manzoor
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (14 December 2020 to 09 March 2023) • Sunny Grewal (09 March 2023 to 15 April 2024) • Awais Manzoor (15 April 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Technology is and will remain integral to efficient business processes. Basic IT skills including the ability to use word processing, spreadsheet and presentation tools are imperative for today's business graduates. This programme is designed to help with computer skills training including the Microsoft Office Applications: Word, PowerPoint, and Excel as well as file management.</p> <p>This module is designed to help with computer skills training. It uses a combination of materials to provide practical business skills in Word, PowerPoint, and Excel as well as File Management.</p> <p>Students will be taught primarily using software demonstrations to illustrate concepts and methods; practical exercises based on common business/marketing problems, and simulated assessments. Where possible, on-line tutorial material and/or additional worksheets will be made available to supplement class work.</p>
Indicative Syllabus	<p>Module content:</p> <p>File Management: -</p> <p>Files & folders</p> <p>Managing files</p> <p>Exploring folders</p> <p>The View menu</p> <p>Working with folders</p> <p>Moving/copying files</p>

Module Details

Module Code:	INFT 9001
Module Long Title:	Information Technology 1 APPROVED
Banner Title:	Information Technology 1
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Siham Rahoui
Module Coordinators:	Siham Rahoui (13 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Module Overview	This is an introductory level module aimed at all first year business students. The overall objective of the module is to introduce students to the TU Dublin environment and the different technologies to provide them with the foundation skills that are necessary to be capable of adapting and applying new technologies
Indicative Syllabus	<p>Word Processing</p> <ul style="list-style-type: none"> Create, save and share documents. Apply pre-designed Styles and format text with fonts and colors. Work with bullets, indents and line spacing. Insert pictures and screenshots. Set up page layout for margins, columns and printing. Create and update an automated Table of Contents. Mail merge to envelopes, labels, emails and form letters. Add comments, track changes and compare documents. Adding citations and Bibliography <p>PowerPoint</p> <ul style="list-style-type: none"> Work with presentations and save them in different file formats.

ITEC 1020: Information Technology 1

Module Details

Module Code:	ITEC 1020
Module Long Title:	Information Technology 1 APPROVED
Banner Title:	Information Technology 1
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Sean Trimble
Module Coordinators:	Sean Trimble (21 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	The module will develop the student's understanding of I.T. and its role in business. Particular emphasis is placed on personal productivity desktop applications, the aim being to encourage the student to acquire (or augment) intermediate-level skillsets in the areas of document preparation, presentations, spreadsheets, web resource usage and operating system basics (file management). The syllabus is also designed with a view to supporting the learning and assessment requirements of other modules and to lay the foundation for more advanced treatment of some components (e.g. spreadsheets) at later stages of the programme.
Indicative Syllabus	<p>Information Technology overview: hardware, software, systems, applications, data communications, topical issues.</p> <p>Document preparation: word processing, text and image manipulation, formatting, spellcheck, document structure and styles, large documents, table of contents, mailmerge.</p> <p>Presentations: slide layouts, text, images, charts, schematics, animation, presentation structure & design, master slide.</p> <p>Spreadsheets: foundations, formulae, relative and absolute referencing, basic functions including. if() and vlookup(), formatting, charts, sorting & filtering, introduction to pivot tables.</p> <p>Operating systems: file management, folders, network and cloud storage options.</p> <p>Web resources: browsers, search engines, procurement and appropriate usage of web-sourced materials.</p>
Learning and Teaching Methods	The module is delivered through a mix of lectures, practical laboratory work, self-directed learning/research and presentation by students of prepared material.
Indicative Syllabus	
1. Content	

RETL 9126: Internet Technologies for Retail

Module Details

Module Code:	RETL 9126
Module Long Title:	Internet Technologies for Retail APPROVED
Banner Title:	Intro to Internet Tech for Retail
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Jean Noonan
Module Coordinators:	Jean Noonan (20 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module provides learners with an understanding of the internet technologies concerned with retail with particular reference to client side programming. The aim of this module is to provide students with a thorough applied knowledge of designing, developing and deploying websites.
Indicative Syllabus	<p>Overview of the Internet</p> <p>The Internet and the World Wide Web.</p> <p>History of the Internet and the World Wide Web.</p> <p>Transmission across the Internet.</p> <p>TCP/IP and Domain Names.</p> <p>Basic services from FTP to the WWW.</p> <p>Uniform Resource Locators (URLs).</p> <p>Intranets and Extranets.</p> <p>Content of the Internet.</p> <p>Web Design Issues.</p> <p>Internet Future.</p> <p>Web Standards</p> <p>What are Web standards?</p> <p>Advantages of Web standards.</p> <p>Design strategies for varying accessibility needs.</p> <p>Create interactive web sites in accordance with W3C Standards.</p> <p>Implementing Web standards.</p> <p>Basic HTML and XHTML</p> <p>HTML, XML and XHTML.</p> <p>Basic tags Lists.</p>

RETL 9127: Intro to Prog & Prob Solving

Module Details

Module Code:	RETL 9127
Module Long Title:	Intro to Prog & Prob Solving APPROVED
Banner Title:	Intro to Prog & Prob Solving
Version:	1
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Claire Maguire
Module Coordinators:	Claire Maguire (16 February 2021 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module aims to develop the learner's problem solving ability. It introduces algorithmic concepts that can be used to model and solve particular problems and puzzles.
Indicative Syllabus	<p>Strategies for Problem Solving:-</p> <ul style="list-style-type: none"> -Types of problems. -Using computers to solve problems. -Steps in analysing a problem and designing an appropriate solution. -Classic Puzzles Algorithmic Problem Solving:- -Understanding the purpose of an algorithm. -Identifying standard documentation techniques such as flowcharts or pseudocode. <p>Beginning Problem Solving Concepts for the Computer</p> <ul style="list-style-type: none"> -An introduction to programming structure.-Constants & variables.-Data types -How the computer stores data. -Functions Operators Expressions & equations. <p>Problem Solving & Control Statements</p> <ul style="list-style-type: none"> -Understanding when to use a control statement. -Problem solving with Decision. -Problem solving with Case Logic Structure. -Problem solving with Loops. <p>Evaluating Algorithmic Solutions-Apply test plans to algorithmic solutions.</p> <ul style="list-style-type: none"> -Understanding algorithm efficiency.
Learning and Teaching Methods	The module will be delivered through lecturer lead lectures in a computer lab environment. Module materials will be placed on web courses.

MRKT 1310: Introduction to Business Finance and Accounting

Module Details

Module Code:	MRKT 1310
Module Long Title:	Introduction to Business Finance and Accounting APPROVED
Banner Title:	Introduction to Accounting
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Robert Nolan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (14 December 2020 to 26 February 2024) • Valerie Gannon (26 February 2024 to 11 April 2024) • Robert Nolan (11 April 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description: This module is an introduction to how businesses are organised and funded. It also examines the role of accounting in business. Following on from Business Finance covered in Semester 1, this section of the module introduces the student to the key areas of financial accounting.</p> <p>Module aim: The aim of this module is to develop an appreciation and basic understanding of the important role finance plays in running a business, from its inception through its various growth stages. The module aims to impart to the student a thorough understanding of the key financial issues associated with business development. The principal aim of the second section of the module is to develop a sound understanding of the key principles of financial accounting. Some preparation of accounts is involved but only as an aid to increasing the student's overall understanding of accounting reports so that they can draw meaning from them and make correct interpretations of the information contained therein.</p>
Indicative Syllabus	Introduction to business organisations and how they are funded Starting a business The growing business Large businesses The role of accounting in business The accounting equation Preparing simple balance sheets Profit and loss account for a sole trader Profit and loss accounting in a service business Accounting conventions Depreciation The role of cash in business The high profit/cash shortage paradox Introduction to accounting by limited companies Corporate reporting on the internet Analytical techniques Financial ratio analysis techniques
Learning and Teaching Methods	A variety of methods will be used including lectures, tutorials and group discussions. There will be a mix of formal teaching and up-to-date real life case studies.
Learning Outcomes	
Upon successful completion of this module the learner will be able to	

HRMG1204: Introduction to Human Resource Management

Module Details

Module Code:	HRMG1204
Module Long Title:	Introduction to Human Resource Management APPROVED
Banner Title:	Introduction to HRM
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	ELAINE ROSSITER
Module Coordinators:	ELAINE ROSSITER (03 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Module Overview	Human Resource Management stresses the importance of people (human resources) management for organisations in achieving and maintaining a sustainable competitive advantage in the market place. The module provides students with an understanding of the philosophy of HRM and of its influence in creating an organisational culture that recognizes people as an organisation's most important asset and therefore as the key antecedent of organisational success. The module will address both theoretical and practical employer and employee issues and will enable students to understand the character and range of HRM and emphasises throughout the strategic, corporate and integrated nature of the HRM function.
Indicative Syllabus	<ul style="list-style-type: none"> • Introduction to People Management (Personnel Management and Human Resource Management) • Organisational Psychology • Human Resource Planning • Recruitment and Selection • Training and Development • Performance Management • Reward Management • Employee Relations • Health, Safety and Welfare in the Workplace • International HRM • Contemporary Issues and Developments in HRM
Learning and Teaching Methods	Learning activities to help attainment of learning outcomes include lectures, guided discussion, case study analysis, consideration of topical / current in-media issues, in class MCQ (individual), the CA assignment (group) and preparation for the terminal examination.

INFS 1037: Introduction to Problem Solving and Design

Module Details

Module Code:	INFS 1037
Module Long Title:	Introduction to Problem Solving and Design APPROVED
Banner Title:	Problem Solving and Design
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Catherine Higgins
Module Coordinators:	Catherine Higgins (17 January 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This is a year long introductory module which is concerned with equipping students with the necessary problem solving and program design skills to enable them to model and design computer programs.
Indicative Syllabus	Stages in problem solving; software development processes; computational thinking; data types and representation; abstraction, procedural programming concepts; object oriented programming concepts; identifying requirements; modularity and stepwise refinement; flowcharts and pseudocode; UML class diagrams, writing algorithms and design solutions; writing test plans; common sorting and searching algorithms.
Learning and Teaching Methods	<p>This module will be taught using 2-hour weekly lectures and 2-hour tutorial/practical sessions.</p> <p>The lectures will provide theoretical material which will be underpinned by many examples to demonstrate the use of this material.</p> <p>Due to the practical nature of this module, a major emphasis will be placed on students completing exercise sheets in the laboratory to practice and gain confidence in this area. A tutorial will also be provided to give extra tuition and summarise the different areas of the module as well as providing the student with additional exercises and practice</p>
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Understand the stages in problem solving and appreciate its importance in software development .
MLO2	Understand the role and representation of data in programming and demonstrate an ability to incorporate this representation in a proposed problem design.
MLO3	Utilise the power of abstraction in problem solving whereby the essential information relating to a problem is identified and mapped to appropriate programming constructs.

ITEC 1007: Introduction to Software Development

Module Details

Module Code:	ITEC 1007
Module Long Title:	Introduction to Software Development APPROVED
Banner Title:	Intro to Software Development
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Neil O Connor
Module Coordinators:	Neil O Connor (23 January 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module is an introductory one-year module in software design and development.
Indicative Syllabus	Overview of the software development process; writing algorithms; Programming Language basics - Variables, Assignment, Console Input/Output, Selection, Repetition; Objects and Classes, Methods, Message Passing, Attributes; Abstraction; Encapsulation; Inheritance; Composition; Collections
Learning and Teaching Methods	<p>This module will be taught using 2-hour weekly lectures and 2-hour practical sessions.</p> <p>The lectures will provide theoretical material which will be underpinned by many coding examples to demonstrate the use of this material. The practical sessions will provide students with supervised practice time in the lab using appropriate exercises.</p>
Indicative Syllabus	
1. Content 1.1) Overview of the software development process; writing algorithms; Programming Language basics - Variables, Assignment, Console Input/Output, Selection, Repetition; Objects and Classes, Methods, Message Passing, Attributes; Abstraction; Encapsulation; Inheritance; Composition; Collections	
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Utilise basic data types when constructing a program.

LOGT 1102: Introduction to Sustainable Transport Systems

Module Details

Module Code:	LOGT 1102
Module Long Title:	Introduction to Sustainable Transport Systems APPROVED
Banner Title:	20742 LOGT1102
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Eileen Doran
Module Coordinators:	Eileen Doran (10 January 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The primary focus of the module is to introduce students to the main features of a sustainable global transport system. The limitations of Ireland's infrastructure, and the pressures this places on international supply chains will be highlighted.
Indicative Syllabus	<p>The function of transport; Transport a derived demand. Transport in the framework of production and the supply chain; bridging the producer-consumer gap; the economic, social and political role of transport; Irelands peripherality and infrastructure and reduced international competitiveness.</p> <p>The physical components and characteristics of transport systems; The way; the unit of carriage; the terminal; motive power; individual mode characteristics; advantages and disadvantages of each mode; characteristics of various traffic types; innovations in handling techniques.</p> <p>The structure of transport systems; Regulation and competition; the government's role in infrastructure provision, funding, licensing, enforcement and service provision. The role of the private sector, and public private partnerships. Transport in the enlarged European Union.</p> <p>Carrier selection determinants; Cost, transit time, reliability, inventory and stock out, product differentiation, capability, number of carriers, market structure, distance volume relationship, accessibility, safety, intermodal need.</p> <p>Transport and trade; Ireland trade patterns; volume, values, export destinations and import origins. Main nodes and channels. Required documentation, east west trade.</p> <p>Optimal and sustainable use of resources; Co-modality, energy conservation, sustainability, externalities, bottle necks, integrating transport in sustainable development, managing the effects of transport globalization.</p> <p>Transport and the supply chain; Role of transport in the supply chain, value added, costs, global impact, sub-optimality.</p>
Learning and Teaching Methods	The module combines formal lectures, interactive presentations, case studies, participant activities and exercises to maximise the impact of the learning experience. Students will have ample time to consider the ideas and apply the skills discussed and it is expected that these interactive exercises will serve to reinforce some of the learning on the module. In addition video presentations will be presented to illustrate key themes in the module.
Learning Outcomes	
Upon successful completion of this module the learner will be able to	

COMM7000: Introduction to Web Development

Module Details

Module Code:	COMM7000
Module Long Title:	Introduction to Web Development APPROVED
Banner Title:	Introduction to Web Development
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Patrick Matthews
Module Coordinators:	Patrick Matthews (14 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	Available for students on Erasmus or other exchange programmes.
Campus:	City Campus
Module Overview	This module is an introduction to the creation of multimedia Web content and the languages and technologies involved. Students will be introduced to Web production, working individually and in teams to produce multimedia Web-enabled products.
Learning and Teaching Methods	<p>Document architecture and content management</p> <p>Introduction to concept of client-server architecture and its relevance for Web systems</p> <p>Hypertext Markup Language (HTML) – tags, attributes.</p> <p>Hyperlinks – concepts of absolute and relative addresses.</p> <p>Styles and use of Cascading Style Sheets (CSS) for formatting and layout.</p> <p>Overview of current standards such as HTML5 and CSS3.</p> <p>Text and Multimedia</p> <p>Text – Types of text, ways to present text, character sets – ASCII, Unicode.</p> <p>Image – Formats, image colour schemes, image enhancement.</p> <p>Video and Audio – Computer representation of video and audio, file formats, use of compression in storage and transmission of audio and video files.</p> <p>Usability</p> <p>Principles of Usability – General Design Principles, Guidelines for the Design of Effective Displays, Guidelines for the Use of Colour, Guidelines to Support Interaction Styles.</p> <p>Common Web browsers and their particular issues with regard to Web content.</p> <p>Concept of responsive Web design and use of HTML and CSS to implement it.</p>

ECON 9104: Introductory Economics

Module Details

Module Code:	ECON 9104
Module Long Title:	Introductory Economics APPROVED
Banner Title:	Introductory Economics
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Nicola Timoney
Module Coordinators:	<ul style="list-style-type: none"> • Catarina Marvao (29 April 2024 to 30 April 2024) • Nicola Timoney (30 April 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module represents an introduction to the economic way of thinking with an emphasis on the principles of microeconomics and macroeconomics which will provide a basis for further study and progression.
Indicative Syllabus	<p>Introduction: Economics as a social science. Economic systems. Concepts of scarcity, choice and opportunity cost.</p> <p>Microeconomics: Demand and Supply. Elasticity. Consumer theory. Production and costs. Models of market structure. Market failure and state intervention. Externalities, social and environmental costs.</p> <p>Macroeconomics: Methods of measuring economic activity. Money and banking. Income determination. Multiplier. Aggregate demand and aggregate supply. Business cycle. Sustainable economic development</p> <p>Macroeconomic policies. International economics.</p>
Learning and Teaching Methods	A variety of methods may be used including lectures, tutorials, online resources, class discussion and problem-solving.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	

ECON 9103: Introductory Macroeconomics

Module Details

Module Code:	ECON 9103
Module Long Title:	Introductory Macroeconomics APPROVED
Version:	2
Indicative NQF level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Clare O Mahony
Module Coordinators:	Clare O Mahony (14 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module represents an introduction to the economic way of thinking with an emphasis on the principles of macroeconomics which will provide a basis of further study and progression.
Indicative Syllabus	Introduction to Economics. Methods of measuring economic activity. Money and banking. Income determination. Multiplier. Aggregate demand and aggregate supply analysis. Business cycle. Macroeconomic policies. Sustainable economic development. International economics.
Learning and Teaching Methods	A variety of methods will be used including lectures, tutorials and may include formal teaching, class discussion, problem solving and case studies.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Explain the basic concepts and tools of macroeconomic analysis
MLO2	Evaluate the determinants of economic activity

ECON 9105: Introductory Micro Economics

Module Details

Module Code:	ECON 9105
Module Long Title:	Introductory Micro Economics APPROVED
Banner Title:	Introductory Microeconomics
Version:	2
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	EMMA HOWARD
Module Coordinators:	EMMA HOWARD (28 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module represents an introduction to the economic way of thinking with an emphasis on the principles of microeconomics which will provide a basis for further study and progression.
Indicative Syllabus	Introduction to Economics. Demand and Supply. Elasticity. Consumer theory. Production and costs. Models of market structure. Market failure and state intervention. Externalities, social, and environmental costs.
Learning and Teaching Methods	A variety of methods may be used including lectures, tutorials, online resources, class discussion and problem-solving.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Demonstrate an understanding of the basic concepts and tools of microeconomic analysis.
MLO2	Explain how markets operate and the factors driving the demand and supply sides of the market.
MLO3	Distinguish between the various models of market structure.
MLO4	Analyse the impact of state intervention on markets.

ECON 9105: Introductory Micro Economics

Module Details

Module Code:	ECON 9105
Module Long Title:	Introductory Micro Economics APPROVED
Banner Title:	Introductory Microeconomics
Version:	2
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	EMMA HOWARD
Module Coordinators:	EMMA HOWARD (28 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module represents an introduction to the economic way of thinking with an emphasis on the principles of microeconomics which will provide a basis for further study and progression.
Indicative Syllabus	Introduction to Economics. Demand and Supply. Elasticity. Consumer theory. Production and costs. Models of market structure. Market failure and state intervention. Externalities, social, and environmental costs.
Learning and Teaching Methods	A variety of methods may be used including lectures, tutorials, online resources, class discussion and problem-solving.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Demonstrate an understanding of the basic concepts and tools of microeconomic analysis.
MLO2	Explain how markets operate and the factors driving the demand and supply sides of the market.
MLO3	Distinguish between the various models of market structure.
MLO4	Analyse the impact of state intervention on markets.

Module Details

Module Code:	MRKT 1012
Module Long Title:	Irish Business Environment APPROVED
Version:	2
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Jade Kim
Module Coordinators:	Jade Kim (17 June 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This Module is designed to introduce students to the relationship that business has with society and to the broader macro environment that business operates in, with a particular emphasis on the Irish political context</p> <p>The increasing prominence of business in society and the evolving expectations that society has of business means it is vital for individuals to understand this important and complex relationship.</p>
Indicative Syllabus	<p>1. The Irish Political Landscape</p> <p><i>Politics and Systems of Government</i></p> <ul style="list-style-type: none"> • The Irish State • Irish Executive and Legislature • Democracy and its Principles • The Evolution and Varieties of Democracy <p><i>The Political Party System</i></p> <ul style="list-style-type: none"> • The Left-Right Political Divide • Left-Right Wing Ideologies • Political Parties in Ireland <p><i>The External Environment</i></p> <ul style="list-style-type: none"> • Ireland and the European Union • EU economics and the Irish Business Environment • EU sustainability policies and Ireland <p>2. Business & Society</p> <p><i>Business Ethics</i></p> <ul style="list-style-type: none"> • Fundamentals of Business Ethics • Corporate Social Responsibility

MATH 2002: Management Science

Module Details

Module Code:	MATH 2002
Module Long Title:	Management Science APPROVED
Banner Title:	Management Science
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Semester 1 - 2015/16 (September 2015)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	WALEED ABO-HAMAD
Module Coordinators:	WALEED ABO-HAMAD (28 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>In this module, students are introduced to a range of Management Science techniques. The applications of these techniques are explored using the problem-scenario approach. This course is designed to run in parallel with Information Management.</p> <p>The aims of this module are: to provide the student with a sound conceptual understanding of the role that Management Science plays in the decision-making process, to equip the student with a set of Management Science techniques and to demonstrate their use by the application to decision-making problems.</p>
Indicative Syllabus	
1. Introduction 1.1) The Management Science approach; problem definition, model formulation, data selection, solution, and implementation.	
2. Linear Programming and Network Models 2.1) Problem formulation 2.2) Graphical solution 2.3) Solver solution, solution interpretation and sensitivity analysis 2.4) Applications: Transportation, Assignment and Transshipment problems - solution using Linear Programming or special purpose solution procedures	
3. Project Scheduling 3.1) Drawing the network 3.2) Calculation of event times and floats, determining the critical path 3.3) PERT and uncertainty	

Module Details

Module Code:	MRKT 1060
Module Long Title:	Market Research APPROVED
Banner Title:	Market Research
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Bill Dwan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (13 October 2020 to 16 March 2023) • Bill Dwan (16 March 2023 to 16 March 2023) • Bill Dwan (16 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The Market Research module explores the market research process and how market research applies in marketing and business practice. It places specific emphasis on the stages of the market research process from both an academic perspective and from a practical standpoint focusing on the retail and services sectors. The practical issues that market researchers face in their business environments are given significant attention throughout the module.
Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction to the Module 2. Introduction to SPSS 3. The Market Research Process 4. Primary and Secondary data sources 5. Quantitative and Qualitative Research Methods 6. Questionnaire Design 7. Sampling Design 8. Data analysis and report preparation 9. Conclusions & Revision
Learning and Teaching Methods	Lectures with demonstration: There will be a significant emphasis on computer lab work and the practical application of SPSS to business decision making
Learning Outcomes	

Module Details

Module Code:	MRKT 9408
Module Long Title:	Marketing APPROVED
Banner Title:	Marketing
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
ECTS Credits::	5
Current Coordinator::	Daire Hooper
Module Coordinators:	Daire Hooper (10 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	This module provides a comprehensive introduction to the subject and practice of marketing today, with particular emphasis on the creation and delivery of customer value. The module is designed to provide students with a grounding in marketing concepts, theories and principles most relevant to the development and implementation of marketing practice and strategies.
Indicative Syllabus	<p><i>Introduction to Marketing</i> Defining marketing. Marketing concepts – the production concept, the product concept, the selling concept, the customer concept, the societal marketing concept, the role and scope of marketing in the organisation. Marketing in the new economy – digitalisation and connectivity, disintermediation and reintermediation, customisation and customerisation, industry convergence.</p> <p><i>Market Opportunity Analysis</i> Micro Environmental Analysis – company, suppliers, marketing intermediaries, customers, competitors and other publics. Macro Environmental Analysis - the nature of competition, demographics and other socio cultural issues, the economic environment, political, legal and technological issues. Understanding and analysing business and consumer markets and organisational and consumer buyer behaviour. Marketing Research.</p> <p><i>Responding to the marketing environment</i> Measuring market opportunities - Market information and intelligence systems, forecasting, concepts and uses of market research. Effective market segmentation, bases for segmenting consumer and business markets, evaluating and selecting target markets. Positioning for competitive advantage.</p>

Module Details

Module Code:	MRKT 2001
Module Long Title:	Marketing APPROVED
Banner Title:	Marketing
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Semester 1 - 2009/10 (September 2009)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Helen Chen Mansolas
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (27 November 2019 to 16 February 2023) • Helen Chen Mansolas (16 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>Marketing by its very nature reflects social and political change as well as technological and economic trends. In this context, marketing, as a management function must be harnessed within a disciplined and controlled management structure to ensure 'as far as possible' that the right things are done at the right time for the right reasons. Marketing is in the front line of an organisation's attitude to social responsibility and corporate citizenship. Thus marketers have to be creative and flexible, yet disciplined and ethical. As a foundation course in the business function of marketing the subject is introduced in the context of business. The breadth of the subject 'marketing' covers a wide range of applications, industries and markets, exploring ways to respond to new situations and to solving marketing problems.</p>
Indicative Syllabus	<p>The aim is to bring together theory and practice. Marketing is wide ranging in its coverage of markets and organisations and within different industries and organisational sizes. With the first time marketing students in mind, through a combination of theory, examples and discussion, the module seeks to lead them through to a substantial and appropriate understanding of marketing principles and applications.</p> <ol style="list-style-type: none"> 1. Marketing analysis <ul style="list-style-type: none"> - The macro-environment analysis by using the PESTEEL model; The micro-environment analysis by using the Michael Porter's Five Forces model; To analyse consumer behaviour by examining the consumer decision-making process and different groups of factors that influence consumer behaviour; To analyse the internal abilities of organisations by using models such as BCG matrix, SWOT, etc. 2. Marketing strategy formulation <ul style="list-style-type: none"> - Theories of segmentation, targeting & positioning will be delivered, which are critical for organisations to formulate marketing strategies. 3. Marketing strategy implementation <ul style="list-style-type: none"> - Overview of product, price, promotion & place (4P's), although Process, People and Physical evidence are mentioned briefly on services marketing. Product layers, product life cycles, product line extension/contraction, brand extension and management, new product management are included in product. Different pricing strategies, it's relationship to the product life cycle will be delivered. Seven different promotional mix will be covered from advertising, to publicity, public relations, direct sales, etc. 4. Marketing strategy control

Module Details

Module Code:	MRKT 9049
Module Long Title:	Marketing 1 APPROVED
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Semester 1 - 2016/17 (September 2016)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Roisin Vize
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (26 February 2023 to 27 February 2023) • Roisin Vize (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	All organisations, whether for or not-for profit, depend on marketing to understand and address the requirements of customers so as to facilitate a proactive approach to the marketplace. This module provides the students with a comprehensive grounding in the core marketing concepts, theories and principles most relevant to the student's future development of marketing strategies and the implementation of marketing practice. The aim of this module is to develop a critical understanding and appreciation of the role that marketing can play, specifically in the organisation-customer interface and more broadly in society.
Indicative Syllabus	<p>Introduction to Marketing: Marketing defined. The marketing concept. The value creation process. Strategic marketing. Marketing planning.</p> <p>Evolution of Marketing: The origins of marketing and development to date. Marketing as a philosophy. The changing landscape of marketing. Marketing in consumer, business-to-business, service, non-profit, and international contexts.</p> <p>The Marketing Environment: Environmental scanning. Micro and macro forces. How competitive forces shape strategy.</p> <p>Marketing Research: Marketing information. Introduction to marketing research and its role in marketing. The market research process. Marketing information systems.</p> <p>Customer Behaviour: Factors impacting the consumer decision buying process. Analysing consumer behaviour online and offline. Organisational buying decision processes.</p> <p>Segmentation Targeting Positioning: Approaches to identifying target markets. Market segmentation bases. Market targeting. Defining, selecting and implementing positioning strategies.</p>

Module Details	
Module Code:	MRKT 1073
Module Long Title:	Marketing 1 <div>APPROVED</div>
Banner Title:	Marketing
Version:	2
Indicative NFO level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	MARGARET ANNE LAWLOR
Module Coordinators:	MARGARET ANNE LAWLOR (03 July 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This module is intended to introduce students to the core principles of marketing. Many organisations, whether for or not-for-profit, use marketing to to gain customer insight and ensure a proactive approach to the competitive marketplace. This module is designed to enable students gain the requisite knowledge for the development of marketing strategies. In addition, as marketers embrace the current reality of digital marketing platforms, students are implicitly prepared for performing in a digital environment, underpinned by a clear understanding of the importance of ethical marketing practice. The module also examines the role of marketing in the design and delivery of sustainable production and consumption practices.</p>
Indicative Syllabus	<p>Introduction to Marketing:</p> <p>Marketing defined. The marketing concept. The value creation process. Strategic marketing.</p> <p>Marketing's role in facilitating sustainable production and consumption.</p>

MRKT 1010: Marketing Information Systems

Module Details

Module Code:	MRKT 1010
Module Long Title:	Marketing Information Systems APPROVED
Banner Title:	Marketing Information Systems
Version:	1
Indicative NFO level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	KIERAN FLANAGAN
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (26 February 2023 to 27 February 2023) • KIERAN FLANAGAN (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	Information drives innovation in every business. A knowledge of information systems is essential for every business graduate. This module covers a range of areas from information systems, networks with practical components in the areas of databases, web design and spreadsheets. The module has two lectures a week with practical components having one class in the computer laboratory.
Learning and Teaching Methods	Computer practical classes on database management systems, web design and spreadsheets. Lectures on the theory of information systems, database design and networks with extensive examples in each area.
Indicative Syllabus	
1. Information Systems 1.1) Business Processes and automating business process through Information Technology. Classification of Information Systems, transaction processing systems, management information systems, decision support systems, executive information systems. Organisational Applications, Enterprise Resource Planning, Supply Chain Management and Customer Relationship Management.	

Module Activity

Full Time hours per semester	
Activity Type	Duration (Hours)
Lecture	24
Lab	24
Hours (up to 100 for 5 ECTS credits)	48.00
Recommended Reading List	
Recommended Book Resources	
<ul style="list-style-type: none"> Robbins, Jennifer Niederst. (2006), Web design in a nutshell, 3. 10,11,12,16,17,18,20,21, O'Reilly media Inc., Sebastopol, [ISBN: 9780956009878]. Kenneth C. Laudon,Jane P. Laudon. (2019), Management Information Systems: Managing the Digital Firm, Global Edition, 16. 1,2,3,6,7,10, Pearson UK, Harlow, p.658, [ISBN: 1292296623]. David M. Kroenke,David J. Auer,Robert C. Yoder,Scott L. Vandenberg. Database Processing, 15. 1,5, Pearson, Upper Saddle River, p.648, [ISBN: 9780134802749]. 	
Other Resources	
<ul style="list-style-type: none"> website, Shea, D. CSS Zen garden: the beauty of CSS design, http://www.csszengarden.com 	

MRKT 1035: Marketing Principles

Module Details

Module Code:	MRKT 1035
Module Long Title:	Marketing Principles APPROVED
Banner Title:	Marketing Principles
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joan Keegan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (26 February 2021 to 27 May 2021) • Damian O Reilly (27 May 2021 to 14 February 2023) • Joan Keegan (14 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	Marketing is core to the study of management. Students pursuing a career in management will require an understanding and appreciation of the principles of marketing. This module provides an introduction to the main concepts in marketing and covers the key decisions encountered in developing marketing strategy. The aim of this module is to provide learners with a grounding in marketing theory and an understanding of the elements of the marketing mix.
Indicative Syllabus	Introduction Evolution of marketing thought. The Marketing Concept. The Marketing Mix.

MRKT 1117: Marketing Research

Module Details

Module Code:	MRKT 1117
Module Long Title:	Marketing Research APPROVED
Banner Title:	Marketing Research
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niall Hayes
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (15 December 2020 to 03 March 2023) • Niall Hayes (03 March 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description:</p> <p>This is an introductory module in marketing research. It covers the broad area of marketing information - information which aids management decision making. Marketing research is a form of applied research which, while imposing on its practitioners the rigours and discipline of scientific enquiry, has the pragmatic purpose of helping management make effective decisions. While the module addresses theoretical issues in market research, the orientation of the course is applied.</p> <p>Module aim</p> <p>The aim of this module is to give the student an understanding of marketing research and its relevance to management decision-making; particularly, to provide the student with experience of key research techniques</p>

INFS 1003: Object Oriented Software Development 1

Module Details

Module Code:	INFS 1003
Module Long Title:	Object Oriented Software Development 1 APPROVED
Banner Title:	OO Software Development 1
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Catherine Higgins
Module Coordinators:	Catherine Higgins (16 January 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module is an introductory one-year module in software development in an object oriented environment using Java.
Indicative Syllabus	Overview of the software development process; Programming Language basics - Variables, Assignment, Console Input/Output, Selection, Repetition; Objects and Classes, Methods, Message Passing, Attributes; Abstraction; Encapsulation; Inheritance; Composition; Collections
Learning and Teaching Methods	<p>This module will be taught using 2-hour weekly lectures and 2-hour practical sessions.</p> <p>The lectures will provide theoretical material which will be underpinned by many coding examples to demonstrate the use of this material.</p> <p>The practical sessions will provide students with supervised practice time in the lab using appropriate exercises.</p>
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	

Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description Students can gain 10% if they attend 80% or greater of their lab classes.			

Module Activity

Full Time hours per semester	
Activity Type	Duration (Hours)
Lecture	96
Self Directed	104
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- Tony Gaddis. (2018), Starting Out with Java, 7th. Pearson, p.1168, [ISBN: 9780134802213].

Supplementary Book Resources

- David J. Barnes,Michael Kölling. (2016), Objects First with Java, 6th. Prentice Hall., [ISBN: 978-1-292-15904-1].

Other Resources

- Website, W3Schools. (2023), Java language tutorial, <https://www.w3schools.com/java/>
- Website, Oracle Corporation. (2023), Oracle's java tutorial, <http://download.oracle.com/javase/tutorial/>

OPMN 2000: Operations Management

Module Details

Module Code:	OPMN 2000
Module Long Title:	Operations Management APPROVED
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
ECTS Credits::	5
Current Coordinator::	JOSEPH FITZGERALD
Module Coordinators:	<ul style="list-style-type: none">• Abubakar Ali (03 March 2023 to 06 March 2023)• JOSEPH FITZGERALD (06 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	
Campus:	City Campus
Module Overview	Operations management is a discipline that focuses on the design, planning, execution, and control of a company's operations to produce goods and services efficiently and effectively. It involves many topics, including process design, operations performance, quality management, supply chain management, inventory management, planning and control, and forecasting. Effective operations management is critical to the success of an organisation as it helps to increase productivity, reduce costs, improve quality, and enhance customer satisfaction. It also plays a strategic role in achieving the organisation's overall goals and objectives.

MGMT 1059: Organisational Behaviour

Module Details

Module Code:	MGMT 1059
Module Long Title:	Organisational Behaviour APPROVED
Banner Title:	Organisational Behaviour
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Daire Hooper
Module Coordinators:	<ul style="list-style-type: none">• MARY KINAHAN (03 March 2023 to 02 September 2024)• Daire Hooper (02 September 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module is designed to provide students with a comprehensive grounding in the key concepts in organisational behaviour. The module is designed primarily from a managerial perspective, with the intention of providing students with a basis for understanding the human aspects of management and work, and how organisational interventions can improve business performance. In pursuing careers in managing human resources, the focus is to work for, with and through other people. In order to do this, the module focuses on particular behavioural challenges facing organisations and the individuals who populate them. Students will gain insight into how people impact the effectiveness of their organisation and on how organisations and managers impact the attitudes and behaviours of employees.</p> <p>The two main objectives of the module are to:</p> <ul style="list-style-type: none">• Introduce key concepts and frameworks in organisational behaviour to increase knowledge and understanding of human behaviour in organisations and;

BSMT9041: Principles of Management

Module Details

Module Code:	BSMT9041
Module Long Title:	Principles of Management APPROVED
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	EOGHAN O GRADY
Module Coordinators:	EOGHAN O GRADY (21 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	This module is delivered in Semester 1 of Year 1 on both TU903/1 and TU904/1. It is jointly delivered by Eoghan O' Grady and Niall Hayes.
Campus:	City Campus
Module Overview	The purpose of this introductory module is to provide business students with access to foundational knowledge in the area of management theory and practice. The module introduces students to the theoretical underpinnings of this broad field. Students are required to develop an understanding of the theoretical underpinnings of management, an ability to apply managerial concepts to real world problems and to appreciate the impact of the external and organisational contexts on managerial decision making.
Indicative Syllabus	<ol style="list-style-type: none"> Managing and the manager's job <ul style="list-style-type: none"> the management functions levels of management

BSMT 9041: Principles of Management (1)

Module Details

Module Code:	BSMT 9041		
Module Long Title:	Principles of Management (1) <div>APPROVED</div>		
Banner Title:	Principles of Management (1)		
Version:	1		
Indicative NFQ level:	Level 8		
Valid From:	Sept 2022 (September 2022)		
Language of Instruction:	English		
ECTS Credits::	5		
Current Coordinator::	Roger Sherlock		
Module Coordinators:	<div><div></div><div><div>•</div><div>ORLA GREGORY (03 March 2023 to 04 July 2024)</div></div><div><div>•</div><div>Roger Sherlock (04 July 2024 to ---)</div></div></div>		
School Responsible:	School of Business Technology, Retail & Supply Chain		
Campus:	City Campus		
Module Overview	The Principles of Management module introduces the students to the concepts, theories and practices of effective management central to the successful operation of an enterprise. In particular, the Syllabus aims to provide students with a knowledge and understanding of the management within organisations. The aims of this module are to introduce the basic management concepts and techniques necessary in business. Foster an understanding of national and international business structures and environments. Develop the key elements of management activity.		
Indicative Syllabus	<div><div><div>The Process of Managing:</div><div>The emergence of management thought. Key elements of the management process. Managers and their external environment. The History of Management.</div></div></div>		
	<div><div>Planning:</div></div>		

COMM 1044: Professional Development

Module Details

Module Code:	COMM 1044
Module Long Title:	Professional Development APPROVED
Banner Title:	Professional Development
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Damien Smyth
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (13 October 2020 to 13 February 2023)• Edmund O Callaghan (13 February 2023 to 30 May 2024)• Damien Smyth (30 May 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>The purpose of this module is to prepare entry level students for academic life, both in terms of the social environment and the practical skills required of students at third-level education. Throughout the course, students will develop writing, research and critical thinking skills that will equip them for college life. They will learn how to work as a team and engage meaningfully in group work and deliver professional presentations. This course will provide students with tools and resources they can continually refer to and apply throughout their remaining college years.</p>

MATH 1004: Quantitative Analysis

Module Details

Module Code:	MATH 1004
Module Long Title:	Quantitative Analysis APPROVED
Banner Title:	Quantitative Analysis
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2018 (September 2018)
ECTS Credits::	10
Current Coordinator::	Qianru Shang
Module Coordinators:	Qianru Shang (22 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module aims to provide the students with an introduction to quantitative analysis and immerses them in some of the most fundamental areas of quantitative analysis. The module gives the students a detailed understanding of both the role and purpose of quantitative techniques in effective management and in the process of managerial decision making.
Learning and Teaching Methods	The module will be delivered using a combination of lectures, laboratories and tutorials. Emphasis is placed on problem-solving and business application.
Indicative Syllabus	
1. Organising Data 1.1) Important statistical terms, the general nature of statistics and its role in business, uses and abuses of statistics. Knowledge of data sources, primary and secondary data, the difference between a census and sampling. Construction of frequency tables, 3-way tabulations of data.	
2. Presenting Data 2.1) Techniques for presenting data, for example bar charts, histograms, pie charts, frequency polygons, Ogives and Lorenz curves.	

Module Details

Module Code:	MATH 1003
Module Long Title:	Quantitative Analysis APPROVED
Banner Title:	Quantitative Analysis
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Grainne H Murphy
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (07 November 2019 to 10 January 2020) • Grainne H Murphy (10 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This is an introductory module in Quantitative Analysis .This is a core module for first year students taking a level 8 degree program. The module includes both statistical and mathematical topics.
Indicative Syllabus	<p>• Data presentation</p> <p>Tabulation. Bar charts, Pie charts, time-series graphs, Z charts, Histograms, frequency polygons, Ogives, Lorenz curves</p> <p>• Summary statistics</p> <p>Measures of Central Tendency: Arithmetic, Geometric and Harmonic Means, Mode, Median and other quantiles. Measures of Dispersion: standard deviation, mean and quartile deviations. Coefficient of Variation. Skewness. Pearson's coefficient of skewness.</p>

MATH 1104: Quantitative Methods & Statistics

Module Details	
Module Code:	MATH 1104
Module Long Title:	Quantitative Methods & Statistics <div>APPROVED</div>
Banner Title:	MATH1104 QM & Statistics
Version:	2
Indicative NFO level:	Level 6
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Pauline Barnewell
Module Coordinators:	Pauline Barnewell (20 June 2024 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	n/a
Campus:	City Campus
Module Overview	The module aims to provide the student with an introduction to quantitative analysis and immerses them in some of the most fundamental areas of quantitative analysis. The module gives the students a detailed understanding of both the role and purpose of quantitative techniques in effective management and in the process of managerial decision making.
Indicative Syllabus	<div>Organising Data</div> <div>Important statistical terms, the general nature of statistics and its role in business, uses and abuses of statistics. Knowledge of data sources, primary and secondary data, the difference between a census and sampling. Construction of frequency tables, 3 way tabulations of data.</div>

QMD2003: Quantitative Methods 1 & 2

Module Details

Module Code:	QMD2003
Module Long Title:	Quantitative Methods 1 & 2 APPROVED
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Grainne H Murphy
Module Coordinators:	Grainne H Murphy (10 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Module Overview	The module aims to provide the student with an introduction to quantitative analysis and develop the analytical skills of the student. the module gives the students a detailed understanding of both the role and purpose of quantitative techniques in effective management and in the process of managerial decision making. the module focuses on utilising appropriate quantitative analysis in the context of business and focuses on the practical uses of the techniques
Indicative Syllabus	<ul style="list-style-type: none">- organising and presenting data- measures of dispersion- correlation and regression- probability- probability distributions- sampling- hypothesis testing

QMD 2003: Quantitative Methods 1 & 2

Module Details

Module Code:	QMD 2003
Module Long Title:	Quantitative Methods 1 & 2 APPROVED
Banner Title:	Quantitative Methods 1 & 2
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Rishi Choudhary
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (26 February 2023 to 27 February 2023) • Rishi Choudhary (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	The module aims to provide the student with an introduction to quantitative analysis and develop the student's analytical skills. The module gives the students a detailed understanding of both the role and purpose of quantitative techniques in effective management and in the process of managerial decision making. The module focuses on utilising appropriate quantitative analysis in the context of business and focuses on the practical uses of the techniques.
Indicative Syllabus	<p>Organising Data</p> <p>Important statistical terms, the general nature of statistics and its role in business, uses and abuses of statistics. Knowledge of data sources, primary and secondary data, the difference between a census and sampling. Construction of frequency tables, N way tabulations of data.</p> <p>Presenting Data and Visualisations</p>

MATH 1011: Quantitative Techniques

Module Details

Module Code:	MATH 1011
Module Long Title:	Quantitative Techniques APPROVED
Banner Title:	Quantitative Techniques
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Ayman Tobail
Module Coordinators:	Ayman Tobail (05 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	The module aims to provide the student with an introduction to quantitative analysis and develop analytical skills of the student. The module gives the students a detailed understanding of both the role and purpose of quantitative techniques in effective management and in the process of managerial decision-making. The module focuses on utilising appropriate quantitative analysis in the context of business and focuses on the practical uses of the techniques.
Indicative Syllabus	<p>Organising Data</p> <p>Important statistical terms, the general nature of statistics and its role in business, uses, and abuses of statistics. Knowledge of data sources, primary and secondary data, and the difference between a census and sampling. Construction of frequency tables, N way tabulations of data.</p> <p>Presenting Data and Visualisations</p>

MATH 1001: Quantitative Techniques 1

Module Details

Module Code:	MATH 1001
Module Long Title:	Quantitative Techniques 1 APPROVED
Banner Title:	Quantitative Techniques 1
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Pearlean Chadha
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (27 November 2019 to 23 January 2020) • Pearlean Chadha (23 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	The aim of the module is to provide an introduction to statistical techniques which are widely applicable in solutions of business problems and to introduce simple mathematical models of business problems and demonstrate their formulation and solution.
Indicative Syllabus	<ul style="list-style-type: none"> • Presentation of data, construction of frequency distribution tables, display data on charts. • Measures of central tendency, mode, median and mean • Measures of dispersion, range, deviations • Correlation and regression using least squares.

RETL 1000: Retail Management Foundations

Module Details

Module Code:	RETL 1000
Module Long Title:	Retail Management Foundations APPROVED
Banner Title:	Retail Management Foundations
Version:	1
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Aimee Hazeldine
Module Coordinators:	Aimee Hazeldine (10 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The accelerating pace of retail change places increased demands on the modern retail organisation. They must develop appropriate responses to this change for continued success or even survival. This is an introductory course to retailing and covers the fundamental elements of retail management and a retail organisation's activities. It will provide a solid platform on which to develop more in-depth knowledge of retailing later in the degree programme.
Indicative Syllabus	<p>Indicative syllabus covered in the module and / or in its discrete elements</p> <ol style="list-style-type: none"> 1. Introduction to Retailing 2. Retail Institutions 3. Introduction to Retail Omni-Channel 4. Retail Mix 5. Value Propositions

Module Details

Module Code:	MRKT 1118
Module Long Title:	Statistics APPROVED
Banner Title:	Statistics
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Grainne H Murphy
Module Coordinators:	Grainne H Murphy (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Module Overview	This is an introductory course in Statistics and Business Mathematics
Indicative Syllabus	
1. Data collection and presentation 1.1) n/a	
2. Measures of central tendency and dispersion 2.1) n/a	
3. Correlation and regression 3.1) n/a	
4. Time series analysis 4.1) n/a	

ECON 1027: Statistics for Economics & Finance

Module Details

Module Code:	ECON 1027
Module Long Title:	Statistics for Economics & Finance APPROVED
Banner Title:	Stats for Economics & Finance
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Brian Byrne
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (20 November 2019 to 23 January 2020) • Pearlean Chadha (23 January 2020 to 22 February 2023) • Brian Byrne (22 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	In this module a range of statistical topics are introduced and their applications are explored. Emphasis is placed on application.
Indicative Syllabus	<p>Graphic and Tabular Descriptive Techniques: Types of data. Tabulation. Charts and graphs.</p> <p>Summary statistics: Measures of Central Tendency, Location and Dispersion. Shape of the data distribution, skewness and kurtosis. Geometric mean.</p> <p>Data Collecting and Sampling: Methods of data collection, sampling.</p> <p>Probability: Basic probability, posterior probabilities, marginal, joint and conditional probabilities, Bayes' theorem, decision trees.</p>

STMG 4004: Strategic Logistics Management

Module Details

Module Code:	STMG 4004
Module Long Title:	Strategic Logistics Management APPROVED
Banner Title:	Strategic Logistics Management
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chao Ji Hyland
Module Coordinators:	Chao Ji Hyland (11 January 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	<p>This module is sharing with TU 903 - Bachelor of Science in Business & Management.</p> <p>This Module is also sharing with TU 931 - Bachelor of Business Studies in Business Studies</p>
Campus:	City Campus
Module Overview	<p>Strategic Logistics Management approaches the topic from a senior managerial perspective and brings together previous learning including marketing logistics, forecasting and inventory management, warehousing design and management, information technology, purchasing management, global supply chain management, supplier partnerships, transport and distribution in an integrative and strategic framework relevant to senior managers in the supply chain function. The different elements of logistics and supply chain management are examined in terms of how they interrelate and interface with other functions of the firm. The module also outlines key developments and challenges facing the senior supply chain manager.</p> <p>The strategic logistics plan serves as the platform for this module's design. It looks at the importance of the logistics audit and traces the development of a strategic logistics plan. Components of the strategic logistics plan are:</p>

TECH 1003: Technology Fundamentals

Module Details	
Module Code:	TECH 1003
Module Long Title:	Technology Fundamentals <div>APPROVED</div>
Banner Title:	Technology Fundamentals
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Omar Portillo
Module Coordinators:	Omar Portillo (27 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This introductory module is intended to introduce students to the fundamental aspects of information technologies, their relationships, and their application in business.
Indicative Syllabus	Fundamentals of Operating Systems (30%) Fundamentals of Networks (30%) Computer Architecture (20%) Information Technology in a Business Context (10%) Information Systems in a business Context (10%)
Learning and Teaching Methods	This module is taught through a combination of lecture and laboratory sessions.

Module Details

Module Code:	LAW 1503
Module Long Title:	Tort APPROVED
Banner Title:	Torts
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Clare Maguire
Module Coordinators:	<ul style="list-style-type: none">• David Graham (03 February 2020 to 31 March 2023)• Clare Maguire (31 March 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	This module equips students with a thorough knowledge of the principles and rules of Irish tort law, to understand how those principles apply in a practical context and to critically analyse the functions, policies, and practical application of the laws of tort in Ireland with appropriate reference to comparative laws in other common law jurisdictions.
Learning and Teaching Methods	<div>Interactive lectures Self-directed learning Group study and group discussion Presentations Guest lecturers</div>
Indicative Syllabus	

MATH 1027: Maths for Economics & Finance 1

Module Details

Module Code:	MATH 1027
Module Long Title:	Maths for Economics & Finance 1 APPROVED
Banner Title:	Maths for Economics&Finance 1
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Pearlean Chadha
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (22 November 2019 to 23 January 2020) • Pearlean Chadha (23 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	The aim of this module is to introduce students to financial mathematics, to demonstrate the use of mathematical functions in financial and macroeconomic models, to introduce students to matrix algebra and the basic principles of calculus and to lay a foundation for further learning.
Indicative Syllabus	<p>Financial Arithmetic: Arithmetic and geometric progressions. Simple and compound interest. Continuous compounding. Nominal and effective interest rates. Discounting, present values, annuities, sinking funds, loan repayments. Net present value and internal rate of return. Investment appraisal.</p> <p>Functions: Linear and non-Linear Functions. Logarithm and Exponential Functions. Applications in Economics and Finance.</p> <p>Calculus: The Derivative. Techniques of differentiation. Optimisation, application to economic variables: marginal revenue and marginal cost, maximisation of profit, minimisation of costs. Elasticity. The definite integral. Areas and Riemann sums. The Fundamental Theorem. Applications of the definite integral.</p>

LAW1047: Business & Consumer Law

Module Details

Module Code:	LAW1047
Module Long Title:	Business & Consumer Law APPROVED
Banner Title:	Business & Consumer Law
Version:	1
Indicative NQF level:	Level 6
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niall Kearney
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (02 March 2021 to 27 May 2021)• Damian O Reilly (27 May 2021 to 13 February 2023)• Niall Kearney (13 February 2023 to ---)
School Responsible:	School of Global Business
Outline of sharing arrangements for Programmes:	N/A
Campus:	City Campus
Module Overview	Module Description This module is designed to introduce students to the Irish and European legal system, and to

COMM 9404: Communications

Module Details

Module Code:	COMM 9404
Module Long Title:	Communications APPROVED
Banner Title:	Communications
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Ruth Casey
Module Coordinators:	Ruth Casey (21 May 2019 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>The purpose of this introductory module is to provide business students with access to foundational knowledge across a broad communications landscape including interpersonal communications theory and practice, media communications and communications in organisational contexts. The module introduces students to the theoretical underpinnings of this broad field. Students are required to develop critical thinking skills and analytical competences in relation to a range of media content and contexts including social media. Finally, students are provided an opportunity to demonstrate know-how and skill through the requirement to develop and deliver a communications artefact using an appropriate medium.</p> <p>The aim of the module is to introduce students to fundamental theoretical areas and to provide an opportunity to develop critical thinking skills and communication competences all of which will be built on across a range of business modules in subsequent years across the degree programme.</p>
Indicative Syllabus	<p>Foundations of Communication Theory</p> <ul style="list-style-type: none"> • Perception • Identity

COMM9402: Communications

Module Details

Module Code:	COMM9402
Module Long Title:	Communications APPROVED
Banner Title:	Communications
Version:	1
Valid From:	Jan 2023 (January 2023)
ECTS Credits::	5
Current Coordinator::	Jade Kim
Module Coordinators:	Jade Kim (23 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>The purpose of this introductory module is to provide business students with access to foundational knowledge across a broad communications landscape including interpersonal communications theory and practice, media communications and communications in organisational contexts. The module introduces students to the theoretical underpinnings of this broad field. Students are required to develop critical thinking skills and analytical competences in relation to a range of media content and contexts including social media. Finally, students are provided an opportunity to demonstrate know-how and skill through the requirement to develop and deliver a communications artefact using an appropriate medium.</p> <p>The aim of the module is to introduce students to fundamental theoretical areas and to provide an opportunity to develop critical thinking skills and communication competences all of which will be built on across a range of business modules in subsequent years across the degree programme.</p>
Learning and Teaching Methods	<p>Formal lectures: formal lectures will be supplemented with structured classroom based exercises, case studies, discussions and video presentations on current issues and trends to reinforce learning.</p> <p>Independent learning: participants will undertake preparatory and follow-up reading for lectures. The TU Dublin's online virtual environment, Brightspace, will be used to carry lecture notes and supporting resources.</p>
Indicative Syllabus	
1. Foundations of Communication Theory	

COMM 9402: Communications

Module Details

Module Code:	COMM 9402
Module Long Title:	Communications APPROVED
Banner Title:	Communications
Version:	2
Indicative NQF level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Ruth Casey
Module Coordinators:	Ruth Casey (15 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>The purpose of this introductory module is to provide business students with access to foundational knowledge across a broad communications landscape including interpersonal communications theory and practice, media communications and communications in organisational contexts. The module introduces students to the theoretical underpinnings of this broad field. Students are required to develop critical thinking skills and analytical competences in relation to a range of media content and contexts including social media. Finally, students are provided an opportunity to demonstrate know-how and skill through the requirement to develop and deliver a communications artefact using an appropriate medium.</p> <p>The aim of the module is to introduce students to fundamental theoretical areas and to provide an opportunity to develop critical thinking skills and communication competences all of which will be built on across a range of business modules in subsequent years across the degree programme.</p>
Indicative Syllabus	<p>Foundations of Communication Theory</p> <ul style="list-style-type: none">● Perception

ITEC 1006: Database Systems 1

Module Details

Module Code:	ITEC 1006
Module Long Title:	Database Systems 1 APPROVED
Banner Title:	Database Systems 1
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Semester 2 - 2017/18 (January 2018)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Thoa Pham
Module Coordinators:	Thoa Pham (10 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	This module needs a lab room with computers for lab work.
Campus:	City Campus
Module Overview	This course will cover the objectives of database management systems, the fundamentals of data modelling using entity relationship diagrams, normalization rules, and database design. The aim of the module is to enable students to identify user requirements, produce data models and design database systems that are realistic, flexible and efficient using a number of standard methodologies.
Indicative Syllabus	Database management systems; data modelling; Entity Relationship Diagrams; SQL; implementation of complex relationships between entities; database normalisation; building database systems;
Learning and Teaching Methods	The module will be taught using lectures, laboratory sessions and sample case studies

Module Details	
Module Code:	MGMT 1067
Module Long Title:	EU Frameworks <div>APPROVED</div>
Banner Title:	EU Frameworks
Version:	3
Indicative NFO level:	Level 8
Valid From:	Jan 2025 (January 2025)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Eileen Doran
Module Coordinators:	Eileen Doran (15 May 2024 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	The aim of this module this module is to give students an understanding of how the EU functions and the impact of its policies and institutions on the economies and societies of its member states playing particular reference to the Irish Economy.
Indicative Syllabus	<div>Historical development of the EU and constant adaptation</div> <div>The decision making institutions of the EU</div> <div>EU Budget</div> <div>Trade and the EU</div> <div>Movement of Labour, Immigration and asylum seekers</div>

FIN 2001: Financial Accounting

Module Details

Module Code:	FIN 2001
Module Long Title:	Financial Accounting APPROVED
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Irene Neville
Module Coordinators:	Irene Neville (31 January 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	<p>Shared with:</p> <p>TU906/1 - BSc Human Resource Management</p> <p>TU914/1 - BSc Business Computing</p>
Campus:	City Campus
Module Overview	This aim of this introductory financial accounting module is to introduce students to accounting in respect of the recording of financial transactions, reporting these transactions in financial statements, and the analysis and interpretation thereof.
Indicative Syllabus	<p>Financial Information:</p> <ul style="list-style-type: none"> Purpose of financial accounting. The users of financial statements and their uses of that information. The characteristics of useful financial information. Recording of transactions in the double entry system. Mechanics of preparing financial statements. The significance of fundamental accounting concepts, bases and policies. The concept of realised profit and the distribution of profits. The various forms of business structure. The regulatory framework within which financial statements are prepared and used.

LOGT 1003: Forecasting & Inventory Management

Module Details

Module Code:	LOGT 1003
Module Long Title:	Forecasting & Inventory Management APPROVED
Banner Title:	Forecasting & Inventory Management
Version:	1
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chao Ji Hyland
Module Coordinators:	Chao Ji Hyland (13 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module seeks to provide the student with some of the tools and techniques used to plan, control and manage the material flow within the supply chain, which may be a production system which manufactures products or may be within a service company. Students will learn about the importance of inventory management, various inventory models and methods, including safety stock calculations. The module also seeks to outline the strategic importance of forecasting and its relationship and importance to other functional areas within the supply chain. It provides students with various forecasting approaches and techniques, as well as methods for monitoring and controlling forecasts.</p> <p>The aim of the module is to give students a good overview of forecasting techniques and how to apply them in practice. It emphasises on the importance of generating reliable forecasts that a company uses to derive acquisition of materials, planning internal resources, and manufacturing to support on time and complete delivery. The second part of this module aims to outline the importance of optimal</p>

MATH 2004: Inferential Statistics

Module Details

Module Code:	MATH 2004
Module Long Title:	Inferential Statistics APPROVED
Banner Title:	Inferential Statistics
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Siham Rahoui
Module Coordinators:	Siham Rahoui (08 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module will develop the learner's ability to analyse and understand data through the use of sampling theory and inferential statistics.
Indicative Syllabus	<p>Discrete probability distributions and continuous distributions: Binomial, Poisson, Geometric, Normal distribution, standard normal, uniform and exponential</p> <p>Regression and Correlation: Bivariate distributions, scatter diagrams, regression lines, least square regression line, the calculation and interpretation of the correlation coefficient and the coefficient of determination.</p> <p>Sampling: Methods of sampling and sampling design. The central limit theorem, confidence intervals and their application to sampling.</p>

INFS 1101: Information Technology for Business

Module Details

Module Code:	INFS 1101
Module Long Title:	Information Technology for Business APPROVED
Banner Title:	Information Technology
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	PATRICK DORAN
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (26 February 2021 to 27 May 2021)• Damian O Reilly (27 May 2021 to 12 June 2023)• PATRICK DORAN (12 June 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Technology is and will remain integral to efficient business processes. Industry requires graduates who have an appreciation and enthusiasm for how IT enables the modern business world, such as the internet, email, mobile communications and databases.</p> <p>Basic IT skills including the ability to use word processing, spreadsheet and presentation tools are imperative for today's business. In addition students are introduced to the fundamentals of information systems.</p>
Indicative Syllabus	File Management

CGVE 1001: Introduction to Ethics & CSR

Module Details

Module Code:	CGVE 1001
Module Long Title:	Introduction to Ethics & CSR APPROVED
Banner Title:	Introduction to Ethics & CSR
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Damian O Reilly
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (02 March 2021 to 27 May 2021) • Damian O Reilly (27 May 2021 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	Ethics and Corporate Social Responsibility a key part of the pursuit of proper and efficient practice of business. This module develops the learner's awareness and understanding of a range of current ethical issues in relation to business and the responsibilities of employees, managers, and leaders in organisations.
Indicative Syllabus	<p>Nature of Ethics. Ethical Theories. Teleology. Utilitarianism. Deontology. Kant. Social Justice. Virtue Ethics.</p> <p>Ethical decision making</p> <p>Ethical Decision making models. Kohlberg's Stages of Moral Development.</p> <p>Nature of Business Ethics. Arguments for & against Business Ethics.</p>

LOGT1100: Introduction to Logistics

Module Details

Module Code:	LOGT1100
Module Long Title:	Introduction to Logistics APPROVED
Banner Title:	Introduction to Logistics
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Damian O Reilly
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (02 March 2021 to 27 May 2021) • Damian O Reilly (27 May 2021 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>The ever-changing nature of markets nowadays and the globalisation of business have sharpened the focus on the need for better logistics capabilities and supply chain management (SCM). Decision makers today strive to address the fundamental issues of managing flows of products, services and information, globally and to do so competitively. Supply chains need to be developed which can deliver the required levels of service at minimum cost.</p> <p>The aim of the module is to give students an overview of the importance of SCM and how a firm's' competitive position can be improved by various supply chain practices. Students will be introduced to the fundamentals of logistics and supply chain management; components of the supply chain and their interconnectivity, the role of technology in effective SCM, and the wider social and economic implications of managing supply chains.</p>
Indicative Syllabus	1- Overview of SCM

BSMT 9042: Introduction to Supply Chain Management

Module Details

Module Code:	BSMT 9042
Module Long Title:	Introduction to Supply Chain Management APPROVED
Banner Title:	Introduction to SCM
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chao Ji Hyland
Module Coordinators:	Chao Ji Hyland (27 January 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>The everchanging nature of markets nowadays and the globalisation of business have sharpened the focus on the need for better logistics capabilities and supply chain management (SCM). Decision makers today strive to address the fundamental issues of managing flows of products, services and information, globally and to do so competitively. Supply chains need to be developed which can deliver the required levels of service at minimum cost.</p> <p>The aim of the module is to give students an overview of the importance of SCM and how a firm's' competitive position can be improved by various supply chain practices. Students will be introduced to the fundamentals of logistics and supply chain management; components of the supply chain and their interconnectivity, the role of technology in effective SCM, and the wider social and economic implications of managing supply chains.</p>
Indicative Syllabus	<p>Indicative syllabus covered in the module and / or in its discrete elements</p> <ol style="list-style-type: none"> 1 Overview of SCM (Basic concepts of logistics and supply chain management: definitions, mission, goals and benefits; Evolution and development of supply chain management philosophy) 2 Inventory Management across SC (Inventory and the Supply Chain; Inventory Models; Warehousing Operations and Activities) 3 Material Flow Logistics (Purchasing & Procurement; Logistics networks and the role of distribution centres; Upstream and downstream material flows; Order processing: Tracing the route of an order through the firm) 4 Digital SC (information flows; information sharing (realtime) and the role of technology in effective supply chain management; blockchain technology; robotics, 3D printing; ebusiness;...) 5 SC Performance (performance areas and tradeoffs; performance models, ...)

BSMT 9042: Introduction to Supply Chain Management (32250)

Module Details

Module Code:	BSMT 9042		
Module Long Title:	Introduction to Supply Chain Management (32250) DRAFT		
Banner Title:	Intro to Supply Chain Mgt		
Version:	1		
Indicative NFQ level:	Level 8		
Valid From:	Jan 2023 (January 2023)		
Language of Instruction:	English		
ECTS Credits::	5		
Current Coordinator::	ORLA GREGORY		
Module Coordinators:	<ul style="list-style-type: none">• OLIVIA FREEMAN (27 February 2023 to 28 February 2023)• ALACOQUE MCALPINE (28 February 2023 to 01 March 2023)• ORLA GREGORY (01 March 2023 to ---)		
School Responsible:	School of Marketing & Entrepreneurship		
Campus:	City Campus		
Module Overview	<p>The aim of the module is to give students a good overview of the key areas of logistics and supply chain management and upon completion of the module students should have a good understanding of the basic principles of logistics and supply chain management.</p> <p>The module provides an overview of the importance of logistics and the supply chain process in determining the competitive success of an organisation. Students will be introduced to the various components of the supply chain and their logistical requirements. This module examines all aspects of logistics, including some of the techniques and strategies for planning, organising and managing the overall logistics process including the functional areas of Customer Service, Warehousing, and Inventory management.</p>		
Indicative Syllabus	Basic concepts of logistics and supply chain management: definitions, mission, goals and benefits.		
	Supply chain management context: the changed business environment, components of the SCM process, primary and secondary chains.		

ECON 9103: Introductory Macroeconomics

Module Details	
Module Code:	ECON 9103
Module Long Title:	Introductory Macroeconomics <div>APPROVED</div>
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Clare O Mahony
Module Coordinators:	Clare O Mahony (14 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module represents an introduction to the economic way of thinking with an emphasis on the principles of macroeconomics which will provide a basis of further study and progression.
Indicative Syllabus	<div>Introduction to Economics.</div> <div>Methods of measuring economic activity.</div> <div>Money and banking.</div> <div>Income determination.</div> <div>Multiplier.</div> <div>Aggregate demand and aggregate supply analysis.</div>

ECON 9105: Introductory Micro Economics

Module Details	
Module Code:	ECON 9105
Module Long Title:	Introductory Micro Economics <div>APPROVED</div>
Banner Title:	Introductory Microeconomics
Version:	2
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	EMMA HOWARD
Module Coordinators:	EMMA HOWARD (28 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module represents an introduction to the economic way of thinking with an emphasis on the principles of microeconomics which will provide a basis for further study and progression.
Indicative Syllabus	<div>Introduction to Economics.</div> <div>Demand and Supply. Elasticity.</div> <div>Consumer theory.</div> <div>Production and costs. Models of market structure.</div> <div>Market failure and state intervention.</div> <div>Externalities, social, and environmental costs.</div>

Module Details

Module Code:	BUSF 1000
Module Long Title:	Irish Politics APPROVED
Banner Title:	Irish Politics
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	JOHN HOGAN
Module Coordinators:	JOHN HOGAN (01 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Module Overview	<p>The aim of this course is to provide students with an introduction to the Irish political system. We begin with a general introduction to politics. We examine why it is that states exist and why democracy is so important. The course then examines Irish culture and more specifically Irish political culture as it has developed over the past century of independence. A lot of attention is given to the constitution, it being the fundamental law of the state, here we focus on the rights and protections provided by the constitution, the method of amendment and the role of the judiciary in judicial review. The course then examines the development of Irish political parties and their changing electoral performance over the year. The Oireachtas (The Dáil, the Senate and the President) is dealt with; as is the executive (the Cabinet) and its relationship to the legislature. The role played by TDs at both the national and local levels is set out. The course deals with voting and elections, the intricacies of the PRSTV system and how this compares to other electoral systems in other countries. The role of interest groups in society is considered and is that of the media. In terms of external issues – Ireland's relationship with Northern Ireland and with the European Union – are also examined.</p>
Learning and Teaching Methods	

MATH1028: Linear Algebra

Module Details

Module Code:	MATH1028
Module Long Title:	Linear Algebra APPROVED
Banner Title:	Linear Algebra
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Aongus T O Cairbre
Module Coordinators:	Aongus T O Cairbre (14 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	Linear Algebra introduces the core concepts of vectors and matrices (arrays), their arithmetic operation and the geometric and algebraic interpretation of these operations. This module provides essential knowledge for data analytics that is not available in the current leaving certificate curriculum.
Indicative Syllabus	Linear Systems. Solving Linear Systems. Echelon Forms, Rank. Applications. Matrices. Matrix Algebra. Inverses. LU-Factorization. Applications. Vectors. Spaces of Vectors. Linear Independence, Bases, Dimension. Null Space, Column Space, Row Space. Linear Transformations on \mathbb{R}^n . Orthogonality. Dot Product, Norm. Orthogonal Sets, Orthogonal Matrices. Orthogonal Subspaces, Projections, Bases. Applications. Determinants. Definition and Computation. Inverses and Products. Eigenvalue Problems. Eigenvalues and Eigenvectors. Diagonalization. Applied Eigenvalue Problems. Markov Chains. Systems of Linear Differential Equations. Vector Spaces.

MRKT 1060: Market Research

Module Details

Module Code:	MRKT 1060
Module Long Title:	Market Research APPROVED
Banner Title:	Market Research
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Bill Dwan
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (13 October 2020 to 16 March 2023)• Bill Dwan (16 March 2023 to 16 March 2023)• Bill Dwan (16 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The Market Research module explores the market research process and how market research applies in marketing and business practice. It places specific emphasis on the stages of the market research process from both an academic perspective and from a practical standpoint focusing on the retail and services sectors. The practical issues that market researchers face in their business environments are given significant attention throughout the module.
Indicative Syllabus	<ol style="list-style-type: none">1. Introduction to the Module2. Introduction to SPSS3. The Market Research Process

Module Details

Module Code:	MKRT 9408
Module Long Title:	Marketing APPROVED
Banner Title:	Marketing
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2023 (January 2023)
ECTS Credits::	5
Current Coordinator::	Daire Hooper
Module Coordinators:	Daire Hooper (28 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This module is intended to introduce students to the core principles of marketing. Many organisations, whether for or not-for-profit use marketing to gain customer insight and ensure a proactive approach to the competitive marketplace. This module is designed to enable students gain the requisite knowledge for the development of marketing strategies Additionally as marketers embrace the current reality of digital marketing platforms students are implicitly prepared the students for performing in a digital environment, underpinned by a clear understanding of the importance of ethical marketing practice.</p>
Indicative Syllabus	<p>Introduction to Marketing:</p> <p>Marketing defined. The marketing concept. The value creation process. Strategic marketing.</p> <p>Evolution of Marketing:</p>

Module Details

Module Code:	MRKT 1414
Module Long Title:	MRKT 1414 APPROVED
Banner Title:	MRKT 1414
Version:	1
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Claire Maguire
Module Coordinators:	Claire Maguire (16 February 2021 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module provides the student with practical knowledge and skills in the area of Digital marketing. It provides an introduction to what Digital Marketing is, major trends and important concepts such as Search Engine Optimisation (SEO), Adwords traffic, types of Online marketing, eMail Marketing, Viral Marketing, Online PR, and Social Networking.
Indicative Syllabus	Origins of the Internet Internet services Website Structure & Design that will get you noticed Google Analytics Explained Foundational Pillars of SEO Science of Adwords Traffic Digital Advertising Google Adwords Social Media PR Writing for the Web Social Networking and Media Sites The Email Marketing Persuasion Formula Content Management Systems (Wordpress, Joomla and Oscommerce)
Learning and Teaching Methods	The module is delivered through a combination of lectures and tutor lead IT labs. Additionally various elearning aids are used.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	

MGMT1084: Organisational Behaviour

Module Details

Module Code:	MGMT1084
Module Long Title:	Organisational Behaviour APPROVED
Banner Title:	Organisational Behaviour
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	SERGE BASINI
Module Coordinators:	SERGE BASINI (23 May 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This module is designed to provide learners with a clear insight into the behaviours within an organisation which can impact on a company's effectiveness. The importance of having an understanding of organisational behaviour is vital from both the individual and management's perspective. This module focuses on the interrelationship between the individual, the group dynamic and the internal environment within an organization. It provides an introduction to the study of human behaviour in organisations. The focus of Organisational Behaviour is on the individual employee and their personal characteristics such as Personality, Motivation & Perception An insight into these individual, interpersonal and organisational processes underlines an understanding of the reasons why people behave the way they do within the work environment.</p>
Indicative Syllabus	<ul style="list-style-type: none"> • The Nature and Meaning of Working – work, unemployment & Suicide • Historical and Modern Contributors to organisational behaviour thought. • Individual Differences in Organisational Behaviour: • Social Perception - The perceptual process Factors influencing perception Person perception: errors and diversity/equality/inclusion

BSMT 9043: Principles of Management (2)

Module Details

Module Code:	BSMT 9043			
Module Long Title:	Principles of Management (2) APPROVED			
Banner Title:	Principles of Management (2)			
Version:	1			
Indicative NFQ level:	Level 8			
Valid From:	Jan 2023 (January 2023)			
Language of Instruction:	English			
ECTS Credits::	5			
Current Coordinator::	ORLA GREGORY			
Module Coordinators:	ORLA GREGORY (01 March 2023 to ---)			
School Responsible:	School of Business Technology, Retail & Supply Chain			
Campus:	City Campus			
Module Overview	This module explores the application of the theories and practices of effective management central to the successful operation of an enterprise. Through the engagement with the key management literature and the use of case studies the module provides students with the opportunity to understand, discuss and consider the application of concepts and theories in different management settings. The aims of this module are to, build upon the students’ initial introduction to management and develop a greater understanding of management concepts and techniques necessary in business. Help foster an understanding of the role and nature of management in national and international business structures and different organisational environments, and develop the key elements of management activity.			
Indicative Syllabus	<table><tr><td>The Global Environment for Management</td></tr><tr><td>Trends in International Business. The International Environment. Competitive Challenges for Managers. Introduction to diversity and multiculturalism.</td></tr><tr><td>Strategic Management</td></tr></table>	The Global Environment for Management	Trends in International Business. The International Environment. Competitive Challenges for Managers. Introduction to diversity and multiculturalism.	Strategic Management
The Global Environment for Management				
Trends in International Business. The International Environment. Competitive Challenges for Managers. Introduction to diversity and multiculturalism.				
Strategic Management				

QMD2002: Quantitative Methods 1

Module Details

Module Code:	QMD2002
Module Long Title:	Quantitative Methods 1 APPROVED
Banner Title:	32263-QMD2002 Quantitative Methods 1
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Pauline Barnewell
Module Coordinators:	Pauline Barnewell (15 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	n/a
Campus:	City Campus
Module Overview	The module aims to provide the student with an introduction to quantitative analysis and immerses them in some of the most fundamental areas of quantitative analysis. The module gives the students a detailed understanding of both the role and purpose of quantitative techniques in effective management and in the process of managerial decision making.
Indicative Syllabus	Organising Data

RETL 1000: Retail Management Foundations

Module Details

Module Code:	RETL 1000
Module Long Title:	Retail Management Foundations APPROVED
Banner Title:	Retail Management Foundations
Version:	1
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Aimee Hazeldine
Module Coordinators:	Aimee Hazeldine (10 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>The accelerating pace of retail change places increased demands on the modern retail organisation. They must develop appropriate responses to this change for continued success or even survival. This is an introductory course to retailing and covers the fundamental elements of retail management and a retail organisation's activities. It will provide a solid platform on which to develop more in-depth knowledge of retailing later in the degree programme.</p>
Indicative Syllabus	<p>Indicative syllabus covered in the module and / or in its discrete elements</p> <ol style="list-style-type: none">1. Introduction to Retailing2. Retail Institutions3. Introduction to Retail Omni-Channel4. Retail Mix5. Value Propositions

MRKT 1313: Sales and Sales Management

Module Details

Module Code:	MRKT 1313
Module Long Title:	Sales and Sales Management APPROVED
Banner Title:	Sales Management
Version:	1
Indicative NFO level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Kieran Sheahan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (11 December 2020 to 27 February 2023) • Kieran Sheahan (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>As companies seek to add value to customer relationships the role of the salesperson in this value creation process now demands increasing scrutiny and is being allocated more corporate attention and resources than ever before. Additionally, the achievement of corporate strategy relies heavily on the successful design and implementation of sales strategies derived thereof. This is particularly so in the context of business-to-business firms where the effectiveness of personal selling and its management is critical. The selling function and its management are two major areas of expense for any company. Increasingly, as companies seek to gain advantage in the marketplace through efficiencies and profitable strategies these two areas are being highlighted as being extremely critical in the achievement of corporate goals. Every marketing person will have to sell, if not a good or service in the marketplace, at least an idea, plan or vision to his/her colleagues. In addition, marketing people must buy - advertising services, packaging, sales promotion gifts and the like. A thorough knowledge of how these areas operate will undoubtedly sharpen the commercial abilities of a marketing graduate.</p>
Indicative Syllabus	<p>Personal Selling:</p> <p>Role of the salesperson in the value creation process. The sales process. Organizational buying behaviour. Business-to-business selling. Key account selling.</p>

TECH 1003: Technology Fundamentals

Module Details	
Module Code:	TECH 1003
Module Long Title:	Technology Fundamentals <div>APPROVED</div>
Banner Title:	Technology Fundamentals
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Omar Portillo
Module Coordinators:	Omar Portillo (27 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This introductory module is intended to introduce students to the fundamental aspects of information technologies, their relationships, and their application in business.
Indicative Syllabus	Fundamentals of Operating Systems (30%) Fundamentals of Networks (30%) Computer Architecture (20%) Information Technology in a Business Context (10%) Information Systems in a business Context (10%)
Learning and Teaching Methods	This module is taught through a combination of lecture and laboratory sessions.

Module Details

Module Code:	MRKT 1314
Module Long Title:	Web Design APPROVED
Banner Title:	Web Design
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Richard Fitzpatrick
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (11 December 2020 to 28 February 2024)• Valerie Gannon (28 February 2024 to 11 April 2024)• Richard Fitzpatrick (11 April 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	The aims of this module are to provide learners with an understanding of design and web technologies: what they are, how they're changing people's engagement with content (all content including marketing), and how businesses are changing (or should be changing) to accommodate them.
Indicative Syllabus	Web Technologies <ul style="list-style-type: none">• An overview of content related web technologies out there• How to assess a web technology (eg who is using it, what content exists)

ECON 2010: Business Economics

Module Details

Module Code:	ECON 2010
Module Long Title:	Business Economics APPROVED
Banner Title:	Business Economics
Version:	3
Indicative NFQ level:	Level 6
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Ravshan Khaydarov
Module Coordinators:	Ravshan Khaydarov (07 June 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	The subject is designed to give students an in-depth exposure to the application of economic concepts in a business environment
Indicative Syllabus	<p>Managerial Economics</p> <p>Opportunity cost and efficiency: profits - role and importance. Demand, measurement and forecasting: applications of elasticity. Costs of production: economies of scale - external and internal. Pricing and product policies.</p> <p>Theory and Growth of Firms</p> <p>Classical, managerial and behavioural theories of the firm. Growth of firms - integration, mergers and diversification: multinationals. Measurement of industrial and market structure. Competition policy and EU legislation.</p>

FNCE 2017: Business Finance A

Module Details

Module Code:	FNCE 2017
Module Long Title:	Business Finance A APPROVED
Banner Title:	Business Finance A
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Clare O Mahony
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (02 December 2019 to 09 January 2020) • Louise Gorman (09 January 2020 to 09 February 2023) • Benjamin Lynch (09 February 2023 to 28 April 2024) • Clare O Mahony (28 April 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>This course introduces students to the subject of finance. Core areas of finance will be examined with a view to provide students with knowledge that can be developed in the financial specialism in a degree programme.</p> <p>Module aim</p> <p>The aim of this module is to highlight to students the fundamental financial decisions that are faced by finance managers everyday; to provide basic knowledge and understanding of what constitutes finance and to engage students with the kind of decision making required of those who pursue a career in this area.</p>

Module Details

Module Code:	BUSL 2001
Module Long Title:	Business Law APPROVED
Banner Title:	Business Law
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Maeve O Connell
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (02 December 2019 to 09 January 2020) • Maeve O Connell (09 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This course in law emphasizes the legal issues inherent in Irish business and to provide an understanding of the legal framework within which a business operates
Indicative Syllabus	<p>Sources of Law</p> <p>Outline of sources and development of Irish Law with particular emphasis on Legislation and European Union Law.</p> <p>Contract</p> <p>Formation, Terms and Exclusion Clauses, Validity: Mistake, Misrepresentations, Duress, Undue influence. Illegality. Restraint of Trade. Discharge: Performance, Agreement, Frustration and Breach. Remedies.</p>

INFT 3001: eCommerce in Retailing

Module Details

Module Code:	INFT 3001
Module Long Title:	eCommerce in Retailing APPROVED
Banner Title:	eCommerce in Retailing
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	WENDY SHAW
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (15 October 2020 to 20 February 2023)• WENDY SHAW (20 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module covers the theoretical and practical aspect of developing and managing an eCommerce project.
Indicative Syllabus	<p>Introduction to eCommerce</p> <p>Define e-commerce, understand how e-commerce differs from e-business, identify the primary technological building blocks underlying e-commerce, and recognise major current themes in e-commerce.</p> <p>Identify and describe the unique features of e-commerce technology and discuss their business significance.</p>

ECON 2007: Economy of Ireland

Module Details	
Module Code:	ECON 2007
Module Long Title:	Economy of Ireland <div>APPROVED</div>
Banner Title:	Economy of Ireland
Version:	2
Indicative NFO level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Nicola Timoney
Module Coordinators:	Nicola Timoney (29 April 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module is an introduction to the evolution and contemporary features of the Irish economy. This module is aimed at students who have completed an introductory economics course.
Indicative Syllabus	<div>Historical perspective on Irish Economic performance</div> <div>Objectives of economic policy</div> <div>Fiscal policy and Public Finances</div> <div>Taxation</div> <div>Irish labour market</div>

ACCT 2001: Financial Accounting 2

Module Details

Module Code:	ACCT 2001
Module Long Title:	Financial Accounting 2 APPROVED
Banner Title:	Financial Accounting 2
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Louise O Sullivan
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (27 November 2019 to 30 January 2020) • Ian Clancy (30 January 2020 to 20 February 2023) • Louise O Sullivan (20 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module builds on the techniques & understanding in year 1 Accounting & to applies this knowledge to partnership & company accounting. It will allow students to evaluate financial reporting topics & to analyse financial reports in the context of an international regulatory environment.
Indicative Syllabus	Partnership accounting International Accounting Standards: o Tangible assets

TECH 2006: Intro Application Development

Module Details

Module Code:	TECH 2006
Module Long Title:	Intro Application Development APPROVED
Banner Title:	Intro Application Development
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Wael Rashwan
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (17 February 2021 to 14 February 2023) • Wael Rashwan (14 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module focuses learning the practical skills to develop web and mobile applications. It includes object-oriented concepts and the fundamentals of the Java programming language. The module aims to provide the learner with an appreciation and understanding of object oriented programming and the ability to understand the core principles of programming in Java and to be able to code classes and objects (object-oriented elements). It also covers the Android framework and the design and implementation of mobile applications.
Indicative Syllabus	<p>Indicative Module Content:</p> <p>Primitive types – declare, initialise and use variables. Basic input/output.</p> <p>Operators - arithmetic, equality, relational, assignment, increment/decrement, logical and bitwise. Operator precedence.</p>

ECON 2002: Macroeconomic Theory and Policy

Module Details	
Module Code:	ECON 2002
Module Long Title:	Macroeconomic Theory and Policy <div>APPROVED</div>
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Intesar Madi
Module Coordinators:	<ul style="list-style-type: none"> Intesar Madi (14 May 2024 to 05 June 2024) Clare O Mahony (05 June 2024 to 06 June 2024) Intesar Madi (06 June 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>This module is an intermediate module in Macroeconomics. It is a core module for students in both the Economics and Finance and Accounting and Finance programmes and is also available as an option module in other business degree programmes. The module examines the theory and policy issues associated with Macroeconomics. The theory component on each topic uses mathematical analysis and is analytical in nature. The policy component is more descriptive and applies aspects of the theory to real economy situations.</p>
Indicative Syllabus	Review of Basic Macroeconomic Theory:
	Circular flow of income diagram.
	Aggregate demand / Aggregate supply analysis.

ECON 2017: Microeconomics

Module Details

Module Code:	ECON 2017
Module Long Title:	Microeconomics APPROVED
Banner Title:	Microeconomics
Version:	2
Indicative NQF level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Clare O Mahony
Module Coordinators:	Clare O Mahony (15 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This is an intermediate microeconomics course in which students will learn the insights of microeconomic theory and their applications in business and public policy
Indicative Syllabus	<p>The topics covered include</p> <p>The theory of consumer behaviour, derivation of demand, applications of consumer theory. Behavioural economics insights.</p> <p>Theory of production: Productivity and costs, derivation of firm and market supply, returns to scale.</p> <p>Competitive markets. Welfare and the effects of public policy interventions.</p> <p>Market failure including environmental externalities.</p> <p>Economics of Information: Asymmetric information. Moral hazard.</p>

PRJM2003: Project Management

Module Details

Module Code:	PRJM2003
Module Long Title:	Project Management APPROVED
Banner Title:	Project Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Aongus T O Cairbre
Module Coordinators:	Aongus T O Cairbre (22 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Project Management in a software development context is a crucial skill for students of Information Systems. Software costs run to billions of dollars annually, and research estimates that around 60% of Information Systems projects do not meet targets for delivery on cost, functionality or timeliness.</p> <p>This module introduces some of the current techniques to manage software projects through the lifecycle of the project.</p>

RETL 3000: Store Environments 1

Module Details	
Module Code:	RETL 3000
Module Long Title:	Store Environments 1 <div>APPROVED</div>
Banner Title:	Store Environment 1
Version:	1
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Paula Kilgarriff
Module Coordinators:	Paula Kilgarriff (15 November 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<div>Module Description:</div> <p>This module provides an introductory examination of the fundamental elements and principles associated with retail store environments. It emphasizes the interplay between various sensory elements—including visual, auditory, tactile, gustatory, and olfactory components—and their role in shaping the retail communication strategy. Through this curriculum, students will gain insight into store layout dynamics, both exterior and interior, and understand the strategic importance of aligning store presentations with target demographics. Furthermore, this module integrates a practical component through the utilization of 3D Virtual Reality software. This technological integration allows students to conceptualize and translate theoretical knowledge into spatial designs, fostering a foundational understanding of spatial utilization in a retail context.</p> <div>Module Aim:</div> <p>The overarching objective of this module is to furnish students with foundational knowledge concerning sensory merchandising. The curriculum spans the preliminary stages of conceptualization to the nuanced role of marketing managers in influencing design decisions. Upon completion, students are expected to possess a coherent understanding of the integrated nature of sensory elements in a retail environment and their implications for effective store management.</p>

INFS 2004: Algorithms and Data Structures 1

Module Details

Module Code:	INFS 2004
Module Long Title:	Algorithms and Data Structures 1 APPROVED
Banner Title:	Algorithms & Data Structs 1
Version:	1
Indicative NQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Catherine Higgins
Module Coordinators:	Catherine Higgins (22 January 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module introduces the abstract behaviour of the fundamental list based data structures, their associated algorithms and alternative implementations. A description, analysis and comparison of the classic algorithms for the common problem of sorting is also included as are the techniques involved in devising, writing and computing the efficiency of algorithms.
Indicative Syllabus	<p>Introduction: Data types; need for data structures; derivation and specification of algorithms.</p> <p>Abstract Data Types: Definition; how to specify abstract data types (ADTs);</p> <p>Algorithm Analysis: Calculating the running time of a program; best, worst and average cases; asymptotic analysis; O notation; comparing analysis results.</p> <p>List based Data Structures: Arrays; lists; stacks, queues; priority queues;</p> <p>Sorting: Internal sorting; sample sorts with various complexities: bubble, selection, insertion, quick, and radix sort; comparison of sorting algorithms;</p>

DATA2000: Algorithms and Data Structures 1

Module Details

Module Code:	DATA2000
Module Long Title:	Algorithms and Data Structures 1 APPROVED
Banner Title:	Algorithms and Data Structures 1
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Thoa Pham
Module Coordinators:	Thoa Pham (09 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	This module needs a lab room with computers for lab work.
Campus:	City Campus
Module Overview	This module introduces the abstract behaviour of the fundamental linear data structures, their associated algorithms and alternative implementations. A description, analysis and comparison of the classic algorithms for the common problem of sorting and searching is also included as are the techniques involved in devising, writing and computing the efficiency of algorithms.
Indicative Syllabus	Overview of the role of data structures; understanding the utilising the Collection API; nature of abstraction and ADT specifications; Stack, Queue and List ADTs and their implementation; iterations vs recursion; sorting and searching; algorithm complexity and O-notation;

BSMT 2001: BSMT2001 Simulation for Business Analytics

Module Details

Module Code:	BSMT 2001
Module Long Title:	BSMT2001 Simulation for Business Analytics APPROVED
Banner Title:	Simulation for Business Analytics
Version:	1
Indicative NFAQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Ayman Tobail
Module Coordinators:	Ayman Tobail (01 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Managers face many decision-making challenges at different levels. These challenges emerge from the increasing complexity of today's dynamic marketplace which is imputable to a high level of uncertainty in supply and demand, conflicting objectives, the vagueness of information, and numerous decision variables and constraints. Robust tools are needed to support these decisions and to enable managers to evaluate the impact of decisions before their actual implementation.</p> <p>This module provides an introduction to simulation and how it applies to the study and analysis of business processes for decision support. The module provides an in-depth working knowledge of the application of discrete-event simulation concepts and tools to improve or design a system in industry and business. It also encompasses a number of statistical techniques that have been developed within the field of quantitative management to support the decision-making process.</p>
Indicative Syllabus	Introduction:

HRMG 3008: Business Analytics & IT for HRM

Module Details

Module Code:	HRMG 3008
Module Long Title:	Business Analytics & IT for HRM APPROVED
Banner Title:	Business Analytics & IT for HR
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niall Minto
Module Coordinators:	<ul style="list-style-type: none">• Claire Maguire (24 September 2020 to 20 February 2024)• Niall Minto (20 February 2024 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<div><p>In line with industry requirements and in terms of the practical and analytical skill that HRM staff of today need, this module will set out to ensure that students become familiar with and be capable of developing and analysing the forms and documentation required in a busy HRM department or organisation</p><p>The key focus of this module is to enable participants to recognise the cornerstones of understanding and sustaining an effective HRM department through an ability to develop, analyse & apply the concepts of HRM management to documentation, data analytics and IT skills to ensure that the department operates effectively and efficiently. Additionally, the module aims to discuss the growing popularity of social networking as a recruitment tool and to highlight how to successfully integrate social media into recruitment strategy for organisations.</p></div>

Module Details

Module Code:	BUSL 2000
Module Long Title:	Business Law APPROVED
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	JOSEPH FITZGERALD
Module Coordinators:	<ul style="list-style-type: none"> • MARIAN JENNINGS (08 March 2023 to 24 October 2023) • JOSEPH FITZGERALD (24 October 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	Shared with TU931
Campus:	City Campus
Module Overview	<p>During a business students' career in a third level institution, they will be exposed to a wide variety of subjects, the study and relevance of which will be greatly enhanced if the student has a firm understanding of legal principles and how those principles inter-relate with other subjects to form a homogenous body of knowledge.</p> <p>With the ever-increasing complexities of life in general, and business life, it is essential that the Business Executive be familiar with the legal requirements and obligations of the marketplace, and his/her legal rights. Additionally, a good knowledge of law is of importance in pragmatic terms as it makes the Business Executive more valuable and attractive to potential employers.</p>
Indicative Syllabus	Administration of the Law (incl. EU Law):

LAW 1004: Business Law

Module Details

Module Code:	LAW 1004
Module Long Title:	Business Law APPROVED
Banner Title:	Business Law
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Mark Hyland
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (12 November 2019 to 09 January 2020) • Maeve O Connell (09 January 2020 to 09 February 2023) • Mark Hyland (09 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This course in law emphasises the legal issues inherent in Irish business. The Module aims to provide an understanding of the legal framework within which a business operates.
Indicative Syllabus	<p>Sources of Law</p> <p>Outline of sources inc. constitution, legislation, judicial precedent, EU law including Human Rights laws. Criminal and civil law system court structure inc. commercial court</p> <p>Contract</p>

MRKT 2422: Business to Business Marketing

Module Details

Module Code:	MRKT 2422
Module Long Title:	Business to Business Marketing APPROVED
Banner Title:	Business to Business Marketing
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Lesley Murphy
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (27 February 2023 to 28 February 2023) • Lesley Murphy (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This module provides the student with a comprehensive understanding of the unique issues and challenges facing the Business Marketer. It builds on the students' prior knowledge of consumer marketing and identifies both similarities and differences between both aspects of marketing. The distinct challenges and issues involved in managing the B2B marketing mix are explored, in addition to the complex and dynamic forces, such as organisational buyer behaviour and relationship management which are unique to this environment.</p> <p>The global B2B environment is considered, along with emerging issues such as digital marketing and the impact of technology in managing and building relationships with both customers and suppliers.</p>
Learning and Teaching Methods	<p>A variety of learning and teaching methods will be used, including:</p> <p>Lectures, class discussion, exercises, video material and case studies, in order to reflect key issues and challenges.</p>

COMM 2420: Communications 2

Module Details

Module Code:	COMM 2420
Module Long Title:	Communications 2 APPROVED
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Jan 2025 (January 2025)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Roger Sherlock
Module Coordinators:	Roger Sherlock (05 July 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This module builds on the 1st year Communications programme by concentrating on the electronic rather than the print media. It is also both an essential module in its own right and a facilitative module for the 3rd year Marketing Communications programme. By focusing specifically on the analysis of issues relating to the power and influence of mass communications this module explores theories of mass communication – including international communication theories – dominant ideologies, globalisation, representation, public disprogramme and mass culture.</p> <p>Electronic media is utilised throughout the module in much of the teaching, learning and student presentations.</p> <p>Module aim: The aim of this module is to enable students of business and marketing to understand issues of public disprogramme and dominant ideology as mediated through the mass media. It further aims to provide the student with an understanding of the nature, scope and role of communication as it affects, and is affected by, the marketer and the marketplace.</p>
Indicative Syllabus	<p>Mass Communication theories,</p> <p>International Communication theories,</p> <p>globalisation issues,</p>

LAW 1031: Company Law

Module Details

Module Code:	LAW 1031
Module Long Title:	Company Law APPROVED
Banner Title:	Company Law
Version:	1
Indicative NFO level:	Level 7
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Philip Gavin
Module Coordinators:	Philip Gavin (02 May 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	This module provides an introduction to the law governing corporate structures in Ireland with particular focus on the LTD. It follows the life cycle of a company from incorporation to dissolution and provides students with a critically informed perspective on the nature of the corporate body, its governance requirements and the circumstances in which corporate existence ends.
Indicative Syllabus	Indicative Syllabus: 1. Introduction to Company Law in Ireland 2. Incorporation and its consequences 3. Disregarding Separate Legal Personality

LAW 2501: Constitutional Law

Module Details

Module Code:	LAW 2501
Module Long Title:	Constitutional Law APPROVED
Banner Title:	Constitutional Law
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Deirdre McGowan
Module Coordinators:	<ul style="list-style-type: none"> • Brian Barry (23 February 2022 to 02 October 2023) • Deirdre McGowan (02 October 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	This module is designed to equip students with a firm knowledge and understanding of the principles and rules of Irish Constitutional Law, to include the main structural features of the State's legal order, and the rights and freedoms clauses governing the relationship between State and citizen.
Learning and Teaching Methods	<p>The module will take the form of classroom-based, interactive lectures (using online tools) supplemented with tutorial sessions focused on resolving unseen factual scenarios and critically analysing areas of Irish constitutional law. Occasionally guest lecturers will deliver lectures on aspects of Irish constitutional law, specific to their area of expertise.</p> <p>Students engage in self-directed learning through research of the Constitution, legislation (as appropriate), case law and academic commentary.</p>
Indicative Syllabus	

MRKT 2321: Data Collection & Analysis

Module Details

Module Code:	MRKT 2321
Module Long Title:	Data Collection & Analysis APPROVED
Banner Title:	Data Collection & Analysis
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niamh Carruthers
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (15 December 2020 to 27 February 2023)• Emma Sweeney (27 February 2023 to 11 April 2024)• Niamh Carruthers (11 April 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description:</p> <p>This module builds on a foundation of the Marketing Research and presents students with a thorough grounding in primary data collection methods.</p> <p>Module aim</p> <p>The aim of this module is that students will gain a thorough understanding of the process of primary data collection. They will become aware of a wide variety of primary research approaches and techniques and gain practice in application of some techniques through group and individual project work.</p>

INFS 2005: Database Fundamentals

Module Details

Module Code:	INFS 2005
Module Long Title:	Database Fundamentals APPROVED
Banner Title:	Database Fundamentals
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Omar Portillo
Module Coordinators:	Omar Portillo (27 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This course will cover the objectives of database management systems, the fundamentals of data modelling using entity relationship diagrams, normalization rules, and database design.
Indicative Syllabus	Entity Relationship diagrams (30%) Database Normalization (20%) Information management using Microsoft Access (40%) Theory of Database Design (10%)
Learning and Teaching Methods	This module is taught through a combination of lecture and laboratory sessions.
Learning Outcomes	
Upon successful completion of this module the learner will be able to	

HRMG 2201: Designing and Delivering of Training

Module Details

Module Code:	HRMG 2201
Module Long Title:	Designing and Delivering of Training APPROVED
Banner Title:	Designing and Delivering of Training
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	SUE MULHALL
Module Coordinators:	SUE MULHALL (03 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	Shared with full-time BSc Human Resource Management (TU906)
Campus:	City Campus
Module Overview	Organisations need to invest in the training, learning and development of their workforce to manage the current and future challenges they encounter in an increasingly complex and fluid world of work. Creating a supportive environment for organisational human resource development facilitates employees, and all key stakeholders, to acquire the capabilities and capacity to successfully adapt and respond to these multifaceted demands.

TECH 2008: Digital Business Transformation 1

Module Details

Module Code:	TECH 2008
Module Long Title:	Digital Business Transformation 1 APPROVED
Banner Title:	Digital Bus Transformation 1
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	WENDY SHAW
Module Coordinators:	<ul style="list-style-type: none">• Claire Maguire (18 February 2021 to 20 February 2023)• WENDY SHAW (20 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module provides learners with practical knowledge and skills in the area of managing the various systems in eCommerce organisation. The aim of this module is give students a understanding of the different digital technologies and their role in achieving competitive advantage with specific reference to e-Commerce.
Indicative Syllabus	<ul style="list-style-type: none">• Theoretical understanding of an E-Business framework• The role of the information architect• Digital revolution, its business environment, and organisational responses

MRKT 2420: Digital Marketing Management

Module Details

Module Code:	MRKT 2420
Module Long Title:	Digital Marketing Management APPROVED
Banner Title:	Digital Marketing Management
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2022 (September 2022)
ECTS Credits::	5
Current Coordinator::	Justina Setkute
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (27 February 2023 to 28 February 2023) • Justina Setkute (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Outline of sharing arrangements for Programmes:	
Module Overview	The module introduces the learner to the scope of digital marketing management. It emphasises the strategic role of digital marketing, both the processes and the tools, in an overall business strategy, from planning and implementation to the analysis of digital campaigns. It explores the potential of digital marketing in the acquisition, conversion and retention of customers. It also sets the scene for digital marketing's role in the operating and management processes of a firm. The module explores the digital marketing landscape. The aim of the module is to develop the learner's analytical ability in assessing the potential of digital marketing in a company's overall business strategy and to provide the learner with the skills required to design and implement a digital marketing plan.
Indicative Syllabus	<p>Digital marketing fundamentals</p> <p>Digital macro and micro environment</p>

MRKT 2428: Digital Mkt Metric & Analytics

Module Details

Module Code:	MRKT 2428
Module Long Title:	Digital Mkt Metric & Analytics APPROVED
Banner Title:	Digital Mkt Metric & Analytics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niall Minto
Module Coordinators:	<ul style="list-style-type: none">• OLIVIA FREEMAN (27 February 2023 to 28 February 2023)• Niall Minto (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Digital marketing is synonymous with measurability. The digital marketer of the future must not only be comfortable with managerial level analytics but rather demand and drive the analytics, both at the campaign and enterprise wide level.</p> <p>The ever-evolving repertoire of digital assets and channels allow for innumerable consumer insights and marketing intelligence. This also presents the challenge of strategically leveraging such data into actionable and timely intelligence.</p> <p>Being acquainted with key metrics and performance indicators, and applying analytical tools to digital contexts such as campaign analysis, customer value analysis, channel and segment analysis; allows for strategic and scientifically sound decisions to be made.</p>

Module Details

Module Code:	INFS 2015
Module Long Title:	E-Business APPROVED
Banner Title:	E-Business
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Plamen Petkov
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (02 December 2019 to 23 January 2020) • Plamen Petkov (23 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module introduces the students to Business Information systems from a business analyst point of view as opposed to a technical programmer view. It gives students the ability to simulate a real e-business by analyzing and implementing a practical system using a Relational Database Management software. This module also provides students with the ability to communicate the language of business systems with both technical and non-technical staff, and particularly management, in the workplace.
Indicative Syllabus	<p>Introduction to the E-Business computer systems development lifecycle.</p> <p>Introduction to important Business Information systems analysis and development techniques, including Data-flow diagramming, entity-relationship modelling and normalization.</p> <p>Introduction to E-Business backend processing using Relational Database management system software.</p> <p>Practical database design and implementation in the computer laboratory using an EBusiness case study</p>

ECON 3102: Economics of Business A

Module Details

Module Code:	ECON 3102
Module Long Title:	Economics of Business A APPROVED
Banner Title:	Economics of Business A
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Alan Murray
Module Coordinators:	Alan Murray (28 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	Module Description: This module is an introduction to micro economic theory and some of its applications. Module aim The aim of this module is to develop a basic competence in microeconomics.
Indicative Syllabus	Introduction to Economics as a social science. Concepts of scarcity, choice and opportunity cost.

ECON 2012: Economy of Ireland

Module Details

Module Code:	ECON 2012
Module Long Title:	Economy of Ireland APPROVED
Banner Title:	Economy of Ireland
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2018 (September 2018)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	SIOBHAN MCCARTHY
Module Coordinators:	SIOBHAN MCCARTHY (17 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	This module is an introduction to the evolution and contemporary features of the Irish economy. This module is aimed at students who have completed an introductory economics course.
Indicative Syllabus	<p>Historical perspective on Irish Economic performance</p> <p>Economic Growth: Celtic Tiger Years to the Current Economic Situation</p>

HRMG 2208: Employee Resourcing and Talent Management

Module Details

Module Code:	HRMG 2208
Module Long Title:	Employee Resourcing and Talent Management APPROVED
Banner Title:	Employee Resourcing and Talent
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	ELAINE ROSSITER
Module Coordinators:	ELAINE ROSSITER (06 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Module Overview	To help students identify resourcing and talent management as a central element of effective Human Resource Management practice in recognising people as a key source of competitive advantage. It provides the learner with a detailed foundation in procedure, policy and practice in satisfying the staffing needs of an organisation bearing in mind the requirement for cost effective strategies and ethical approaches.
Learning and Teaching Methods	<p>Human resource planning</p> <p>The progression from Manpower Planning to Human Resource Planning</p> <p>Forecasting the supply and demand for employees</p> <p>Labour market trends and influences and environmental scanning</p> <p>Hard Human Resource Planning versus Soft Human Resource Planning</p>

LAW2029: Employment Law

Module Details

Module Code:	LAW2029
Module Long Title:	Employment Law APPROVED
Banner Title:	Employment Law
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Niall Kearney
Module Coordinators:	Niall Kearney (24 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>The aim of the course is to provide the student with an overview of the laws and regulations that apply to employment relationship in an Irish workplace. The programme examines the duties of both employees and employers and provides students with a broad understanding of employment law issues through the analysis of existing legislation and case law.</p>

DATA 2001: Enterprise Database Systems

Module Details

Module Code:	DATA 2001
Module Long Title:	Enterprise Database Systems APPROVED
Banner Title:	Enterprise Database Systems
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	AUDREY JENNINGS
Module Coordinators:	AUDREY JENNINGS (06 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	TU914/3
Campus:	City Campus
Module Overview	This module provides the student with and understanding of the role of a generic large client/server Enterprise Database System implementation, using a specific implementation (Oracle11g), the role of Enterprise Manager tools, in maintaining and supporting a large Database and of database programming languages in software development environment using SQL, PL/SQL and the tool SQL Developer
Indicative Syllabus	Enterprise Database System Fundamentals The Client/Server Database environment – Oracle 11g - 22c

BSMT 2000: Enterprise Development

Module Details	
Module Code:	BSMT 2000
Module Long Title:	Enterprise Development <div>APPROVED</div>
Banner Title:	Enterprise Development
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Damien Smyth
Module Coordinators:	<ul style="list-style-type: none"> Chelsea Hollywood (15 October 2020 to 08 November 2023) Nkechinyem Omeife (08 November 2023 to 30 May 2024) Damien Smyth (30 May 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<div>Module Description</div> <p>The need for native entrepreneurship is a vital ingredient for the success of any economy. Its' importance for the Irish economy is all the more acute given its' traditional dependence on foreign direct investment. This module is entirely practical and experiential in its orientation and allows the student to apply knowledge acquired in introductory modules on the programme to a new business venture in testing the market and financial feasibility of a new business idea.</p> <div>Module Aim</div> <p>The overall aim of this module is to encourage entrepreneurship and to allow students to allow students to develop reflectivity on self-employment as a personal career option.</p>

BSMT 2000: Enterprise Development

Module Details

Module Code:	BSMT 2000
Module Long Title:	Enterprise Development HEAD OF SCHOOL
Banner Title:	Enterprise Development
Version:	2
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Damien Smyth
Module Coordinators:	Damien Smyth (07 June 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Module Description</p> <p>The need for native entrepreneurship is a vital ingredient for the success of any economy. Its' importance for the Irish economy is all the more acute given its' traditional dependence on foreign direct investment. This module is entirely practical and experiential in its orientation and allows the student to apply knowledge acquired in introductory modules on the programme to a new business venture in testing the market and financial feasibility of a new business idea.</p> <p>Module Aim</p> <p>The overall aim of this module is to encourage entrepreneurship and to allow students to develop reflectivity on self-employment as a personal career option.</p>
Indicative Syllabus	<ul style="list-style-type: none">• Development of the Business Concept.• Screening Criteria for New Business Ideas• Scanning the Macro Environment• Competitor Analysis.

RETL3341: Fashion Retailing 1

Module Details

Module Code:	RETL3341
Module Long Title:	Fashion Retailing 1 APPROVED
Banner Title:	FASH RETL 1
Version:	1
Indicative NFO level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Katriona Flynn
Module Coordinators:	Katriona Flynn (15 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module is framed around the pillars of People, Profit, Purpose and Planet, and the context of the fashion industry around these pillars. The fashion industry is a global platform which is highly competitive. This module introduces fashion retailing in a changing and challenging retail landscape. Exploring the challenges and opportunities available to fashion retailers, sustainability, customer loyalty and brand DNA will be introduced and explored. Theories and concepts will be embedded in the contextualisation of the fashion system.
Indicative Syllabus	<ol style="list-style-type: none">1. Introduction to Fashion Retailing2. Market Levels3. Brand DNA and Fashion Brands4. Fashion Consumption

Module Details

Module Code:	FIN 2003
Module Long Title:	Finance 2 APPROVED
Banner Title:	Finance 2
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Jim Hanly
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (12 November 2019 to 09 January 2020) • Jim Hanly (09 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>This module will further develop knowledge of financial management by taking a pragmatic approach to the application of concepts and theory to business finance issues. Participant's knowledge of practical business finance issues and how to address these will be built through an integrated and applied approach including case based learning. The aim of the course is to help students to understand the interface between a company and the financial markets and the influence of the latter on management's decisions about investment, financing and dividends.</p>
Indicative Syllabus	<p>Context of Financial Management</p> <p>Introduction to organisations and their management. The nature, scope and form of financial and non-financial objectives. Corporate governance and agency theory including ethical issues.</p> <p>Financial Performance</p>

HRMG 1004: Finance for non accounting students

Module Details

Module Code:	HRMG 1004
Module Long Title:	Finance for non accounting students APPROVED
Banner Title:	Finance for Non Accounting students
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Andrew Bridgett
Module Coordinators:	Andrew Bridgett (12 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	N/A
Campus:	City Campus
Module Overview	<p>An introductory Accounting and Finance module for non-financial managers. It is designed to provide non-accounting/finance students with a foundation in both Financial and Management Accounting.</p> <p>The module is run over two semesters. The first semester covers financial accounting; which aims to introduce students to accounting in respect of the recording of financial transactions, reporting these transactions in</p>

FNCE 2020: Financial Markets & Analysis

Module Details

Module Code:	FNCE 2020
Module Long Title:	Financial Markets & Analysis APPROVED
Banner Title:	Financial Markets & Analysis
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Pearlean Chadha
Module Coordinators:	Pearlean Chadha (30 May 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module provides an overview of the workings of the financial markets. The aim is to equip the participants with the knowledge of financial instruments, concepts of measuring risk and return, empirical tests of asset valuation models. This module also aims to provide, at both a practical and theoretical level, an analysis of financial markets and it's participants. This module introduces students to the structure of financial markets, types of financial markets and instruments, theories in equity and debt finance, and economic policies influencing financial markets. The module also provides exposure to the current developments in global financial markets with a focus on investors, instruments and institutions. The module aims to prepare participants for advanced courses in finance.
Indicative Syllabus	<p>1. Role of Financial Markets and Instruments: types of financial markets, types of securities, role of financial institutions.</p> <p>2. Determination and structure of Interest rates: application of loanable funds theory to interest rate changes, factors that affect interest rate movements, forecasting interest rates, causes of varying yields, estimating the yield for a debt security, relationship between term to maturity and yield of securities.</p> <p>3. The role of central banking and monetary policy in financial markets: Organisational structure of central banks, money supply measures, central bank responses to financial crisis.</p>

ACCT 9207: Financial Reporting

Module Details

Module Code:	ACCT 9207
Module Long Title:	Financial Reporting APPROVED
Banner Title:	Financial Reporting
Version:	2
Indicative NQF level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Irene Neville
Module Coordinators:	Irene Neville (08 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	Shared with: TU903/2 - BSc Business & Management TU904/2 - BSc Business & Law TU931/3 - BBS
Campus:	City Campus
Module Overview	The aim of this intermediate accounting module is to build on the techniques and understanding previously introduced to students, and to develop an ability to apply knowledge, evaluate financial reporting topics, and to understand and analyse financial reporting information in the context of an international regulatory environment.

ACCT 9207: Financial Reporting

Module Details

Module Code:	ACCT 9207
Module Long Title:	Financial Reporting APPROVED
Banner Title:	Financial Reporting
Version:	2
Indicative NQF level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Irene Neville
Module Coordinators:	Irene Neville (08 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	Shared with: TU903/2 - BSc Business & Management TU904/2 - BSc Business & Law TU931/3 - BBS
Campus:	City Campus
Module Overview	The aim of this intermediate accounting module is to build on the techniques and understanding previously introduced to students, and to develop an ability to apply knowledge, evaluate financial reporting topics, and to understand and analyse financial reporting information in the context of an international regulatory environment.

HRMG2205: Health and Safety Management

Module Details

Module Code:	HRMG2205
Module Long Title:	Health and Safety Management APPROVED
Banner Title:	Health and Safety Management
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	CIARA NOLAN
Module Coordinators:	CIARA NOLAN (15 April 2024 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>The aim of the course is to provide the student with an overview of the regulatory framework of Health and Safety principles as they apply to the Irish workplace. With a legislative framework, the Safety health Welfare at Work Act 2005, students will evaluate the roles and responsibilities of employer and employee.</p> <p>Students will be able to demonstrate a good understanding of the principles of occupational safety and health management; and be able to apply the principles of hazard identification, risk assessment, and the hierarchy of controls in a low-risk environment.</p> <p>On successful completion of this programme participants will have a thorough understanding of the regulatory framework, clearly identify the main hazards and risks in a workplace environment, and be familiar with the role of stakeholders; HSA, safety representatives and officers.</p>

HRMS2002: Human Resource Management

Module Details

Module Code:	HRMS2002
Module Long Title:	Human Resource Management APPROVED
Banner Title:	Human Resource Management
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Yanyi Wang
Module Coordinators:	Yanyi Wang (09 May 2024 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	This module is core for TU903/2 students but is optional for TU904/2 students
Campus:	City Campus
Module Overview	This module provides a broad introduction to human resource management (HRM) in modern organisations and is designed to give business students a strong theoretical and practical knowledge of HRM within the context of global economic developments. It provides students with an understanding of the issues involved in the staffing of organisations, including the recruitment and selection of staff, their training and development, the ways in which their performance can be assessed and rewarded, and the management of employment relationships.
Indicative Syllabus	<ul style="list-style-type: none">• Introduction to People Management (Personnel Management and Human Resource Management)• Human Resource Planning

INFS 2421: Information Systems 2

Module Details

Module Code:	INFS 2421
Module Long Title:	Information Systems 2 APPROVED
Banner Title:	Information Systems 2
Version:	3
Indicative NQF level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Liam O'Donnell
Module Coordinators:	Liam O'Donnell (16 April 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Description: This module offers an introduction to sustainable data analysis methodologies, featuring advanced Excel techniques and an introductory exploration of SPSS.</p> <p>Rationale: Proficiency in sustainable data analysis tools is essential for Marketing students to navigate the evolving landscape of environmentally conscious market practices. SPSS and Excel represent two prominent tools in this endeavor.</p> <p>Where: The module is positioned in the 2nd year of the program building on that covered in 1st year.</p> <p>For Whom: It is designed for students unfamiliar with SPSS and for students who have an introductory knowledge of Excel as covered in the first year of study.</p>
Indicative Syllabus	<ul style="list-style-type: none">• Review of Excel basics from the 1st year• Data Types: numeric, string, date, and time.• Functions: logical, statistical, mathematical, and financial, integrating sustainability criteria

TECH 2007: Intro to B2B e-Commerce

Module Details

Module Code:	TECH 2007
Module Long Title:	Intro to B2B e-Commerce APPROVED
Banner Title:	Intro to B2B e-Commerce
Version:	1
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Jean Noonan
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (17 February 2021 to 04 June 2024) • Jean Noonan (04 June 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module provides learners with practical knowledge skills to manage the systems involved in B2B eCommerce.
Indicative Syllabus	<p>1. Defining B2B Application Integration</p> <p>2. Types of B2B application integration. a. Understanding Data-Oriented B2b Application Integration. b. Application Interface-Oriented B2b Application Integration. c. Method-Oriented B2b Application Integration. d. Portal-Oriented B2b Application Integration. e. Process Integration-Oriented B2b Application Integration.</p> <p>3. e-Business Integration Technology. a. An Introduction to Middleware. b. Transactional Middleware and B2B Application Integration. c. RPCS, Messagig, and B2B Application Integration. d. Distributed Objects and B2B Application Integration. e. Database-Oriented Middleware and B2B Application Integration. f. Java Middleware Standards and B2B Application Integration. g. Message Brokers and B2B Application Integration. 4. B2B application Integration standards</p> <p>5</p> <p>a. Xml and B2b Application Integration. b. Using Rosettanet for B2b Application Integration. c. Biztalk & B2 Application Integration</p>

BUS2016: Introduction to Business Analytics

Module Details

Module Code:	BUS2016
Module Long Title:	Introduction to Business Analytics APPROVED
Banner Title:	Introduction to Business Analytics
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joe Molumby
Module Coordinators:	Joe Molumby (19 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	<p>This module is delivered on the Higher Certificate in Business Management TU673/2 (DT324/2)... solely on this Program.</p> <p>It is an optional module where students may select this module or Introduction to Programming or Project Management</p>
Campus:	City Campus
Module Overview	<p>Business intelligence and analytics have become one of the most powerful tools available to retailers in an increasingly competitive world, given the vast increase in the quantity of data. Analytics is a subset of business intelligence and has been defined as “the extensive use of data...and fact based management to drive decisions and actions” (Davenport and Harris 2007, pg. 7). This module is designed to introduce the student to the field of business intelligence and analytics. The learner will develop an understanding of its importance, the practical use of analytical tools and their analysis to aid business decisions.</p>
Learning and Teaching Methods	<p>The module will incorporate a range of teaching and learning methods including lectures, class discussion and computer lab work. The learning environment will be practical, integrative and hands on.</p>
Indicative Syllabus	

OPMN 9002: Introduction to Operations Management

Module Details

Module Code:	OPMN 9002
Module Long Title:	Introduction to Operations Management APPROVED
Banner Title:	Intro to Operations Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chao Ji Hyland
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (18 December 2020 to 23 February 2023) • Fiachra Coll (23 February 2023 to 03 March 2023) • Chao Ji Hyland (03 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Operations is an essential area of management that has a profound effect on the productivity of both manufacturing and services. This module focuses on presenting a broad introduction to the field of operations as having a solid understanding of the role of operations in any organisation is of substantial benefit.</p> <p>The aim of the module is to enable students to understand the concepts and tools that are being employed by companies around the world as they craft efficient and effective operations. It aims to equip participants with both knowledge and understanding of aspects of operations management relating to the design, plan, control and improvement of operations, and the role of technology in transforming operations management for a digital world.</p>
Indicative Syllabus	1. Introduction to Operations Management

INFS 9402: Introduction to Programming

Module Details

Module Code:	INFS 9402
Module Long Title:	Introduction to Programming APPROVED
Banner Title:	Introduction to Programming
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	PATRICK DORAN
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (09 February 2021 to 27 May 2021)• Damian O Reilly (27 May 2021 to 12 June 2023)• PATRICK DORAN (12 June 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module aims to develop the learner's problem solving ability. It introduces algorithmic concepts that can be used to model and solve particular problems and puzzles.
Indicative Syllabus	<p>Strategies for Problem Solving:-</p> <p>-Types of problems.</p> <p>-Using computers to solve problems.</p> <p>-Steps in analysing a problem and designing an appropriate solution.</p> <p>-Classic Puzzles Algorithmic Problem Solving:-</p>

PROJ 2000: Introduction to Project Management

Module Details

Module Code:	PROJ 2000
Module Long Title:	Introduction to Project Management APPROVED
Banner Title:	Project Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Fiachra Coll
Module Coordinators:	Fiachra Coll (15 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This course provides students with an introduction to the project management process, from initial scope to the close out document. The fundamentals of project management- defining and monitoring project resources, cost, scope and schedule- are addressed including work breakdown structures, PERT and activity diagrams, earned value analysis and the agile approach. Project management software will also be introduced.
Indicative Syllabus	<p>ndicative syllabus covered in the module and / or in its discrete elements</p> <ol style="list-style-type: none"> 1. Defining a project, outlining scope and assessing risks. 2. Project initiation- detailed scope. Creating a Work Breakdown Structure. 3. Project schedule management- Gantt charts, activity diagrams. PERT and CPM. 4. Project cost management- cash flow. Earned Value Analysis. 5. Iterative versus sequential project management techniques. Agile project management. Managing using sprints and scrums. 6. Project methodologies- PRINCE2 and PMBOK. The business case. 7. Project close-out. Finishing projects. Post-project appraisal. Creating a project archive.

BSMT 9042: Introduction to Supply Chain Management (32250)

Module Details

Module Code:	BSMT 9042		
Module Long Title:	Introduction to Supply Chain Management (32250) DRAFT		
Banner Title:	Intro to Supply Chain Mgt		
Version:	1		
Indicative NFQ level:	Level 8		
Valid From:	Jan 2023 (January 2023)		
Language of Instruction:	English		
ECTS Credits::	5		
Current Coordinator::	ORLA GREGORY		
Module Coordinators:	<ul style="list-style-type: none">• OLIVIA FREEMAN (27 February 2023 to 28 February 2023)• ALACOQUE MCALPINE (28 February 2023 to 01 March 2023)• ORLA GREGORY (01 March 2023 to ---)		
School Responsible:	School of Marketing & Entrepreneurship		
Campus:	City Campus		
Module Overview	<p>The aim of the module is to give students a good overview of the key areas of logistics and supply chain management and upon completion of the module students should have a good understanding of the basic principles of logistics and supply chain management.</p> <p>The module provides an overview of the importance of logistics and the supply chain process in determining the competitive success of an organisation. Students will be introduced to the various components of the supply chain and their logistical requirements. This module examines all aspects of logistics, including some of the techniques and strategies for planning, organising and managing the overall logistics process including the functional areas of Customer Service, Warehousing, and Inventory management.</p>		
Indicative Syllabus	Basic concepts of logistics and supply chain management: definitions, mission, goals and benefits.		
	Supply chain management context: the changed business environment, components of the SCM process, primary and secondary chains.		

MRKT2326: Logistics and Supply Chain Management

Module Details

Module Code:	MRKT2326
Module Long Title:	Logistics and Supply Chain Management APPROVED
Banner Title:	Supply Chain Management
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Rishi Choudhary
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (16 December 2020 to 27 February 2023) • Rishi Choudhary (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description:</p> <p>Logistics can be defined as getting the right product, at the right price, to the right place, in the right quantity, in the right condition, to the right customer at the right time. The changing nature of markets and the globalization of business has sharpened the focus on the need for better logistics capabilities and supply chain management. Supply chains need to be developed which can deliver the required levels of service at minimum cost. Logistics and supply chain management deals with managing the flow of goods from a business firm's suppliers, through its facilities, and on to its customers. It is of critical importance in establishing a competitive advantage. Proper performance of the logistics functions can contribute to both lower costs and enhanced customer service. While transportation is the heart of logistics, inventory management, warehousing, order processing, materials handling, packaging, plant and warehouse location, and customer service are also important logistics activities. This module examines all aspects of logistics, including some of the techniques and strategies for planning, organizing and managing the overall logistics process including the functional areas of forecasting, inventory management and customer service.</p>

MANG 2102: Management & Organisational Behaviour

Module Details

Module Code:	MANG 2102
Module Long Title:	Management & Organisational Behaviour APPROVED
Banner Title:	Management-Organisat Behavio
Version:	1
Indicative NQF level:	Level 7
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	VICTORIA DOYLE
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (02 March 2021 to 27 May 2021) • Damian O Reilly (27 May 2021 to 12 June 2023) • VICTORIA DOYLE (12 June 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	Organisational Behaviour (OB) is an area of study that investigates the impact that individuals, groups, and structure have on behaviour within organizations for the purpose of applying such knowledge toward improving an organization's effectiveness. This module introduces students to the core principles of organisation behaviour and familiarise themselves with the major themes in the area.
Indicative Syllabus	<p><i>Introduction to Management:</i></p> <p>History of management theory and the role of the manager.</p>

ACCT 2002: Management Accounting

Module Details

Module Code:	ACCT 2002
Module Long Title:	Management Accounting APPROVED
Banner Title:	Management Accounting
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Ruth O Leary
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (28 November 2019 to 09 January 2020) • John Dowling (09 January 2020 to 09 February 2023) • Ruth O Leary (09 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module is an introductory management accounting course. It is designed to provide students with a foundation in the preparation, selection and application of management and cost accounting information. The aim of the module is to develop the knowledge and skills of learners to select management and cost accounting techniques appropriate to particular circumstances, to apply these management and cost accounting techniques and to interpret the information generated by them.
Indicative Syllabus	<p>The role of management and cost accounting;</p> <p>Cost classifications and behaviour;</p> <p>Cost-volume-profit analysis;</p>

ACCT 9208: Management Accounting

Module Details

Module Code:	ACCT 9208
Module Long Title:	Management Accounting APPROVED
Banner Title:	Management Accounting
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joe Molumby
Module Coordinators:	<ul style="list-style-type: none"> • John Dowling (09 January 2020 to 20 April 2023) • Joe Molumby (20 April 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	<p>Bachelor of Science (Honours) in Human Resource Management (TU906 / 2)</p> <p>Bachelor of Science (Honours) in Logistics & Supply Chain Management (TU907 / 2)</p> <p>Bachelor of Science (Honours) in Business Computing (TU914 / 2)</p> <p>Bachelor of Science Marketing (Honours) in Marketing (TU922 / 2)</p>
Campus:	City Campus
Module Overview	<div> <p>This module is an introductory management accounting course. It is designed to provide students with a foundation in the preparation, selection and application of management and cost accounting information. The aim of the module is to develop the knowledge and skills of learners to select management and cost accounting techniques appropriate</p> </div>

ACCT 2101: Management Accounting

Module Details

Module Code:	ACCT 2101
Module Long Title:	Management Accounting APPROVED
Banner Title:	Management Accounting
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joe Molumby
Module Coordinators:	Joe Molumby (19 April 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	None Michael Kealy / Joe Molumby Module Co-Ordinators
Campus:	City Campus
Module Overview	This module is an introductory management accounting course. It will provide students with a foundation in the preparation, selection and application of management and cost accounting information. The aim of the module is to develop the knowledge and skills of learners to select management and cost accounting techniques appropriate to particular circumstances, to apply these management and cost accounting techniques and to interpret the information generated by them.
Indicative Syllabus	The role of management and cost accounting;

ACCT 9210: Management Accounting 1

Module Details

Module Code:	ACCT 9210
Module Long Title:	Management Accounting 1 APPROVED
Banner Title:	Management Accounting 1
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Ian Clancy
Module Coordinators:	Ian Clancy (13 June 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module introduces students to management accounting. It is aimed at students pursuing careers in accounting or finance. It is designed to provide the student with a firm understanding of the principles and fundamental techniques of cost and management accounting. The wider aspects of the subject will be explored in the subsequent stage of study. This module aims to develop an understanding and appreciation for the purposes for which costs are used and how those costs are used differently for different purposes. The scope of the module ranges from an understanding of the concepts, to the practical considerations of cost accumulation, classification, decision making, planning and control.
Learning and Teaching Methods	The module will be delivered through a combination of lectures and tutorials. Technical and problem solving abilities will be developed by problem solving exercises, practice questions, selfdirected learning and computer based learning (Brightspace). Class time will also be allocated to the resolution of issues arising.
Rationale for Change :	<p>The CA for the module is being kept at 30%, however, it was felt in light of advances in AI and Chat GPT, it was appropriate to move away from a research based assignment, to in class tests. The assignment had a 20% weighting. The change will mean that the full 30% CA mark will now be exam based.</p> <p>This can be reviewed in the future when a University based policy is developed to address the issues that arise.</p>
Indicative Syllabus	

MRKT 2323: Management Accounting for Marketing

Module Details

Module Code:	MRKT 2323
Module Long Title:	Management Accounting for Marketing APPROVED
Banner Title:	Mgmt Accounting for Marketing
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Robert Nolan
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (16 December 2020 to 26 February 2024)• Valerie Gannon (26 February 2024 to 11 April 2024)• Robert Nolan (11 April 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description:</p> <p>Management Accounting for Marketing Students gives a broad overview of the management accounting techniques available for use in planning, decision making and control. The module focuses on the role of management accounting in preparing and presenting financial information within an internal management information system.</p> <p>Module aim</p> <p>The aim of this module is to develop an understanding of management accounting principles, models and techniques available to effectively manage dynamic and diverse business situations</p>

MRKT 2327: Management of Information Communication Technologies (ICT)

Module Details

Module Code:	MRKT 2327
Module Long Title:	Management of Information Communication Technologies (ICT) APPROVED
Banner Title:	Management of ICT
Version:	1
Indicative NQF level:	Level 6
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Ayman Tobail
Module Coordinators:	<ul style="list-style-type: none"> Chelsea Hollywood (16 December 2020 to 28 February 2023) Ayman Tobail (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	The aim of the module is to develop the participants thinking and reflection on issues of contemporary theory and practice to help them understand the implications and applications of the theoretical foundations they are exposed to during the programme. The aim of this module is to give students a fundamental understanding of the specific challenges facing organisations today with a particular emphasis on how technology can be harnessed to affect change. The module provides the learner with rigorous concepts, theories, and practices from business and technology, providing the learner with frameworks and analytical tools for developing strategy in today's multi-linked marketplace.
Indicative Syllabus	<p>Description of syllabus content covered in the module:</p> <ol style="list-style-type: none"> 1. Introduction to ICT/E-business

MGMT 2013: Management Science

Module Details

Module Code:	MGMT 2013
Module Long Title:	Management Science APPROVED
Banner Title:	Management Science
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Catarina Marvao
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (12 November 2019 to 09 January 2020) • Catarina Marvao (09 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This is an intermediate level module. The module introduces students to a range of Management Science techniques. Emphasis is on application of techniques using a problem scenario approach.
Indicative Syllabus	<p>Introduction: The Management Science approach; problem definition, model formulation, data selection, solution, implementation.</p> <p>Linear Programming : Problem formulation. Graphical solution. Solver solution. Solution interpretation and sensitivity analysis. Applications.</p> <p>Project Scheduling: Drawing the network. Calculation of event times and floats, determining the critical path. PERT and uncertainty. Resource scheduling and Gantt charts. Crashing and associated costs.</p>

MKRT 2025: Market Research

Module Details

Module Code:	MKRT 2025
Module Long Title:	Market Research APPROVED
Banner Title:	Market Research
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2023 (January 2023)
ECTS Credits::	5
Current Coordinator::	Daire Hooper
Module Coordinators:	Daire Hooper (20 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This is an introduction to market research methods. It covers the broad area of market information, which is used to assist in management decision making. The module will cover issues such as information sources, the process of research design, research methodologies and concepts. The aim of this module is provide the student with an understanding of the concepts and techniques of market research and its importance in decision making.
Indicative Syllabus	Research Design Exploratory, Descriptive and Causal Research Planning the research project Developing researchable problems Steps in solving problems

Module Details

Module Code:	MKRT 9408
Module Long Title:	Marketing APPROVED
Banner Title:	Marketing
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2023 (January 2023)
ECTS Credits::	5
Current Coordinator::	Daire Hooper
Module Coordinators:	Daire Hooper (28 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This module is intended to introduce students to the core principles of marketing. Many organisations, whether for or not-for-profit use marketing to gain customer insight and ensure a proactive approach to the competitive marketplace. This module is designed to enable students gain the requisite knowledge for the development of marketing strategies Additionally as marketers embrace the current reality of digital marketing platforms students are implicitly prepared the students for performing in a digital environment, underpinned by a clear understanding of the importance of ethical marketing practice.</p>
Indicative Syllabus	<p>Introduction to Marketing:</p> <p>Marketing defined. The marketing concept. The value creation process. Strategic marketing.</p> <p>Evolution of Marketing:</p>

Module Details	
Module Code:	MRKT 1073
Module Long Title:	Marketing 1 <div>APPROVED</div>
Banner Title:	Marketing
Version:	2
Indicative NFO level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	MARGARET ANNE LAWLOR
Module Coordinators:	MARGARET ANNE LAWLOR (03 July 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This module is intended to introduce students to the core principles of marketing. Many organisations, whether for or not-for-profit, use marketing to to gain customer insight and ensure a proactive approach to the competitive marketplace. This module is designed to enable students gain the requisite knowledge for the development of marketing strategies. In addition, as marketers embrace the current reality of digital marketing platforms, students are implicitly prepared for performing in a digital environment, underpinned by a clear understanding of the importance of ethical marketing practice. The module also examines the role of marketing in the design and delivery of sustainable production and consumption practices.</p>
Indicative Syllabus	<p>Introduction to Marketing:</p> <p>Marketing defined. The marketing concept. The value creation process. Strategic marketing.</p> <p>Marketing's role in facilitating sustainable production and consumption.</p>

MRKT 2320: Marketing Practice

Module Details

Module Code:	MRKT 2320
Module Long Title:	Marketing Practice APPROVED
Banner Title:	Marketing Practice
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	WENDY SHAW
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (15 December 2020 to 27 February 2023)• Roisin Vize (27 February 2023 to 10 April 2024)• WENDY SHAW (10 April 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description:</p> <p>This module addresses how marketing is typically managed in different profit and not- forprofit contexts. It requires the student to engage with the theory and implementation of a marketing campaign in a variety of sectors. It presents the student with the opportunity to examine best practice in Irish and international marketing campaigns. An introduction to marketing scope and challenges in each sector will be given. Teams of students are required to examine, evaluate and present real-life, current marketing campaigns from each of the sectors.</p> <p>Module aim</p>

Module Code:	MRKT 2020
Module Long Title:	Marketing Research APPROVED
Banner Title:	Marketing Research
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Emma Sweeney
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (29 November 2019 to 28 February 2023) • Emma Sweeney (28 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	Today's business world is highly competitive. Marketers are facing challenges brought about by the fast-changing social, cultural, technological and environmental trends. Marketing research provides marketers great opportunities to better understand the competitive environment as well as the consumers, which are critical to marketing success. The aim of this module is to help students gain a thorough understanding of the process of marketing research with a focus on the primary data collection. Both the quantitative and qualitative data collection and analytical techniques will be discussed.
Indicative Syllabus	<p>Primary Research objectives and rationale</p> <p>Fieldwork and Quality Control</p>

Fieldwork and Quality Control

MRKT 2421: Marketing Research

Module Details

Module Code:	MRKT 2421
Module Long Title:	Marketing Research APPROVED
Banner Title:	Marketing Research
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2023 (January 2023)
ECTS Credits::	5
Current Coordinator::	Jade Kim
Module Coordinators:	<ul style="list-style-type: none">• OLIVIA FREEMAN (27 February 2023 to 28 February 2023)• Jade Kim (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Module Overview	The essential prerequisite for successful decision-making, for either a multinational corporation or a single-person operation, is information. In the case of marketing, particularly where the emphasis is on continually satisfying customer needs in an ever changing environment, the only means available to succeed over time, is through researching the customer, the market, the product and the overall environment. Thus, for anybody proposing to enter the marketing profession, it is essential that he or she have a good understanding of marketing research.
Learning and Teaching Methods	While much of the subject matter will be presented using lectures, the essential thrust of this course is to focus on the learner's own research needs and to demonstrate how professional researchers have approached these issues. The continuous assessment element of the programme will therefore be an end-to-end research project where the student will gain practical experience of the marketing research process. Where available, video presentations, web resources and occasional guest lecturers will illustrate the techniques as they are currently practiced.

MATH 2014: Maths for Economics & Finance

Module Details

Module Code:	MATH 2014
Module Long Title:	Maths for Economics & Finance APPROVED
Banner Title:	Maths for Economics & Finance
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Ravshan Khaydarov
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (22 November 2019 to 10 January 2020) • Ravshan Khaydarov (10 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	The aim of this module is to build on the Mathematical and Statistical concepts introduced in year one, providing students with a range of mathematical tools which will be required in the final year of the program.
Indicative Syllabus	Matrix Algebra <ul style="list-style-type: none"> • Solutions of Equations • Elimination Methods • Cramer's Rule. • Application to National Income models and input-output analysis.

MRKT 2324: Media Communications

Module Details

Module Code:	MRKT 2324
Module Long Title:	Media Communications APPROVED
Banner Title:	Media Communications
Version:	1
Indicative NFO level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Orla Hayes
Module Coordinators:	<ul style="list-style-type: none">• Valerie Gannon (29 October 2019 to 16 February 2023)• Rishi Choudhary (16 February 2023 to 22 January 2024)• Valerie Gannon (22 January 2024 to 11 April 2024)• Orla Hayes (11 April 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Media Communications builds on the foundation knowledge gained by students in Essentials of Communications in year 1, and provides a socio-cultural perspective on mass communications to compliment Marketing Communications (also in year 2).</p> <p>This module focuses on aspects of research and theory in media communications. Mass communications theory is examined via the changing communications environment where mass media is fast losing out to the consumption of multiple one-to-one media.</p>
Indicative Syllabus	Mass Mediated Communication <u>Mass Media Environment:</u> A review of the mass media environment is presented with a particular focus on Ireland. Mass media theory on representation, genre and narrative is reviewed. Students are introduced to media literacy practices about approaching various texts via critical analysis of genre and documentary and news production

MRKT 2322: Microeconomics

Module Details

Module Code:	MRKT 2322
Module Long Title:	Microeconomics APPROVED
Banner Title:	Microeconomics
Version:	1
Indicative NQF level:	Level 6
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Alan Murray
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (16 December 2020 to 27 February 2023) • Alan Murray (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description:</p> <p>This module is an introduction to micro economic theory and some of its applications.</p> <p>Module aim</p> <p>The aim of this module is to develop a basic competence in microeconomics.</p>
Indicative Syllabus	Introduction to Economics as a social science.

MRKT 2230: New Venture Creation

Module Details

Module Code:	MRKT 2230
Module Long Title:	New Venture Creation APPROVED
Banner Title:	New Venture Creation
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	OLIVER HERBST
Module Coordinators:	OLIVER HERBST (19 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	This program is directed towards those who wish to learn about, or have considered the establishment of a new venture in Ireland. It is designed to promote the areas of entrepreneurship and to communicate clearly the tools and techniques that would assist in the formation of a business and reduce the risk of failure in a start-up situation. The main thrust of the course is to develop in the student an understanding of the total skill and knowledge base requirements that are necessitated when establishing one's own enterprise. This will integrate with their overall marketing studies to educate them in their learning of the particular needs to examine their own entrepreneurial potential, identify business opportunities and manage the new venture creation process.
Indicative Syllabus	1. Introduction

INFS 2006: OO Software Development 2

Module Details

Module Code:	INFS 2006
Module Long Title:	OO Software Development 2 APPROVED
Banner Title:	OO Software Development 2
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Omar Portillo
Module Coordinators:	Omar Portillo (27 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This course further extends the student's skills in object-oriented software development, focusing on the construction of Graphical User Interfaces to software applications, and introducing them to the notion of usability.
Indicative Syllabus	<ul style="list-style-type: none"> • Brief review of notion of object-oriented methodology and UML notation. • Introduction to GUI construction: • Brief overview of how applications interact with an underlying platform to produce GUIs • Types of components: visual components (buttons, labels, text components, drop-down lists, check boxes, etc.), menu components, container components. Methods of implementation and appropriate uses for various types of components. • Event-driven programming: event delegation model, event listeners, event adapters. • Constructing robust GUI applications - common types of exceptions generated and means of handling them. • Appropriate UML diagrams for GUI applications. • Introduction to notion of usability: Usability assessment during the design process, common usability problems, measurements of usability. • Principles of good screen design.

OPMN 2000: Operations Management

Module Details

Module Code:	OPMN 2000
Module Long Title:	Operations Management APPROVED
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
ECTS Credits::	5
Current Coordinator::	JOSEPH FITZGERALD
Module Coordinators:	<ul style="list-style-type: none">• Abubakar Ali (03 March 2023 to 06 March 2023)• JOSEPH FITZGERALD (06 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	
Campus:	City Campus
Module Overview	Operations management is a discipline that focuses on the design, planning, execution, and control of a company's operations to produce goods and services efficiently and effectively. It involves many topics, including process design, operations performance, quality management, supply chain management, inventory management, planning and control, and forecasting. Effective operations management is critical to the success of an organisation as it helps to increase productivity, reduce costs, improve quality, and enhance customer satisfaction. It also plays a strategic role in achieving the organisation's overall goals and objectives.

MGMT 2007: Organisational Behaviour

Module Details

Module Code:	MGMT 2007
Module Long Title:	Organisational Behaviour APPROVED
Banner Title:	Organisational Behaviour
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	MARY KINAHAN
Module Coordinators:	<ul style="list-style-type: none">• Claire Maguire (14 December 2020 to 28 February 2023)• MARY KINAHAN (28 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module is designed to provide students with a comprehensive grounding in the key concepts in organisational behaviour. The module is designed primarily from a managerial perspective, with the intention of providing students with a basis for understanding the human aspects of management and work, and how organisational interventions can improve business performance. In pursuing careers in managing human resources, the focus is to work for, with and through other people. In order to do this, the module focuses on particular behavioural challenges facing organisations and the individuals who populate them. Students will gain insight into how people impact the effectiveness of their organisation and on how organisations and managers impact the attitudes and behaviours of employees.</p>

PDEP 2002: Professional Development 2

Module Details

Module Code:	PDEP 2002
Module Long Title:	Professional Development 2 APPROVED
Banner Title:	Professional Development 2
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Edmund O Callaghan
Module Coordinators:	<ul style="list-style-type: none"> Chelsea Hollywood (15 October 2020 to 13 February 2023) Edmund O Callaghan (13 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module is designed to build on the first year foundation module in Professional Development. Students will continue to develop practical skills to better equip them for third-level academic work. The module will further develop student's academic writing, research and critical thinking skills.</p> <p>The module will also prepare students for the professional working world in advance of their work experience in the third year of this degree programme.</p>
Indicative Syllabus	Academic Writing; Note-taking; Effective Reading; Time Management/Procrastination; Learning Styles; Assignment Writing

LAW 2503: Property Law

Module Details

Module Code:	LAW 2503
Module Long Title:	Property Law APPROVED
Banner Title:	Property Law
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Ruth Cannon
Module Coordinators:	<ul style="list-style-type: none"> • David Graham (04 February 2020 to 09 October 2023) • Ruth Cannon (09 October 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>This module deals with the law of real property in Ireland and the rights and liabilities which arise under it. It will consider the basic concepts of property law, the different estates or interests which can be held in land and the ways in which interests in land are transferred and acquired, including under the law of succession.</p> <p>Module Aims: This module is designed to give students a broad overview of real property law as it applies in Ireland. It is intended to provide students with an understanding of the basic concepts and processes involved in real property law and enable them to apply these concepts in practical situations</p>
Learning and Teaching Methods	<p>Interactive lectures Self-directed learning</p> <p>Group study and group discussion Presentations</p>

QMD2004: Quantitative Methods 2

Module Details

Module Code:	QMD2004
Module Long Title:	Quantitative Methods 2 APPROVED
Banner Title:	32270 QMD2004 Quantitative Methods 2
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Pauline Barnewell
Module Coordinators:	Pauline Barnewell (15 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	n/a
Campus:	City Campus
Module Overview	<p>The ability to formulate business problems in a mathematical way and develop solutions to them is an important factor in successful business management. The module builds on Quantitative Methods 1 and aims to strengthen the analytical skills of the student.</p> <p>It focuses on utilising appropriate quantitative analysis in the context of business and on the practical uses of the techniques.</p>
Indicative Syllabus	Probability

MATH 2001: Quantitative Techniques 2

Module Details

Module Code:	MATH 2001
Module Long Title:	Quantitative Techniques 2 APPROVED
Banner Title:	Quantitative Techniques 2 MATH2001
Version:	1
Indicative NQF level:	Level 6
Valid From:	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Ravshan Khaydarov
Module Coordinators:	Ravshan Khaydarov (17 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module builds on the concepts introduced in Quantitative Techniques I. In Statistics the emphasis is on making inferences from data using confidence intervals and hypothesis testing. The concepts of risk and uncertainty are developed in portfolio analysis and decision theory.
Learning and Teaching Methods	The module is taught through a combination of lecture hours, tutorials, laboratory sessions, and online resources.
Indicative Syllabus	
1. Basic Probability: 1.1) Mutually exclusive events, independent events, conditional probability, posterior probability and Bayes' Theorem.	
2. Probability Distributions: 2.1) Discrete and continuous distributions. The mean, variance and standard deviation of a probability distribution. The binomial, Poisson and normal distributions.	

RETL 2000: Retail Management 2

Module Details

Module Code:	RETL 2000
Module Long Title:	Retail Management 2 APPROVED
Banner Title:	Retail Management 2
Version:	1
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Claire Maguire
Module Coordinators:	Claire Maguire (16 February 2021 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module examines the planning, organizing and implementation of retail strategy in the context of retail store operations. It is concerned with maximizing retail efficiency through the best use of resources.</p> <p>Students will develop an understanding of the complex nature of retail operations – the day-to-day operations of a retailer. The module will contextualise the role of operations within the overall strategic structure of retail organisations.</p>
Indicative Syllabus	<p>1.Retail Management Overview</p> <p>Definition and scope of Retailing</p> <p>Economic Importance of Retailing</p> <p>Emerging Retail Formats</p>

Module Details

Module Code:	MRKT 2425
Module Long Title:	Sales APPROVED
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Kieran Sheahan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (06 November 2020 to 26 February 2023) • Kieran Sheahan (26 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	The selling function and its management are two major areas of expense for any company. Increasingly, as companies seek to gain advantage in the marketplace through efficiencies and profitable strategies these two areas are being highlighted as being extremely critical in the achievement of corporate goals. Every marketing person will have to sell, if not a good or service in the marketplace, at least an idea, plan or vision to his/her colleagues. In addition, marketing people must buy - advertising services, packaging, sales promotion gifts and the like. A thorough knowledge of how these areas operate will undoubtedly sharpen the commercial abilities of a marketing graduate.
Indicative Syllabus	<p>The strategic sales organisation</p> <p>The linkages between corporate, marketing and sales strategy.</p> <p>Role of the salesperson in the value creation process.</p>

MRKT 2426: Service Marketing 1

Module Details

Module Code:	MRKT 2426
Module Long Title:	Service Marketing 1 APPROVED
Banner Title:	Services Marketing 1
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Jennifer Mcdonnell
Module Coordinators:	Jennifer Mcdonnell (19 June 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Outline of sharing arrangements for Programmes:	Module is shared with students from 2nd (MRKT2426 - 12429 and MRKT2426 - 36035) and 3rd year (MRKT3507 - 12452) and Erasmus students taking the Services Marketing Option in BSc in Marketing.
Campus:	City Campus
Module Overview	<p>The services sector is the dominant force in economic and employment terms in all modern developed economies and can contribute significantly to the transformation of those societies and economies. This module is designed as Part 1 of the year-long study of Services Marketing within the broader study of Marketing. It will examine the major forces driving the dominance and structure of services within the economy. The module considers how the unique characteristics of service impact how we market and manage a service business, exploring similarities with goods marketing and the marketing of largely intangible service experiences. Additionally, it emphasizes ethics and sustainability in services marketing, exploring how sustainable practices can be integrated into service delivery and management. The course will enable students to gain deep insight into the particular marketing and management challenges associated with the services sector and provide the knowledge and understanding required to make appropriate responses to the major managerial and societal issues encountered in service sector organizations. It introduces contemporary concepts within the field, including sustainability, and strives to identify the evolving nature of service provision within an Irish and global context. Given the growth in services across the world, this specialist academic and practitioner knowledge is invaluable to the marketing graduates of the future. This course builds on the learning achieved in marketing, consumer behavior studies, operations, and human resource management and introduces the student to the theoretical and practical knowledge base encountered in the field of services marketing.</p>

INFS2022: Spreadsheet Modelling 1

Module Details

Module Code:	INFS2022
Module Long Title:	Spreadsheet Modelling 1 APPROVED
Banner Title:	Spreadsheet Modelling 1
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	John Crowe
Module Coordinators:	John Crowe (13 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This second-year, first-semester information management module builds further on the student's knowledge and skills from year one of the program, particularly problem definition, modelling and spreadsheet-based skills. A prerequisite for a career in logistics is the ability to manipulate data in order to define/diagnose a problem and consequently create a decision-support tool using either decision modelling methodologies.</p> <p>The module continues to help the student visualise, represent and solve real-world problems to prepare them through an analytical framework focusing on spreadsheet design, engineering and visualisation. It is succeeded by an optimisation and simulation-based spreadsheet modelling module in the second semester.</p> <p>The overall aim of the course is to ensure that students achieve the ability to model relatively complex operations management and logistics issues in a supply chain context with the aim of making valid recommendations that are relevant to real-world problems. Students will develop skills in building masterdata, creating and designing effective and efficient spreadsheet workbooks, and detailed performance dashboards.</p>

Module Details

Module Code:	MATH 2420
Module Long Title:	Statistics APPROVED
Banner Title:	Statistics
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Alan Murray
Module Coordinators:	<ul style="list-style-type: none">• OLIVIA FREEMAN (27 February 2023 to 28 February 2023)• Alan Murray (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	Marketers must know and understand their customers and market. Decisions should flow from timely and adequate marketing intelligence and enquiry processes. Data, which is the lifeblood of decisions, needs to be acquired, accessed, analysed and applied. The analysis needs to be founded on sound statistical principles if inferences are to be made and insights given credence. As such, an awareness and knowledge of basic statistical issues and methodologies is paramount. The learner will have an opportunity to apply these methods and to develop skill and competence in this regard.
Indicative Syllabus	Exploring Marketing relationships – Correlation and regression.

LOGT 2012: Supply Chain Management Concepts

Module Details

Module Code:	LOGT 2012
Module Long Title:	Supply Chain Management Concepts APPROVED
Banner Title:	Supply Chain Management Concepts
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Eileen Doran
Module Coordinators:	Eileen Doran (23 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	The aim of the module is to give students a good overview of the key areas of logistics and supply chain management and upon completion of the module students should have a good understanding of the basic principles of logistics and supply chain management. This module provides an introductory overview of the importance of logistics and the supply chain process in determining the competitive success of an organisation. Students will be introduced to the various components of the supply chain and their logistical requirements. The module also aims to introduce students to the range of subject areas to be examined in the logistics and supply chain.
Indicative Syllabus	<p>Introduction to Logistics & Supply Chain Management: Explanation of logistics & supply chain management concepts- the value-added concept, lean versus responsive supply chains. Supply chain management and its relationship to the other management functions.</p> <p>The Customer Service Dimension: Developing a value-based supply chain. The definition of customer service in logistics. Service measurement techniques. Benchmarking against competitors. Order qualifiers and order winners. Suboptimality.</p> <p>Facilities Decisions: Different types of distribution channels- functions and roles of participants. Location screening and analysis. Warehousing principles and design. consolidation & transshipment. 3rd party logistic service providers.</p>

BSMT 2002: Time Series Analysis 1

Module Details

Module Code:	BSMT 2002
Module Long Title:	Time Series Analysis 1 APPROVED
Banner Title:	Time Series Analysis 1
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2018 (September 2018)
ECTS Credits::	5
Current Coordinator::	Qianru Shang
Module Coordinators:	Qianru Shang (23 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module provides a thorough introduction to both time-domain and frequency-domain analyses of univariate and multivariate time series methods, with coverage of the most recently developed techniques in the field. An important topic in Business Analytics, the module develops the theoretical knowledge and the practical implementation skills of different techniques. The module also covers the criteria where different approaches apply.
Learning and Teaching Methods	The module will be delivered using a combination of lectures, laboratories and tutorials. Emphasis is placed on problem-solving and business application.
Indicative Syllabus	
1. Indicative Syllabus: 1.1) Basic Time Series Theory for series containing a trend 1.2) Probability Models for Time Series 1.3) Autocorrelation and Autocovariance functions 1.4) Fitting an autoregressive process 1.5) Fitting a moving average process 1.6) The Box-Jenkins Seasonal Model	

LOGT 2001: Transport & Distribution Planning

Module Details

Module Code:	LOGT 2001
Module Long Title:	Transport & Distribution Planning APPROVED
Banner Title:	7413 LOGT 2001
Version:	3
Indicative NFQ level:	Level 8
Valid From:	Jan 2025 (January 2025)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Eileen Doran
Module Coordinators:	Eileen Doran (16 May 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module builds on the relationship of dependence, and opportunities for conflict between distribution management and the other supply chain variables introduced in the transport systems module.</p> <p>It further recognises the key steps and decision variables involved in developing a distribution plan for a firm involved in global operations. It establishes the processes necessary to create an efficient and competitive, customer service distribution package.</p> <p>The Transport & Distribution Planning module will enable students to develop their knowledge of best practice in such a way that they have a comprehensive appreciation of the importance of efficient and sustainable distribution management and its effects on supply chain management.</p>
Indicative Syllabus	<p>The total distribution concept.</p> <p>The costs of distribution, total systems management, external and internal forces impacting channel strategy, inter-departmental conflicts, suboptimality.</p>

FNCE 2018: Business Finance B

Module Details

Module Code:	FNCE 2018
Module Long Title:	Business Finance B APPROVED
Banner Title:	Business Finance B
Version:	1
Indicative NQF level:	Level 6
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Clare O Mahony
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (02 December 2019 to 09 January 2020) • Louise Gorman (09 January 2020 to 09 February 2023) • Benjamin Lynch (09 February 2023 to 28 April 2024) • Clare O Mahony (28 April 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This course introduces students to the subject of finance and is a continuation of the Business Finance A module. The course will cover the specific areas relevant to the financial management and valuation. The course is designed to introduce students to portfolio management and risk management areas with a view to providing students with knowledge that can be developed further to degree level.
Indicative Syllabus	<p>Debt and Equity Valuation</p> <p>What is the share price? What is the bond price? Introduction to the discount cash flow models for the ordinary share and bond valuation.</p> <p>Investment Appraisal Methods.</p>

ECON 2018: Economics of Strategy

Module Details

Module Code:	ECON 2018
Module Long Title:	Economics of Strategy APPROVED
Banner Title:	Economics of Strategy
Version:	3
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Catarina Marvao
Module Coordinators:	Catarina Marvao (24 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	Economics of Strategy is the application of the economics way of thinking to management issues. In such an application not only are there challenges in developing and applying the economics tradition but also in seeing its limitations and interactions with other traditions within management learning. This module aims to develop the participant's ability to evaluate and apply economics concepts, acquired in this and earlier courses, in a focused and critical way in the context of analysis of particular sectors and their firms.
Indicative Syllabus	<ol style="list-style-type: none">1. Review of Micro Principles2. Horizontal Boundaries of the Firm3. Vertical Boundaries of the Firm4. Competitors and Competition

INFS 2007: Advanced Databases

Module Details

Module Code:	INFS 2007
Module Long Title:	Advanced Databases APPROVED
Banner Title:	Advanced Databases
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Omar Portillo
Module Coordinators:	Omar Portillo (27 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This course will cover advanced data modelling topics using entity relationship diagrams and semantic object diagrams and the implementation of these models. It will also cover more advanced aspects of working with a database, such as writing queries using SQL and multi-user environments.
Indicative Syllabus	<p>Advanced Entity Relationship diagrams (20%)</p> <ul style="list-style-type: none">• Different notations used on Entity Relationship diagrams.• Strong/weak entities.• Generalisation/specialisation relationships. <p>Semantic Object Diagrams (30%)</p>

DATA2003: Algorithms and Data Structures 2

Module Details

Module Code:	DATA2003
Module Long Title:	Algorithms and Data Structures 2 APPROVED
Banner Title:	Algorithms and Data Structures 2
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Thoa Pham
Module Coordinators:	Thoa Pham (06 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	This module needs a lab room with computers for lab work.
Campus:	City Campus
Module Overview	This module advances the study of algorithms and data structures for the business analyst by examining the various techniques, data structures and algorithms that can be used to ensure that the organisation and access of data is as efficient as possible by examining advanced structures and algorithmic techniques.
Indicative Syllabus	Multidimensional arrays; graph theory; binary search trees; rotations in trees for optimisations; multi-way search trees and B-Trees; basic concepts and algorithms associated with data mining such as classification, association and cluster analysis.

INFS 2009: Algorithms and Data Structures 2

Module Details

Module Code:	INFS 2009
Module Long Title:	Algorithms and Data Structures 2 APPROVED
Banner Title:	Algorithms & Data Structs 2
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Catherine Higgins
Module Coordinators:	Catherine Higgins (22 January 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module advances the study of algorithms and data structures by looking at the various techniques, data structures and algorithms that can be used to ensure that the storage and analysis of data (both internally and externally) is as efficient as possible. For this purpose, topics such as file processing, dynamic memory allocation, with data structures suitable for data analytics including heaps, trees and graphs are covered as are their associated algorithms.
Indicative Syllabus	<p>Searching: Searching sorted lists; self-organising lists; sequential searching; binary search; dictionary; hashing and hash tables.</p> <p>External processing and external sorting: File handling; using indexes; transaction processing; external sorting: merge sorting.</p> <p>Trees:Dynamic memory allocation; data structures for representing trees; binary trees; binary search trees; balanced trees; general trees; multi-way search trees; B-Trees.</p>

MGMT 2101: Applied Management

Module Details

Module Code:	MGMT 2101
Module Long Title:	Applied Management APPROVED
Banner Title:	Applied Management
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Siobhan Killion
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (03 March 2021 to 27 May 2021)• Damian O Reilly (27 May 2021 to 12 June 2023)• Siobhan Killion (12 June 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>Module Description:</p> <p>Applied Management provides students with a practical approach to management theories and skills. Students will analyse case studies drawn from real-life company situations and make recommendations.</p> <p>Module Aim</p>

BSST6008: Behavioural Economics

Module Details

Module Code:	BSST6008
Module Long Title:	Behavioural Economics APPROVED
Banner Title:	Behavioural Economics
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2023 (January 2023)
ECTS Credits::	5
Current Coordinator::	EMMA HOWARD
Module Coordinators:	EMMA HOWARD (22 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This module will provide students with an introduction to the principles of Behavioural Economics, covering both core empirical findings and key theoretical concepts. Behavioural economics focuses on how individuals and institutions make decisions, incorporating insights into human behaviour from psychology, sociology, philosophy, and other fields to better understand economic decision making. Empirical research in behavioural economics focuses on observing human behaviour. We often make choices that are not rational or in our best interests. Decisions can be influenced by social norms, emotions, culture, cognitive biases, and habit. In addition to observing human behaviour, behavioural economists also conduct experiments to determine how individuals and policy makers can improve decision making. The module will cover classic experiments that give insights into how people make decisions.</p> <p>Applications of behavioural economics to decision making in areas such as health, wealth, pro-environmental behaviours, and happiness will be discussed. The module will explore how behavioural economics can be used to improve decision making in these areas and consider the ethical implications of ‘nudging’ towards a particular choice.</p>

DATA 2004: Big Data Concepts

Module Details	
Module Code:	DATA 2004
Module Long Title:	Big Data Concepts <div>APPROVED</div>
Banner Title:	Big Data Concepts
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
ECTS Credits::	5
Current Coordinator::	Qianru Shang
Module Coordinators:	Qianru Shang (11 June 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module provides an introduction to the problem of “Big Data” and how it impacts business analytics and decision making at an organizational level. An overview of the tools and technologies involved is provided, as well as a critical analysis of the ethics and social implications of large-scale analytics, particularly where social networking, cloud computing and consumer information are concerned.
Learning and Teaching Methods	The module will be delivered via a combination of lectures and practical sessions where case studies will be discussed.
Indicative Syllabus	
<div>1. Introduction to Big Data Analytics</div> <div>1.1) Defining Advanced Analytics as a Discovery Mission</div> <div>1.2) Defining Big Data Via the Three Vs</div> <div>1.3) Defining Big Data Analytics</div>	
<div>2. The State of Big Data Analytics</div>	

ACCT 2100: Business Taxation

Module Details

Module Code:	ACCT 2100
Module Long Title:	Business Taxation APPROVED
Banner Title:	Business Taxation
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Louise O Sullivan
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (02 December 2019 to 09 January 2020) • Lucy Bowe (09 January 2020 to 21 February 2023) • Louise O Sullivan (21 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This is an introductory course in the fundamentals of taxation. It presumes no prior knowledge of tax. The student is introduced to the key concepts underlying the tax system. The aim of this module is to familiarise students with the Irish tax system and to develop their understanding of how tax liabilities are calculated.
Indicative Syllabus	<p>Overview of the Irish Taxation System</p> <p>Income Tax. Legislative framework, The scheduler system, Calculation of liability, reliefs and credits. Exempt income. Pro-forma income tax computation, Residence, ordinary residence, domicile, remittance basis of taxation. Taxation of investment income. Self-assessment and administrative obligations. Cases I and II, adjustment of profit, Case III, IV, Case V. Schedule E. Schedule F, Contract of and for service.</p>

MRKT 2338: Business to Business Marketing

Module Details

Module Code:	MRKT 2338
Module Long Title:	Business to Business Marketing APPROVED
Banner Title:	Business to Business Marketing
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Conor Horan
Module Coordinators:	Conor Horan (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Outline of sharing arrangements for Programmes:	<p>This module is run by the School of Marketing & Entrepreneurship and is also delivered to students in School of Retail and School of Management.</p> <p>Additional codes that can be combined - MRKT3002, MRKT2338</p>
Campus:	City Campus
Module Overview	<p>The Business to Business module introduces the student to the complex forces that are unique to the business or industrial marketing environments. While it builds on their existing marketing knowledge it specifically addresses the distinguishing characteristics of Business Marketing and contrasts with Consumer Marketing issues. Key concepts are introduced: the supply chain, relationship management, demand management, types of customers, along with the differing approach to utilizing the marketing mix elements.</p> <p>Module Aim The aim of the module is to ensure that students should have an understanding and knowledge of the specific concerns of industrial marketing. They should emerge with the knowledge of best practices and challenges in the discipline and be able to apply these in a real world context. Students will be required to apply new learning to existing knowledge to deepen their understanding.</p>

LAW2004: Commercial and Transport Law

Module Details

Module Code:	LAW2004
Module Long Title:	Commercial and Transport Law APPROVED
Banner Title:	Commercial & Transport Law
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niall Kearney
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (18 December 2020 to 13 February 2023) • Niall Kearney (13 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module provides an overview of the relevant laws pertaining to doing business in a supply chain environment with particular reference to the sources of commercial and transport law in Ireland and the European Union.</p> <p>The aim of this module is to equip students with a general knowledge and understanding of the principles and rules applicable to the study of law and to provide a broad overview of certain core elements of Commercial and Transport Law relevant to professionals working in logistics and supply chain areas.</p>
Indicative Syllabus	<p>Introduction to Irish, European and International Commercial and Transport Law.</p> <p>2. Sources of Irish, European and International Commercial and Transport Law.</p> <p>3. Legal Institutions & Dispute Resolution Bodies/Fora.</p>

FNCE3000: Corporate Finance

Module Details

Module Code:	FNCE3000
Module Long Title:	Corporate Finance APPROVED
Banner Title:	Corporate Finance
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joe Molumby
Module Coordinators:	Joe Molumby (19 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	This module is delivered on BSc Retail and Service Management TU925/2 (DT343/2) as Core and BSc E Commerce in Retailing TU924/2 (DT304/2 as Option
Campus:	City Campus
Module Overview	The module introduces the learner to financial policy and management in a corporate setting. Corporate finance combines aspects of economic theory, statistical theory, law and accounting. It provides the student with an appreciation of how company finances enterprise and an understanding of the financial process in organisations.
Indicative Syllabus	Corporate Ownership and Control The roles, responsibilities and relationship of shareholders, directors and management; agency theory; corporate governance; corporate social responsibility. Financial Management: Objectives The nature, purpose and scope of financial management; significance of cash flow versus accounting profits; the nature, scope and form of financial objectives of different types of organisations including not-for-profits organisations; the relationship of financial objectives to corporate strategy.

LANG 2421: Cultural Studies

Module Details

Module Code:	LANG 2421
Module Long Title:	Cultural Studies APPROVED
Banner Title:	cultural studies
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Laurence Anne Paveau
Module Coordinators:	<ul style="list-style-type: none">• OLIVIA FREEMAN (27 February 2023 to 15 March 2023)• Laurence Anne Paveau (15 March 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This module of cultural studies is aimed at second year students of the BSc in Marketing.</p> <p>The module develops concepts introduced in first year communications and provides a knowledge of intercultural studies necessary to students of marketing.</p> <p>It is delivered through lectures, practical case studies and self-learning.</p>
Indicative Syllabus	<p>1 Culture and people</p> <p>2 Communication and culture</p>

ECON 2033: Data Analysis for Economics and Finance

Module Details

Module Code:	ECON 2033
Module Long Title:	Data Analysis for Economics and Finance APPROVED
Banner Title:	Data Analysis for Econ and Fin
Version:	1
Indicative NFO level:	Level 8
Valid From:	Jan 2022 (January 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Plamen Petkov
Module Coordinators:	Plamen Petkov (20 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This is an intermediate module in data analysis of economic and finance data. Its overall aim is to give students an understanding of advanced spreadsheet tools and techniques and to develop their data fluency, analytical and transversal skills
Learning and Teaching Methods	The module take takes a blended and largely collaborative approach to learning through a mixture of laboratory classes, online content and other resources, tutorial support, class discussion and problem-solving. Formative assessment and feedback are an integral part of delivery where students are required to submit regular worksheets to build portfolios of their work.
Rationale for Change :	This is a new module which replaces the Information Systems for Business (INFS2021). Unlike INFS2021, this is a core module for TU905 students, started in S2 of year 21/22.
Indicative Syllabus	
1. Indicative Syllabus	

INFS 2021: Data Analytics for Accounting and Finance

Module Details

Module Code:	INFS 2021
Module Long Title:	Data Analytics for Accounting and Finance APPROVED
Banner Title:	Data Analytics for Acc and Fin
Version:	1
Indicative NQF level:	Level 8
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Plamen Petkov
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (25 November 2019 to 23 January 2020) • Plamen Petkov (23 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module provides students with an ability to demonstrate good practice spreadsheet design and apply techniques that are used in modern day accountancy and finance , with a view to enhancing their understanding of Data Analytics, as it evolves into a key skill for accounting and finance professionals. The aim of the module is to give the student an understanding of the advanced spreadsheet tools and techniques. In addition, the module will provide a pathway for external accreditation that will enhance employment prospects.
Indicative Syllabus	<p><i>Revisiting Excel basics</i></p> <ul style="list-style-type: none"> • Navigate the Excel User Interface • Use Excel commands, Excel data types - numbers, text, date, etc. • Relative vs Absolute Cell Referencing

INFS 3030: Dynamic Programming Languages

Module Details

Module Code:	INFS 3030
Module Long Title:	Dynamic Programming Languages <div>APPROVED</div>
Banner Title:	Dynamic Programming Languages
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Hung Ngo
Module Coordinators:	Hung Ngo (11 March 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module introduces Web application development using dynamic programming languages, primarily JavaScript. By learning the mechanics of JavaScript and contrasting it with the power of Python, the module will cover the language features that distinguish this class of programming languages from their statically-typed counterparts. It explains the architectural design of web application development and demonstrates how these dynamic programming languages allow building on both the client and server sides.</p>
Indicative Syllabus	<p>Overview of the role and function of dynamic typing</p> <p>Overview of client-side versus server-side architecture & technologies</p> <p>Review of the JavaScript Model: data types, expressions, operators, statements, loops, conditions, arrays, objects and functions</p> <p>Linking HTML, CSS and JavaScript to create a front-end application</p>

Module Details

Module Code:	INFS 2100
Module Long Title:	eBusiness APPROVED
Banner Title:	eBusiness
Version:	1
Indicative NQF level:	Level 6
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	WENDY SHAW
Module Coordinators:	<ul style="list-style-type: none">• Chelsea Hollywood (09 February 2021 to 27 May 2021)• Damian O Reilly (27 May 2021 to 21 February 2023)• WENDY SHAW (21 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	This module provides students with the practical skills required in developing and managing an eBusiness.
Indicative Syllabus	<p>•</p> <p>Introduction to eCommerce</p> <p>Define e-commerce, understand how e-commerce differs from e-business, identify the primary technological building blocks underlying e-commerce, and recognise major current themes in e-commerce.</p>

ECON 3103: Economics for Business B

Module Details

Module Code:	ECON 3103
Module Long Title:	Economics for Business B APPROVED
Banner Title:	Economics for Business B
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Alan Murray
Module Coordinators:	Alan Murray (28 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	This module is an introduction to macroeconomic theory and its applications
Indicative Syllabus	<p>Macroeconomics: Objectives of macroeconomic policy.</p> <p>Measuring Economic Activity: National Income Accounts. GDP/GNP. The Circular Flow of Income.</p> <p>Control of Aggregate Demand and Aggregate Supply</p> <p>Monetary policy: Role of money. European Monetary Union. The Money Multiplier. The European Central Bank.</p> <p>Fiscal Policy: the Government Multiplier. Automatic Stabilisers. The effectiveness and limitations of fiscal policy.</p>

ECON 2011: Economics of the EU

Module Details	
Module Code:	ECON 2011
Module Long Title:	Economics of the EU <div>APPROVED</div>
Banner Title:	Economics of the EU
Version:	3
Indicative NFO level:	Level 6
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Ruth Casey
Module Coordinators:	Ruth Casey (15 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	None.
Campus:	City Campus
Module Overview	The subject is designed to give students an in-depth understanding of the operation and policies of the European Union (EU).
Indicative Syllabus	<div>Historical evolution of the European Union (EU)</div> <div>Developments after the Second World War.</div> <div>European Institutions.</div>

Module Details

Module Code:	FNCE2100
Module Long Title:	Enterprise Finance APPROVED
Banner Title:	Enterprise Finance
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joe Molumby
Module Coordinators:	Joe Molumby (13 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	None
Campus:	City Campus
Module Overview	<p>This subject introduces the student to the core concepts and key topic areas of financial management in business. It includes an overview of the role of finance in modern enterprises and reviews the sources of finance currently available in the economy. It examines the valuation techniques and the tools available to the modern financial manager in reaching key decisions and the related management of financial risk.</p> <p>Its aim is to enhance the management effectiveness of students, by providing them with a broad conceptual understanding of the principles, tools and methodologies used by financial advisors to help the firm form an understanding of its financial objectives.</p>
Indicative Syllabus	<p>Introduction to the Financial Environment</p> <p>Analysis and interpretation of published financial statements of public limited companies (Plc's)/ Ratio Analysis</p> <p>Sources of finance for business,</p> <p>Investment Evaluation Techniques - Payback, NPV, IRR, Discounted cash flows and valuation,</p> <p>Evaluation of the Cost of Capital in a company</p> <p>Management of Working Capital - Inventory, Receivables, Payables, and importance of cash conversion cycle in retail environments</p>
Learning and Teaching Methods	<p>Formal lectures, tutorials and problem solving. Problems will be worked on by learners in the class environment as well as externally.</p> <p>Continuous feedback and support will be given in order to identify problems where they arise.</p> <p>Students will be assigned problems in advance of tutorial classes and will be required to present their solutions during the tutorial.</p>
Learning Outcomes	

Module Details

Module Code:	EUFK 2003
Module Long Title:	EU Integration APPROVED
Banner Title:	EU Integration
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2018 (September 2018)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	SIOBHAN MCCARTHY
Module Coordinators:	SIOBHAN MCCARTHY (17 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	
Indicative Syllabus	<p>Historical evolution of the EU</p> <p>The decision-making institutions of the EU</p> <p>Recent Developments: The Lisbon Treaty, Brexit and Beyond</p> <p>The Long Road to Economic and Monetary Union</p> <p>Economic and Monetary Union : Role of the European Central Bank and the EuroZone Crisis</p> <p>Common Foreign and Security Policy</p>
Learning and Teaching Methods	A variety of methods will be used including lectures and use of Brightspace. There will be a mix of formal teaching, class discussion and problem-solving.
Indicative Syllabus	
1. Indicative syllabus covered in the module and / or in its discrete elements	
1.1) n/a	
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	

Module Details

Module Code:	ACCT 2009
Module Long Title:	Finance APPROVED
Banner Title:	Finance
Version:	1
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Benjamin Lynch
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (14 December 2020 to 09 February 2023) • Benjamin Lynch (09 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	The module introduces the learner to financial policy and management in an enterprise. It provides the student with a broad understanding of the nature, role and methodologies of financial management in an organisation to help the firm achieve its financial objectives
Indicative Syllabus	<p>Corporate Ownership and Control The roles, responsibilities and relationship of shareholders, directors and management; agency theory; corporate governance; corporate social responsibility.</p> <p>Financial Management: Objectives The nature, purpose and scope of financial management; significance of cash-flow versus accounting profits; the nature, scope and form of financial objectives of different types of organisations including not-for-profits organisations; the relationship of financial objectives to corporate strategy.</p> <p>Financial Management: Framework Risk and reward; creating shareholder wealth; making wealth creating decisions; effective management of financial resources; the nature and function of the capital markets including banks and other financial intermediaries; the stock exchange; the Efficient Markets Hypothesis and its relevance to decision-making and to financial management practice; providing returns to shareholders.</p> <p>Leverage Break even analysis. Leverage analysis, operating leverage, financial leverage and combined leverage.</p> <p>Investment appraisal</p>

BSMT2004: Forecasting and Stochastic Models

Module Details

Module Code:	BSMT2004
Module Long Title:	Forecasting and Stochastic Models APPROVED
Banner Title:	Forecasting and Stochastic Models
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Wael Rashwan
Module Coordinators:	Wael Rashwan (12 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	Following on from Times Series Analysis 1, this module provides further understanding of time-domain and frequency-domain analyses of univariate and multivariate time series methods, with coverage of the most recently developed techniques in the field. An important topic in Business Analytics, the module develops the theoretical knowledge and the practical implementation skills of different techniques. The module also covers the criteria where different approaches apply.
Indicative Syllabus	Regression Analysis and Forecasting Exponential Smoothing Methods Stationary and Non-Stationary Times Series Models, The General ARIMA Model Intervention Analysis and Outlier Detection Transfer Function Models Time Series Regression and GARCH Models
Learning and Teaching Methods	Learning will occur in a combination of lectures, practical laboratory sessions and tutorials. <ol style="list-style-type: none"> 1. Lectures: Teach concepts. 2. Discussions: Encourage understanding. 3. Projects: Apply concepts to problems. 4. Labs: Provide hands-on experience.

Module Details

Module Code:	HRMG 3033
Module Long Title:	Future of Work APPROVED
Version:	1
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	MARIAN JENNINGS
Module Coordinators:	MARIAN JENNINGS (08 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	Shared with TU907/3 and available to Erasmus students also
Campus:	City Campus
Module Overview	<p>In a rapidly changing world, business, management and people management practices are at the forefront of this new world. Students, graduates and business managers need to have the knowledge, skills and attributes to lead these changes. This innovative and dynamic module aims to address these requirements.</p> <p>Collaborations, non-traditional environments and remote working are all enabling new and innovative companies such as Shopify and Github to flourish by retaining the very best of talent. The global marketplace has now grown to encompass access to global talent, yet organisations are challenged by the barriers they face in implementing innovative ways of working. There are also new opportunities for skilled remote workers who are “freelancers” and part of the new “gig economy”, working virtually on a variety of different projects globally.</p> <p>This module aims to prepare the next generation of virtual team members and managers to understand, initiate and plan for the future of work within their organisations by:</p> <ul style="list-style-type: none"> using practices that are already flourishing in industry such as blended learning and remote delivery to create a ‘learning-by-doing’ environment prepare participants for the evolving virtual workplace and it’s opportunities, covering the key characteristics, skills and considerations in finding and securing virtual employment discussing contemporary and future trends such as wellbeing, relationship management and soft-skills for managers in a the virtual world <p>work is not a place!, from home working, to co-working hubs and remote pop-up offices - the scope of location, mobility and its implications will be examined</p>

MANG 2001: Human Resource Management

Module Details

Module Code:	MANG 2001
Module Long Title:	Human Resource Management APPROVED
Banner Title:	Human Resource Management
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	CIARA NOLAN
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (02 December 2019 to 10 January 2020) • CIARA NOLAN (10 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>Human Resource Management (HRM) can be viewed as an approach to personnel management which considers people as a key resource. It is important to communicate well with employees, to involve them, and to foster their commitment and identification with the organisation. This module will address both theoretical and practical employer/employee issues, enabling learners to understand the character and range of Human Resource Management and the importance of the contribution of employees to business success.</p> <p>The aim of this module is to develop a basic understanding of the nature and role of Human Resource Management as one of the key functional areas of management. The module addresses both theoretical and practical issues which have traditionally challenged managers in the workplace.</p>
Indicative Syllabus	<p>Overview and introduction – introduction to Human Resource Management; contrasting Personnel Management and Human Resource Management</p> <p>Acquiring human resources – human resource planning, jobs and people, job analysis, recruitment and selection procedures</p> <p>Employee motivation – addressing motivation in the workplace, content theories of motivation, process theories of motivation</p> <p>Rewarding employees, Performance Appraisal – introduction to performance management systems, performance based pay, collective bargaining</p> <p>Training and Development – employee training and development, focusing on the personal growth of the employee, training design and delivery, training evaluation</p> <p>Health and Safety – employer and employee duties, the HR manager's role</p> <p>Current developments in HRM - considered within the other topics listed above</p>
Learning and Teaching Methods	This module is taught through a combination of lecture and tutorial hours, discussions, case studies, and readings. Analysis of case studies will encourage participants to think analytically and develop their decision-making skills. Problem-solving exercises and project work will encourage self-directed learning.
Learning Outcomes	
Upon successful completion of this module the learner will be able to	

HRMG 9402: Human Resource Management

Module Details

Module Code:	HRMG 9402
Module Long Title:	Human Resource Management APPROVED
Banner Title:	Human Resource Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Hana Hlochova
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (15 October 2020 to 13 February 2023) • Edmund O Callaghan (13 February 2023 to 23 February 2023) • Hana Hlochova (23 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>Human Resource Management stresses the importance of people (human resources) management for organisations in achieving and maintaining a sustainable competitive advantage in the market place.</p> <p>This introductory module provides students with a fundamental understanding of the philosophy of HRM and of its influence in creating an organisational culture that recognizes people as an organisation's most important asset and therefore as the key antecedent of organisational success.</p> <p>This module will address both theoretical and practical employer and employee issues, emphasising throughout the strategic, corporate and integrated nature of HRM. It will enable students to understand the character and range of HRM.</p>
Indicative Syllabus	<ul style="list-style-type: none"> • Introduction to People Management (Personnel Management and Human Resource Management) • Human Resource Planning • Recruitment and Selection • Training and Development • Performance Management • Reward Management • Employee Relations • Health, Safety and Welfare in the Workplace
Learning and Teaching Methods	Learning activities to help attainment of learning outcomes include lectures, guided discussion, case study analysis, consideration of topical / current in-media issues, the in-class MCQ and the individual written assessment.

Module Details

Module Code:	MATH 2004
Module Long Title:	Inferential Statistics APPROVED
Banner Title:	Inferential Statistics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Siham Rahoui
Module Coordinators:	Siham Rahoui (08 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module will develop the learner's ability to analyse and understand data through the use of sampling theory and inferential statistics.
Indicative Syllabus	<p>Discrete probability distributions and continuous distributions: Binomial, Poisson, Geometric, Normal distribution, standard normal, uniform and exponential</p> <p>Regression and Correlation: Bivariate distributions, scatter diagrams, regression lines, least square regression line, the calculation and interpretation of the correlation coefficient and the coefficient of determination.</p> <p>Sampling: Methods of sampling and sampling design. The central limit theorem, confidence intervals and their application to sampling.</p> <p>Hypothesis Testing: Null and alternative hypotheses, type I and type II errors, levels of significance, one and two tail tests. Tests for population parameters and a difference in population parameters.</p> <p>Chi-Square distribution: Its application to contingency tables, tests for independence and goodness-of-fit tests.</p> <p>Analysis of Variance: Experimental Design, ANOVA tables, randomized block design, one-factor and two-factor ANOVA tests.</p>
Learning and Teaching Methods	<p>This module will be taught using 2-hour weekly lectures and 1-hour tutorial sessions.</p> <p>The lectures will provide theoretical material which will be underpinned by many examples to demonstrate the use of this material.</p> <p>The practical sessions will provide students with supervised practice time using appropriate exercises.</p>
Learning Outcomes	

INFS 2016: Information Systems

Module Details

Module Code:	INFS 2016
Module Long Title:	Information Systems APPROVED
Banner Title:	Information Systems
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Plamen Petkov
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (02 December 2019 to 23 January 2020) • Plamen Petkov (23 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This course focuses on the business use of the Internet, web development, Google Analytics and digital marketing concepts. The course will explore the importance of security of online systems and the security software that is available. Practical work in the computer laboratory will involve front-end Website design and development using industry standard tools.
Indicative Syllabus	<p>Introduction to both Business Model Canvas.</p> <p>Exploring different Revenue Models and on-line payments systems available to businesses.</p> <p>Practical demonstration and application of Internet services in the computer laboratory.</p> <p>Introduction to Web design via HTML and industry web development tools.</p> <p>Introduction to Digital marketing and Web Analytical tools</p> <p>Cybersecurity for business.</p>
Learning and Teaching Methods	The course will be delivered by a combination of lectures and practical computer laboratory classes. The course will also involve online learning, extensive project work and self-directed learning
Rationale for Change :	Rational for 100% assessment is to allow students space for more creative work - e.g. developing and online business.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	

MRKT 2333: International Marketing

Module Details

Module Code:	MRKT 2333
Module Long Title:	International Marketing APPROVED
Banner Title:	International Marketing
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Conor Horan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (16 December 2020 to 22 February 2023) • Conor Horan (22 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description:</p> <p>The central focus of this course is the examination and development of strategies for the firm competing in European and Global markets. The course examines the strategic issues arising in the management of the firms international and global marketing operations. The main sections of the module deal with issues such as the nature and significance of International Marketing in the global economy; the components of the international marketing environment and how these impact firm actions; how firms can screen and analyse opportunities which arise internationally; and how to approach the issue of entry strategy selection and management to exploit opportunities in a foreign marketplace.</p> <p>As the marketing programme alters dramatically outside of the domestic sphere, managing the international marketing mix is examined in some detail as is the area of distribution channel management.</p> <p>As firms of every type and sector of activity engage in international marketing, the Services firms and the Industrial products firm perspective is also introduced to broaden students understanding of the issues involved.</p> <p>Module aim</p> <p>The aim of this module is to develop the students understanding and appreciation of the rapidly changing global marketing environment within which business now operates. The module aims to enable the students understanding of the interaction and complexity among the main methods of entering and competing in international markets and to develop competence in the area of implementation of international marketing plans and entry strategies.</p>
Indicative Syllabus	<p>1 Nature & Significance of International Marketing</p> <p>The Evolution of a Global Economy</p>

Module Details

Module Code:	MRKT 2427
Module Long Title:	International Marketing APPROVED
Banner Title:	International Marketing
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Aileen Kennedy
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (27 February 2023 to 28 February 2023) • Aileen Kennedy (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Module Overview	<p>The central focus of this module is the examination and development of strategies for the firm competing in European and international markets. The module examines the tactical and strategic issues arising in the management of the firms international marketing operations. The main sections of the module deal with issues such as firm motivations to export and assistance available to such firms; the nature and significance of International Marketing to the Irish and European economy and the components of the international marketing environment and how these impact firm actions. As the marketing programme alters dramatically outside of the domestic sphere, managing the international marketing mix is examined in detail as is the area of distribution channel management.</p>
Indicative Syllabus	<p>1 Nature and Significance of International Marketing</p> <p>International marketing defined. The international marketing task. Domestic versus international marketing. The internationalisation of the firm. Motivations to export/internationalise. Exporting as a strategy for international market entry. Determinants of export behaviour. The export decision process. Assessing export competitiveness. Role and significance of International Marketing activities to the Irish economy. International marketing orientations. The multinational and global marketing paradigm.</p> <p>2 Supporting Firms in International Markets</p>

ECON 2020: International Trade and Globalisation

Module Details

Module Code:	ECON 2020
Module Long Title:	International Trade and Globalisation APPROVED
Banner Title:	Intl Trade & Globalisation
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Nicola Timoney
Module Coordinators:	Nicola Timoney (29 April 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module addresses international trade and aspects of globalisation. Theories of international trade and the systems and institutions which relate to it are analysed. Older forms of trade involved exchange of finished goods between countries, while newer trade may be in part-finished goods between companies. Selected aspects of globalisation are examined.
Indicative Syllabus	<p>Evolution of international trade and globalisation International trade theories. World Trade Organisation, multilateralism</p> <p>Foreign Direct Investment, multinational corporations, global value chains Issues of globalization, for example - migration, energy, inequality</p>
Learning and Teaching Methods	Lectures, discussion, case study or video, data analysis or review exercises (possibly online), readings.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
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RETL 9128: Internet Technologies for Retail

Module Details

Module Code:	RETL 9128
Module Long Title:	Internet Technologies for Retail APPROVED
Banner Title:	Intro to Internet Tech for Retail
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Jean Noonan
Module Coordinators:	Jean Noonan (22 May 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	N/A
Campus:	City Campus
Module Overview	The module provides learners with an understanding of the internet technologies concerned with retail with particular reference to client side programming. The aim of this module is to provide students with a thorough applied knowledge of designing, developing and deploying websites.
Indicative Syllabus	<p>Overview of the Internet</p> <p>The Internet and the World Wide Web.</p> <p>History of the Internet and the World Wide Web.</p> <p>Transmission across the Internet.</p> <p>TCP/IP and Domain Names.</p> <p>Basic services from FTP to the WWW.</p> <p>Uniform Resource Locators (URLs).</p> <p>Intranets and Extranets.</p> <p>Content of the Internet.</p> <p>Web Design Issues.</p> <p>Internet Future.</p> <p>Web Standards</p> <p>What are Web standards?</p> <p>Advantages of Web standards.</p> <p>Design strategies for varying accessibility needs.</p> <p>Create interactive web sites in accordance with W3C Standards.</p>

TECH 2010: Intro to Data Base Systems

Module Details

Module Code:	TECH 2010
Module Long Title:	Intro to Data Base Systems APPROVED
Banner Title:	Intro to Data Base Sys
Version:	1
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Hung Ngo
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (18 February 2021 to 27 February 2023) • Hung Ngo (27 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This course will cover the objectives of database management systems, the fundamentals of data modelling using entity relationship diagrams, normalisation rules, and database design. The students will apply the theory by implementing a solution to a business problem using a current database product
Indicative Syllabus	<p>Data Analysis: Data modelling using Entity Relationship diagrams. Entity, attribute, relationship, candidate key, primary key, foreign key.</p> <p>Database Design: Using Entity Relational models to produce normalized tables; Implement one to one, one to many and many to many relationships.</p> <p>Database Management Systems: Definition of a database and a database management system. The functions of a DBMS. Historical development of Model Types - Hierarchical, Network, Relational and Object-Oriented.</p> <p>Database software objectives. Independence, integrity, minimal redundancy, data sharing, control. Overview of current DBMS software facilities.</p> <p>Laboratory work using a current DBMS: Creating tables. Creating relationships. Implementing Integrity constraints and validation rules.</p> <p>Join properties: Referential Integrity. Cascade update and delete. Creating the user interface: forms and subforms.</p>

BSMT 9005: Introduction to Customs and International Trade

Module Details

Module Code:	BSMT 9005
Module Long Title:	Introduction to Customs and International Trade APPROVED
Banner Title:	Intro. to Customs & Inter. Trade
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Kay Mcginley
Module Coordinators:	Kay Mcginley (20 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module provides the student the knowledge and understanding of the issues involved in an International Trade and Customs environment. The programme will review the role and function of Customs in the area of International Trade, Globalisation, EU single market and Brexit.
Indicative Syllabus	<p>Customs Law Open International Market. Four freedoms in the treaty. Common policies. Customs Code Regulation EC No. 2913/92/ 2454/93. Classification rules - tariff, harmonised system and TARIC imports into the Community. Free Circulation. Valuation of goods for Customs. The Rule of Origin.</p> <p>Trade Documents & Processes Trade Facilitation & effective Customs control. Single Administrative Document (SAD). Paperless systems - Automatic Entry Processing (AEP), Direct Trader Input (DTI), Deferred Payment (TAN). Simplified Declaration Procedure. VAT on imports/exports. Duty Free. Export Licences. Tariffs, Quotas, Import Preferences, General System of Preferences (GSP). Duty Relief (IP &OP) Temporary Importation Relief, End User Relief, Customs Warehousing, Duty Free Zones, International Chamber of Commerce (ICC), Incoterms, Authorised Economic Trader (AEO)</p> <p>Single European Market Background to the Single European Market, Competition Policy within the EU, Harmonisation within the EU. The Enlargement of EU, Brexit and its Implications</p> <p>Transport Documentation and Control Overview of export documentation, Transport conventions, Bills of Lading, Waybills, Carrier's Liability,</p> <p>Finance of International Trade Business Finance, International payment methods, Letters of credit, Money laundering, Health and safety.</p> <p>Sustainability in Customs and International Trade Environment</p>
Learning and Teaching Methods	The module combines formal lectures, interactive presentations, case studies, participant activities and exercises to maximise the impact of the learning experience. There is ample time to consider the theory and apply the skills discussed and it is expected that these interactive exercises will serve to reinforce some of the learning on the module. Various trade policies are explored and lectures demonstrate why economists generally support free trade. Historical experience is considered, highlighting how

EUFK 2001: Introduction to European Union Studies

Module Details

Module Code:	EUFK 2001
Module Long Title:	Introduction to European Union Studies APPROVED
Banner Title:	Introduction to EU Studies
Version:	3
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Ruth Casey
Module Coordinators:	Ruth Casey (13 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	This module is shared with TU910.
Campus:	City Campus
Module Overview	This module is an introduction to the institutions, functions and main policies of the European Union (EU) and a review of Ireland's role as member state. This module is aimed at students who have completed an introductory economics course.
Learning and Teaching Methods	A variety of methods will be used including lectures and use of Brightspace. There will be a mix of formal teaching, case studies, class discussion and problem-solving.
Indicative Syllabus	
1. Historical evolution of the European Union (EU) 1.1) Institutions of the EU and the decision-making process 1.2) Treaty developments 1.3) Case study: Brexit	
2. The Economic and Monetary Union (EMU) 2.1) Pre-history of the Euro 2.2) Role of the European Central Bank 2.3) The Eurozone crisis 2.4) Recent developments: Banking and Capital Markets Union	

BSMT 9042: Introduction to Supply Chain Management (32250)

Module Details

Module Code:	BSMT 9042		
Module Long Title:	Introduction to Supply Chain Management (32250) DRAFT		
Banner Title:	Intro to Supply Chain Mgt		
Version:	1		
Indicative NFQ level:	Level 8		
Valid From:	Jan 2023 (January 2023)		
Language of Instruction:	English		
ECTS Credits::	5		
Current Coordinator::	ORLA GREGORY		
Module Coordinators:	<ul style="list-style-type: none">• OLIVIA FREEMAN (27 February 2023 to 28 February 2023)• ALACOQUE MCALPINE (28 February 2023 to 01 March 2023)• ORLA GREGORY (01 March 2023 to ---)		
School Responsible:	School of Marketing & Entrepreneurship		
Campus:	City Campus		
Module Overview	<p>The aim of the module is to give students a good overview of the key areas of logistics and supply chain management and upon completion of the module students should have a good understanding of the basic principles of logistics and supply chain management.</p> <p>The module provides an overview of the importance of logistics and the supply chain process in determining the competitive success of an organisation. Students will be introduced to the various components of the supply chain and their logistical requirements. This module examines all aspects of logistics, including some of the techniques and strategies for planning, organising and managing the overall logistics process including the functional areas of Customer Service, Warehousing, and Inventory management.</p>		
Indicative Syllabus	Basic concepts of logistics and supply chain management: definitions, mission, goals and benefits.		
	Supply chain management context: the changed business environment, components of the SCM process, primary and secondary chains.		
	Evolution and development of supply chain management philosophy.		
	Key trends in the business environment and the impact on supply chain management. Trends in logistics and supply chain management.		
	The Customer Service Dimension: Developing a value-based supply chain. The definition of customer service in logistics. Service measurement techniques. Benchmarking against competitors. Order qualifiers and order winners.		
	A value chain perspective: internal and external relationships, material flows and information flows. Upstream and downstream material flows.		

TECH 2009: Introduction to Technology & User Experience for Retail

Module Details

Module Code:	TECH 2009
Module Long Title:	Introduction to Technology & User Experience for Retail APPROVED
Banner Title:	Intro to Tech & User Experience for Retail
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Jean Noonan
Module Coordinators:	Jean Noonan (19 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module will cover the elements of technology and how they impact the user experience. The aim of this module is to provide learners with an understanding of user experience design, content strategy and web technologies and their impact upon end user experience in an e-Commerce setting.
Indicative Syllabus	<p>User experience design</p> <ul style="list-style-type: none"> • What is UX, what do UX designers do? • UX teams - what they look like, where they sit in business • The tools of the UX designer (eg. wireframes, specs, etc) • UX processes (eg agile, persona workshop, etc) • How people read and perceive - online and off • How the digital landscape has influenced reading • What makes good writing • How to structure web content • What is content: text (articles, interface content, tweets), video, audio, etc. • What is content strategy? • Content strategists and how they work with UX teams, marketing teams, product owners, etc • The semantic web • Inbound vs outbound content marketing (including SEO & SEM Web technologies) • An overview of content related web technologies out there • How to assess a web technology (e.g. who is using it, what content exists) • Content publishing workflows and web technologies • Integration of emergent technology • Adapting to change in marketing practice

ECON 9103: Introductory Macroeconomics

Module Details

Module Code:	ECON 9103
Module Long Title:	Introductory Macroeconomics APPROVED
Version:	2
Indicative NQF level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Clare O Mahony
Module Coordinators:	Clare O Mahony (14 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module represents an introduction to the economic way of thinking with an emphasis on the principles of macroeconomics which will provide a basis of further study and progression.
Indicative Syllabus	Introduction to Economics. Methods of measuring economic activity. Money and banking. Income determination. Multiplier. Aggregate demand and aggregate supply analysis. Business cycle. Macroeconomic policies. Sustainable economic development. International economics.
Learning and Teaching Methods	A variety of methods will be used including lectures, tutorials and may include formal teaching, class discussion, problem solving and case studies.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Explain the basic concepts and tools of macroeconomic analysis
MLO2	Evaluate the determinants of economic activity

ECON 9105: Introductory Micro Economics

Module Details

Module Code:	ECON 9105
Module Long Title:	Introductory Micro Economics APPROVED
Banner Title:	Introductory Microeconomics
Version:	2
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	EMMA HOWARD
Module Coordinators:	EMMA HOWARD (28 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module represents an introduction to the economic way of thinking with an emphasis on the principles of microeconomics which will provide a basis for further study and progression.
Indicative Syllabus	Introduction to Economics. Demand and Supply. Elasticity. Consumer theory. Production and costs. Models of market structure. Market failure and state intervention. Externalities, social, and environmental costs.
Learning and Teaching Methods	A variety of methods may be used including lectures, tutorials, online resources, class discussion and problem-solving.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Demonstrate an understanding of the basic concepts and tools of microeconomic analysis.
MLO2	Explain how markets operate and the factors driving the demand and supply sides of the market.
MLO3	Distinguish between the various models of market structure.
MLO4	Analyse the impact of state intervention on markets.

Module Details	
Module Code:	ECON 4002
Module Long Title:	Labour Economics <div>APPROVED</div>
Banner Title:	Labour Economics
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Nicola Timoney
Module Coordinators:	Nicola Timoney (29 April 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	
Learning and Teaching Methods	While formal lectures will be utilised, there will also be an emphasis upon research workshops in focusing upon labour market research.
Indicative Syllabus	
1. Introduction to Labour Economics 1.1) n/a	
2. Human Capital and the Labour Market 2.1) n/a	
3. Trade Unions and the Labour Market 3.1) n/a	
4. Labour Market Discrimination, Inequality and Distribution of Earnings 4.1) n/a	
5. Unemployment 5.1) n/a	
Learning Outcomes	

Module Details

Module Code:	MRKT 2332
Module Long Title:	Macroeconomics APPROVED
Banner Title:	Macroeconomics
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Alan Murray
Module Coordinators:	Alan Murray (10 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Module Overview	This module is an introduction to macroeconomic theory and some its applications
Indicative Syllabus	<p>Introduction Objectives of macroeconomic policy. Methods of measuring economic activity. Relevant statistics for the Irish economy</p> <p>Macroeconomics Keynesian and monetarist/supply side views. Aggregate demand/aggregate supply analysis. Expenditure: consumption and savings. The nature and effectiveness of fiscal policy. Monetary policy. Role of money. Financial Intermediation. Role and functions of a central bank. Control of Aggregate Demand Fiscal policy/ Monetary policy and Aggregate Demand. Inflation and Unemployment - definitions and Causes. National/ External Debt. Balance of Payments. Exchange Rates, Fluctuating Euro/Dollar/Sterling exchange rate Current/Topical Issues: Inflationary Trends, Wage Spirals, Current State of the Economy, Growth vs Social Provision</p>
Learning and Teaching Methods	A variety of delivery methods will be used including lectures and tutorials. There will be a mix of formal teaching, class discussion and problem solving scenarios.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Understand the role of macroeconomic policy in managing an economy.

MRKT 2331: Market Research Applications

Module Details

Module Code:	MRKT 2331
Module Long Title:	Market Research Applications APPROVED
Banner Title:	Marketing Research Application
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niall Hayes
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (16 December 2020 to 28 February 2023) • Niall Hayes (28 February 2023 to 01 March 2023) • Chelsea Hollywood (01 March 2023 to 03 March 2023) • Niall Hayes (03 March 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description: This module builds on the learning outcomes of the marketing research and statistics modules in semesters 1, 2 and 3, and presents students with a thorough grounding in the application of statistical techniques for the purposes of marketing research.</p> <p>Module aim The aim of this subject is that students will gain a thorough understanding of variety of statistical tests available to the market researcher. This module places more emphasis on choice of an appropriate statistical technique and commenting on its relevance to the research problem rather than computation.</p>
Indicative Syllabus	<p>Review of basic statistics</p> <p>Probability distributions</p> <p>Introduction to statistical inference</p> <p>Estimation</p> <p>Hypothesis testing</p> <p>Non-parametric distributions</p> <p>Analysis of variance (ANOVA)</p> <p>The use of SPSS to compute statistical tests (as outlined above)</p> <p>The Application of statistical tests to marketing research problems</p> <p>Reports and their presentation</p>

MRKT 2334: Marketing Communications

Module Details

Module Code:	MRKT 2334
Module Long Title:	Marketing Communications APPROVED
Banner Title:	Marketing Communications
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Valerie Gannon
Module Coordinators:	Valerie Gannon (29 October 2019 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	Marketing communications tools and their applications are outlined in this module which also addresses contemporary media channels and choices. Students develop an understanding of how brand image is built and managed in a variety of consumer product and service categories.
Indicative Syllabus	<p>Branding and Marketing Communications The nature of branding, positioning and brand equity The role of marketing communications in brand development</p> <p>The Marketing Communications Mix The role and contribution of advertising, sales promotions, direct marketing, public relations, sponsorship and personal selling</p> <p>Media Developments and Disruptions Distinguish between paid, owned and earned media online and offline Identify main platforms and their strengths and weaknesses</p> <p>Industry Suppliers Overview of supplier / agency types and their roles Selection of agencies and maintenance of relationships Budgeting for marketing communications and methods of payment for agency services</p>
Learning and Teaching Methods	Theoretical material will be delivered in a lecture setting. Experiential learning regarding teamwork will be provided via group assessment. Video material will be extensively used, to stimulate class discussion and to facilitate self-directed learning.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	

MRKT 2101: Marketing Management

Module Details

Module Code:	MRKT 2101
Module Long Title:	Marketing Management APPROVED
Banner Title:	Marketing Management
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Hana Hlochova
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (03 March 2021 to 27 May 2021) • Damian O Reilly (27 May 2021 to 12 June 2023) • Siobhan Killion (12 June 2023 to 08 November 2023) • Hana Hlochova (08 November 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>Module Description: This is an introductory module into the managerial aspects of the marketing discipline. Its specific emphasis is on the key issues and characteristics of managing the marketing function within the organisation and the key interfaces between marketing and other functional area and the resulting management issues and challenges.</p> <p>Module aim The aim of this module is to provide students with a comprehensive understanding of the nature of marketing management. In particular it seeks to ground students in a discipline which will support them in addressing the specific issues which they will encounter as managers of the future in an increasingly demanding and competitive business environment</p>
Indicative Syllabus	<p>An Introduction to Marketing Management</p> <p>The marketing process and the extended marketing process</p> <p>The strategic marketing process will be discussed and the strategic plan will be explored. The role of marketing within strategic planning will be examined. The marketing process will be examined. This will include discussion on areas such a</p> <p>Building Customer Relationships and connecting with the customer</p> <p>Building Strong Brands</p> <p>Creating Competitive Advantages</p>

Module Details

Module Code:	MRKT 2330
Module Long Title:	Marketing Planning APPROVED
Banner Title:	Marketing Planning
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Lesley Murphy
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (16 December 2020 to 27 February 2023) • Lesley Murphy (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description: This module reinforces what Marketing is for the student by getting to grips with the practicalities of Marketing via a marketing plan. This module explores what marketing planning is and how it works, how to carry out a marketing plan at TU Dublin, how to set objectives and strategies, how to schedule and cost out what has to be done to achieve objectives and how to design and implement a marketing planning system.</p> <p>Module aim The module is both process and output based. It aims to familiarise students with the process of strategic marketing planning in a practical and applied manner. In terms of output the aim of the module is to enable students to generate a real time marketing plan for a company of their choice which will reinforce the key steps and issues to consider in the process of developing a marketing plan.</p>
Indicative Syllabus	<p>Module Content: The Marketing Planning Process Introduction to marketing planning. The main steps in the marketing planning process. Defining marketing planning. The strategic and tactical marketing plan. Key components of the strategic marketing plan. Barriers to be overcome in the planning process; confusion; too much detail; separation of strategic and operational planning; failure to integrate strategic market planning into corporate planning; weak support from management.</p> <p>The Customer, Market and Product Defining customers and consumers. The market segmentation process; market mapping. Defining the products and brands sold. Key diagnostic tools include; life cycle analysis; the Boston Consulting Group Matrix (BCG); the directional policy matrix.</p> <p>Setting marketing Objectives and Strategies Defining marketing objectives and their relationship to corporate objectives. Exploring competitive strategies to secure competitive advantage. Using “gap analysis” to start the process of market planning. New product development as a growth strategy. How to set marketing strategies.</p> <p>Developing the communication plan: Advertising and Sales promotion</p>

FNCE 2004: Mathematics for Economics & Finance

Module Details

Module Code:	FNCE 2004
Module Long Title:	Mathematics for Economics & Finance APPROVED
Banner Title:	Mathematics for Economics & Finance
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2019 (January 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Ravshan Khaydarov
Module Coordinators:	Ravshan Khaydarov (24 May 2019 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This is an intermediate level module. The module advances some of the topics introduced in the first year Quantitative Analysis module. The module is aimed at students who intend to select Finance, Economics or Econometrics modules in year three.
Indicative Syllabus	<p>The Fundamentals of Matrix Algebra</p> <ul style="list-style-type: none"> • The role of matrix algebra • Addition and subtraction of Matrices • Scalar and Vector Multiplication • Commutative, associative and distributive laws in matrix algebra • Identity and Null matrices • Methods for solving linear equations • Matrix Inversion (determinants and non-singularity) • Solving Matrix Equation s with the inverse • Cramer's rule for Matrix solutions • Application to Macroeconomic models and input-output analysis. <p>Calculus of Multivariate Functions</p> <ul style="list-style-type: none"> • Partial derivatives, Second order partial derivatives. • Implicit and Total Differentiation. • Elasticity .Utilities. Marginal product of capital and labour.

Assessment Description Brightspace			
Assessment Type	Multiple Choice Questionnaires	% of Total Mark for Module	10
Indicative Week	See Student Handbook	Learning Outcomes	3,4
Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Online	Pass/Fail	No
Assessment Description Brightspace			
Assessment Type	Multiple Choice Questionnaires	% of Total Mark for Module	10
Indicative Week	See Student Handbook	Learning Outcomes	5
Assessment Threshold:	None	Assessment Role	Individual
Assessment Authenticity	Online	Pass/Fail	No
Assessment Description Brightspace			

Module Activity

Full Time hours per semester	
<i>Activity Type</i>	<i>Duration (Hours)</i>
Lecture	36
Self Directed	64
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- Ian Jacques. Mathematics for Economics and Business, 9th Edition. Pearson, [ISBN: 9781292191669].
- JOHN. HULL. (2021), Options, Futures, and Other Derivatives, Global Edition, 11th Edition. Pearson, [ISBN: 9781292410654].
- Larry J. Goldstein,David I. Schneider,David C. Lay,Nakhle H. Asmar. Calculus and Its Applications, Global Edition, 14th Edition. Pearson, [ISBN: 9781292229041].
- Mary Jackson,Mike Staunton. (2001), Advanced Modelling in Finance Using Excel and VBA, John Wiley & Sons Incorporated, p.280, [ISBN: 978-0-471-49922-0].

Supplementary Book Resources

- G. S. Maddala,Kajal Lahiri. (2009), Introduction to Econometrics, 4th Edition. Wiley, p.654, [ISBN: 978-0-470-01512-4].
- Edward Dowling. (2009), Schaum's Outline of Mathematical Methods for Business and Economics, McGraw-Hill Education, p.408, [ISBN: 9780071635325].
- Teresa Bradley. (2013), Essential Mathematics for Economics and Business, 4th Edition. John Wiley & Sons, p.688, [ISBN: 978-1-118-35829-0].

INFS2008: Object Oriented Software Development 3

Module Details

Module Code:	INFS2008
Module Long Title:	Object Oriented Software Development 3 APPROVED
Banner Title:	OOSD3
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Bilal Yousuf
Module Coordinators:	Bilal Yousuf (16 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This course completes the development of the student's skills in basic object-oriented software development, concentrating on two major topics: the development of threaded applications and the particular problems associated with them in terms of ensuring the correct execution of concurrent threads, and input/output on files and other data sources.
Indicative Syllabus	<ul style="list-style-type: none"> • Differences between single-threaded and multi-threaded processes: • Process and thread life cycles • Implementing threads: varying models of implementing threads, allocating priorities to threads, thread scheduling. • Synchronisation: reasons why synchronisation is necessary, concept of critical section, implementing critical sections within programs, producer-consumer problem, other classical problems of synchronisation (readers-and-writers, Dining Philosophers). • Deadlocks: concept of deadlock, necessary conditions for deadlock, deadlock prevention, deadlock avoidance, safe and unsafe states, algorithms to determine safety of system, deadlock detection and algorithms for same. • Appropriate UML diagrams for threaded applications. • Input/Output: Notions of files and streams, low-level and high-level streams, readers and writers. • Performing sequential and random access on files. • Object serialization
Learning and Teaching Methods	The learning methods used for this module will be a combination of lectures, problem-solving exercises. The exercises will involve the construction of functioning software applications, with the design being documented.
Indicative Syllabus	

Module Details

Module Code:	MGMT1084
Module Long Title:	Organisational Behaviour APPROVED
Banner Title:	Organisational Behaviour
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	SERGE BASINI
Module Coordinators:	SERGE BASINI (23 May 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This module is designed to provide learners with a clear insight into the behaviours within an organisation which can impact on a company's effectiveness. The importance of having an understanding of organisational behaviour is vital from both the individual and management's perspective. This module focuses on the interrelationship between the individual, the group dynamic and the internal environment within an organization. It provides an introduction to the study of human behaviour in organisations. The focus of Organisational Behaviour is on the individual employee and their personal characteristics such as Personality, Motivation & Perception An insight into these individual, interpersonal and organisational processes underlines an understanding of the reasons why people behave the way they do within the work environment.</p>
Indicative Syllabus	<ul style="list-style-type: none"> • The Nature and Meaning of Working – work, unemployment & Suicide • Historical and Modern Contributors to organisational behaviour thought. • Individual Differences in Organisational Behaviour: • Social Perception - The perceptual process Factors influencing perception Person perception: errors and diversity/equality/inclusion • Personality: The definition problem, Nature vs Nurture. Theoretical approaches to personality, Idiographic & Nomothetic, Assessing personality Workplace applications – Type & Trait approaches • Motivation in Organisations The meaning of motivation Approaches to motivation at work Content theories of motivation Process theories of motivation • Occupational Stress – Individual determinants of absenteeism, turnover & retention
Learning and Teaching Methods	Formal lectures and tutorial will be supplemented with structured individual and group exercises, case studies, discussions and video presentations on current issues and trends to reinforce learning. Independent learning: participants will undertake preparatory and follow-up reading for lectures. Case study material and

BSMT 9041: Principles of Management (1)

Module Details

Module Code:	BSMT 9041						
Module Long Title:	Principles of Management (1) APPROVED						
Banner Title:	Principles of Management (1)						
Version:	1						
Indicative NFQ level:	Level 8						
Valid From:	Sept 2022 (September 2022)						
Language of Instruction:	English						
ECTS Credits::	5						
Current Coordinator::	Roger Sherlock						
Module Coordinators:	<ul style="list-style-type: none">• ORLA GREGORY (03 March 2023 to 04 July 2024)• Roger Sherlock (04 July 2024 to ---)						
School Responsible:	School of Business Technology, Retail & Supply Chain						
Campus:	City Campus						
Module Overview	The Principles of Management module introduces the students to the concepts, theories and practices of effective management central to the successful operation of an enterprise. In particular, the Syllabus aims to provide students with a knowledge and understanding of the management within organisations. The aims of this module are to introduce the basic management concepts and techniques necessary in business. Foster an understanding of national and international business structures and environments. Develop the key elements of management activity.						
Indicative Syllabus	<table><tr><td>The Process of Managing: The emergence of management thought. Key elements of the management process. Managers and their external environment. The History of Management.</td></tr><tr><td>Planning: Objectives, policies and strategies. Decision making. Governance structures and management. Influence of stakeholders.</td></tr><tr><td>Nature of Organisation Structure: Forms of departmentalising. Staff and line relationships. Integration and decentralisation.</td></tr><tr><td>Decision Making: Nature and processes of decision making. Creativity and the learning organisation. Role of groups and teams.</td></tr><tr><td>Human Resource Management: Selection, appraisal and development of employees. Negotiation and agreements.</td></tr><tr><td>Approaches to Motivation:</td></tr></table>	The Process of Managing: The emergence of management thought. Key elements of the management process. Managers and their external environment. The History of Management.	Planning: Objectives, policies and strategies. Decision making. Governance structures and management. Influence of stakeholders.	Nature of Organisation Structure: Forms of departmentalising. Staff and line relationships. Integration and decentralisation.	Decision Making: Nature and processes of decision making. Creativity and the learning organisation. Role of groups and teams.	Human Resource Management: Selection, appraisal and development of employees. Negotiation and agreements.	Approaches to Motivation:
The Process of Managing: The emergence of management thought. Key elements of the management process. Managers and their external environment. The History of Management.							
Planning: Objectives, policies and strategies. Decision making. Governance structures and management. Influence of stakeholders.							
Nature of Organisation Structure: Forms of departmentalising. Staff and line relationships. Integration and decentralisation.							
Decision Making: Nature and processes of decision making. Creativity and the learning organisation. Role of groups and teams.							
Human Resource Management: Selection, appraisal and development of employees. Negotiation and agreements.							
Approaches to Motivation:							

PDEP 2002: Professional Development 2

Module Details

Module Code:	PDEP 2002
Module Long Title:	Professional Development 2 APPROVED
Banner Title:	Professional Development 2
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Edmund O Callaghan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (15 October 2020 to 13 February 2023) • Edmund O Callaghan (13 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module is designed to build on the first year foundation module in Professional Development. Students will continue to develop practical skills to better equip them for third-level academic work. The module will further develop student's academic writing, research and critical thinking skills.</p> <p>The module will also prepare students for the professional working world in advance of their work experience in the third year of this degree programme.</p>
Indicative Syllabus	<p>Academic Writing: Note-taking; Effective Reading; Time Management/Procrastination; Learning Styles; Assignment Writing</p> <p>Critical Thinking & Writing Skills: critical reading; critical writing; 'Critical Process' of writing</p> <p>Professional Development: goal-setting; professional development action plan</p> <p>Teamwork skills</p>
Learning and Teaching Methods	<p>The aim is to teach this module using interactive lectures as the method of delivery. Using case studies and examples, drawing on experiences within the group and by practising skills within the classroom, the theory is to be applied where possible and the student will be given the chance to use this learning in small groups and individually within the classroom and externally through assignments & research.</p> <p>Lectures will be supported with guest speakers, pragmatic workshops, in-class discussion, group projects and student participation.</p>
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	

RETL 2000: Retail Management 2

Module Details

Module Code:	RETL 2000
Module Long Title:	Retail Management 2 APPROVED
Banner Title:	Retail Management 2
Version:	1
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Claire Maguire
Module Coordinators:	Claire Maguire (16 February 2021 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module examines the planning, organizing and implementation of retail strategy in the context of retail store operations. It is concerned with maximizing retail efficiency through the best use of resources.</p> <p>Students will develop an understanding of the complex nature of retail operations – the day-to-day operations of a retailer. The module will contextualise the role of operations within the overall strategic structure of retail organisations.</p>
Indicative Syllabus	<p>1. Retail Management Overview Definition and scope of Retailing Economic Importance of Retailing Emerging Retail Formats</p> <p>2. Path to purchase The Consumer & Shopper Journey Framework (C&SJ) Understanding the consumer buying decision framework</p> <p>3. Retail Technology Global Standards & Radio-Frequency Identification (FRID) Assessing on-shelf-availability Reducing shrinkage</p> <p>4. Omnichannel Retailing Growth & trends in omnichannel retailing Challenges of omnichannel retailing & Lifetime value of omnichannel customers Mobile-Commerce & Social-Commerce</p>

Module Details

Module Code:	RETL 2002
Module Long Title:	Retail Marketing APPROVED
Banner Title:	Retail Marketing
Version:	1
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joan Keegan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (15 October 2020 to 14 February 2023) • Joan Keegan (14 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This is an introductory module into the applied aspects of the marketing discipline which are relevant to the retail sector. Its specific emphasis is on the key issues and characteristics of marketing within the world of retailing and the resulting management issues and challenges. This module is designed to enable students gain the requisite knowledge for the development of marketing strategies both from a traditional and digital marketing perspective. In particular it seeks to ground students in a discipline which will support them in addressing the specific issues which they will encounter as managers of the future in a demanding retail environment.
Indicative Syllabus	
Learning and Teaching Methods	The module will be delivered by way of lectures and may be supported by tutorials, seminars, guest speakers and in -class discussions or debates. Students will be expected to play an active role in weekly research activity and discussions to broaden their understanding of the issues under scrutiny. Throughout the module, students are encouraged to undertake independent reading to supplement and consolidate the theoretical content and to broaden their individual knowledge and understanding of the subject. Outside class contact time, the students may access material or post contributions to a dedicated online resource through the virtual learning environment
Indicative Syllabus	
1. An Introduction to Retail Marketing 1.1) Introducing the concept and tracing the evolution of retail marketing. The development of retail power, control of the marketing mix and the retail marketing function will all be discussed.	
2. The Retail Competitive Environment in Ireland 2.1) An overview of the retail sector in Ireland including the social enterprise retail sector. Investigating such issues as demographics, economy, social and cultural trends, consumption and shopping patterns, the structure of sectors within the industry, types of retailing organisations and emerging retail formats. The technological environment will also be examined and in particular the developments in digital marketing and social media marketing and their implications for retailers.	
3. Retail Marketing Strategy	

Module Details

Module Code:	MRKT 2425
Module Long Title:	Sales APPROVED
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Kieran Sheahan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (06 November 2020 to 26 February 2023) • Kieran Sheahan (26 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	The selling function and its management are two major areas of expense for any company. Increasingly, as companies seek to gain advantage in the marketplace through efficiencies and profitable strategies these two areas are being highlighted as being extremely critical in the achievement of corporate goals. Every marketing person will have to sell, if not a good or service in the marketplace, at least an idea, plan or vision to his/her colleagues. In addition, marketing people must buy - advertising services, packaging, sales promotion gifts and the like. A thorough knowledge of how these areas operate will undoubtedly sharpen the commercial abilities of a marketing graduate.
Indicative Syllabus	<p>The strategic sales organisation</p> <p>The linkages between corporate, marketing and sales strategy.</p> <p>Role of the salesperson in the value creation process.</p> <p>The sales process.</p> <p>Organizational buying behaviour.</p> <p>Business-to-business selling.</p> <p>Key account selling and management</p> <p>Selling in to international markets</p> <p>Relationship selling</p> <p>Sales negotiation strategies and tactics</p>

Module Details

Module Code:	MRKT 2423
Module Long Title:	Search Engine Marketing APPROVED
Banner Title:	Search Engine Marketing
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	OLIVIA FREEMAN
Module Coordinators:	OLIVIA FREEMAN (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This module is primarily concerned with providing the learner with the knowledge, competencies, and skills to understand and implement search marketing activity in an organisation. It will provide the learner with an extensive grounding in enabling technologies and tools and how they link with a search marketing strategy.</p> <p>The module aims to reflect what is happening in the world of search marketing today and provide the learner with the most current knowledge and skills.</p> <p>The learner will receive a rigorous and solid immersion in how to organise, plan, implement, and control a search marketing strategy within a broader digital marketing framework.</p> <p>It explores how search marketing can increase traffic building for lead generation, customer acquisition, and conversion. Web analytics and campaign reporting are also explored.</p>
Indicative Syllabus	<ol style="list-style-type: none"> 1. SEO Architecture 2. SEO Content and Link Building Core Concepts 3. PPC Concepts <ol style="list-style-type: none"> a. Bidding b. Keywords c. Ad Groups

Module Details

Module Code:	MRKT 2337
Module Long Title:	Search Marketing APPROVED
Banner Title:	Search Marketing
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Justina Setkute
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (16 December 2020 to 27 February 2023) • Justina Setkute (27 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Outline of sharing arrangements for Programmes:	
Campus:	City Campus
Module Overview	This module is primarily concerned with providing the learner with the knowledge, competencies and skills to understand and implement search marketing activity in an organisation. It will provide the learner with an extensive grounding in enabling technologies and tools and how they link with a search marketing strategy. The module aims to reflect what is happening in the world of search marketing today and provide the learner with the most current knowledge and skills. The learner will receive a rigorous and solid immersion in how to organise, plan, implement and control a search marketing strategy within a broader digital marketing framework. It explores how search marketing can increase traffic building for lead generation, customer acquisition and conversion. Web analytics and campaign reporting are also explored.
Indicative Syllabus	SEO Architecture SEO Content and Link Building Core Concepts PPC Concepts Google AdWords SEO Key Performance Indicators Creative PPC Campaigns
Learning and Teaching Methods	A lab setting will provide the learner with the opportunity to gain a balanced mix of theoretical and practical 'hands on' skills. The use of webinars will address up-to-the-minute SEO optimization and PPC advertising developments.
Rationale for Change :	
Learning Outcomes	

MRKT3507-12452: Services Marketing 2

Module Details

Module Code:	MRKT3507-12452
Module Long Title:	Services Marketing 2 APPROVED
Banner Title:	Services Marketing 2
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Jennifer McDonnell
Module Coordinators:	Jennifer McDonnell (20 June 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Outline of sharing arrangements for Programmes:	Students must have taken Services Marketing 01 (MRKT2426-12429/ MRKT2426-36035) or similar to undertake this module in Semester 2.
Campus:	City Campus
Module Overview	<p>Emphasis is placed on building on knowledge gained from Services Marketing 1 providing students with a comprehensive knowledge of marketing and management techniques that can be applied to service businesses. Services Marketing concerns itself with the relationship between the firm, its customers and employees in a broader societal context. This module delves deeply into these relationships and examines how to manage them for greatest long term advantage. It considers how service businesses need to address particular challenges associated with the inability to inventory, difficulties managing the performance quality in human interactions, synchronisation of supply and demand and the need to build sustainable advantage through service quality. The course emphasizes the integration of sustainability and ethical practices into service design and delivery and examines the appropriate managerial methods to be employed. As the services sector grows and elements of services marketing are integrated into the business models of non service organisations, employment opportunities are created which require specialised knowledge and understanding of the unique management challenges posed.</p>
Indicative Syllabus	<p>An Introduction to Service Design and Synchronization</p> <ul style="list-style-type: none"> • Understanding service processes and fail-proofing operations • Balancing supply and demand • Inventory demand and queue systems • Management of consumer perceptions <p>Management of the Service Environment</p> <ul style="list-style-type: none"> • Understanding the purposes of the service environment • Shaping consumer expectations and experience using the environment • Dimensions of the service environment

MGMT 2425: Small Business Management

Module Details

Module Code:	MGMT 2425
Module Long Title:	Small Business Management APPROVED
Banner Title:	Small Business Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	OLIVER HERBST
Module Coordinators:	OLIVER HERBST (19 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>The Small Business Management module is directed towards those who wish to learn about managing a small firm. It has been designed to provide students with an understanding of how to manage a small business, particularly in the Irish context. The main thrust of the course is to develop in the student an understanding of the executive requirements that are necessitated when managing one's own enterprise. This will integrate with their overall management and marketing studies to educate students in their learning of the particular needs of small businesses. This module is theoretically strongly grounded and very practical for the student. The module is designed to examine the enterprise and gain strong 'practical' insights into different areas of a small business, such as Organisation, Operation, Sales and Marketing, and Research and Development. In addition, the module is designed to promote the areas of management, and to clearly communicate the tools and techniques that would assist in the running and development of a business. Finally, the module promotes entrepreneurship from a cross-disciplinary perspective of how it interacts with broad aspects of an enterprise.</p>
Indicative Syllabus	<div> Introduction Definitions of the small firm, heterogeneity of small firms, characteristics of small companies, data sources and problems of measurement, owner manager vs entrepreneurs, tasks and role of the entrepreneur, entrepreneurship and small business management </div>

INFS 2023: Spreadsheet Modelling 2

Module Details

Module Code:	INFS 2023
Module Long Title:	Spreadsheet Modelling 2 APPROVED
Banner Title:	Spreadsheet Modelling 2
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Semester 2 - 2017/18 (January 2018)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	WALEED ABO-HAMAD
Module Coordinators:	WALEED ABO-HAMAD (28 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This second-year, second-semester information management module builds further on the student's knowledge and skills from year one of the program, particularly problem definition, modelling and spreadsheet-based skills. A prerequisite for a career in logistics is the ability to manipulate data in order to define/diagnose a problem and consequently create a decision-support tool using either optimisation or simulation. Succeeding this is the ability to analyse a range of solutions to identify the most appropriate outcome in a given problem context, resulting in a real-world recommendation.</p> <p>The module continues to help the student visualise, represent and solve real-world problems to prepare them for the analytical framework outlined above. It is preceded by a spreadsheet-based module in the first semester.</p> <p>The overall aim of the course is to ensure that students achieve the ability to model relatively complex operations management and logistics issues in a supply chain context with the aim of making valid recommendations that are relevant to real-world problems. Students will develop skills in diagnosing and defining problems as well as the skills and knowledge in addressing these problems using optimisation or simulation.</p>
Learning and Teaching Methods	The module is taught in the computer laboratory environment and supplemented by a small number of formal lectures. The template for individual topics is for an overview of the area plus a reference to relevant theory to be introduced by the lecturer. The students then progress to a problem-based learning paradigm on which they are assessed. This is the 'faded guidance' model designed to reduce cognitive loading on the student.
Indicative Syllabus	
1. Simulation 1.1) Introductions to simulation: the modelling process, random and pseudo-random numbers, determining length of run and a number of runs Simulation distributions: selecting appropriate distributions, and fitting distributions to data. Discrete versus continuous probability distributions	

RETL9124: Store Environment 2

Module Details

Module Code:	RETL9124
Module Long Title:	Store Environment 2 APPROVED
Banner Title:	Store Environment 2
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Katriona Flynn
Module Coordinators:	Katriona Flynn (20 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module aims to make students more visually aware of the role of store environments in the success of the modern retailer and more specifically demonstrates how to visually communicate to consumers for improved performance. The module examines the theoretical principles and applications of these principles that underpin consumer's perceptions of the store environment. The module thus examines how the multiplicity of cues and messages contained in the store environment when proposed by the retailer can also promote meaningful experiences and journeys for the consumer with the retailers' stores.
Indicative Syllabus	Indicative syllabus covered in the module and / or in its discrete elements 1. Experiential Retailing Concepts 2. Customer Circulation 3. Designing Customer Journey 4. Retail Servicescapes 5. Principles of Design & Architecture 6. Store Interiors 7. Visual Perception 8. Managing the Store Design Process 9. Environmental Psychology 10. Experimental Retailing
Learning and Teaching Methods	Lectures with demonstration: lectures to be accompanied by extensive video and imagery resources to illustrate retail concepts. Project work: students will complete continuous assessments individually and in teams to analytically and artistically emphasise their interpretations of store environment concepts and how this impacts on the

LOGT 2013: Supply Chain Management Operations

Module Details

Module Code:	LOGT 2013
Module Long Title:	Supply Chain Management Operations APPROVED
Banner Title:	Supply Chain Management Operations
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Eileen Doran
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (02 December 2019 to 02 March 2023) • Eileen Doran (02 March 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	The aim of the module is to give students a good overview of the importance of SCM in terms of global competitiveness and survival. Students will be introduced to the various components of the supply chain and their potential for enhanced perceived customer satisfaction This course examines all aspects of logistics, including some of the techniques and strategies for planning, organising and managing the overall logistics process. This module will focus on opportunities for competitive enhancement through knowledge of SCM.
Indicative Syllabus	<ul style="list-style-type: none"> • Introduction to Logistics & Supply Chain Management and its relationship to the Customer service Dimension. • Supply chain management best practice. • Inventory Management: Inventory and the Supply Chain. Inventory planning and management, Different inventory requirements. Inventory and time. Inventory planning. • Warehousing and storage; Storage and handling systems, picking, replenishment, receiving and dispatch. Warehouse Design and Warehouse management. • Logistics network Planning: The role of distribution centres and warehouses. Cost relationships. Matching logistics strategy to business strategy. • Order processing: Tracing the route of an order through the firm. • Information and Communication Technology: Supply Chain Planning, Warehousing, Inventory, Transport, Monitoring. • Manufacturing & its Impact on Logistics: Introduction to manufacturing processes - process type versus product type. Materials Requirements Planning. Implications of supply-side constraints for retailers. • Outsourcing: Value added services, operations, drivers and drawbacks, critical choice factors, relationships, management and monitoring.

MATH2003: Supply Chain Methods

Module Details

Module Code:	MATH2003
Module Long Title:	Supply Chain Methods APPROVED
Banner Title:	Supply Chain Methods
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Aongus T O Cairbre
Module Coordinators:	Aongus T O Cairbre (13 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The course covers a range of topics from management science that have a practical relevance to supply chain methods
Indicative Syllabus	<p>Business Modelling</p> <p>Linear programming: its use in resource allocation.</p> <p>Formulation of problems in terms of objective function and constraints including examples from Investment Portfolio Analysis, Blending Problems, Time Scheduling and Media Selection;</p> <p>Shadow (or dual) values;</p> <p>Alternate Optima and degeneracy;</p> <p>Duality;</p> <p>Post-optimality (sensitivity) analysis.</p> <p>Differential Calculus</p> <p>Use of functions, including polynomial, logarithmic and the exponential functions.</p> <p>Rules of differentiation.</p> <p>Evaluation and interpretation of derivatives, stationary points and marginal analysis.</p> <p>Application of derivatives to problems in profit and revenue maximisation, cost minimisation and break-even analysis.</p> <p>Inventory Planning and Control</p> <p>The functions of inventory</p> <p>Nature and cost aspects of stock control;</p> <p>Deterministic Models:</p> <p>Economic order quantity;</p> <p>Gradual Replenishment;</p> <p>Discounts;</p>

BSMT 2003: Supply Chain Methods

Module Details

Module Code:	BSMT 2003
Module Long Title:	Supply Chain Methods APPROVED
Banner Title:	Supply Chain Methods
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Aongus T O Cairbre
Module Coordinators:	Aongus T O Cairbre (22 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The course covers a range of topics from management science that have a practical relevance to supply chain methods
Indicative Syllabus	<p>Business Modelling</p> <p>Linear programming: its use in resource allocation.</p> <p>Formulation of problems in terms of objective function and constraints including examples from Investment Portfolio Analysis, Blending Problems, Time Scheduling and Media Selection;</p> <p>Shadow (or dual) values;</p> <p>Alternate Optima and degeneracy;</p> <p>Duality;</p> <p>Post-optimality (sensitivity) analysis.</p> <p>Differential Calculus</p> <p>Use of functions, including polynomial, logarithmic and the exponential functions.</p> <p>Rules of differentiation.</p> <p>Evaluation and interpretation of derivatives, stationary points and marginal analysis.</p> <p>Application of derivatives to problems in profit and revenue maximisation, cost minimisation and break-even analysis.</p> <p>Inventory Planning and Control</p> <p>The functions of inventory</p> <p>Nature and cost aspects of stock control;</p> <p>Deterministic Models:</p> <p>Economic order quantity;</p> <p>Gradual Replenishment;</p> <p>Discounts;</p>

LOGT 2003: Transport Operations Management

Module Details

Module Code:	LOGT 2003
Module Long Title:	Transport Operations Management APPROVED
Banner Title:	7416 LOGT 2003
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Eileen Doran
Module Coordinators:	Eileen Doran (16 May 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module aims to develop an understanding of the principles of day-to-day management of global freight movements, to facilitate sustainable and competitive freight transport management within supply chains by land, sea and air. Recognition is placed on the additional importance and challenges of greening the transport element of the supply chain.
Indicative Syllabus	<p>Sustainability, The Green Deal and Transport Operations Management.</p> <p>Movement of goods by road Road haulage best practice; safety and security; road haulage as an element of the supply chain; road haulage economics; industry trends, greening road transport operations and sustainability.</p> <p>Movement of goods by rail Importance of rail freight movements, infrastructure and service provision options, rail freight vehicle types, national and international rail freight services, rail terminal facilities, developments and challenges, role of rail freight in the supply chain, rail freight opportunities for competitiveness and sustainability, euro and global industry trends.</p> <p>Movement of goods by sea Performance, sustainable developments, capacity and suitability, composition of the market, main players in port activities, port terminal facilities, key role of shipping in international trade, role of shipping in the supply chain, economics of shipping, safety and security developments, global maritime trends, limitations and future of Irish maritime sector.</p> <p>Movement of goods by air Nature of demand for air freight services, types of traffic and services provided, economics of air freight operations, key hubs, main players, safety & security and sustainable developments, relationship to the global economy, air freight in the supply chain, drivers for the sector.</p>

Module Details

Module Code:	MGMT 4408
Module Long Title:	Workplace Wellbeing APPROVED
Banner Title:	Workplace Wellbeing
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niamh Imbusch
Module Coordinators:	Niamh Imbusch (28 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>Employee health and wellbeing should be a central aspect of any HR strategy and critical to the way in which an organisation works. This module is designed to provide students with an introduction to current issues in health and wellbeing in the work place at organisation and individual levels.</p> <p>The module is for students enrolled on the BSc in Human Resource Management (full-time programme) who have already gained an understanding of the fundamentals of Human Resource Management in years 1 and 2 and who now wish to acquire a deeper understanding of the impact of organisations on health, as well as the impact of healthy workforces on organisational performance.</p> <p>Through exploration of theory and evidence of contemporary workplace health and wellbeing challenges and opportunities, you will learn to apply your knowledge in real-world settings. Adhering to an integrated approach to health and wellbeing like this can lead to increased employee engagement and foster a workforce where people are committed to achieving organisational success.</p>
Indicative Syllabus	<ul style="list-style-type: none"> • Organisational health and wellbeing - global perspectives (including UN sustainable development goals) and business perspectives • The concept of decent work and how it relates to workplace wellbeing • Workplace wellbeing - individual perspective - how the individual can influence and support the building and implementation of a wellbeing at work strategy • Identify HR and management responsibility for wellbeing-at-work strategy • Work-related stress (causes, consequences, risk factors, management, interventions) • Absence, presenteeism, retention, rehabilitation • Positive psychology, resilience

ACCT 3011: Advanced Financial Reporting

Module Details

Module Code:	ACCT 3011
Module Long Title:	Advanced Financial Reporting APPROVED
Banner Title:	Advanced Financial Reporting
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Caroline Flynn
Module Coordinators:	Caroline Flynn (28 May 2024 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	TU 903/3 Shared with TU904/3
Campus:	City Campus
Module Overview	This module consolidates and advances the understanding acquired in the previous years. It addresses the more complex International Financial Reporting Standards, advanced aspects of accounting for business combinations and contemporary issues in financial reporting.
Indicative Syllabus	<p>Financial Reporting Environment</p> <ul style="list-style-type: none"> • Regulatory Framework of Accounting • IFRS & National GAAP • Annual Reports • Contemporary issues in Financial Reporting including recent developments in Sustainability Reporting <p>Accounting Standards</p> <ul style="list-style-type: none"> • Presentation of Financial Statements • Inventory • Accounting Policies, Changes in Accounting Estimates and Errors

ACCT 3003: Advanced Financial Reporting

Module Details	
Module Code:	ACCT 3003
Module Long Title:	Advanced Financial Reporting <div>APPROVED</div>
Banner Title:	Advanced Financial Reporting
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Caroline Flynn
Module Coordinators:	Caroline Flynn (10 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	TU 910/3 Shared with TU 931/4
Campus:	City Campus
Module Overview	This module consolidates and advances the understanding acquired in the previous years. It addresses the more complex international accounting standards, accounting for business combinations and current developments in corporate reporting.
Indicative Syllabus	<div></div>
Learning and Teaching Methods	Formal lectures to gain an informed understanding of the underlying theory and regulatory requirements. Case study and worked examples to ensure a high level of professional skill in the practical application of the theory. Class and group discussions to develop skills in critical evaluation and actively engage learners.
Indicative Syllabus	
1. Financial Reporting Environment 1.1) • Regulatory Framework of Accounting 1.2) • IFRS & National GAAP 1.3) • Annual Reports 1.4) • Contemporary Issues in Financial Reporting including recent developments in Sustainability Reporting	
2. International Financial Reporting Standards	

ECON 2002: Macroeconomic Theory and Policy

Module Details

Module Code:	ECON 2002
Module Long Title:	Macroeconomic Theory and Policy APPROVED
Version:	2
Indicative NQF level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Intesar Madi
Module Coordinators:	<ul style="list-style-type: none"> • Intesar Madi (14 May 2024 to 05 June 2024) • Clare O Mahony (05 June 2024 to 06 June 2024) • Intesar Madi (06 June 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>This module is an intermediate module in Macroeconomics. It is a core module for students in both the Economics and Finance and Accounting and Finance programmes and is also available as an option module in other business degree programmes. The module examines the theory and policy issues associated with Macroeconomics. The theory component on each topic uses mathematical analysis and is analytical in nature. The policy component is more descriptive and applies aspects of the theory to real economy situations.</p>
Indicative Syllabus	<p>Review of Basic Macroeconomic Theory:</p> <p>Circular flow of income diagram. Aggregate demand / Aggregate supply analysis. Income / Expenditure analysis. The Cobb-Douglas production function.</p> <p>Growth Theory:</p> <p>The Solow growth model – algebra and geometry of the model that includes investment/saving, population change and technology. Importance of technology policy for an economy.</p> <p>Inflation and Unemployment:</p> <p>Keynesian versus Classical approaches to both of these issues. Quantity theory of money equation. Linking inflation and interest rates and explaining the role of expectations. Analysis of cyclical and structural issues associated with unemployment.</p> <p>Modelling the economy in the long run:</p> <p>The Classical model of the Closed economy and the Small Open Economy.</p>

Module Details

Module Code:	ITEC 3004
Module Long Title:	Mobile/ Social e-commerce APPROVED
Banner Title:	Mobile/ Social e-commerce
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Bilal Yousuf
Module Coordinators:	Bilal Yousuf (26 September 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module covers the relatively new and new emerging fields of mobile and social eCommerce. Cloud computing, social media, next-gen mobility, streaming video, and big data with predictive analytics are major forces now for a competitive advantage, and Creating Business Agility provides leaders with a roadmap for readiness. The module will be practical in nature, with the emphasis on creating working software that could be executed on a simulator or deployed on a mobile device. The Android Studio framework from Google is freely available and open source, which are strong advantages from a teaching perspective and consequently will be the framework used on the module.
Indicative Syllabus	<p>Mobile commerce: concepts, landscape, attribute, drivers, applications and benefits.</p> <p>Technical infrastructure: components and services of mobile computing</p> <p>Mobile computing software and services</p> <p>Understanding the Android OS platform</p> <p>Architecture of Android-based devices</p> <p>Understanding basics of Kotlin</p> <p>Architecture of Android-based devices</p> <p>Building basic applications with Kotlin</p> <p>Understanding Android application structure</p> <p>Updating Android applications</p>

Module Details

Module Code:	ECON 4001
Module Long Title:	Public Economics APPROVED
Banner Title:	Public Economics
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Clare O Mahony
Module Coordinators:	Clare O Mahony (15 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>This module addresses public policy interventions in economic activity. These aim to enhance the welfare of society, interacting with the natural environment, social structures and political institutions.</p> <p>The role of public policy interventions in a market economy, their possible forms and consequences, are examined both theoretically and empirically.</p>
Indicative Syllabus	<p>Introduction Evolving role of government in a market economy.</p> <p>Institutions and Governance</p> <p>Social Justice concepts Social Insurance and income maintenance</p> <p>Collective decision-making Voting</p> <p>Inequality in distribution of income and wealth Major social expenditure programmes such as health, education, housing</p>

Module Details

Module Code:	RSHP 4000
Module Long Title:	Research Project APPROVED
Banner Title:	Research Project
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Catarina Marvao
Module Coordinators:	Catarina Marvao (22 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>The research project component of the degree presents the students with the challenge of research, examining alternative methodologies to the econometrics training received throughout the year as well as the fundamentals of literature reviews.</p> <p>The rationale underlying the requirement of a research component is to require the student or groups of students to gain a deeper understanding of a subject area of his/her/their own choice. The deeper understanding may be achieved by, for example through an empirical investigation, a simulation exercise, a case study, in-depth literature survey or company/industry analysis.</p> <p>Knowledge and its application to information is essential for the management process. The research process requires a comprehensive understanding of research methodologies in order to be able to transform, test, or generate theoretical propositions.</p> <p>It is understood that students will not necessarily have had previous opportunities to develop the skills and competencies relevant to the undertaking of a research project at degree level. The research project component of this course seeks to address this issue.</p>
Indicative Syllabus	<p>General Issues in Methodology Sources of knowledge and knowledge generation, assumptions relating to the nature of economics and financial reality, the role of theory, research traditions in Economics and Finance, research methods in Economics and Finance.</p> <p>Literature Review and Analysis Rational for literature reviews, the literature search, literature review approaches, functions and typologies, issues in reading, presentation and writing skills.</p> <p>Empirical Research Methods 1) Quantitative Analysis. The econometric software will be used in laboratory sessions to explore a range of topics in Economics and Finance. Significant features would incorporate teasing through key stages of the analytical process, planning, data collection, data analysis: descriptive and inferential, reporting results. The principal focus would be primarily on statistical techniques as opposed statistical theory. 2) Survey Method. Issues relating to survey method, including the design of questionnaires in relation to content, format and response categories. Survey schedule, population identification, construction of sample, questionnaire design and coding. 3) Case Study Method. Types of case studies in Economics and Finance. Interpretive and Positive methodological positions. Pattern and deductive models. Generalising from case studies. Evidence and its assessment. Pattern identification. Weaknesses and problems in case study research.</p>

ACCT 3005: Accounting for Management Control and Decision Making

Module Details

Module Code:	ACCT 3005
Module Long Title:	Accounting for Management Control and Decision Making APPROVED
Banner Title:	Acc for Mgt Control & Dec Maki
Version:	3
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Helen O Brien Gately
Module Coordinators:	<ul style="list-style-type: none"> • Ian Clancy (13 May 2024 to 14 May 2024) • Helen O Brien Gately (14 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	Accounting for Management Control and Decision Making focuses on the development of knowledge and skills in the application of management accounting to assist management in a range of strategic planning, control and decision-making situations.
Indicative Syllabus	<p>Decision making Relevant costing. Limiting factors. Theory of constraints and throughput accounting. Make or buy decisions. Shut down and divestment decisions. Pricing decisions Profitability analysis. Incorporating uncertainty into decision making.</p> <p>Standard Costing and Variance Analysis Basic principles of standard costs; establishment of standards. Types of standards. Preparation of a standard product cost. Flexed budgets. The learning curve. Variance analysis covering: Materials: price and usage; mix and yield;</p>

Module Details

Module Code:	LAW 3500
Module Long Title:	Administrative Law APPROVED
Banner Title:	Administrative Law
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Stephen Carruthers
Module Coordinators:	Stephen Carruthers (17 January 2020 to ---)
School Responsible:	School of Social Sciences, Law & Education
Outline of sharing arrangements for Programmes:	Shared between TU917, TU918 and TU904
Campus:	City Campus
Module Overview	This module examines the methods and means by which the activity of the State and its constituent parts is monitored by the judiciary. It looks, in particular, at the distribution of powers and functions amongst the various organs of central and local government, at the control of persons in whom statutory discretions and powers are vested and at the duties of persons and bodies performing functions on behalf of the State. A particular emphasis is placed on the process of judicial review, the remedies available at judicial review and the bodies and persons against whom judicial review may be taken.
Indicative Syllabus	<p>1. Introduction to Administrative Law</p> <p>Control of the activities of the State. Concept of Judicial Review;</p> <p>2. The scope of Administrative Law</p> <p>The Concept of the State : Contract v. Judicial Review; What is a 'public' body?</p> <p>3. Control of Discretionary Powers</p> <p>Jurisdiction; The <i>Wednesbury</i> principles: Reasonableness, Good faith, Use of relevant criteria; the doctrine of <i>ultra vires</i>, the abuse of discretionary powers, the doctrine of proportionality (<i>Meadows Case</i>)</p> <p>4. Public policy and the role of the courts: Are certain powers beyond review?</p> <p>5. Constitutional/Natural Justice</p> <p>Bias - <i>nemo iudex in causa sua</i>; Fair Procedures - <i>audi alteram partem</i>; Duty to give reasons</p>

DATA 3000: Advanced Data Base Systems

Module Details

Module Code:	DATA 3000
Module Long Title:	Advanced Data Base Systems APPROVED
Banner Title:	Advanced Data Base Systems
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Wael Rashwan
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (16 February 2021 to 14 February 2023) • Wael Rashwan (14 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	Building on the learning from the introductory database module, this module introduces learners to more advanced database topics such as SQL, Advanced SQL, Query Optimization, Transaction Management, Distributed Databases and Web technology.
Indicative Syllabus	<p>Structured Query Language:-</p> <p>Introduction to SQL Evolution of SQL Writing SQL Commands Data Definition Language Data Manipulation Language</p> <p>Advanced SQL:- SQL Access Control Views Integrity Enhancement Features of SQL Advanced Data Definition,</p> <p>Query Optimisation:- DBMS File Management Internal DBMS Tuning Query Optimisation using SQL</p> <p>Transaction Management:- Transaction Support Concurrency Control Database Recovery Transaction Management using SQL</p> <p>Distributed Databases:- Concepts Overview of Networking DDBMS Characteristics Distributed Processing Vs. Parallel Processing</p> <p>Functions and Architecture of a DDBMS</p> <p>Transparencies in a DDBMS Distributed</p> <p>Relational Database Design Types of DDBMS</p>
Learning and Teaching Methods	<p>The module is delivered through a combination of lectures, and the tutor leads IT labs. Additionally, various e-learning aids are used.</p> <p>1. Lectures: Cover fundamental database concepts and theories.</p>

ACCT3009-12374: Advanced Management Accounting 1

Module Details

Module Code:	ACCT3009-12374
Module Long Title:	Advanced Management Accounting 1 APPROVED
Banner Title:	Advanced Management Accounting1
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	CLAIRE GRIFFIN
Module Coordinators:	CLAIRE GRIFFIN (27 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	This module is shared with TU904/3
Campus:	City Campus
Module Overview	<p>This is an introductory course in management accounting. This course focuses on the application of management accounting techniques to assist in a range of planning, control, and decision-making scenarios; to prepare, analyse, interpret, and communicate management accounting information, for product costing and managerial decision-making.</p> <p>As management accounting plays a key role in organisations, this course will enable the learner to use advanced management accounting techniques in business. It forms the foundation for the year four specialist course - Advanced Management Accounting 11.</p>
Indicative Syllabus	<p>Introduction to management accounting</p> <p>Cost classification and cost behaviour patterns</p> <p>Accounting for material, labour, and overhead costs</p> <p>Product and service costing using absorption costing techniques</p> <p>Product and service costing using activity-based costing techniques</p> <p>Job, batch and process costing systems (including normal losses, abnormal losses/gains and equivalent units)</p>

ACCT3016: Applied Retail Accounting and Finance

Module Details

Module Code:	ACCT3016
Module Long Title:	Applied Retail Accounting and Finance APPROVED
Banner Title:	Applied Retail Accounting and Finance
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joe Molumby
Module Coordinators:	Joe Molumby (19 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	This module is delivered on TU925/3 BSc Retail and Service Management (DT343/3) as a core module and BSc E Commerce in Retailing TU925/3 (DT304/3) as an option.
Campus:	City Campus
Module Overview	This module uses an integrated approach of applications and case studies in a retail context where a hands on problem based learning focus is emphasised to achieve the learning outcomes. The previous Accounting and Finance modules from the earlier years of the programme that provided the fundamental building blocks are Accounting and Reporting for Business Entities (Year one) and in Year two Management Accounting; and Corporate Finance. The aim of the module is to develop the skills of students to prepare them to apply various accounting and finance techniques and tools of analysis in the retail work environment.
Indicative Syllabus	<p>Balancing Risk and Return, Risk Classifications – Operating Risk and Retail cost structures; Financial Risk – debt/equity/ gearing and Business Risk</p> <p>Business Risk and Working Capital policies – aggressive, conservative, moderate and retail implications;</p> <p>Importance of cash conversion cycle, Cash management: importance of stock control (including Inventory management models); managing receivables (terms & collection); managing payables (payment and supply chain); role of treasury department</p> <p>Building Risk into Investment appraisal – discount rate, probabilities, sensitivity analysis/ what if analysis, and scenario analysis, assisted with use of Excel; Investment decisions and Financing decisions</p> <p>Decision Making in Retail Contexts – CVP analysis in the Retail Sector, Breakeven Analysis, Profit Sensitivity Analysis, Relevant Costs and Revenues for decision making – product line discontinuation, Decision making with limiting factors e.g. sales demand or lack of available finance</p> <p>Performance Appraisal/ Ratio Analysis; Key Performance Indicators and use of FAME data base for retail company comparison</p> <p>Respective software and tools of analysis, commonly used in a retail setting for management of the above area</p>
Learning and Teaching Methods	Students will be exposed to formal lectures / tutorials and will also be expected to engage in class discussions. The ability to apply the concepts and exercise judgment will be developed by problem solving. Feedback and support will be given in order to identify and solve problems.

Module Details

Module Code:	ACCT 3004
Module Long Title:	Auditing APPROVED
Banner Title:	Auditing
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	John X Brennan
Module Coordinators:	John X Brennan (13 June 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This course is concerned with the external and internal audit of companies, and the ethics of business managers and auditors. The aim of the course is to develop a knowledge and understanding of auditing, including the legal framework, the standard setting process and business environment in which auditing is conducted. The students will gain knowledge and understanding of the process of carrying out assurance engagements and the value of auditing for validating financial accounts and improving control over businesses. Also, an appreciation of the relationship of ethical standards in business with establishing and verifying control is developed.
Indicative Syllabus	<p>Corporate Governance & Statutory Audit Understand the historic development of auditing, corporate governance and regulation Describe the statutory framework in which audit is conducted with reference to the relevant legislation Identify and explain the various statutory & regulatory agencies governing the responsibilities of directors & auditors</p> <p>Ethical Framework Display an awareness of the ethical framework in which auditors perform their duties</p> <p>Audit Standard Setting Process Understand the audit standard setting process, including the scope and authority of FRC / IAASA publications and announcements</p> <p>Audit Process The need to plan and perform audits with an attitude of professional scepticism Understanding the business & internal control Concept of materiality</p>

Module Details

Module Code:	BUS 3007
Module Long Title:	Business Analytics APPROVED
Banner Title:	Business Analytics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	LORRAINE SWEENEY
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (16 October 2020 to 13 February 2023) • LORRAINE SWEENEY (13 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	This module is delivered on BSc Retail and Service Management (DT343) and BSc E Commerce in Retailing (DT304).
Campus:	City Campus
Module Overview	Business intelligence and analytics have become one of the most powerful tools available to retailers in an increasingly competitive world, given the vast increase in the quantity of data. Analytics is a subset of business intelligence and has been defined as "the extensive use of data...and fact based management to drive decisions and actions" (Davenport and Harris 2007, pg. 7). This module is designed to introduce the student to the field of business intelligence and analytics. The learner will develop an understanding of its importance, the practical use of analytical tools and their analysis to aid business decisions.
Learning and Teaching Methods	The module will incorporate a range of teaching and learning methods including lectures, class discussion and computer lab work. The learning environment will be practical, integrative and hands on.
Indicative Syllabus	
1. Introduction to Data Analytics	
1.1) Understanding data analytics; customer centric data analytics; the business case for data analytics; understanding how data analytics can solve business problems; pitfalls to avoid.	
2. Data Analytics Lifecycle	
2.1) The stages of a data analytics project; examples of lifecycle models; CRISP DM.	
3. Data Preparation	
3.1) Understanding data; data quality; data preparation.	

BSMT 9044: Business Decision Making- Management Science 2

Module Details

Module Code:	BSMT 9044
Module Long Title:	Business Decision Making- Management Science 2 APPROVED
Banner Title:	BSMT 9044Business Decision Making
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Siham Rahoui
Module Coordinators:	Siham Rahoui (13 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The course covers a range of techniques from management science that have a practical relevance to business decision making. The aim of the course is to develop in students the ability to apply techniques from management science to problems in business where outcomes may be uncertain or where the problem is not well defined.
Indicative Syllabus	<p>Decision Making:</p> <ul style="list-style-type: none"> • Decision Trees. • Decision Rules of Thumb. • Dealing with uncertainty. • Bayesian analysis. • Expected value of perfect and imperfect information. <p>Multicriteria Decision-Making (MCDM):</p> <ul style="list-style-type: none"> • The Analytical Hierarchy Process. • Pairwise Comparison. Synthesisation. • Ranking. • Recent Trends in Multicriteria. • Decision Analysis (MCDA) and MCDM. <p>Forecasting:</p> <ul style="list-style-type: none"> • Probability models for time series. • Univariate and multivariate Approaches to Forecasting. • Evaluation of Forecasting.

Module Details

Module Code:	BSMT 9045
Module Long Title:	Business Intelligence APPROVED
Banner Title:	Business Intelligence
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Bilal Yousuf
Module Coordinators:	Bilal Yousuf (24 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Business intelligence is a discipline concerned with the transformation of data into meaningful and useful information for business analysis purposes. BI technologies are capable of providing interpretation of large amounts of data to identify and develop strategic business opportunities, based on insights that can provide a competitive market advantage and long-term stability. BI technologies also provide historical, current and predictive views of business operations. Common functions of business intelligence technologies are reporting and visualization, online analytical processing, analytics and data mining. These activities are designed to serve the business decision making process.</p> <p>This module builds on the students' previous background with databases and statistical analysis and covers relevant topics such as data warehousing, data preparation, data visualization and data mining.</p>
Indicative Syllabus	<p>Introduction to Business Intelligence</p> <p>From Data to Knowledge</p> <p>Supporting Business Decision Making</p> <p>Business Intelligence Infrastructure & Applications</p> <p>Gathering Requirements</p>

Module Details

Module Code:	BSMT 4003			
Module Long Title:	Business Sustainability APPROVED			
Version:	1			
Indicative NFQ level:	Level 8			
Valid From:	Sept 2022 (September 2022)			
Language of Instruction:	English			
ECTS Credits::	5			
Current Coordinator::	LUCIA WALSH			
Module Coordinators:	<ul style="list-style-type: none">• OLIVIA FREEMAN (26 February 2023 to 27 February 2023)• LUCIA WALSH (27 February 2023 to ---)			
School Responsible:	School of Marketing & Entrepreneurship			
Campus:	City Campus			
Module Overview	<p>In response to SDG 4.7, this module contributes to the National Strategy on Education for Sustainable Development’s objective of “equipping learners with relevant knowledge, skills and values for becoming informed active citizens who take action for a more sustainable future”.</p> <p>For business students committed to embedding sustainability in their professional learning and practice, this module explores how we can transform our business to address systemic issues and transition towards net carbon zero future that is socially just for all. It aims to provide authentic and transformative experiences of sustainable business through a community of practice, comprising faculty, students, industry and community stakeholders.</p> <p>The module will provide a comprehensive overview of the UN sustainable development goals (SDGs), targets and policies relating to sustainability in the specific business sector. It also equips business students with relevant practical frameworks and references that can be actioned in practice.</p>			
Indicative Syllabus	<table><tr><td>An introduction to Sustainable Development: What is sustainable development? Role of Higher Education in Sustainable Development. The UN Sustainable Development Goals – An Interdisciplinary Perspective. The UN’s Sustainability Literacy Test [LO1]</td></tr><tr><td>Sustainability Literacy: Carbon Cycle & Climate Change. Natural Resources. Life-Cycle Analysis. The Circular Economy. Basic Rights - zero hunger, water and sanitation and poverty reduction. Sustainable Cities – the built environment, transportation and urban resilience. Human Potential – social justice, quality education, good health, decent work and quality [LO1, LO4]</td></tr><tr><td>Sustainable Business: Macro and Micro Environmental Trends. Sustainable Business Policy & Practice. Sustainable Business Operations. Strategy and Management of Sustainability Change. Stakeholder Management. Measurement and Reporting of Environmental and Social Impact (ESG) & Risk. [LO2, LO4]</td></tr></table>	An introduction to Sustainable Development: What is sustainable development? Role of Higher Education in Sustainable Development. The UN Sustainable Development Goals – An Interdisciplinary Perspective. The UN’s Sustainability Literacy Test [LO1]	Sustainability Literacy: Carbon Cycle & Climate Change. Natural Resources. Life-Cycle Analysis. The Circular Economy. Basic Rights - zero hunger, water and sanitation and poverty reduction. Sustainable Cities – the built environment, transportation and urban resilience. Human Potential – social justice, quality education, good health, decent work and quality [LO1, LO4]	Sustainable Business: Macro and Micro Environmental Trends. Sustainable Business Policy & Practice. Sustainable Business Operations. Strategy and Management of Sustainability Change. Stakeholder Management. Measurement and Reporting of Environmental and Social Impact (ESG) & Risk. [LO2, LO4]
An introduction to Sustainable Development: What is sustainable development? Role of Higher Education in Sustainable Development. The UN Sustainable Development Goals – An Interdisciplinary Perspective. The UN’s Sustainability Literacy Test [LO1]				
Sustainability Literacy: Carbon Cycle & Climate Change. Natural Resources. Life-Cycle Analysis. The Circular Economy. Basic Rights - zero hunger, water and sanitation and poverty reduction. Sustainable Cities – the built environment, transportation and urban resilience. Human Potential – social justice, quality education, good health, decent work and quality [LO1, LO4]				
Sustainable Business: Macro and Micro Environmental Trends. Sustainable Business Policy & Practice. Sustainable Business Operations. Strategy and Management of Sustainability Change. Stakeholder Management. Measurement and Reporting of Environmental and Social Impact (ESG) & Risk. [LO2, LO4]				

BULD 3072: Business Technologies

Module Details

Module Code:	BULD 3072
Module Long Title:	Business Technologies APPROVED
Banner Title:	Business Technologies
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niall Minto
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (24 November 2020 to 16 February 2023) • Niall Minto (16 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This module provides students with an opportunity to develop a critical understanding of the range of technologies and applications as they relate to management practice.</p> <p>Managers need to be aware of the challenges and opportunities presented by digital evolution. The module aims to build understanding of how the digital economy requires organisations to rethink their business strategy and design their processes, people and data programmes.</p> <p>The module explores how organisation can simplify and innovate business while becoming more global, connected and competitive enterprises.</p> <p>This module includes case studies about digital transformation, guest speakers from industry and a live-consultancy project.</p>
Indicative Syllabus	<hr/> <p>Introduction to business technology landscape.</p> <p>The evolution of Web 2.0 – the development of the internet from web 1.0, sharing and collaboration, tools and platforms, the mobile revolution, ethical considerations.</p> <p>The emerging Web 3.0 – Big data, AI, semantic web, cloud computing, cybersecurity, ethical considerations.</p> <p>Social Media – user generated content, monitoring, management, marketing, research.</p> <p>Big Data – concepts & characteristics, platforms, analytics, applications.</p> <p>Cloud Computing – technical, collaboration, impact, security, case.</p> <p>Mobile - geo-location, cross-platform design, analytics, voice control, wearables, emerging trends.</p> <p>Cyber security – security tools, information assurance, cryptography & blockchain, digital forensics.</p> <p>Management & Technology – 4th Industrial revolution, the role of the CTO, regulation & governance, digital transformation strategy.</p>
Learning and Teaching Methods	The module will be delivered by way of lectures and class discussions, which will place a strong emphasis on individual student contributions. Peer-directed learning is actively encouraged amongst students and can be facilitated by the use of case studies, in-class presentations and MCQs. Throughout the module, students are encouraged to undertake independent reading to supplement and consolidate the theoretical content and to broaden their individual knowledge and understanding of the subject. The

MRKT 2422: Business to Business Marketing

Module Details

Module Code:	MRKT 2422
Module Long Title:	Business to Business Marketing APPROVED
Banner Title:	Business to Business Marketing
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Lesley Murphy
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (27 February 2023 to 28 February 2023) • Lesley Murphy (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This module provides the student with a comprehensive understanding of the unique issues and challenges facing the Business Marketer. It builds on the students' prior knowledge of consumer marketing and identifies both similarities and differences between both aspects of marketing. The distinct challenges and issues involved in managing the B2B marketing mix are explored, in addition to the complex and dynamic forces, such as organisational buyer behaviour and relationship management which are unique to this environment.</p> <p>The global B2B environment is considered, along with emerging issues such as digital marketing and the impact of technology in managing and building relationships with both customers and suppliers.</p>
Learning and Teaching Methods	<p>A variety of learning and teaching methods will be used, including:</p> <p>Lectures, class discussion, exercises, video material and case studies, in order to reflect key issues and challenges.</p>
Indicative Syllabus	
<p>1. Introduction: A Business to Business marketing perspective</p> <p>1.1) Understanding the structure and nature of b2b markets, customers and goods.</p> <p>1.2) Identifying the distinguishing characteristics of business marketing, comparing business 1.3) and consumer marketing practices. The supply chain. The customer value proposition.</p>	
2. Organizational Buyer Behaviour:	

INFS 9401: Client Side Web Development

Module Details

Module Code:	INFS 9401								
Module Long Title:	Client Side Web Development APPROVED								
Banner Title:	Client Side Web Development								
Version:	1								
Indicative NFQ level:	Level 8								
Valid From:	Jan 2023 (January 2023)								
Language of Instruction:	English								
ECTS Credits::	5								
Current Coordinator::	Jenny Munnelly								
Module Coordinators:	Jenny Munnelly (09 May 2023 to ---)								
School Responsible:	School of Business Technology, Retail & Supply Chain								
Campus:	City Campus								
Module Overview	This module explains what is involved in client side web development and how to build a web application using popular client side JavaScript Frameworks and/or JavaScript libraries. As you work through the course, you'll learn key architectural design techniques that make JavaScript frameworks/libraries incredibly powerful.								
Indicative Syllabus	<table><tr><td>Overview of client side technologies versus server side technologies</td></tr><tr><td>Overview of the standards of client-side web development languages: HTML, CSS and JavaScript</td></tr><tr><td>Using Bootstrap to easily build responsive website designs</td></tr><tr><td>Review of the JavaScript Model: data types, arrays, loops, conditions, JSON</td></tr><tr><td>Manipulate JavaScript DOM objects and handle form elements</td></tr><tr><td>Overview of currently available JavaScript frameworks and JavaScript libraries</td></tr><tr><td>Web application development using one of the JavaScript frameworks and/or JavaScript libraries</td></tr><tr><td>Building and deploying web projects using task automation tools/package managers</td></tr></table>	Overview of client side technologies versus server side technologies	Overview of the standards of client-side web development languages: HTML, CSS and JavaScript	Using Bootstrap to easily build responsive website designs	Review of the JavaScript Model: data types, arrays, loops, conditions, JSON	Manipulate JavaScript DOM objects and handle form elements	Overview of currently available JavaScript frameworks and JavaScript libraries	Web application development using one of the JavaScript frameworks and/or JavaScript libraries	Building and deploying web projects using task automation tools/package managers
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Review of the JavaScript Model: data types, arrays, loops, conditions, JSON									
Manipulate JavaScript DOM objects and handle form elements									
Overview of currently available JavaScript frameworks and JavaScript libraries									
Web application development using one of the JavaScript frameworks and/or JavaScript libraries									
Building and deploying web projects using task automation tools/package managers									

HRMG 4004: Contemporary Issues in HRM

Module Details

Module Code:	HRMG 4004
Module Long Title:	Contemporary Issues in HRM APPROVED
Banner Title:	Contemporary Issues in HRM
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Semester 1 - 2016/17 (September 2016)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	CIARA NOLAN
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (29 September 2020 to 28 February 2023) • MARY KINAHAN (28 February 2023 to 21 May 2024) • CIARA NOLAN (21 May 2024 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This module in Human Resource Management - Contemporary Issues is mandatory for final year students undertaking the BSc in Human Resource Management. The module runs over one semester and looks at current trends in HRM, encouraging discussion and debate on the implications for organisations and society.</p> <p>It is essential for students soon to be entering the world of work within the field of human resource management (HRM) to be familiar with current issues and practices. Whether employed functionally in the HR department of an organisation, or engaged in a managerial capacity, keeping abreast of the changes and challenges in dealing with employees is a prerequisite in business today.</p> <p>This module provides students with an insight into contemporary topics in HRM. The module considers themes such as careers, flexibility and empowerment, social media, workplace harassment and bullying, stress, work-life balance, redundancy, and ethical issues. It aims to give the appropriate grounding for handling these matters in the practical world by balancing theory and contemporary research with realistic application in actual business contexts.</p> <p>Students will understand the theoretical concepts covered and their practical implications for managers. They will be familiar with current issues and trends in HRM and their relevance for organisations and society. The requirement to reflect upon and analyse the potential and actual implications of contemporary issues will be highlighted, as well as the importance of applying theories and research to practice in different situations, organisations and cultures.</p>

Module Details

Module Code:	FNCE 3004
Module Long Title:	Corporate Finance APPROVED
Banner Title:	Corporate Finance
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	James Fitzgerald
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (25 November 2019 to 09 January 2020) • James Fitzgerald (09 January 2020 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>The course introduces students to financial theory and traces the development of financial theory from the academic literature. The module is structured as a readings based course where students are expected to engage with the academic literature that underpins our knowledge of finance. The arguments presented in the literature will be analysed from the perspective of the practitioner with a focus on areas relevant to corporate finance. The aim of this module is to facilitate students in developing a solid understanding of the theoretical concepts underpinning the financial markets and the financial environment in which firms operate. In addition students should understand the importance of finance in company decision making and its place in the broader business mix. The module also aims to develop the self study skills of students with a view to preparing them to carry out critical reviews of literature in the financial area.</p>
Indicative Syllabus	<p>Finance Vehicles An examination of Debt, Equity and Hybrid sources of finance from the perspective of both the issuer and the user. Issues relating to cost, control and the risk return framework.</p> <p>Market Efficiency Efficient Markets Hypothesis, Empirical Evidence including Value vs. Growth investment, Contrarian investment and the case for a New Finance.</p> <p>Valuation and Performance Financial analysis. Appraising firm performance and valuation. Traditional and modern methods including ratio analysis, shareholder value analysis and economic value added. Examining financial reports.</p> <p>Capital Structure and Dividend Policy The importance of capital structure and its place in financial strategy and decision making. Whether an optimal capital structure exists and whether it affects firm value. The static trade off and pecking order theory propositions. The relationship between earnings and dividends. Dividends and capital structure, firm ownership and whether dividend decisions can affect the value of the firm.</p> <p>Investment Appraisal Implementation and critical assessment of appraisal methods. Estimating project cash flows. Accounting for uncertainty and flexibility in the appraisal process.</p>

Module Details

Module Code:	FNCE 3016
Module Long Title:	Corporate Finance APPROVED
Banner Title:	Corporate Finance
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	James Fitzgerald
Module Coordinators:	James Fitzgerald (15 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>This module builds on students' practical and theoretical knowledge of corporate finance. The course is designed to develop students' understanding of the links between the theory and practice of corporate financial management. It demonstrates the evolution of practical decision-making tools arising from corporate finance theory and focuses on the application and critical appraisal of these tools. In addition, it introduces students to the academic literature underpinning corporate finance theories and practices, with a view to preparing them to carry out critical reviews of literature in corporate finance.</p>
Learning and Teaching Methods	<p>Face to Face Teaching Lecture-based approach using PowerPoint slides and practical exercises and various media sources.</p> <p>Online Teaching Live online classes and recorded screencasts will be used to supplement in-class face to face lectures.</p> <p>Academic Literature The course is focused on corporate finance theory, practice, and related academic literature. Consequently, the learning style will facilitate students in engaging with academic and practitioner journals.</p>

Module Details

Module Code:	ACCT 3010
Module Long Title:	Corporate Finance APPROVED
Banner Title:	Corporate Finance
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	ELAINE MOONEY
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (24 November 2020 to 14 June 2023) • ELAINE MOONEY (14 June 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>Corporate Finance is an integrative subject combining many of the subjects studied in earlier years of the programme. It takes aspects of economic theory, statistical theory, law and accounting both financial and management. It gives the student an appreciation of how a company finances enterprise and also an understanding of the financial process in organisation.</p> <p>The aim of this module is to help students understand the interface between a company and the financial markets and the influence of the latter on decisions about investment, financing and operational matters. The course also aims to give students a sound grounding in financial decision making</p>
Indicative Syllabus	<p>The module will concentrate on main themes as follows:</p> <p>Introduction to Financial Strategy. The influence of the finance function on the strategic decision making process. Decisions concerning Investment. Decisions about Financing. The financial objectives of Business Organisations. The objectives of the organisation.</p> <p>Capital Investment Appraisal. The time value of money. Use of cash flow discounting. The NPV and IRR. Approaches to capital expenditure evaluation. Discounting rates. Other approaches including payback. Dealing with implications of uncertainty, inflation and taxation. Capital Rationing. Effect of method of financing.</p> <p>Cost of Capital. Cost of equity and debt capital. Weighted Average Cost of Capital. The effects of gearing. Capital Cost, Rights Issues, Portfolio Theory and the Valuation of Securities. Cost of capital and the Valuation of Businesses.</p> <p>Working Capital Management. Forecasting the requirements for stock debtors and liquid funds. Policy decisions on credit given and taken. Factoring. Models for the control and management of inventories, and of liquid funds. Treasury function.</p> <p>Sources of Finance Long term debt finance. Bonds and bond valuations. Long term equity finance. Rights issues and stock market quotations. Equity versus debt finance. Role of the financial sector: banks and other financial institutions. Venture capitalists. Creditworthiness and corporate lending.</p> <p>Dividend Policy</p>

Module Details

Module Code:	LAW 1502
Module Long Title:	Criminal Law APPROVED
Banner Title:	Criminal Law
Version:	1
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Niall Neligan
Module Coordinators:	<ul style="list-style-type: none"> • Deirdre McGowan (07 January 2021 to 07 January 2021) • Niall Neligan (07 January 2021 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	This module provides an introduction to substantive criminal law and fundamental aspects of criminal law in their broader criminal justice and societal contexts. It will examine the use of criminal law, and its associated processes, as a mode of governing individual and social conduct. The module is designed to provide students with an in-depth knowledge of the criminal justice system and the various implications of committing a criminal act. Students will be introduced to the principles and practices of criminal liability and learn to apply these foundational principles to criminal offences and defences. The module will enable students to identify, and hypothetically prosecute or defend a crime and to understand the theoretical and practical implications of viewing crime from a variety of perspectives. Furthermore, this module aims to inform students of the role played by the executive, legislative, and judicial branches in dealing with crime.
Learning and Teaching Methods	This module consists of 2 hours of lectures per week, delivered over two semesters, each containing 12 teaching weeks. In addition to lectures, students will receive 6 hours of tutorials, with 3 hours scheduled for each semester
Indicative Syllabus	
1. Introduction 1.1) An Introduction to Criminal law. What is a crime? 1.2) • Distinction between a tort and a crime. 1.3) • The Irish Legal System.	
2. Criminal Liability 2.1) 1. The actus reus, with particular reference to the requirement of voluntariness and the defence of 2.2) automatism 2.3) 2. Liability for omissions 2.4) 3. Mens rea: intention, recklessness, knowledge. 2.5) 4. Insanity, automatism and diminished responsibility	

Module Details

Module Code:	INFT 9003
Module Long Title:	Database Systems APPROVED
Banner Title:	INFT 9003 Database Systems
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Sean Trimble
Module Coordinators:	Sean Trimble (23 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>The module covers the theory and application of database management systems (DBMS) in a business context. The fundamentals of data modelling and relational database design are addressed, along with the pragmatics of implementation using contemporary relational DBMS software. There is a strong emphasis on the application of the theory in the domain of business information management and analysis. The module aims to give students an understanding of database systems principles, along with the requisite knowledge and skills to apply those principles to solve quasi-realistic data management/analysis problems in the business domain.</p>
Indicative Syllabus	<p>Theory of Database Systems</p> <ul style="list-style-type: none"> Definitions of database and DBMS The functions of a DBMS Historical development of model types: hierarchical, network, relational and object-oriented Database software objectives: independence, integrity, minimal redundancy, data sharing, control Overview of contemporary DBMS software <p>Data Analysis</p> <ul style="list-style-type: none"> Data modelling using entity-relationship diagrams Entity, attribute, relationship, cardinality <p>Normalisation</p> <ul style="list-style-type: none"> Definition and purpose of normalization Functional dependency and normalization to 3NF or Boyce-Codd normal form

Module Details

Module Code:	FNCE 3003
Module Long Title:	Derivatives APPROVED
Banner Title:	Derivatives
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Brian Byrne
Module Coordinators:	<ul style="list-style-type: none"> • Sharadha Tilley (05 April 2019 to 09 February 2023) • Brian Byrne (09 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	The Derivatives module principally concerns the valuation and pricing of derivative instruments. This course will teach students how derivatives may be used to manage financial risk. Valuation techniques of actual OTC and exchange traded contracts are developed.
Indicative Syllabus	<p>Introduction to Derivative Markets</p> <p>Historic and Sociological Perspectives</p> <p>Spreadsheet, VBA, Python and C++ modelling of financial derivatives</p> <p>Determination of Forward and Futures Prices</p> <p>Hedging Strategies using Futures</p> <p>Yield Curve construction</p> <p>Interest rate Markets</p> <p>Fixed Income Instrument Analysis</p> <p>Swaps</p> <p>Derivatives Regulation</p> <p>Spreadsheet modeling of financial derivatives</p> <p>Mechanics of Option Markets</p> <p>Properties of Options</p> <p>Trading Strategies involving Options</p>

HRMG3018: Developing Professional Practice

Module Details

Module Code:	HRMG3018
Module Long Title:	Developing Professional Practice APPROVED
Banner Title:	Professional Practice
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	ELAINE ROSSITER
Module Coordinators:	ELAINE ROSSITER (06 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>The work placement is a critical part of the overall course of study and involves the student working in an organisational environment with a strong HRM dimension for a minimum of 15 weeks. Each student is required to undertake the work placement in their third year of the programme, occurring in semester two of the 3rd year.</p> <p>This module addresses the preparation, process and practice required by students entering and participating in the contemporary workplace. It equips students with the knowledge, techniques, and skills to engage in and report on an in-company work placement. Additionally, it assesses the experience and insights the students gain during their placement. During and after completion of the placement, the students will report their reflective learning from the placement in a formal report and presentation at the conclusion of the placement.</p> <p>Students will be required to implement learning from a variety of their modules completed on the programme to date in the course of their work placement. This learning is expected to be an integral part of the formal written and oral assessment elements. In addition, students will be required to take research classes, and, on completion of the placement, present their final year proposal based on their internship company, as well as on their area of interest.</p>
Indicative Syllabus	<p>The placement preparation will incorporate a number of career planning and career management sessions, including understanding the world of work, exploring their skills, drafting a CV and participating in interview skills techniques.</p> <p>Students will also be facilitated with applied research methods classes. From this and their actual work experience, the student is expected to develop their final year research proposal (see WPA Module Descriptor).</p> <p>The placement assessment, to be completed during and after the placement, consists of a report, presentation, company evaluation, log book, and reflective journal based on the learning and experiences gained through the professional internship (see WPA Module Descriptor).</p>

Module Details

Module Code:	MRKT 3011
Module Long Title:	Digital Marketing APPROVED
Banner Title:	Digital Marketing
Version:	1
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Justina Setkute
Module Coordinators:	<ul style="list-style-type: none"> • EDEL FOLEY (23 May 2019 to 06 September 2023) • Justina Setkute (06 September 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	Digital Marketing concerns itself with the relationship between the firm, its customers, and the online environment in which the organisation operates. The course is designed to provide students with a comprehensive knowledge of digital marketing management approaches and techniques that are relevant across a range of organisations in the public, private and non profit sectors. The course offers an introduction to digital marketing theory, strategy and practice. The aim of this module is to provide a knowledge of the analytical and decision-making skills that are required for the digital marketing function.
Indicative Syllabus	<ul style="list-style-type: none"> • Introduction to digital marketing • The digital macro and micro environment • Digital marketing strategy • Creating and developing value online • Campaign planning • Search marketing • Social media marketing • Digital marketing analytics • Regulation and privacy issues in the digital era
Learning and Teaching Methods	The module will be delivered by way of lectures and class discussions, which will place a strong emphasis on individual student contributions. Peer-directed learning is actively encouraged amongst students and can be facilitated using case studies, in-class presentations, and debates. Throughout the module, students are encouraged to undertake independent reading to supplement and consolidate the theoretical content and to broaden their individual knowledge and understanding of the subject.
Learning Outcomes	

MRKT 2428: Digital Mkt Metric & Analytics

Module Details

Module Code:	MRKT 2428
Module Long Title:	Digital Mkt Metric & Analytics APPROVED
Banner Title:	Digital Mkt Metric & Analytics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niall Minto
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (27 February 2023 to 28 February 2023) • Niall Minto (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Digital marketing is synonymous with measurability. The digital marketer of the future must not only be comfortable with managerial level analytics but rather demand and drive the analytics, both at the campaign and enterprise wide level.</p> <p>The ever-evolving repertoire of digital assets and channels allow for innumerable consumer insights and marketing intelligence. This also presents the challenge of strategically leveraging such data into actionable and timely intelligence.</p> <p>Being acquainted with key metrics and performance indicators, and applying analytical tools to digital contexts such as campaign analysis, customer value analysis, channel and segment analysis; allows for strategic and scientifically sound decisions to be made.</p> <p>Module Aim</p> <p>The aim of the module is to develop skills in the area of digital marketing analytics, understanding and setting data driven goals and managing data from collection to developing insights. Data analysis tools including visualisation tools will form a core dimension and students will apply their learning using practical and industry focused contexts.</p> <p>This should allow for the development of core digital analytical skills expected by firms in the repertoire of modern marketing students</p>
Indicative Syllabus	<ul style="list-style-type: none"> • Introduction and overview of data analytics • Data driven objective setting and measurement. • Digital marketing concepts and metrics. • Google Analytics. • Data management cycle.

HRMG 3305: Digitalisation of HR

Module Details

Module Code:	HRMG 3305
Module Long Title:	Digitalisation of HR APPROVED
Version:	2
Indicative NQF level:	Level 8
Valid From:	Sept 2024 (September 2024)
ECTS Credits::	5
Current Coordinator::	Daire Hooper
Module Coordinators:	Daire Hooper (19 April 2024 to ---)
School Responsible:	School of Management, People & Organisations
Module Overview	<p>Advances in technological innovation and general trends in digitalization have impacted how HR is managed in many organisations. The practice and theory of HR Management have been furthered through these advances. With emerging models and frameworks in analytics and cloud technologies together with evolving and disruptive technology-forward HR strategies, organisations adoption of digitally enabled HR processes, functions and services is exponential. In order to create, implement and succeed in a business environment defined by digitalisation, organisations must also develop the capabilities required to achieve such technology-enhanced systems for HRM. The goal of this module is to enable students to examine the impact of technological developments such as data analytics, social media and cloud implementation on the practice and theory of HRM while considering the behaviour of organisations that have successfully navigated the challenges and realised the benefits it affords. Upon successful completion of this module students will develop an ability to respond to technological challenges and opportunities in the context of real-life organisations. Students will be able to demonstrate a fluency around technology and the changing world of work and exhibit the ability to make strategic recommendations on the integration digital HR practices and frameworks in organisational context.</p>
Indicative Syllabus	<ul style="list-style-type: none"> · Why none of this is about technology. · The capabilities of digital HRM technologies such as e-recruitment, e-learning and e-performance. · The scope and impact of digital HRM practices through the employee lifecycle · How digital HRM practices can support new ways of working (gig, remote etc) · Ways of working for Gen Z and beyond · Organisational change e-HRM · Ethics, wellbeing and data · Decisions and recommendations on digital HRM
Learning and Teaching Methods	<p>The method of instruction is designed to ensure and support the learner so that they are in a position to achieve the learning outcomes of the module. This pedagogical mechanism will be:</p> <p>Blended Learning/Technology: All supporting literature and materials will be made available online and certain of the lectures and workshops will be delivered using an online medium. The use of online, interactive pedagogical tools is used in assessments for submission and correction. Extensive use of the TU Dublin LMS, Brightspace, will be necessary and students will be encouraged to understand more about digital learning and digital literacy in the methods employed. This will be blended to maximise the benefit to the learner through using</p>

INFS 3030: Dynamic Programming Languages

Module Details

Module Code:	INFS 3030
Module Long Title:	Dynamic Programming Languages <div>APPROVED</div>
Banner Title:	Dynamic Programming Languages
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Hung Ngo
Module Coordinators:	Hung Ngo (11 March 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module introduces Web application development using dynamic programming languages, primarily JavaScript. By learning the mechanics of JavaScript and contrasting it with the power of Python, the module will cover the language features that distinguish this class of programming languages from their statically-typed counterparts. It explains the architectural design of web application development and demonstrates how these dynamic programming languages allow building on both the client and server sides.
Indicative Syllabus	<div> <div>Overview of the role and function of dynamic typing</div> <div>Overview of client-side versus server-side architecture & technologies</div> <div>Review of the JavaScript Model: data types, expressions, operators, statements, loops, conditions, arrays, objects and functions</div> <div>Linking HTML, CSS and JavaScript to create a front-end application</div> <div>Overview of JavaScript frameworks and JavaScript libraries</div> <div>Manipulate JavaScript DOM objects and handling events</div> <div>Creating a web application development using JavaScript</div> </div>
Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Describe the implications of dynamic typing.
MLO2	Recognise the constructs and syntax of dynamically typed languages.
MLO3	Practice the architecture of a web application.

ECON 4000: Economics of the Developing World

Module Details

Module Code:	ECON 4000	
Module Long Title:	Economics of the Developing World APPROVED	
Banner Title:	Economics of the Developing Wo	
Version:	3	
Indicative NFQ level:	Level 8	
Valid From:	Sept 2024 (September 2024)	
Language of Instruction:	English	
ECTS Credits::	5	
Current Coordinator::	Clare O Mahony	
Module Coordinators:	Clare O Mahony (14 June 2024 to ---)	
School Responsible:	School of Accounting, Economics & Finance	
Campus:	City Campus	
Module Overview	This module deals with processes of economic development and the challenges faced by developing countries, in the light of the UN's sustainable development goals. It has a particular focus on the roles played by trade, globalisation and financial market development in economic growth.	
Indicative Syllabus	<p>Comparative Economic Development: Defining the developing world; Measuring development; Indicators of development; Inequality, poverty and income distribution; UN SDGs.</p> <p>Theories of Development and Underdevelopment: Underdevelopment as a coordination failure. Contemporary models of development.</p> <p>International Trade, Globalisation and Development: Applying trade theory in the context of development; Balance of Payments issues; Impact of globalisation on developing countries; Role of MNEs, profit-shifting and taxation; Role of international institutions.</p> <p>Finance and Economic Growth: Institutional and financial market development; Microfinance; Capital flows; Foreign Aid; Global financial system and the need for reform.</p> <p>Critical Issues for the Twenty-First Century: Investment for sustainable development; Climate change; Debt sustainability.</p>	

Module Details

Module Code:	INFS 3000
Module Long Title:	Electronic Business APPROVED
Banner Title:	Electronic Business
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	AUDREY JENNINGS
Module Coordinators:	AUDREY JENNINGS (08 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module covers the theoretical and practical aspect of designing, developing, managing and integrating e-business functions and strategies. The underlying focus of the module is e-business in a supply chain context and will enable students to understand the benefits of e-business across supply chain functions and the challenges of implementing these business solutions.
Learning and Teaching Methods	The delivery of this module will be a combination of lectures (1 hour per week) and tutor-lead IT laboratory (2 hours per week), supported by on-line learning materials.
Indicative Syllabus	
1. The Internet 1.1) History, background and key enablers	
2. E-Commerce 2.1) Business models and concepts	
3. E-Commerce Infrastructure 3.1) The Internet, Web and mobile platform	
4. Building an Ecommerce presence 4.1) Design, prototype, evaluate	
5. ECommerce - Security and Payment systems	

INFS 3004: Enterprise Database Systems

Module Details

Module Code:	INFS 3004
Module Long Title:	Enterprise Database Systems APPROVED
Banner Title:	Enterprise Database Systems
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	AUDREY JENNINGS
Module Coordinators:	AUDREY JENNINGS (22 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	TU912/2
Campus:	City Campus
Module Overview	This module provides the student with and understanding of the role of a generic large client/server Enterprise Database System implementation, using a specific implementation (Oracle11g), the role of Enterprise Manager tools, in maintaining and supporting a large Database and of database programming languages in software development environment using SQL, PL/SQL and the tool SQL Developer
Indicative Syllabus	<p>Enterprise Database System Fundamentals</p> <p>The Client/Server Database environment – Oracle 11g - 22c</p> <p>The design and architecture of large database installations</p> <p>The tools available to manage large databases – management, recovery</p> <p>Database objects – tables, indexes, constraints, sequences, triggers, stored procedures, functions, views and exception/error handling and testing of results</p> <p>The role of Data Administration and Database Administration in the Enterprise</p> <p>The role of the Data Dictionary</p> <p>Transaction Management and concurrency control</p> <p>Web/Server Database environment</p> <p>Database Backup and Recovery</p> <p>Database as a Service – Cloud hosting solutions and options</p> <p>The impact of Social, Mobile, Big Data, Cloud and the Internet of Things in data creation</p>

Module Details

Module Code:	MGMT 4007
Module Long Title:	Entrepreneurship APPROVED
Banner Title:	Entrepreneurship
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2018 (September 2018)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chao Ji Hyland
Module Coordinators:	Chao Ji Hyland (24 April 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Entrepreneurship is the essence of free enterprise because the birth of new business gives the market economy vitality. New and emerging business creates a very large proportion of innovative products and services. The module challenges students to examine their entrepreneurial potential while examining key issues within the field of entrepreneurship.</p> <p>This module constitutes an examination of the process of establishing a business, focusing on the practical realities of starting and running a new venture, the funding and support structures available to enable this, all underpinned by current theories of entrepreneurship and small business management</p>
Learning and Teaching Methods	Statements about the various types of learning and teaching methods that are used in the delivery of the module
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Demonstrate an understanding of the concepts and models of entrepreneurial practice
MLO2	Appreciate and resolve practical challenges in running a small enterprise
MLO3	Address the wider significance of entrepreneurial traits and behavior in employment and self employment
MLO4	Discuss and critically evaluate the contribution of an enterprise culture both to an enterprise and the economy
Requisites	

Module Details

Module Code:	LAW 3503
Module Long Title:	Equity Law APPROVED
Banner Title:	Equity Law
Version:	1
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Philip Gavin
Module Coordinators:	<ul style="list-style-type: none"> • David Graham (05 February 2020 to 18 October 2023) • Gerard Hussey (18 October 2023 to 19 October 2023) • Philip Gavin (19 October 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>The Law of Equity comprises that body of rules and doctrines that were administered by the Court of Chancery prior to the enactment of the Judicature (Ireland) Act, 1877. Thereafter, these rules and doctrines were, and continue to be, applied by all Courts (save the District Court which lacks an Equitable jurisdiction) and in all civil proceedings. The subject is best viewed as a body of rules complementing the Common Law, mitigating its harshness and acting as a gloss or refinement thereon.</p> <p>Module Aims</p> <ul style="list-style-type: none"> • To provide an intensive course of study in the several aspects of Equity, • To encourage students to develop independent methods of research from primary legal sources, • To encourage students to apply equitable principles to given facts. <p>This module comprises 10 ECTS credits. .</p>
Indicative Syllabus	<p>Syllabus:</p> <p>The Nature of Equity and Historical Background, including the Maxims of Equity.</p> <p>Modern Equity:</p> <p>(a) Equitable Interests and equities</p> <p>b) Equitable Doctrines</p> <p>(i) Notice</p> <p>(ii) Estoppel</p> <p>(iii) Fraud, Undue Influence & Unconscionable Transactions.</p> <p>(c) Equitable Remedies</p> <p>(i) Injunctions</p> <p>(ii) Specific Performance</p> <p>(iii) Rescission</p> <p>(iv) Rectification</p>

FNCE 3018: ESG and Responsible Financial Management

Module Details

Module Code:	FNCE 3018
Module Long Title:	ESG and Responsible Financial Management APPROVED
Banner Title:	ESG and Responsible Financial
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Clare O Mahony
Module Coordinators:	<ul style="list-style-type: none"> • Benjamin Lynch (10 February 2023 to 28 April 2024) • Clare O Mahony (28 April 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	The aim of this module is to equip participants with a deep understanding of the ethical, environmental, social and governance responsibilities of a modern business organisation from a financial perspective. This module familiarises learners with the regulatory framework which guides responsible decision making.
Learning and Teaching Methods	The content will be delivered through a blended approach of lectures and guest seminars. Case studies will be used to stimulate and guide discussion. Class sessions will consist of collaborative case discussions, exercises, and discussions.
Indicative Syllabus	
1. Ethical Decision Making in Financial Management 1.1) • Nature of Ethics and Decision-making models. 1.2) • Common Ethical problems. 1.3) • Approaches to ethics in organisations 1.4) • Compliance & Integrity based approaches. 1.5) • Culture of ethics in business	
2. Environmental, Social and Governance Issues in Financial Management 2.1) • Theories and systems of Governance. 2.2) • Governance and regulatory compliance.	

HRMG 3009: Ethics and Corporate Governance

Module Details

Module Code:	HRMG 3009
Module Long Title:	Ethics and Corporate Governance APPROVED
Banner Title:	Ethics and Corporate Governanc
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Maeve O Connell
Module Coordinators:	Maeve O Connell (09 January 2020 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	This module of Ethics and Corporate Governance introduces the student to the nature and application of ethical principles in business. It provides an understanding of the principles of Corporate Governance and social responsibility and the system of Corporate Governance in Ireland and the UK
Indicative Syllabus	<ul style="list-style-type: none"> • Nature of Ethics. Ethical Theories. Teleology. Utilitarianism. Deontology. Kant. Social Justice. Virtue Ethics. • Ethical Decision making models. Kohlberg's Stages of Moral Development. • Nature of Business Ethics. Arguments for & against Business Ethics. • Common Ethical problems. Individual and situational influences on ethical decision making. Approaches to ethics in organisations – Compliance & Integrity based approaches. Culture of ethics in business • Nature of Corporate Social Responsibility. Pyramid of Corporate Social Responsibility. Stakeholder Theory. Shareholder Theory. Corporate Social Responsibility and financial performance. Corporate Social Disclosure. • Nature of Corporate Governance. History & development of Corporate Governance. Principles of Corporate Governance. Impact of Corporate Governance.

Module Details

Module Code:	LAW 3028
Module Long Title:	EU Law APPROVED
Banner Title:	EU Law
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Stephen Carruthers
Module Coordinators:	Stephen Carruthers (13 April 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	This module is designed to provide students with an overview of the workings of the European Union, and the implications of Ireland's membership thereof. The module is fundamentally concerned with the Institutions and Constitutional law of the European Union and with the substantive law of the Union (especially the free movement of goods and persons).
Learning and Teaching Methods	The module will be delivered through lectures and periodic, problem-solving tutorials. Students will be furnished with tutorial problems and asked to research it in advance of the tutorial. Small groups may make presentations in the tutorial, in simulated situations resembling courtroom arguments or client advice sessions.
Indicative Syllabus	
1. Introduction to European Law 1.1) • Background to the establishment and development of the European Communities and of the European Union: the history and legal foundations of the E.U. 1.2) • The Treaties of the E.U. 1.3) • The Institutions (focusing on the Court of Justice and General Court) 1.4) • The sources and types of E.U. law	
2. The relationship between European and National law 2.1) • Supremacy as matter of European law 2.2) • Supremacy in different member states, including Ireland 2.3) • Direct Effect: Criteria	

LAW 4019: European Human Rights Law

Module Details

Module Code:	LAW 4019
Module Long Title:	European Human Rights Law APPROVED
Banner Title:	LAW 4019 European Human Rights
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Gene Carolan
Module Coordinators:	Gene Carolan (13 January 2020 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>This module concerns the origins, scope, and applicability of the principle human rights regimes in Europe. The module will concentrate on the critical analysis of the human rights system established by the Council of Europe, with a particular focus on the substantive provisions of the European Convention on Human Rights.</p> <p>In the second half of the course, the course will explore the increasing influence of the European Union in the sphere of human rights, with regard to the EU Charter of Fundamental Rights and the case law of the European Court of Justice (ECJ). Towards the end of the course, the module will scrutinise the influence of Ireland's membership of the European Union and the impact of European case law on human rights jurisprudence in Ireland.</p>
Indicative Syllabus	<p>I. The European Convention on Human Rights</p> <ol style="list-style-type: none"> 1. The history of the Convention, the general scope of its protections and the competing philosophies which influenced its eventual shape; 2. The enforcement procedures in place which give life to the Convention at an international level, and how these compare to other regional human rights systems; 3. The scope and application of various core rights, including those in the original Convention, and the adTU Dublinional rights granted by Protocols 1 and 4 <p>II. Incorporation of the Convention, and its impact on the Irish legal system.</p> <p>III. Human Rights Protection Under the European Union</p> <ol style="list-style-type: none"> 1. The development of human rights protection by the European Union 2. The extent to which it is possible to litigate human rights issues under EU law 3. The genesis of the Charter of Fundamental Rights and how it compares to the Convention 4. The relationship between the European Union and European Court of Human Rights, including the issue of accession. <p>IV. Future Prospects & Possible Reform</p>
Learning and Teaching Methods	<p>Lectures</p> <p>The module will primarily be delivered through a weekly lecture. However, lectures will adopt a student-centred approach, and student learning will often be supported through the following activities:</p> <p><i>Small Group Activities</i></p>

Module Details

Module Code:	LAW 3501
Module Long Title:	Evidence Law APPROVED
Banner Title:	Evidence Law
Version:	1
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Ruth Cannon
Module Coordinators:	<ul style="list-style-type: none"> • David Graham (04 February 2020 to 18 October 2023) • Ruth Cannon (18 October 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>This module deals with the Law of Evidence in Ireland. It will consider the basic concepts of evidence law, the burden and standard of proof, the different categories of evidence (real, documentary, testimony and circumstantial evidence) and the circumstances in which particular evidence falling within these categories may be excluded as hearsay, bad character evidence, unconstitutionally or unlawfully obtained evidence and under the doctrine of privilege.</p> <p>Module Aims:</p> <p>This module is designed to give students a broad overview of evidence law as it applies in Ireland. It is intended to provide students with an understanding of the basic concepts and processes involved and enable them to apply these concepts in practical situations</p>
Learning and Teaching Methods	<p>Interactive lectures Self-directed learning Group study and group discussion Presentations Guest lecturers</p> <p>Assessment will consist of an end of session examinations (with both seen and unseen questions) and continuous assessment (including essays and problem-solving exercises).</p> <p>Assessment will be made on the basis of students' demonstrated ability to analyse and comment upon the important principles of and developments in the Law of Evidence.</p> <p>In particular, assessment will be conducted by reference to the following criteria:</p> <ul style="list-style-type: none"> • Demonstrated knowledge of module content. • Evidence of understanding of relevant concepts and principles. • Originality of thought and evidence of independent research. • Clarity of expression and presentation. <p>Technical proficiency.</p>
Indicative Syllabus	

RETL3341: Fashion Retailing 1

Module Details

Module Code:	RETL3341
Module Long Title:	Fashion Retailing 1 APPROVED
Banner Title:	FASH RETL 1
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Katriona Flynn
Module Coordinators:	Katriona Flynn (15 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module is framed around the pillars of People, Profit, Purpose and Planet, and the context of the fashion industry around these pillars. The fashion industry is a global platform which is highly competitive. This module introduces fashion retailing in a changing and challenging retail landscape. Exploring the challenges and opportunities available to fashion retailers, sustainability, customer loyalty and brand DNA will be introduced and explored. Theories and concepts will be embedded in the contextualisation of the fashion system.
Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction to Fashion Retailing 2. Market Levels 3. Brand DNA and Fashion Brands 4. Fashion Consumption 5. Consumer Behaviour 6. Sustainability and the Fashion Industry
Learning and Teaching Methods	The module will be delivered using a variety of learning and teaching methods. Teaching methods will include lectures, case studies, online interactive presentations and group discussions on the most important aspects of managing a current retail business. In addition to the use of continuous assessment of learning using written reports and in-class assessments as a measurement of practical competency, continuous assessment for learning will also be emphasised throughout the programme
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Critically discuss the fashion industry in the current retail landscape.

Module Details

Module Code:	FNCE 3002
Module Long Title:	Financial Econometrics APPROVED
Banner Title:	Financial Econometrics
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Clare O Mahony
Module Coordinators:	Clare O Mahony (23 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	Module shared with TU903/4, TU905/3 and TU905A/4, TU904/4, TU910/3 and TU910A/4
Campus:	City Campus
Module Overview	Econometrics is the essential statistical toolbox for economists. Much of economic and finance research, and many jobs in industry and government, require economists and financial professionals to analyse data. The purpose of this course is to teach students the basic concepts of econometrics. We will introduce linear regression, which is arguably the most important tool in econometrics, and learn how this tool can be used to quantify all sorts of economic relationships. The module offers a balance between extensive applied components and core theoretical material, aiming to develop the practical skills students need to conduct independent applied research.
Indicative Syllabus	<p>Introduction to Econometrics: The history of econometrics, the theory of and aims of econometrics, data types, the population mean and its properties.</p> <p>Hypothesis Testing: Hypothesis specification, null and alternative hypothesis, the decision rule, the T-test, type I and type II errors, confidence intervals, the F-test.</p> <p>Regression Analysis: Simple and multiple regressions, properties of the error term, regression estimates, regression methods, the residual and fitted values, OLS, R^2 and adjusted R^2</p> <p>Model Specification and the Associated Problems: Choosing the independent variables, omitted variables, irrelevant variables, lagged variables, the Ramsey error specification test, functional form, dummy variables, other specification issues.</p>

FNCE 3006: Financial Institutions and Financial Services

Module Details

Module Code:	FNCE 3006
Module Long Title:	Financial Institutions and Financial Services APPROVED
Banner Title:	Fin Ser & Fin Institutions
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Sharadha Tilley
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (26 November 2019 to 09 January 2020) • Brian Byrne (09 January 2020 to 09 February 2023) • Sharadha Tilley (09 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This course is designed to set out institutional structures that underpin monetary policy, banking, finance, bond trading, mortgage origination, securitization, credit risk management and interest rate risk management. The course is mainly qualitative in treatment of institutions. Computational elements do however apply to fixed income analysis, interest rate risk management, swaps etc.
Indicative Syllabus	Adverse Selection, Moral Hazard and Assymmetric Information Introduction to Spreadsheet modeling Fixed Income Analysis, Public Finance and Sovereign Debt Duration and Interest Rate Hedging Yield Curve construction and Forward rates Credit Risk and Credit Ratings CDOs, CDSs Securitization and Pfandbriefe markets Exchanges, Brokers, Dealers and Clearinghouses Monetary Policy and Central Banking Inflation Targeting and the Taylor Rule The Basle Treaties FRAs, Swaps and Swaptions The Black (1976) Model and Vasicek Portfolio Theory - Volatility - Value at Risk Value at Risk and Portfolio Theory

INFS9404: Foundations of Intelligent Systems

Module Details

Module Code:	INFS9404
Module Long Title:	Foundations of Intelligent Systems APPROVED
Banner Title:	Foundations of Intelligent Systems
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Patrick Matthews
Module Coordinators:	Patrick Matthews (03 November 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	Available for students on Erasmus or other exchange programmes.
Campus:	City Campus
Module Overview	<p>This course provides the introduction to the concepts of logic, graph search and knowledge representation paradigms necessary to provide an understanding of more complex intelligent systems.</p> <p>The aims of this module are to:</p> <p>Give the student an understanding and appreciation of the various formalisms and concepts underlying intelligent systems.</p> <p>Enable the student to apply those formalisms in the context of more complex systems.</p> <p>Allow the student to understand the logic programming paradigm and be able to state solutions to simple problems using this paradigm.</p>
Indicative Syllabus	<p>Propositional and first-order predicate logic: syntax and semantics, inference rules, unification and pattern-matching.</p> <p>Problem-solving as a search procedure: state space search, fundamentals of graph theory, search strategies: forward- and backward-chaining, backtracking.</p> <p>Uninformed graph-search algorithms: depth-first, breadth-first.</p> <p>Heuristic graph-search algorithms: hill-climbing, best-first search, determining suitable heuristics, horizon effect.</p> <p>Game-playing or competitive graph-search algorithms: MINIMAX, Alpha-Beta pruning.</p> <p>Higher-level search techniques: recursive search, pattern-directed search.</p> <p>Knowledge representation techniques: logical, procedural, network, structured.</p> <p>Production system model: components, functions.</p> <p>Models of reasoning: rule-based, model-based, case-based.</p>

Module Details

Module Code:	FNCE4005
Module Long Title:	Game Theory APPROVED
Banner Title:	Game Theory
Version:	2
Indicative NQF level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Catarina Marvao
Module Coordinators:	Catarina Marvao (24 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	n/a
Campus:	City Campus
Module Overview	The goal of this course is to improve strategic thinking, i.e., the capacity for making intelligent and creative choices when interacting with other individuals (or at a firm or country level). The focus will be on the use of game theory in a business context but game theory has a much broader relevance so we will also apply it in the context of politics, international relations, war, sports, crime and everyday life.
Learning and Teaching Methods	While formal lectures will be utilised, there will be a strong emphasis upon laboratory work, the undertaking of projects and the presentation of work.
Indicative Syllabus	
<p>1. n/a</p> <p>1.1) In each section, the concepts will be introduced informally and then formally with a minimum of mathematics and with the help of applications from sports, fiction, everyday life, etc.</p> <p>1.2) 1. Introduction to game theory</p> <p>1.3) 2. Modelling a strategic situation as a game</p> <p>1.4) 3. Optimal play by eliminating dominated strategies</p> <p>1.5) 4. Strategic play when there are few actions</p> <p>1.6) 5. Strategic play when there are many actions</p> <p>1.7) 6. Randomizing play</p> <p>1.8) 7. Strategic play in sequential-move environments with perfect information</p>	

RETL 3010: GIS Management for Retail Management

Module Details

Module Code:	RETL 3010
Module Long Title:	GIS Management for Retail Management APPROVED
Banner Title:	GIS Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Damien Smyth
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (16 October 2020 to 16 March 2023) • Bill Dwan (16 March 2023 to 29 April 2024) • Damien Smyth (29 April 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module aims to assist students to develop an understanding of the importance of location selection to retail management. In addition to theories of retail location the student are taught the practical application of retail location analysis using Geographic Information Systems.
Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction to the Module 2. Retail Location Theories 3. The National Planning Framework 4. Geographic Information Systems 5. Geodemographics 6. Catchment Area Derivation 7. Retail Network Optimisation 8. Conclusions & Revision
Learning and Teaching Methods	<p>Lectures with demonstration: students will be exposed to the theory of retail location and extensive reference will be made to relevant case studies</p> <p>Students will also be exposed to a sophisticated Geographic Information Systems tool in computer labs</p>
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	

HRMG3003: Human Resource Management Contemporary Issues

Module Details

Module Code:	HRMG3003
Module Long Title:	Human Resource Management Contemporary Issues APPROVED
Banner Title:	HRM - Contemporary Issues
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	CIARA NOLAN
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (17 November 2020 to 20 February 2023) • CIARA NOLAN (20 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This module in Human Resource Management – Contemporary Issues is an option for third year students in Business & Management and in Business and Law. The module runs over 18 weeks and looks at current trends in HRM, encouraging discussion/debate on the implications for organisations and society. It provides students with an understanding of the rapidly changing workplace and the changing role of HRM in organisations. It aims to analyse the contemporary issues faced by organisations with a focus on the changing job market, globalisation and the new challenges in the business environment. The module also assesses both the employee expectations and management expectations of the HR function in the 21st century. Key themes examined include the changing nature of work, ethics, workplace well-being, managing diversity and inclusion, HRM in SMEs, and the evolving role of the line manager in HRM. The module aims to give the correct grounding for handling these topics in the practical world by balancing theory and contemporary research with practical application in real-life business contexts.</p> <p>It is essential for students in Business & Management & Law to be familiar with current issues and practices in Human Resource Management (HRM). Whether working functionally in the HR department of an organisation or working in a managerial capacity, keeping abreast of the changes and challenges in dealing with employees is a prerequisite in business today.</p>

Module Details

Module Code:	MRKT 3502
Module Long Title:	IMC Campaign APPROVED
Banner Title:	IMC Campaign
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Valerie Gannon
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (27 February 2023 to 28 February 2023) • Rosie Hand (28 February 2023 to 25 April 2024) • Valerie Gannon (25 April 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This module strives to be a simulation of the pitching process which is the means by which new business is won in the advertising and communications industry. An invited advertising agency will, in association with the academic staff of the School of Marketing, select a suitable marketing communication problem which can be addressed by two groups of students over a semester. The class group is divided into two “agencies” and each competes to win the account. Groups will be selected by the project lecturer, however the students will elect their own Managing Director and Creative Director for each team. Each “agency” will present their marketing communications campaign to the selected advertising agency, their peers and academic staff at the conclusion of the semester. Students undertaking this project have completed two years of a marketing degree programme. This project offers the student the opportunity to test marketing theoretical frameworks practice. It provides valuable experience of consultancy and report preparation and presentation as a prelude to the case based programmes in fourth year and entry into the world of work on graduation</p>
Indicative Syllabus	<ul style="list-style-type: none"> • Exploring the business, brand and competitive context • Agency Dynamics • Team Dynamics/conflict resolution • Research and research tools • Strategic planning • Expressing insights • Communications and media planning

TECH1512: Immersive Technologies for Business

Module Details

Module Code:	TECH1512
Module Long Title:	Immersive Technologies for Business APPROVED
Banner Title:	Immersive Technologies for Business
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Alex Gibson
Module Coordinators:	Alex Gibson (08 March 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Immersive technologies (Augmented, Virtual and Mixed Reality) are set to have a significant disruptive influence on both commercial and private life in the next decade. We are beginning to see the emergence of a significant research agenda and new journals and academic conference in this area.</p> <p>This module is the first of its kind in Ireland and examines practical applications of Immersive technologies to understand how best to use them in a real-world context. Students will examine case studies and practical examples of immersive technology applications to better understand how to leverage these powerful technologies across a number of business vertical markets. Students will understand the practical and theoretical aspects of Immersive Technology development, as they pertain to these areas. Students will understand how immersive technologies can be used to drive product development, prototype systems and services, and how immersive technologies can be used for training and management across a number of industries. Students will be introduced to design led innovation principles. A feature of the module will be guest lectures from a number of other key vertical markets such as medical, education and training.</p>
Indicative Syllabus	<p>The module will incorporate lectures and workshops examining a range of issues and aspects of AR and VR. It will involve industry guest lecturers and case studies to demonstrate contemporary commercial and industrial approaches and methodologies</p> <p>History and overview AR/VR:</p> <ul style="list-style-type: none"> • History of AR and VR • Business environment of AR and VR (market analysis, customer trends, technology developments) • Exploring development of AR and VR systems and applications • Systems and engines used in AR VR, workflow for AR/VR (key tools Unity 3D, ARkit, ARCore, Sumerian etc) • From factors in AR and VR (wearables, mobile, mono and stereo industrial wearables) • Understanding ROI for immersive technologies • Specific Enterprise challenges of immersive technologies

INFT3002: Information Management for Data Science

Module Details

Module Code:	INFT3002
Module Long Title:	Information Management for Data Science APPROVED
Banner Title:	Info Mgmt for Data Science
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Atif Qureshi
Module Coordinators:	Atif Qureshi (11 March 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module introduces data science and how it impacts business analytics and decision-making. An overview of the data science toolkit and core concepts from statistics and machine learning are discussed and presented. This course also touches on ethics concerning data, data privacy, and data usage policies.
Indicative Syllabus	Introduction to Data Science & Big Data Kinds of Data and transformations Preprocessing and feature engineering Imputation and Feature Selection Exploratory Data Analysis Classification Clustering Model Evaluation GDPR, Ethics and laws in Data Analytics
Learning Outcomes	
Upon successful completion of this module the learner will be able to	

Module Details

Module Code:	ECON 1015
Module Long Title:	International Economics APPROVED
Banner Title:	Intl Economics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	ADNAN VELIC
Module Coordinators:	ADNAN VELIC (30 November 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This is a one semester introductory course on International Economics (Trade and Finance) emphasising real world issues and business applications. The aim of the module is to introduce students to the fundamental theories of international trade and payments and to show how these explain the pattern of global trade and payments.
Indicative Syllabus	<p>International Trade Theory</p> <p>Gains from trade and the Ricardian model of comparative advantage</p> <p>Resources and international trade: The Heckscher-Ohlin model</p> <p>Economies of scale and imperfect competition</p> <p>International factor movements</p> <p>Barriers to trade and trade policy</p> <p>International Finance</p> <p>Balance of Payments and exchange rates</p> <p>Net international investment position</p> <p>Drivers of international capital flows</p> <p>Crises and external adjustment</p>
Learning and Teaching Methods	Lectures, student presentations, and discussions
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	

FNCE 3005: International Finance and Monetary Economics

Module Details

Module Code:	FNCE 3005
Module Long Title:	International Finance and Monetary Economics APPROVED
Banner Title:	International Finance and Mone
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Intesar Madi
Module Coordinators:	Intesar Madi (14 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module is an advanced module in Economics aimed at students in the final year of an undergraduate course. It is suitable for students in programmes in Economics and Finance, Accounting and Finance and undergraduates in Business programmes that wish to take an Economics/Finance module.
Indicative Syllabus	<p>The Foreign Exchange Market Characteristics and participants in the foreign exchange market. Interaction of Hedgers, Arbitrageurs and Speculators. Speculation and the forward exchange rate. Basic Demand/Supply analysis.</p> <p>The Balance of Payments Explanation of the current and capital/financial accounts of Balance of Payments. The Net International Investment Position (NIIP).</p> <p>IS/LM Analysis. The goods market and the IS curve. The money market and the LM curve. The impact of fiscal and monetary policy changes in the model. The interaction between fiscal and monetary policies in the model. Linking IS/LM analysis with aggregate demand/aggregate supply analysis.</p> <p>The Mundell-Fleming Model of the Small Open Economy.</p>

MGMT 3016: International Management

Module Details

Module Code:	MGMT 3016
Module Long Title:	International Management APPROVED
Banner Title:	International Management
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	JOSEPH FITZGERALD
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (17 November 2020 to 06 November 2023) • JOSEPH FITZGERALD (06 November 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>International Management is a core module for third year students in Business & Management (DT365/3). The module focuses on international aspects in management theory and literature, and their application in an increasingly multicultural global business environment where an understanding and awareness of international management considerations is essential. Due to global competitive forces and the proliferation of new technology, organisations today (including domestic organisations) need to be internationally-conscious in their business undertakings. This module considers management theory and literature which is relevant across international cultures and borders. The focus is on theory and its application, with the module covering themes such as globalization, economic, political and socio-cultural environmental forces, cross-cultural communications, ethical issues, international strategic management, international negotiation, motivation and international management and leadership.</p> <p>The aim of this module in International Management is to:</p> <ul style="list-style-type: none"> - Familiarise students with different management theories and key management literature/research, with a particular focus on international management - Facilitate application of theoretical concepts through case studies, discussions & experiential learning - Encourage students to work together in teams on a realistic practical assignment concerning a contemporary issue in international management - To motivate students to critically assess different theories in management as they may apply in different countries, cultures and organisations
Indicative Syllabus	<p>This module covers the following content (order of coverage or some topics may change, with some topics being covered in the second semester)</p> <ul style="list-style-type: none"> - Multinational management and contemporary issues of globalisation - The international environment assessment - The cultural context of international management - Ethical issues in international management - Communicating across cultures - Cross-cultural negotiation and decision-making - International strategic management - International human resources management considerations - International management and leadership

ECON 3500: International Political Economy

Module Details

Module Code:	ECON 3500
Module Long Title:	International Political Economy APPROVED
Banner Title:	International Political Economy
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	JOHN HOGAN
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (27 February 2023 to 28 February 2023) • JOHN HOGAN (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>International Political Economy (IPE) is the rapidly developing social science field of study that attempts to understand international and global problems using an eclectic interdisciplinary array of analytical tools and theoretical perspectives. The growing prominence of IPE as a field of study is in part a result of the continuing breakdown of disciplinary boundaries between economics, international relations and politics in particular and among the social sciences generally. Increasingly, the most pressing and interesting problems are those that can best be understood from a multidisciplinary, interdisciplinary, or transdisciplinary point of view.</p> <p>IPE is the study of a problématique, or set of related problems. The traditional IPE problématique includes analysis of the political economy of international trade, international finance, North-South relations, multinational corporations, and hegemony. This problématique has been broadened in recent years as many scholars have sought to establish a New IPE that is less centered on International Politics and the problems of the nation-state and less focused on economic policy issues</p>
Learning and Teaching Methods	<p>Instruction will be by means of lectures and class discussion.</p> <p>Each week there will be a two hours lecture. Lecture notes will be posted on Brightspace before (or immediately after) each class.</p> <p>Lecture notes are not a substitute for you completing the readings! They are a complement. Students are expected to keep up-to-date with the readings and topical issues in the both international and Irish political arenas. Please be ready to discuss all of the required readings in class. They are essential to understanding the course.</p> <p>For your essay, you are expected to go beyond the list of required readings and find other sources independently. You are also very welcome to raise issues from the further readings.</p>
Indicative Syllabus	

MGMT 9868: Investment and Portfolio Management

Module Details

Module Code:	MGMT 9868
Module Long Title:	Investment and Portfolio Management APPROVED
Banner Title:	Investment & Portfolio Mgmt
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Ruth O Leary
Module Coordinators:	<ul style="list-style-type: none"> • Caroline Byrne (15 November 2019 to 09 January 2020) • Sean O Reilly (09 January 2020 to 09 February 2023) • Ruth O Leary (09 February 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>This module will provide a review of asset valuation, modern portfolio theory, investment analysis and portfolio management. This module will begin with an overview of the financial markets and instruments. In the first part of the module we will examine the valuation of assets, equities, fixed income instruments, and the fundamentals of foreign exchange. We the examine portfolio theory – the principles of risk and return and portfolio diversification. Finally we apply the theory to practice, learning about active and passive portfolio management and performance evaluation. Students will be also presented with an opportunity to actively work on and manage TU Dublin's Student Managed Fund. This module prepares students for a career in the financial services industry and will be of particular benefit to those who wish to pursue careers in equity research and/or trading.</p>
Indicative Syllabus	<p>Introduction Introduction and general description of role and function of different types of securities and instruments on capital markets. Understand different types of investments for fund portfolios.</p> <p>Investment Strategies Methods of passive management strategies versus active management strategies and overall investment strategies of fund managers including diversification. Analyse literature of different types of strategies commonly used.</p> <p>Valuation The role that valuation plays in different investment philosophies. An overview of detailed approaches to valuation - discounted cash flow valuation, and comparable/relative valuation.</p> <p>Dividend Policy The relationship between earnings and dividends. Dividends and capital structure, firm ownership and whether dividend decisions can affect the value of the firm.</p> <p>Risk Management</p>

ITEC 3003: IT Project Management

Module Details

Module Code:	ITEC 3003
Module Long Title:	IT Project Management APPROVED
Banner Title:	IT Project Management
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Bilal Yousuf
Module Coordinators:	Bilal Yousuf (28 September 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	Software development life cycle areas including design, testing and maintenance will be covered within this module. There will be a particular focus on Agile development, in particular the SCRUM methodology. The aim of this module is to provide the learner with the theoretical frameworks and practical skills to develop, implement, monitor and appraise successful software projects. It aims to give students an understanding of best practices in software project management.
Indicative Syllabus	<p>Agile methodologies</p> <p>SCRUM processes</p> <p>User stories</p> <p>Meeting formats</p> <p>Velocity tools</p> <p>Software for project tracking and management</p> <p>System Analysis approaches</p> <p>SDLC</p> <p>Flow diagramming, estimating durations and scheduling the plan, planning using networking techniques, scheduling including the use of the critical path methods, resource optimisation using CPM.</p> <p>Participants in establishing a project, establishing project objectives, the project management triangle and project trade-offs, assessing project viability, the role of planning and control techniques.</p> <p>Project control</p> <p>Project organisation</p> <p>Project planning and scheduling</p> <p>Project tracking and monitoring including the use of Gannt charts, practical issues involved in project control with particular reference to timing and budgeting issues, the use of computers in project management.</p> <p>The impact of organisational structures on project organisation, developing the work break-down structure, building project teams, human relations in projects.</p>

Module Details

Module Code:	LAW 3502
Module Long Title:	Jurisprudence APPROVED
Banner Title:	Jurisprudence
Version:	1
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Cathal Curran
Module Coordinators:	Cathal Curran (13 January 2020 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	This module equips students with a thorough and critically informed understanding of the major principles, concepts and themes of legal theory. It promotes a deep understanding of law through an analysis of theoretical perspectives on law, morality and legal process, as well as the relationship between law and social life.
Learning and Teaching Methods	The module will take the form of classroom-based lectures, supplemented with tutorial sessions focused on problem solving. Given the nature of the module content, students will be expected and encouraged to read materials in advance of classes.
Indicative Syllabus	
1. n/a 1.1) What is Jurisprudence? What is Law? Why do lawyers need theory? 1.2) The "Rule of Law" ideal in western liberal legal tradition; ideas on the Social Contract 1.3) Law as it is: 1.4) British Legal Positivism - Austin & Bentham 1.5) HLA Hart's Concept of Law - criticism of Austin, primary & secondary rules, the minimum content of natural law 1.6) Germanic Legal Positivism - Kelsen's pure theory of law 1.7) Law and Morality - 1.8) The Natural Law Tradition - Aquinas, Greek Teleology & Finnis 1.9) Fuller on the Morality of Law - the internal/external moralities of law and the role of purpose 1.10) Separation of Law and Morality - Hart & Fuller's 1958 Harvard Law Review Debate 1.11) Dworkin on Constructive interpretation - the Right Answer Thesis 1.12) Sociology, sociology of law, 1.13) Sociological jurisprudence: Pound and law as social engineering; Ehrlich on the Living Law 1.14) Marx, Weber, Durkheim - problems of modernity, social solidarity & law, law and economic determinism & the role of ideology; the rationalisation of law 1.15) American Legal Realism - law as pragmatic solution; the 'bad man' theory of law	

Assessment Threshold:	40	Assessment Role	Individual
Assessment Authenticity	Not Online	Pass/Fail	No
Assessment Description Self-directed research essay/project Continuous assessment, which may consist of presentations, quizzes, essays, case notes or other individual or group activities.			

Module Activity

Full Time hours per semester	
Activity Type	Duration (Hours)
Self Directed	146
Lecture	48
Tutorial	6
Hours (up to 100 for 5 ECTS credits)	200.00
Part Time hours per semester	
Activity Type	Duration (Hours)
Lecture	36
Tutorial	6
Self Directed	158
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- ALBERT. KEATING. JURISPRUDENCE 4TH EDITION., [ISBN: 9781911611769].
- Suri Ratnapala. (2017), Jurisprudence, Cambridge University Press, p.473, [ISBN: 9781316621172].
- Raymond Wacks,Raymond (Emeritus Professor of Law and Legal Theory Wacks, Emeritus Professor of Law and Legal Theory University of Hong Kong). Understanding Jurisprudence, [ISBN: 9780198864677].
- James W. Harris. Legal Philosophies, [ISBN: 9780406507167].
- Michael D. A. Freeman. Lloyd's Introduction to Jurisprudence, [ISBN: 9780414026728].
- HLA Hart,Herbert Lionel Adolphus Hart,Leslie Green. (2012), The Concept of Law, Oxford University Press, USA, p.391, [ISBN: 9780199644704].
- David Dyzenhaus,Sophia Reibetanz Moreau,Arthur Ripstein. (2007), Law and Morality, University of Toronto Press, p.1095, [ISBN: 9780802094896].
- Lon Luvois Fuller. (1969), The Morality of Law, New Haven : Yale University Press, p.278, [ISBN: 978-0300010701].
- Ronald Dworkin. (1986), Law's Empire, Harvard University Press, p.492, [ISBN: 9780674518360].

ACCT3008-12373: Management Accounting for Business Decisions

Module Details

Module Code:	ACCT3008-12373
Module Long Title:	Management Accounting for Business Decisions APPROVED
Banner Title:	Mgt Acc for Bus Decisions
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	CLAIRE GRIFFIN
Module Coordinators:	CLAIRE GRIFFIN (28 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	This is an introductory course in management accounting. The course focuses on the application of management accounting concepts and the interpretation of management accounting information within the planning, control, and decision-making process of organisations. As much of management information, for decision making is in an accounting format, it is essential that students understand and can utilise such information.
Indicative Syllabus	Introduction to cost and management accountancy Cost classification and cost behaviour Accounting for material, labour, and overhead costs Product and service costing using absorption costing techniques Product and service costing using activity-based costing techniques Marginal costing The study of break-even analysis Limiting factor analysis Short-term decision making with relevant costing Product pricing decisions

ACCT 3015: Management Accounting On-line (Study Abroad)

Module Details

Module Code:	ACCT 3015
Module Long Title:	Management Accounting On-line (Study Abroad) APPROVED
Banner Title:	Management Accounting On-line
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	ALICE LUBY
Module Coordinators:	ALICE LUBY (15 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	TU903/3 and TU904/3 for students studying abroad.
Campus:	City Campus
Module Overview	<p>The aim of this module is to develop the knowledge so they can apply appropriate management accounting techniques to evaluate information within the planning, control and decision-making contexts of organisations building key skills in the learner.</p> <p>The business environment requires students to have a solid grounding in the strategic nature of internal accounting. A solid grounding in the principles of cost and management accounting facilitates effective planning, control and decision making within an organisation.</p> <p>This course is relevant to any student who will operate at a management level in a business.</p>
Indicative Syllabus	<p>The role of management accounting</p> <p>Accounting for material, labour and overhead costs</p> <p>Product costing using absorption costing techniques</p> <p>Product costing using activity based costing techniques</p> <p>Marginal Costing and C-V-P analysis</p> <p>Short term decision making including relevant costing and limiting factors</p> <p>Capital investment appraisal for long-term decision making</p> <p>Budgeting and the use of budgets to control operations</p> <p>Variance Analysis</p>

MGMT 3012: Managing Diversity in a Retailing Environment

Module Details

Module Code:	MGMT 3012
Module Long Title:	Managing Diversity in a Retailing Environment APPROVED
Banner Title:	Mang Cult Divers in a Ret Env
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Laurence Anne Paveau
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (16 October 2020 to 15 March 2023) • Laurence Anne Paveau (15 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module examines diversity in Irish society and its impact on the workplace. As Irish society becomes increasingly multicultural, there is a growing need to look at the effects it has on the workplace and more specifically in the retailing sector
Indicative Syllabus	<p>Part 1: Key Concepts Interpersonal communication models Competence Intercultural communication at work</p> <p>Part 2: Culture and work communication Cultural differences Ways of analysing cultural differences The impact of culture on work behaviour, organisations, management and environments Rules of intercultural communication Negotiation, groupwork, teamwork</p> <p>Part 3 Barriers to intercultural communication at work and solutions Prejudice, discrimination Universal barriers Using inclusive language Ethical issues Intercultural communication competence Living and working abroad</p>

Module Details

Module Code:	MRKT 2320
Module Long Title:	Marketing Practice APPROVED
Banner Title:	Marketing Practice
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	WENDY SHAW
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (15 December 2020 to 27 February 2023) • Roisin Vize (27 February 2023 to 10 April 2024) • WENDY SHAW (10 April 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Module Description: This module addresses how marketing is typically managed in different profit and not- forprofit contexts. It requires the student to engage with the theory and implementation of a marketing campaign in a variety of sectors. It presents the student with the opportunity to examine best practice in Irish and international marketing campaigns. An introduction to marketing scope and challenges in each sector will be given. Teams of students are required to examine, evaluate and present real-life, current marketing campaigns from each of the sectors.</p> <p>Module aim To familiarize the student with the marketing challenges in a variety of business sectors. To give the student the opportunity to present a current integrated marketing campaign for a brand from a consumer, business to business, service or not-for-profit sector. The campaign should represent best practice and, if possible, include an international dimension. To enable the student to bring all the marketing elements together from planning, implementation and control of a campaign.</p>
Indicative Syllabus	<p>Services Marketing The Irish and International service industry. Importance for the Irish economy. The key characteristics of services. The challenges for marketers in service businesses. Managing service quality and customer satisfaction. Organization structures and marketing strategies for services.</p> <p>Business to Business Marketing Vital differences between the new B2B and B2C models. Organizational buying. Buying situations. Systems buying and selling. Participants in the buying process. Major influences on buying decisions. The purchasing/procurement process. Institutional and government markets. Business-to-business marketing communications</p> <p>Nonprofit Organizations Marketing Scope, challenges and development of the Nonprofit sector. Branding. Marketing programmes. Social Marketing: The marketing of ideas. Fundraising, Arts marketing, Education, Healthcare marketing. Volunteer support and management. Public sector marketing.</p>

Module Details

Module Code:	MRKT 3009
Module Long Title:	Marketing Research APPROVED
Banner Title:	Marketing Research
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	ALAN MCCORMACK
Module Coordinators:	ALAN MCCORMACK (24 May 2019 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This is an introductory module in marketing research. It covers the broad area of marketing information - information which aids management decision making. Marketing research is a form of applied research which, while imposing on its practitioners the rigours and discipline of scientific enquiry, has the pragmatic purpose of helping management make effective decisions. While the module addresses theoretical issues in market research, the orientation of the course is applied. Students are introduced to the fundamentals of information collection, information analysis, storage and retrieval, and communication.</p> <p>The aim of this module is to give the student an understanding of marketing research and its relevance to management decision-making; particularly, to provide the student with experience of key research techniques.</p>
Indicative Syllabus	<ul style="list-style-type: none"> • Nature and scope of marketing research. The marketing research process. Research errors. Ethics in marketing research • Problem definition. MkIS and decision-making. Research objectives. Research design. • Secondary Research. Benefits and limitations. Internal sources. Irish and international sources. Government, syndicated and commercial services. On-line sources. • Primary Research. Key aspects of research planning. The research brief. The research proposal. Market research agency services. Panels. Omnibus surveys. • Data Collection. Observation techniques. Mystery shopping. Personal, telephone & online interviewing. Use of CAPI/CATI/CAWI software packages. Postal and self-completion questionnaires. Fieldwork and quality control. • Questionnaire design. Structured questionnaire. Interviewing techniques. Response error. • Measurement scales. Nominal, ordinal, interval and ratio levels. Measurement of attitudes. Validity & reliability issues. • Sampling theory and practice. Definition of the population. Probability and non-probability samples. Determining sample size. Validation of the sample. Non-response error. Internet sampling. • Data preparation and processing. Using SPSS software. Data reduction and basic quantitative analysis using SPSS. Frequencies, summary statistics, cross-tabulation. • Report writing and presentation. Using SPSS tabulation and graphics. Internet and intranet applications. • Introduction to qualitative research. Focus groups, depth interviews, projective techniques.

MGMT3017: New Venture Creation

Module Details

Module Code:	MGMT3017
Module Long Title:	New Venture Creation APPROVED
Banner Title:	New Venture Creation MGMT3017
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	THOMAS COONEY
Module Coordinators:	THOMAS COONEY (22 June 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Outline of sharing arrangements for Programmes:	N/A
Campus:	City Campus
Module Overview	<p>This module will cover a diverse range of disciplines as it highlights the universal needs of small enterprises. It will take theories from a broad spectrum of academics and apply them to the practical realities of new and emerging companies. The course is firmly focused on providing the knowledge and developing the skills required to establish a business in Ireland.</p> <p>The main thrust of the module is to develop in the student an understanding of the total skill and knowledge base requirements that are necessitated when establishing one's own enterprise. This will integrate with their overall marketing studies to educate them in their learning of the particular needs of small businesses.</p> <p>This module is directed towards those who wish to learn about, or have considered, the establishment of a new venture in Ireland. It is designed to promote the areas of entrepreneurship, and to communicate clearly the tools and techniques that would assist in the formation of a business, and reduce the risk of failure in a start-up situation.</p>
Learning and Teaching Methods	The course will be taught through a formal input of lectures and experiential learning opportunities, backed by guest lecturers.
Indicative Syllabus	

DATA 2002: NoSQL Database Management

Module Details

Module Code:	DATA 2002
Module Long Title:	NoSQL Database Management APPROVED
Banner Title:	NoSQL Database Management
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
ECTS Credits::	5
Current Coordinator::	Farrah Higgins
Module Coordinators:	Farrah Higgins (08 June 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	
Campus:	City Campus
Module Overview	This course explores the origins of NoSQL databases and the characteristics that distinguish them from traditional relational database management systems. Core concepts of NoSQL databases will be presented, followed by an exploration of how different database technologies implement these core concepts. Architectures and common features of the main types of NoSQL databases (key-value stores, document databases, column-family stores, graph databases) are covered. Criteria that can be used to choose a suitable NoSQL database that best addresses specific use cases are presented.
Indicative Syllabus	NoSQL database; Aggregate data model; Distribution models; Consistency in a cluster-oriented database; version stamps; the CAP theorem; key-value store; document database; column-family data store; graph database;
Learning and Teaching Methods	
Rationale for Change :	

MRKT 3500: Organisation Behaviour & the Individual

Module Details

Module Code:	MRKT 3500
Module Long Title:	Organisation Behaviour & the Individual APPROVED
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Sarah Strange
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (27 February 2023 to 28 June 2023) • Roger Sherlock (28 June 2023 to 26 September 2023) • Sarah Strange (26 September 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	Work is a substantial part of someone's identity and a concept that warrants critical reflection. Thus, this module looks reflects on the nature of work, the theoretical concepts that try to understand work, and the major forces that are impacting on the world of work today.
Indicative Syllabus	<p>Understanding Work and the Firm</p> <ul style="list-style-type: none"> • The Nature of the Firm • How do we understand work – classical theories <p>Theories of Individuals at Work</p> <ul style="list-style-type: none"> • Agency Theory • Labour Process Theory • Stakeholder Theory • Transaction Cost Economics <p>The Purpose of Work</p> <ul style="list-style-type: none"> • Productivity • Worker Utility from Work <p>The Forces Changing Work</p> <ul style="list-style-type: none"> • Globalisation

MGMT 3010: Organisational Change

Module Details

Module Code:	MGMT 3010
Module Long Title:	Organisational Change APPROVED
Banner Title:	Organisational Change
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niamh Imbusch
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (28 January 2021 to 16 February 2023) • Niamh Imbusch (16 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>The pressure on organisations to change is constant. Faced with intense globalisation, organisations throughout the world must constantly innovate to keep up. Yet some of the methods managers have used in their attempt to transform their organisations, such as Total Quality Management, restructuring and cultural change, can only work if these changes are lead effectively.</p> <p>Therefore, this module focuses on the role of leadership in bringing about successful organisational change. Understanding how to think about change, as well as how to management implementation, are increasingly important skills and competencies for managers in organisations today.</p> <p>This module is structured and delivered to ensure that students understand the theoretical underpinnings of organisational change strategies, as well as gaining insight regarding how to diagnose forces for and barriers to change, and to exercise practical applications of change interventions through problem-solving case studies.</p>
Indicative Syllabus	<ol style="list-style-type: none"> 1. Organisations and their changing environments – context of change, triggers of change. 2. The nature of organisation change – Types of change 3. Strategies and models of change including diagnosis 4. Culture and Change 6. Politics and Change 7. Resistance to change 8. Leadership and Change 9. Engaging employees 10. The Organisation of the Future
Learning and Teaching Methods	To accomplish the module's aims, a variety of learning methods and activities will be utilised, including case studies, in-class discussions, classroom activities, and self-directed readings of textbooks and articles. Learning will be interactive and class sessions will require student participation.

MRKT3501: Perspectives on International Marketing

Module Details

Module Code:	MRKT3501
Module Long Title:	Perspectives on International Marketing APPROVED
Banner Title:	Perspectives on Intl Mrkting.
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Semester 1 - 2009/10 (September 2009)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Helen Chen Mansolas
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (16 November 2020 to 16 February 2023) • Helen Chen Mansolas (16 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>The central focus of this module is the examination of the strategic and operational marketing issues facing firms in an increasingly complex, volatile and challenging international arena.</p> <p>The study of alternative firm perspectives in International Marketing is concerned with the strategic and operational marketing issues which arise in responding to and coping with the key forces at work in the international context, namely those of globalization, changes in communications technologies, increased consumer power and the emergence of the emerging economies. There are few companies that are not affected by trends in international markets. To succeed in such an environment, managers must be able to conduct international marketing research to identify variable opportunities, and to develop and implement dynamic international marketing. It is necessary therefore to understand alternative firm perspectives whether they are service, manufacturing or B2B focused activities, and also to appreciate the challenges faced by smaller indigenous firms and the facilitating services available to them. All strategies are affected and constrained by the environment within which they are implemented, and the content of this module reflects on the key environmental issues affecting firms operating internationally.</p>
Indicative Syllabus	<p>Module Content</p> <p>Market Groupings & Economic Integration and Strategic Implications for International Marketing Theories on and forms of economic integration. Characteristics of some regional markets. Strategic implications of regional markets for international marketing. European Union and implications of an expanded EU, NAFTA etc.</p> <p>The Irish Foreign Trade & FDI, and Opportunities and Challenges to the Irish Indigenous Firms</p>

LOGT 3001: Procurement Management

Module Details

Module Code:	LOGT 3001
Module Long Title:	Procurement Management APPROVED
Banner Title:	Procurement Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2018 (September 2018)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	MARGARET FARRELL
Module Coordinators:	MARGARET FARRELL (15 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>The main argument for the importance of purchasing is clear, with every organisation needing a supply of materials and services; purchasing is responsible for organizing this supply. Procurement, or purchasing, as a supply chain function has developed significantly over the decades, moving from a purely administrative function to recognition that effective purchasing and supply management can contribute significantly to the success of a modern organisation. Some of the reasons for the increasing importance given to the purchasing include increasing global competition, importance of global sourcing and outsourcing, increasing significance of higher quality, changing needs and wants of customers, growing importance of speed of delivery and adoption of just-in-time production. It is important to employ and develop employees who have the right skills set, allowing them to contribute to the competitive advantage of the organisation.</p> <p>The module aims to position procurement within the supply chain and show how it can contribute to the organisation's business strategy and ultimate performance. It will examine the management of the function, and the alignment of a purchasing executive's educational and skills requirements with the functions development. The module aims to explore key procurement operations and strategies, demonstrating their application within the supply chain, and to develop the key purchasing decisions, implications and frameworks</p>
Indicative Syllabus	<p>Purchasing within the Supply Chain: The role of purchasing in the organisation and within the supply chain, development of the purchasing function: adversarial vs partnership approach; contribution of purchasing to effective supply chain Management. Different types of purchasing (components, capital, services, MRO/ consumables and capital services).</p> <p>Organising and Managing the purchasing function: Aligning purchasing strategies within the organisation, the seven rights and setting objectives, policies and policy manual, ethics, purchasing structure within the organisation. HR in procurement, setting and measuring purchasing metrics, teamwork, communication, id of skills gaps.</p> <p>Purchasing Operations and Documentation: the purchasing process and IT. Identification and specification of need, supplier sourcing, contract development, management of chosen supplier. Request for information (RFI), request for quotation (RFQ), Purchase order (PO), invoice, goods received note (GRN). International sourcing. Legal issues in the purchasing proces</p>

Module Details

Module Code:	MGMT3031
Module Long Title:	Project Management APPROVED
Banner Title:	Project Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Aongus T O Cairbre
Module Coordinators:	Aongus T O Cairbre (13 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Project Management in a software development context is a crucial skill for students of Information Systems. Software costs run to billions of dollars annually, and research estimates that around 60% of Information Systems projects do not meet targets for delivery on cost, functionality or timeliness.</p> <p>This module introduces some of the current techniques to manage software projects through the lifecycle of the project.</p> <p>The module integrates with communications and teamwork from the ‘soft skills’ side, and develops some concepts from organisational behaviour and how it impacts team selection and performance. The module integrates with software quality assurance from a quality assurance perspective and with software engineering from a development perspective.</p>
Indicative Syllabus	<p>Organisational Issues; Team assembly, team structures (control centralised<->democratic decentralised), communication mechanism Work Breakdown Structure; Project tasks/activities Estimation; Size, effort, schedule and cost. Network Models; Activity on Arrow Technique and its application to Project Planning; Activity durations, earliest start and finishing times, latest start and finishing times, project duration, critical path method (CPM) and its application to Project Scheduling.</p>

MGMT 1062: Project Management

Module Details

Module Code:	MGMT 1062
Module Long Title:	Project Management APPROVED
Banner Title:	Project Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
ECTS Credits::	5
Current Coordinator::	Abubakar Ali
Module Coordinators:	Abubakar Ali (22 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Indicative Syllabus	
Learning and Teaching Methods	The teaching methodology will apply a hybrid approach of teacher-centred and student-centred learning approaches which will assign significant responsibility to the student in the learning process, i.e. Project-based Learning. The module will incorporate a range of learning teaching methods, including lectures, tutorials, class assignments, class discussions and case studies.
Rationale for Change :	
Indicative Syllabus	
1. Project Management: An Overview 1.1) What is Project Management? 1.2) Why Project Management? 1.3) Understanding Project Life Cycle 1.4) Project Triple Constraint	
2. Projects and Organisational Strategy, Structure and Culture	

LOGT 3000: Retail Buying and Logistics

Module Details

Module Code:	LOGT 3000
Module Long Title:	Retail Buying and Logistics APPROVED
Banner Title:	Retail Buying and Logistics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Fiachra Coll
Module Coordinators:	Fiachra Coll (14 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	Available as an option for TU924/3.
Campus:	City Campus
Module Overview	<p>Retail Buying and Logistics Management is that part of supply chain management that plans, implements and controls the efficient, effective flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet consumers' requirements.</p> <p>As can be seen from the definition above, buying and logistics management is key in making operational supply chain decisions. This module identifies, describes and relate the flows, assets, structures, participants and service providers linked to the operation of a retail supply chain. It also introduces the students to some analytical tools used in buying and logistics to improve performance, for example inventory management, total cost of ownership, and demand management.</p> <p>The aim of the module is to provide a comprehensive foundation for non-specialists with a retail knowledge base.. The conceptual building blocks of procurement and logistics will be supplemented by industry specific cases and praxis to provide the student with an insight into current good practice.</p>
Indicative Syllabus	<p>1- Overview of Retail Logistics (Basic concepts of retail logistics and supply chain management: definitions, mission, goals and benefits; Evolution and development of retail supply chain management)</p> <p>2- Inventory Management across the SC (Inventory and the Supply Chain; Inventory Models; Distribution Centre management)</p> <p>3- Matching Supply and Demand: Buying and Selling (Purchasing, Sourcing & Procurement; a comparison of different logistics networks and the role of distribution centres; Upstream and downstream material flows; order processing: Tracing the route of an order through the supply chain, forecasting demand)</p> <p>4- Digital SC: Omnichannel retailing</p>

RETL3001: Retail Consumption Studies

Module Details

Module Code:	RETL3001
Module Long Title:	Retail Consumption Studies APPROVED
Banner Title:	RETL3001
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chelsea Hollywood
Module Coordinators:	Chelsea Hollywood (16 October 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The study of consumption analyses how and why consumers purchase and consume the way they do. It outlines both the individual and social factors that influence these processes. The term consumer culture emphasises that the world of goods is central to the understanding of contemporary society. This module presents a global, behavioural, and multi-disciplinary coverage of consumer behaviour.
Indicative Syllabus	<ol style="list-style-type: none"> 1. The history of consumption 2. The emergence of contemporary consumption 3. Consumption and production 4. The limits of consumption 5. High and low consumption cultures 6. Consumption affluence and disorder 7. The self in consumer culture
Learning and Teaching Methods	Students will be taught using a combination of interactive lectures that will cover the key theoretical aspects of the module; in addition, lecture material will be illustrated via appropriate web material, module magazine and supplemented by classroom discussion. Learners will be supported to undertake self-directed learning through the provision of guided readings.
Indicative Syllabus	
1. n/a 1.1) The history of consumption 1.2) The emergence of contemporary consumption 1.3) Consumption and production 1.4) The limits of consumption	

Module Details

Module Code:	MRKT 2425
Module Long Title:	Sales APPROVED
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Kieran Sheahan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (06 November 2020 to 26 February 2023) • Kieran Sheahan (26 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	The selling function and its management are two major areas of expense for any company. Increasingly, as companies seek to gain advantage in the marketplace through efficiencies and profitable strategies these two areas are being highlighted as being extremely critical in the achievement of corporate goals. Every marketing person will have to sell, if not a good or service in the marketplace, at least an idea, plan or vision to his/her colleagues. In addition, marketing people must buy - advertising services, packaging, sales promotion gifts and the like. A thorough knowledge of how these areas operate will undoubtedly sharpen the commercial abilities of a marketing graduate.
Indicative Syllabus	<p>The strategic sales organisation</p> <p>The linkages between corporate, marketing and sales strategy.</p> <p>Role of the salesperson in the value creation process.</p> <p>The sales process.</p> <p>Organizational buying behaviour.</p> <p>Business-to-business selling.</p> <p>Key account selling and management</p> <p>Selling in to international markets</p> <p>Relationship selling</p> <p>Sales negotiation strategies and tactics</p>

MRKT 2426: Service Marketing 1

Module Details

Module Code:	MRKT 2426
Module Long Title:	Service Marketing 1 APPROVED
Banner Title:	Services Marketing 1
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Jennifer McDonnell
Module Coordinators:	Jennifer McDonnell (19 June 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Outline of sharing arrangements for Programmes:	Module is shared with students from 2nd (MRKT2426 - 12429 and MRKT2426 - 36035) and 3rd year (MRKT3507 - 12452) and Erasmus students taking the Services Marketing Option in BSc in Marketing.
Campus:	City Campus
Module Overview	<p>The services sector is the dominant force in economic and employment terms in all modern developed economies and can contribute significantly to the transformation of those societies and economies. This module is designed as Part 1 of the year-long study of Services Marketing within the broader study of Marketing. It will examine the major forces driving the dominance and structure of services within the economy. The module considers how the unique characteristics of service impact how we market and manage a service business, exploring similarities with goods marketing and the marketing of largely intangible service experiences. Additionally, it emphasizes ethics and sustainability in services marketing, exploring how sustainable practices can be integrated into service delivery and management. The course will enable students to gain deep insight into the particular marketing and management challenges associated with the services sector and provide the knowledge and understanding required to make appropriate responses to the major managerial and societal issues encountered in service sector organizations. It introduces contemporary concepts within the field, including sustainability, and strives to identify the evolving nature of service provision within an Irish and global context. Given the growth in services across the world, this specialist academic and practitioner knowledge is invaluable to the marketing graduates of the future. This course builds on the learning achieved in marketing, consumer behavior studies, operations, and human resource management and introduces the student to the theoretical and practical knowledge base encountered in the field of services marketing.</p>
Indicative Syllabus	<p>An Introduction to the Services Sector</p> <ul style="list-style-type: none"> • Services in the Global Economy • Understanding the transforming forces driving the growth in Service Economies • Key emerging concepts: and the role of Servitization, Information Technology and Sustainable Service Strategies <p>Understanding Services</p> <ul style="list-style-type: none"> • What is a service – and why does it warrant study?

STAT 1951: Statistical Programming

Module Details

Module Code:	STAT 1951
Module Long Title:	Statistical Programming APPROVED
Banner Title:	Statistical Programming
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Neil O Connor
Module Coordinators:	Neil O Connor (23 January 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	Statistical programming, particularly with 'R' provides the data scientist with a combination of interactivity and flexibility, visualisation, and access to powerful and efficient analytic tools. This modules introduces the student to the 'R' language and its application in data analytics. As well as covering the fundamentals of the language, it's analytic and visualisation capabilities, the interaction with other programming environments is covered.
Indicative Syllabus	Core data structures and key programming constructs of R Cleaning and organising datasets Data visualisations Statistical models Relational data Exploratory analysis with R
Learning and Teaching Methods	Learning will occur in a combination of lectures, practical laboratory sessions and tutorials
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Manipulate fundamental concepts of the 'R' language – variables, data types, advanced data structures, control statements, loops,

MGMT 4020: Strategic Management Tools

Module Details

Module Code:	MGMT 4020
Module Long Title:	Strategic Management Tools APPROVED
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	EOGHAN O GRADY
Module Coordinators:	EOGHAN O GRADY (20 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	Elective module on both TU903/3 and TU904/3
Campus:	City Campus
Module Overview	<p>This course is concerned with <u>introducing</u> contemporary management tools and practices and with explaining how each can be used and applied in business management.</p> <p>In total, c. 30 such models (c.3 per class) will be introduced. (Those covered in prescribed textbook + some additional tools selected at discretion of module lead).</p> <p>The module will deal with Strategic Models i.e. those that help analyse and plan a company's strategic position, Tactical Models i.e. those that help to organise a company's processes, resources and people and Operational Models i.e. those that help organisations and implement best practices.</p> <p>This module therefore links with many other modules (core and optional) on the programme. It will link particularly closely with the Year 4 core module "Global Strategic Management".</p>
Indicative Syllabus	<div> 1. Identifying key segments Using it: IBM 2. Setting long-term goals </div>

FNCE 3001: Strategy & Leadership in Accounting & Finance

Module Details

Module Code:	FNCE 3001
Module Long Title:	Strategy & Leadership in Accounting & Finance APPROVED
Banner Title:	Strategy & Leadership Acc/Fin
Version:	3
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Anushee Priyadarshini
Module Coordinators:	Anushee Priyadarshini (08 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	This module is compulsory for TU910 and an option for TU903 and TU904
Campus:	City Campus
Module Overview	This module aims to provide students with an understanding of principles of strategic management and leadership and their practical application, is also designed to develop students' judgement and critical thinking skills and to develop students' ability to integrate and apply knowledge and skills developed across preceding modules to develop practical solutions to business scenarios. Case-based teaching will be employed extensively throughout this module and will cover areas such as strategy, accounting and finance decision-making, ethics and governance and current issues and trends in accounting and finance.
Indicative Syllabus	<p>Business Strategy: Defining the nature and role of business strategy Understanding the significance of organisational culture and leadership styles Determining vision, mission, goals and objectives Performing strategic analysis Developing and implementing organisational strategies Integrating principles, concepts and techniques from disciplines of financial reporting, management accounting, finance, taxation, auditing and strategy to develop solutions to (business) scenarios.</p> <p>Effective Leadership: The meaning of leadership, the psychology of leadership, principled-centred leadership, current leadership theories and practice, leadership application in teams. Ethics and social responsibility. Motivating Self and Others.</p>

ECON 3501: Strategy Economics

Module Details

Module Code:	ECON 3501
Module Long Title:	Strategy Economics APPROVED
Banner Title:	Strategy Economics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	BRENDAN O ROURKE
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (17 November 2020 to 21 February 2023) • BRENDAN O ROURKE (21 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Outline of sharing arrangements for Programmes:	Students, from outside its home program are welcome subject to university policies and number limits, but need to have studied, prior to talking the module, basic economic concepts at both the micro and macro levels.
Campus:	City Campus
Module Overview	<p>This module addresses issues in strategy economics, in particular how economics contributes to the application and understandings of corporate strategy. The module will involve the application and critique of strategy economics' theories and critical reflection on the use of the economics perspective in management learning.</p> <p>Module author: Dr. Brendan K O'Rourke.</p> <p>Module aim:</p> <p>The aim of this module is to enable students to acquire from strategy economics, the theoretical background, critical thinking and ability to integrate theoretical insights necessary for business in general and strategic management in particular.</p>
Indicative Syllabus	<p>Introduction and overview. Nature of contributions, and limitations of economics to business and strategy. Macro-economics and strategy. Strategy frameworks.</p> <p>Firms' objectives & stakeholders: Debates and theories.</p> <p>Market structure, conduct and performance debates. Analysing sectors. Game theory. Public policy and market competition.</p> <p>Innovation. Grand theories and concepts of innovation including, for example: systems of innovation, commons and gridlock problems.</p>

LOGT3010: Supply Chain Management

Module Details

Module Code:	LOGT3010
Module Long Title:	Supply Chain Management APPROVED
Banner Title:	Supply Chain Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Rishi Choudhary
Module Coordinators:	<ul style="list-style-type: none"> Chelsea Hollywood (17 November 2020 to 16 February 2023) Rishi Choudhary (16 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>The changing nature of markets and the globalisation of business has sharpened the focus on the need for better logistics capabilities and Supply Chain Management (SCM). Supply chains need to be developed which can deliver the required levels of service at minimum cost. Supply chain management deals with managing the flow of goods from a business firm's suppliers, through its facilities, and on to its customers. It is of critical importance in establishing a competitive advantage. Proper performance of the SCM and logistics functions can contribute to both lower costs and enhanced customer service.</p> <p>This course examines all aspects of SCM, including some of the techniques and strategies for planning, organising and managing the supply chain including the functional areas of forecasting, inventory management and customer service.</p> <p>The aim of the module is to give students a good overview of the key areas of supply chain management and upon completion of the module students should have a good understanding of the basic principles of logistics and supply chain management. This module provides an overview of the importance of SCM in determining the competitive success of an organisation. Students will be introduced to the various components of the supply chain and will examine current trends and challenges of managing supply chains.</p>
Indicative Syllabus	<p>Overview of Supply Chain Management (SCM)</p> <p>Basic concepts of logistics and SCM. The four fundamentals of SCM. Evolution and development of SCM. The philosophy of SCM . Supply Chain (SC) Analytics.</p> <p>Inventory Management</p> <p>Inventory and the Supply Chain. The costs associated with inventory . EOQ. Inventory management systems: JIT, VMI.</p> <p>Facility Location Decisions</p>

INFS 3003: System Analysis and Design

Module Details

Module Code:	INFS 3003
Module Long Title:	System Analysis and Design APPROVED
Banner Title:	System Analysis and Design
Version:	2
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Farrah Higgins
Module Coordinators:	Farrah Higgins (19 June 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	
Campus:	City Campus
Module Overview	<p>Enterprises are looking for employees who are innovative, critical thinkers who understand complex business challenges. System analysis and design can help deliver user-centric, innovative software solutions that drive sustainable changes to help solve business challenges. This module provides students with both an understanding of and practice in, systems analysis and design, focusing on business sustainability.</p> <p>On successfully completing this module, students will be able to identify the requirements of a new system, analyse and design software solutions using current, iterative techniques to facilitate sustainable business improvements.</p> <p>Students will be able to connect and collaborate with all stakeholders and create compelling narratives to communicate business requirements and proposed solutions to all stakeholders.</p>
Indicative Syllabus	<p>Introduction to Systems Analysis and Design</p> <ul style="list-style-type: none">• Importance of the Software Development Lifecycle Process• Role of System Analyst <p>Requirements Gathering and Analysis</p> <ul style="list-style-type: none">• Techniques for gathering requirements (interviews, surveys, observation)• Requirements documentation• Functional vs. non-functional requirements <p>Process Modelling and Design</p> <ul style="list-style-type: none">• Business process modelling• Workflow diagrams>• Process improvement techniques

Module Details

Module Code:	ACCT 3002
Module Long Title:	Taxation APPROVED
Banner Title:	Taxation
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Moira O Halloran
Module Coordinators:	Moira O Halloran (07 May 2019 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module is concerned with the operation of both direct and indirect taxes in Ireland and in particular, with the preparation of tax computations and the calculation of liabilities for individuals and companies.
Indicative Syllabus	<p>Income Tax</p> <p>The schedular system, the scope of income tax, PRSI and universal social charge, exempt and relieved sources of income</p> <p>Calculation of liability, application of reliefs and tax credits available to individuals and married couples</p> <p>Residence, ordinary residence and domicile rules, the remittance basis of taxation and assessment under Case III</p> <p>Administrative arrangements and the self- assessment system</p> <p>Taxation of business profits – badges of trade, basis of assessment under Cases I and II, adjusted profit calculations, capital allowances, partnerships and loss relief, best time to cease trading / incorporate</p> <p>Taxation of investment income – interest and dividends, DIRT and DWT</p> <p>Taxation of property income – allowable expenses and capital allowances, loss relief</p> <p>Taxation of employment income – the PAYE system, pensions, benefits in kind, termination payments, allowable expenses</p> <p>Distinction between contracts of and contracts for services</p> <p>Miscellaneous income tax provisions</p> <p>Case law and statutory provisions relating to the above areas are addressed where relevant.</p> <p>Local Property Tax</p> <p>Scope and exemptions</p> <p>Administration, payment and deferral</p> <p>Valuation and computation</p>

Module Details

Module Code:	ACCT 3012
Module Long Title:	Taxation I APPROVED
Banner Title:	Taxation I
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Moira O Halloran
Module Coordinators:	Moira O Halloran (11 August 2024 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>The aim of this module is to develop an understanding of the operation of Income Tax (IT) and Value Added Tax (VAT) in Ireland and to demonstrate the effect of these taxes on individuals and business entities. Consideration is also given to the calculation and administration of local property tax.</p> <p>The module is primarily concerned with the legislative provisions that currently apply. While emphasis is placed on the calculation of liabilities, students are also exposed to tax policy and criteria by which tax measures may be evaluated.</p>
Indicative Syllabus	<p>Theoretical Framework of Taxation</p> <ul style="list-style-type: none"> • Historical development of taxation in Ireland, role of taxation in the economy, classification of taxes • Desirable characteristics of taxation - equity, efficiency and simplicity • Impact of the EU on the Irish tax system <p>Income Tax</p> <ul style="list-style-type: none"> • The schedular system, the scope of income tax, PRSI and universal social charge, exempt and relieved sources of income, calculation of liability, application of reliefs, charges and tax credits available to individuals and married couples. • Residence, ordinary residence and domicile and the territorial scope of IT • Administrative arrangements and the self-assessment system including Revenue Online Service (ROS) • Taxation of business profits - badges of trade, basis of assessment under Cases I and II (including commencement and cessation rules), tax adjusted profit calculations, capital allowances, partnerships and loss relief • Taxation of investment income – interest, dividends, rental income • Taxation of employment income - the PAYE system, benefits in kind, allowable expenses, taxation of termination payments

TECH 3003: Transport Technologies Application

Module Details

Module Code:	TECH 3003
Module Long Title:	Transport Technologies Application APPROVED
Banner Title:	Transport Tech
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Declan Allen
Module Coordinators:	Declan Allen (14 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module provides the student with an overview of practical transport technologies application. The module encourages an interest in the construction, operation and function of a range of various technologies use in transport systems which impact on the effectiveness of the supply chain.
Indicative Syllabus	<p>Construction, function and operation of automotive, aviation, marine locomotive technologies.</p> <p>Vehicle layout – engine position and drive arrangements - types of chassis layout for, cars, vans, heavy commercial vehicles, buses and coaches. Construction of the chassis frame and body frame.</p> <p>Occupant protection and restraint – safety under impact – crumple zones – supplementary restraint systems (SRS) – seat belts – air bags. Commercial vehicle cargo restraint systems.</p> <p>Road and rail vehicle maintenance, Digital Tachographs, Commercial Vehicle Roadworthiness Testing</p> <p>Aircraft structures and engines: Evolution of aircraft structures and engines, types of aircraft structure, fuselage, wing structures, nacelles, empennage, flight control surfaces, undercarriages, airframe loads, aircraft materials.</p> <p>Aircraft maintenance, EASA Part 145, MROs</p>

LOGT 3002: Warehouse Design and Management LOGT 3002

Module Details

Module Code:	LOGT 3002
Module Long Title:	Warehouse Design and Management LOGT 3002 APPROVED
Banner Title:	Warehouse Design & Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	ORLA GREGORY
Module Coordinators:	ORLA GREGORY (17 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	Warehousing is an integral part of every logistics system. It is that part of a firm's logistics system that stores products (raw materials, parts, goods-in-process, finished goods) at and between point-of-origin and point-of-consumption, and provides essential information to management on the status, condition, and disposition of items being stored. It plays a vital role in providing a desired level of customer service at the lowest possible total cost. Warehousing has evolved from being a smaller facet of a firm's logistics system to one of its most important functions.
Indicative Syllabus	
Learning and Teaching Methods	Formal lectures are supplemented by structured classroom discussions and a series of group-based exercises. These interactive exercises will serve to re-enforce some of the learning on the module. The exercises allow the participants to apply the learning through exploring academic literature and case-based contexts. In addition, company case histories and video presentations will be presented to illustrate key themes in warehousing.
Indicative Syllabus	
1. Introduction to the concept of warehousing 1.1) n/a	
2. Types of warehousing & configuration options 2.1) n/a	
3. Warehouse design and improvement 3.1) n/a	

INFS 3031: Web Development 1 (Java)

Module Details

Module Code:	INFS 3031
Module Long Title:	Web Development 1 (Java) APPROVED
Banner Title:	Web Development 1 (Java)
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Semester 1 - 2017/18 (September 2017)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Jenny Munnelly
Module Coordinators:	Jenny Munnelly (03 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module delivers practical and theoretical knowledge of web development using Java based technologies.</p> <p>In this module the concepts will be taught from a practical perspective along with understanding of concepts and system environment issues. The module complements the following modules: Web Development 2, Distributed Information Systems and has a learning relationship with Component Based Development and Software Patterns.</p> <p>The aim of this module is to introduce students to the concepts, techniques and methodologies of web based technologies in a way that that the student will be able to use the technologies that they have learned in a business context. This module focuses on using Java to implement applications using the technologies and skills within the module.</p>
Indicative Syllabus	<p>Introduction and Overview</p> <p>An introduction to web development. This includes internet basics, networking basics and an introduction to the use of Java in web based development.</p> <p>Server Side</p> <p>This introduces student to the use of Web servers and to server side components. Apache Tomcat and Java Servlets will be used to apply the module content.</p> <p>Presentation</p> <p>Front end technologies form a large part of web based applications. This module includes the use of Java Server Pages and HTML in the development of web based applications.</p> <p>Persistence</p>

Module Details

Module Code:	MRKT3508														
Module Long Title:	Consumer Behaviour APPROVED														
Banner Title:	Consumer Behaviour														
Version:	1														
Indicative NFQ level:	Level 8														
Valid From:	Jan 2023 (January 2023)														
Language of Instruction:	English														
ECTS Credits::	5														
Current Coordinator::	Kevina Cody														
Module Coordinators:	<ul style="list-style-type: none">• OLIVIA FREEMAN (26 February 2023 to 28 June 2023)• Roger Sherlock (28 June 2023 to 29 June 2023)• Roger Sherlock (29 June 2023 to 30 June 2023)• Kevina Cody (30 June 2023 to ---)														
School Responsible:	School of Marketing & Entrepreneurship														
Campus:	City Campus														
Module Overview	<p>This module provides an overview of the ubiquitous role of consumption in contemporary society. It examines the ways in which consumers act on and interpret the presentation and representation of products, and also ways that such practices and dispositions are structured and shaped by social, cultural and market forces. It is basically the study of factors and processes involved in the buying and consumption of products, services and experiences.</p> <p>The central focus of marketing management is the consumer, and in particular the consumer’s needs, wants and desires. Advertising, new product development, sales promotion, and marketing strategy all evolve from an understanding of consumer behaviour.</p>														
Indicative Syllabus	<table><tr><td>Topic 1</td><td>Introduction to Consumer Behaviour</td></tr><tr><td>Topic 2</td><td>A Consumer Society</td></tr><tr><td>Topic 3</td><td>Consumer Decision Making</td></tr><tr><td>Topic 4</td><td>Learning & Memory</td></tr><tr><td>Topic 5</td><td>The Self & Consumer Behaviour</td></tr><tr><td>Topic 6</td><td>Social Class & Consumer Behaviour</td></tr></table>			Topic 1	Introduction to Consumer Behaviour	Topic 2	A Consumer Society	Topic 3	Consumer Decision Making	Topic 4	Learning & Memory	Topic 5	The Self & Consumer Behaviour	Topic 6	Social Class & Consumer Behaviour
Topic 1	Introduction to Consumer Behaviour														
Topic 2	A Consumer Society														
Topic 3	Consumer Decision Making														
Topic 4	Learning & Memory														
Topic 5	The Self & Consumer Behaviour														
Topic 6	Social Class & Consumer Behaviour														

Module Details

Module Code:	FNCE3000
Module Long Title:	Corporate Finance APPROVED
Banner Title:	Corporate Finance
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joe Molumby
Module Coordinators:	Joe Molumby (19 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	This module is delivered on BSc Retail and Service Management TU925/2 (DT343/2) as Core and BSc E Commerce in Retailing TU924/2 (DT304/2 as Option
Campus:	City Campus
Module Overview	The module introduces the learner to financial policy and management in a corporate setting. Corporate finance combines aspects of economic theory, statistical theory, law and accounting. It provides the student with an appreciation of how company finances enterprise and an understanding of the financial process in organisations.
Indicative Syllabus	<p>Corporate Ownership and Control The roles, responsibilities and relationship of shareholders, directors and management; agency theory; corporate governance; corporate social responsibility.</p> <p>Financial Management: Objectives The nature, purpose and scope of financial management; significance of cash flow versus accounting profits; the nature, scope and form of financial objectives of different types of organisations including not-for-profits organisations; the relationship of financial objectives to corporate strategy.</p> <p>Financial Management: Framework Risk and reward; creating shareholder wealth; making wealth creating decisions; effective management of financial resources; the nature and function of the capital markets including banks and other financial intermediaries; the stock exchange; the Efficient Markets Hypothesis and its relevance to decision-making and to financial management practice; providing returns to shareholders.</p> <p>Investment appraisal Strengths, weaknesses and application of Net Present Value, Payback, Discounted Payback, Internal Rate of Return, Modified Internal Rate of Return; dealing with uncertainty, inflation and taxation.</p> <p>Sources of Finance Financing relationship between short term and long-term finance in the financing of non-current assets and current assets; theory of capital structure; gearing.</p> <p>Short Term Sources of Finance Strengths, weaknesses and application of a variety of short-term sources of finance: overdrafts, factoring, hire purchase, leasing, loans.</p> <p>Long Term Sources of Finance An understanding of bonds, ordinary shares and preference shares; calculation of value of each type of finance.</p> <p>Managing of Working Capital Controlling techniques for inventories, receivables and payables; working capital cycle; cash management and cash cycle.</p>

RETL4022: Cybersecurity in Retailing

Module Details

Module Code:	RETL4022
Module Long Title:	Cybersecurity in Retailing APPROVED
Banner Title:	Cybersecurity
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Bilal Yousuf
Module Coordinators:	Bilal Yousuf (16 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module provides learners with practical knowledge and skills to manage the various elements of the eCommerce Infrastructure, including electronic payments systems. It places particular focus on Information Systems security including: security threats, protection systems and business continuity planning as well as incorporating the constantly evolving cybersecurity environment that information systems are a critical part of.
Indicative Syllabus	<p>Electronic retailing Infrastructure architecture design options.</p> <p>Development techniques for infrastructure systems.</p> <p>eCommerce Payment system</p> <p>Online payment systems, Payment cards, Digital cash,</p> <p>Digital wallets, Store value cards, Internet Technologies and the Banking industry</p> <p>Payment systems threats</p> <p>Malware, Denial of Service, Identify theft,</p> <p>eCommerce security environment:- Scope of the problem, Security threats in the eCommerce environment</p> <p>Protection technologies</p> <p>Management policies, business procedures and public laws</p>

Module Details

Module Code:	ACCT 3500		
Module Long Title:	Financial Analysis APPROVED		
Banner Title:	Financial Analysis		
Version:	1		
Indicative NFQ level:	Level 8		
Valid From:	Sept 2020 (September 2020)		
Language of Instruction:	English		
ECTS Credits::	5		
Current Coordinator::	ELAINE MOONEY		
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (18 November 2020 to 28 February 2023) • ELAINE MOONEY (28 February 2023 to ---) 		
School Responsible:	School of Marketing & Entrepreneurship		
Campus:	City Campus		
Module Overview	<div> <p>School: School of Marketing</p> <p>Module Author:</p> <p>Module Description: Financial Analysis has close links with modules encountered earlier in the programme such as Economics, Quantitative Methods and Financial Decision Making. The module aims to equip the Retail & Services Management student with the requisite tools to analyse capital investment projects undertaken by the firm in a rigorous manner; to have a solid understanding of the procedure to be followed in preparing projected financial statements and to become familiar with the CAPM. The module also deals with the substantive areas of cost of capital, mergers & acquisitions and dividend policy. Marketing students need to be fully cognisant of the most extensively used investment appraisal techniques in order to be able to determine the financial viability of a wide array of marketing projects, such as new product development or expansion into new geographic markets. Coupled with a solid framework for analysing investment proposals, the Marketing student also requires a basic understanding of how such investments will be funded and the impact of taking on a certain project on the firm as a whole, including its impact on the risk profile of the firm.</p> <p>Module aim: The module aims to give the student a working knowledge of how the firm chooses between competing projects, how it finances the projects undertaken and how the outcome of these investment and financing decisions impacts on the firm's valuation.</p> </div>		

MRKT 3510: Integrated Marketing Communications

Module Details

Module Code:	MRKT 3510
Module Long Title:	Integrated Marketing Communications APPROVED
Banner Title:	Integrated Marketing Communica
Version:	1
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Rosie Hand
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (18 November 2020 to 28 February 2023) • Rosie Hand (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This module aims to develop a critical appreciation of the role and responsibilities of marketing communications in contemporary business environments. It builds on the learner's foundational knowledge gleaned in the 2nd year of this degree which focused specifically on the analysis of the power and influence of mass communications and explored dominant ideologies, globalisation, representation and mass culture. This module takes an organisational perspective and asks learners to consider the scope and purpose of marketing communications. It introduces core theoretical concepts, frameworks and techniques and encourages the learner to apply theory to real-world marketing communications challenges and to identify appropriate solutions. Given the changing landscape of marketing communications where data privacy, representation, equality and inclusion are all areas of concern, learners are expected to examine their own ethical stance and develop an internalised personal world view.</p>
Indicative Syllabus	<p>An introduction to Marketing Communications</p> <ul style="list-style-type: none"> • The scope and objectives of marketing communications • The concept of integrated marketing communications • Integrating online and offline • Barriers to integration • Trends and technology – the changing landscape <p>How might Marketing Communications work?</p> <ul style="list-style-type: none"> • Classical and contemporary models of Communications • The role of engagement • Word-of-mouth Communications

INFS 3012: Management Information Systems

Module Details

Module Code:	INFS 3012
Module Long Title:	Management Information Systems APPROVED
Banner Title:	Management Information Systems
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	AUDREY JENNINGS
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (15 December 2020 to 22 February 2023) • AUDREY JENNINGS (22 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This course is to develop a foundation of knowledge and understanding of management issues in Information Technology (IT) and Information Systems (IS) that support successful implementation and management of IT resources in a rapidly growing and changing environment. Information Technology, including computing and telecommunications software and hardware, has become increasingly vital for creating and delivering products and services in every industry sector. The supply of IS/IT has changed bringing new challenges to the management of this vital service in organizations.</p> <p>Module aim</p> <p>The aim of this course is to provide both theoretical and practical insights to the challenges of managing IS/IT as a strategic asset within the global organisation. To identify that, when managed effectively, IS/IT can deliver true business value.</p>
Indicative Syllabus	<p>On completion of this module, the learner will be able to:</p> <p>Identify IT and IS as assets to be developed and protected.</p> <p>Identify the contribution of business-IT alignment.</p> <p>Implement the planning and evaluation process for adopting and integrating new technologies and new solutions to deliver the IS/IT service.</p> <p>Critically assess the issues that apply to the management of system acquisition, development and implementation</p> <p>Understand the importance of IT metrics</p> <p>Recognise the challenges of managing global IT, SLAs and other contracts of service - Outsourcing, Cloud Computing and Vendor management.</p> <p>Identify the role and responsibilities of the CIO and other IT managers, including ethics, Change Management, Human Resources</p>
Learning and Teaching Methods	<p>The delivery of this course will be by lecture and workshop with a focus on the use of Case Studies of Organisations' implementation, application and management of IS/IT solutions.</p>

MRKT 3509: Marketing Analysis 1

Module Details

Module Code:	MRKT 3509
Module Long Title:	Marketing Analysis 1 APPROVED
Banner Title:	Marketing Analysis 1
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Donncha Ryan
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (18 November 2020 to 28 February 2023) • Donncha Ryan (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>The module will consist of two sections with each addressing the need for some familiarity and competence in available and useful techniques in two data analysis contexts, namely; survey analysis & predictive modelling.</p> <p>The first section shall comprise of standard statistical techniques useful in analyzing typical survey type data; which can consist of different measurement levels. This will be focused towards conferring on the student a useful repertoire of statistical techniques for analyzing data generated by their own surveys which shall form part of a group project which addresses a research question in a context of their own choosing. this will also support thesis data analysis in year 4 dissertations.</p> <p>The second section shall look at some techniques that are useful in predictive modelling and in particular the prediction of a categorical target (a classification problem) using techniques such as logistic regression & classification trees as well as regression for numerical targets.</p> <p>Classes will be lab based and therefore facilitate a hands-on approach with sample data available for analyses and will involve primarily the usage of SPSS.</p> <p>The group project shall consist of the students identifying a topic of their choosing and subject to agreement to then develop research objectives, design and deliver a survey and subsequently analyze the data and generate insights, conclusions and recommendations via a formal report. This process will be supported through class mentoring, provision of a timeline and feedback at various stages.</p>

MGMT 3010: Organisational Change

Module Details

Module Code:	MGMT 3010
Module Long Title:	Organisational Change APPROVED
Banner Title:	Organisational Change
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Niamh Imbusch
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (28 January 2021 to 16 February 2023) • Niamh Imbusch (16 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>The pressure on organisations to change is constant. Faced with intense globalisation, organisations throughout the world must constantly innovate to keep up. Yet some of the methods managers have used in their attempt to transform their organisations, such as Total Quality Management, restructuring and cultural change, can only work if these changes are lead effectively.</p> <p>Therefore, this module focuses on the role of leadership in bringing about successful organisational change. Understanding how to think about change, as well as how to management implementation, are increasingly important skills and competencies for managers in organisations today.</p> <p>This module is structured and delivered to ensure that students understand the theoretical underpinnings of organisational change strategies, as well as gaining insight regarding how to diagnose forces for and barriers to change, and to exercise practical applications of change interventions through problem-solving case studies.</p>
Indicative Syllabus	<ol style="list-style-type: none"> 1. Organisations and their changing environments – context of change, triggers of change. 2. The nature of organisation change – Types of change 3. Strategies and models of change including diagnosis 4. Culture and Change 6. Politics and Change 7. Resistance to change 8. Leadership and Change 9. Engaging employees 10. The Organisation of the Future
Learning and Teaching Methods	To accomplish the module's aims, a variety of learning methods and activities will be utilised, including case studies, in-class discussions, classroom activities, and self-directed readings of textbooks and articles. Learning will be interactive and class sessions will require student participation.

Module Details

Module Code:	PROJ3081
Module Long Title:	Professional Development APPROVED
Banner Title:	Professional Development
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Declan Allen
Module Coordinators:	Declan Allen (14 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Module Overview	<p>The work placement is a critical part of the overall course of study and involves the student working in an organisational environment with a strong Logistics and Supply Chain dimension for a minimum of 15 weeks. Each student is required to undertake the work placement in their third year of the programme, occurring in the second semester of the year.</p> <p>This module addresses the preparation, process and practice required by students entering and participating in the contemporary workplace. It equips students with the knowledge, techniques and skills to engage in and report on an in-company work placement. Additionally, it assesses the experience and insights the students gain during their placement. During and after completion of the placement, the students will report their reflective learning from the placement in a formal report and presentation at the conclusion of the placement. Students will be required to implement learning from a variety of their modules completed on the programme to date in the course of their work placement. This learning is expected to be an integral part of the formal written and oral assessment elements. In addition, students will be required to take research classes, and, on completion of the placement, present their final year proposal based on their internship company, as well as on their area of interest.</p>
Indicative Syllabus	<p>The placement preparation will incorporate a number of career planning and career management sessions, including understanding the world of work, exploring their skills, drafting a CV and participating in interview skills techniques.</p> <p>Students will also be facilitated with applied research methods classes. From this and their actual work experience, the student is expected to develop their final year research proposal (see WPA Module Descriptor).</p> <p>The placement assessment, to be completed during and after the placement, consists of a report, presentation, company evaluation, log book, and reflective journal based on the learning and experiences gained through the professional internship</p>

Module Details

Module Code:	MRKT 3511
Module Long Title:	Research Methods APPROVED
Banner Title:	Research Methods
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	ALAN MCCORMACK
Module Coordinators:	<ul style="list-style-type: none"> Claire Maguire (18 November 2020 to 28 February 2023) ALAN MCCORMACK (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>Qualitative and quantitative research methods are the key approaches for generating information pertinent to decision-making within the business context. Many of the most useful techniques in research are based on the expertise of the researcher in approaching the topic from a qualitative perspective. This module introduces qualitative research and analysis. Quantitative techniques are based on the harnessing of computer power to handle large volumes of statistical data. This module builds on students' prior study of Market Research, Statistics or Quantitative Methods by focussing on quantitative analysis. The dissertation to be undertaken by students in the final year of DT341 Degree in Marketing requires a comprehensive understanding of research methodologies. This module introduces the dissertation process and examines the components of the research question: critical review of theory, review of industry/context, primary research.</p> <p>Module Aim:</p> <p>The aim of this module is to increase the student's understanding of research techniques, by focussing on selected qualitative techniques and quantitative analyses; particularly, to help students prepare a proposal for a dissertation in final year of DT341 Degree in Marketing.</p>
Indicative Syllabus	
Learning and Teaching Methods	<p>While much of the theoretical material will be presented using lectures, the essential thrust of this module is applied research. Selected qualitative techniques, quantitative analyses and dissertation processes will be examined through a number of class workshops.</p>
Indicative Syllabus	
1. Nature and scope of research process.	

Module Details

Module Code:	RETL 4012
Module Long Title:	Retail Analytics APPROVED
Banner Title:	Retail Analytics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Wael Rashwan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (19 October 2020 to 14 February 2023) • Wael Rashwan (14 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Analytics has become one of the most powerful tools available to retailers. Retail data analytics involves using data and analytics to understand and improve retail business operations using data and analysis to inform business decisions in the retail industry. It consists of collecting and analysing data from various sources, such as point-of-sale systems, customer relationship management systems, and market research, to understand customer behaviour and identify trends and opportunities. Retail analytics can be used for customer segmentation, optimise pricing, inventory management, marketing campaigns, churn prediction, fraud detection and other aspects of retail operations. Some standard techniques in retail analytics include descriptive, predictive, and prescriptive analytics. Descriptive analytics involves summarising and reporting past performance, while predictive analytics uses statistical modelling to forecast future outcomes. Prescriptive analytics involves using advanced algorithms and machine learning to recommend actions and optimise decision-making. By using analytics, retailers can make more informed, data-driven decisions that can help improve their operations and increase profits.</p> <p>The types of data required for retail analytics depend on the specific goals and objectives of the analysis. Some common types of data that may be used in retail analytics include:</p> <ul style="list-style-type: none"> • Sales data: This includes data on the products or services being sold, such as the product name, price, and quantity sold. • Customer data: This includes data on the customers purchasing products or services, such as their demographic characteristics (e.g., age, gender, income), contact information, and purchase history. • Market data: This includes data on the market in which the retailer operates, such as data on competitors, market trends, and economic conditions.

Module Details

Module Code:	MRKT 3512
Module Long Title:	Strategic Marketing APPROVED
Banner Title:	Strategic Marketing
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Semester 2 - 2009/10 (February 2010)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Roisin Vize
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (18 November 2020 to 28 February 2023) • Roisin Vize (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This module comprises marketing strategy which together provides a foundation in strategic thought.</p> <p>The strategic marketing element is taught at two levels. Firstly, it is approached from the perspective of the meaning of strategy and of the role of strategic thinking in management. The foundation of the programme is therefore the concept of strategy (and in particular, the future oriented nature of strategic processes). Secondly, the strategy concept is applied in the customer / marketing context in terms of strategic marketing management - that is, the strategic processes involved in customer / market selection and subsequent servicing of these markets in a given competitive environment.</p> <p>The strategic aspects of marketing processes relate to fundamental organizational concerns such as survival, resource allocation, customer responsiveness, flexibility and reputation. They should therefore be of primary concern to the student of marketing.</p> <p>The module also aids linkage between the theoretical programmes of the first two years with the more application-based approaches of fourth year. As critical abilities grow students are increasingly encouraged to appraise the appropriateness of particular theories as well as the entire paradigms of marketing and economics.</p>
Indicative Syllabus	<p>Introduction & Overview</p> <p>The meaning of business strategy, strategic marketing and strategy economics. Historical development of strategic planning and management. The nature of contributions and limitations of economics & marketing to business and strategic thinking. The value of strategic marketing. Competitive advantage and sustaining competitive advantage</p> <p>Contexts, Competition & Customers.</p> <p>Strategic Marketing Analysis & Formulation</p> <p>The marketing planning process. Objectives and gap analysis. SWOT analysis.</p>

Module Details

Module Code:	INFS 3032
Module Long Title:	Web Development 2 APPROVED
Banner Title:	Web Development 2
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Neil O Connor
Module Coordinators:	Neil O Connor (23 January 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This course focuses on the design and development and deployment of dynamic and responsive web based applications using relational databases as the data repositories. This course combines concepts and principles from Database Systems, Object Oriented Software Development and Dynamic Languages. The course will be taught using a web application framework.
Indicative Syllabus	Use of a Web Application Framework to build a web-based application Understanding and evaluating cloud-based development environments. Configuration of a Database Server and Database connectivity, Session Tracking, Implement common functionalities of a web application e.g. Authentication, E Commerce, File Upload/Download, Commenting, Blogging, Generation of Emails. Use of a front-end framework for the user interface of the web application. Deployment and options for deployment.
Learning and Teaching Methods	Lectures, discussion, project work, self-directed learning.
Indicative Syllabus	
1. Content 1.1) Use of a Web Application Framework to build a web-based application 1.2) Understanding and evaluating cloud-based development environments. 1.3) Configuration of a Database Server and Database connectivity, 1.4) Session Tracking, Implement common functionalities of a web application e.g. Authentication, E Commerce, File Upload/Download, Commenting, Blogging, Generation of Emails. 1.5) Use of a front-end framework for the user interface of the web application. 1.6) Deployment and options for deployment.	

ADMG 4000: Advanced Management Accounting 2

Module Details

Module Code:	ADMG 4000
Module Long Title:	Advanced Management Accounting 2 APPROVED
Banner Title:	Advanced Management Accounting 2
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2018 (September 2018)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Ian Clancy
Module Coordinators:	<ul style="list-style-type: none"> • John Dowling (07 May 2019 to 09 January 2020) • Helen O'Brien Gately (09 January 2020 to 17 February 2023) • Ian Clancy (17 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	Advanced Management Accounting 2 focuses on the development of knowledge and skills in the application of management accounting to assist management in a range of strategic planning, control and decision-making situations.
Indicative Syllabus	<p>Indicative Syllabus</p> <p>Decision making</p> <p>Cost-volume-profit analysis (multiple products)</p> <p>The concept of opportunity and relevant costs.</p> <p>Limiting factors, make or buy decisions</p> <p>Problems of shut down and divestment decisions.</p> <p>Pricing decisions</p> <p>Profitability analysis</p> <p>Incorporating uncertainty into decision making</p> <p>Budgeting and Budgetary Control</p> <p>Development of mission statements, strategies and objectives.</p>

DATA4001: Applied Predictive Analytics

Module Details

Module Code:	DATA4001
Module Long Title:	Applied Predictive Analytics APPROVED
Banner Title:	Applied Predictive Analytics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Wael Rashwan
Module Coordinators:	Wael Rashwan (06 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Module Overview	<p>Predictive Analytics investigates multiple business challenges and cases, including segmentation, brand positioning, product choice modelling, pricing research, finance, sports, Web and text analytics, and social network analysis. Using techniques such as cross-sectional data, time series, spatial, and even spatiotemporal data, this module links the technological, scientific and business components together to help the student understand the complex nature of modelling in a business context. Using Python and 'R', students will build models to explore different business questions.</p>
Indicative Syllabus	<p>Properties of Statistical Distributions: Moment Generating Functions, Cumulant Generating Function, Chebychev and Markov Inequalities, Edgeworth and Cornish-Fischer expansions, Copula functions.</p> <p>Matric Relationships: Matrix Sweep and Partial Correlation, Singular Value Decomposition, Spectral, Conjugate and Cholesky Decomposition</p> <p>Linear and Non-Linear Modeling: Maximum Likelihood Estimators, Fischer's Analysis, PCR, Factor Analysis and PLSR.</p> <p>Segmentation and Tree Models, Additive Models,</p> <p>Model Goodness Measures: Goodness-of-fit tests, Kolmogorov-Smirnov (KS) Statistic, AIC and SBC, Hosmer-Lemeshow goodness-of-fit Test</p>
Learning and Teaching Methods	<p>The module is delivered through a combination of lectures, and the tutor leads IT labs. Additionally, various e-learning aids are used.</p> <ol style="list-style-type: none"> 1. Lectures: Teach fundamental concepts of predictive analytics and real-world applications. 2. Hands-on labs: Provide practical experience with real-world datasets.

Module Details

Module Code:	BSOC 1000
Module Long Title:	Business and Society APPROVED
Banner Title:	Business and Society
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	JOHN HOGAN
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (30 November 2020 to 21 September 2022) • JOHN HOGAN (21 September 2022 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>Subject Area: Management theory and practice is culturally and politically defined and enacted. Management techniques are mediated by complex and ambiguous social processes involving diverse, competing and conflicting understandings of society, people, management and change. This course deals with the societal context of organisations. It focuses on a range of issues, cultural, governmental and ethical generated by current and developing influences with their origins of national, European and global genesis. Key issues included are political economy issues, ethical issues, the role of business in society, green issues, stakeholder theory, capitalist variants, the nature of globalisation at firm, economic and societal level and the interrelationship between business and government.</p> <p>Relevance for the student of Business and Management: In the early years of the course students are provided with a theoretical foundation in a broad range of functional areas and apply the conceptual frameworks. This course provides the broader contextual framework for considering the environment of organisations and the issues that may impinge on organisations directly and indirectly.</p> <p>Aims of the Course: The aim of the course is to provide the student with an eclectic appreciation and understanding of key societal issues that directly and indirectly inform analysis, affect decision making and shape implementation of strategy in organisations.</p>
Indicative Syllabus	<p><u>Perspectives on Political Economy</u> The evolution, nature and dynamics of economic thinking, from mercantilism and economic nationalism, through the liberal perspective, to Marxism and the structuralist perspective. This is all set within the broader context of the evolution of capitalist thinking and the history of macroeconomic development. This section provides a framework with which to understand how both a political economy, and the international political environment, can and does operate.</p> <p><u>The Irish Economy</u></p>

Module Details

Module Code:	BSMT 4003			
Module Long Title:	Business Sustainability APPROVED			
Version:	1			
Indicative NFQ level:	Level 8			
Valid From:	Sept 2022 (September 2022)			
Language of Instruction:	English			
ECTS Credits::	5			
Current Coordinator::	LUCIA WALSH			
Module Coordinators:	<ul style="list-style-type: none">• OLIVIA FREEMAN (26 February 2023 to 27 February 2023)• LUCIA WALSH (27 February 2023 to ---)			
School Responsible:	School of Marketing & Entrepreneurship			
Campus:	City Campus			
Module Overview	<p>In response to SDG 4.7, this module contributes to the National Strategy on Education for Sustainable Development’s objective of “equipping learners with relevant knowledge, skills and values for becoming informed active citizens who take action for a more sustainable future”.</p> <p>For business students committed to embedding sustainability in their professional learning and practice, this module explores how we can transform our business to address systemic issues and transition towards net carbon zero future that is socially just for all. It aims to provide authentic and transformative experiences of sustainable business through a community of practice, comprising faculty, students, industry and community stakeholders.</p> <p>The module will provide a comprehensive overview of the UN sustainable development goals (SDGs), targets and policies relating to sustainability in the specific business sector. It also equips business students with relevant practical frameworks and references that can be actioned in practice.</p>			
Indicative Syllabus	<table><tr><td>An introduction to Sustainable Development: What is sustainable development? Role of Higher Education in Sustainable Development. The UN Sustainable Development Goals – An Interdisciplinary Perspective. The UN’s Sustainability Literacy Test [LO1]</td></tr><tr><td>Sustainability Literacy: Carbon Cycle & Climate Change. Natural Resources. Life-Cycle Analysis. The Circular Economy. Basic Rights - zero hunger, water and sanitation and poverty reduction. Sustainable Cities – the built environment, transportation and urban resilience. Human Potential – social justice, quality education, good health, decent work and quality [LO1, LO4]</td></tr><tr><td>Sustainable Business: Macro and Micro Environmental Trends. Sustainable Business Policy & Practice. Sustainable Business Operations. Strategy and Management of Sustainability Change. Stakeholder Management. Measurement and Reporting of Environmental and Social Impact (ESG) & Risk. [LO2, LO4]</td></tr></table>	An introduction to Sustainable Development: What is sustainable development? Role of Higher Education in Sustainable Development. The UN Sustainable Development Goals – An Interdisciplinary Perspective. The UN’s Sustainability Literacy Test [LO1]	Sustainability Literacy: Carbon Cycle & Climate Change. Natural Resources. Life-Cycle Analysis. The Circular Economy. Basic Rights - zero hunger, water and sanitation and poverty reduction. Sustainable Cities – the built environment, transportation and urban resilience. Human Potential – social justice, quality education, good health, decent work and quality [LO1, LO4]	Sustainable Business: Macro and Micro Environmental Trends. Sustainable Business Policy & Practice. Sustainable Business Operations. Strategy and Management of Sustainability Change. Stakeholder Management. Measurement and Reporting of Environmental and Social Impact (ESG) & Risk. [LO2, LO4]
An introduction to Sustainable Development: What is sustainable development? Role of Higher Education in Sustainable Development. The UN Sustainable Development Goals – An Interdisciplinary Perspective. The UN’s Sustainability Literacy Test [LO1]				
Sustainability Literacy: Carbon Cycle & Climate Change. Natural Resources. Life-Cycle Analysis. The Circular Economy. Basic Rights - zero hunger, water and sanitation and poverty reduction. Sustainable Cities – the built environment, transportation and urban resilience. Human Potential – social justice, quality education, good health, decent work and quality [LO1, LO4]				
Sustainable Business: Macro and Micro Environmental Trends. Sustainable Business Policy & Practice. Sustainable Business Operations. Strategy and Management of Sustainability Change. Stakeholder Management. Measurement and Reporting of Environmental and Social Impact (ESG) & Risk. [LO2, LO4]				

Module Details

Module Code:	LAW 4006
Module Long Title:	Civil Procedure and ADR APPROVED
Banner Title:	Civil Procedure and ADR
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2018 (September 2018)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Gerard Hussey
Module Coordinators:	<ul style="list-style-type: none"> • Deirdre McGowan (05 May 2023 to 08 May 2023) • Gerard Hussey (08 May 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>Best legal practice dictates that court proceedings, while wholly necessary in some instances, should ideally be taken as a last resort. The resolution of disputes outside of a Court environment is, in most cases, preferable over protracted and costly judicial proceedings. By common consensus, persons with legal experience and qualifications are eminently suitable practitioners at mediation. This module is designed to enable final year students to harness the legal principles studied in the earlier stages of their legal education (in this case, during the completion of level 7 studies) with a view to formulating practical solutions to real legal disputes. A significant segment of the module will deal with the topic of Alternative Dispute Resolution and Arbitration with a focus also on Family Law Mediation.</p> <p>Module Aim</p> <p>The aims of the module are to familiarise students with the means of getting legal disputes into the correct forum, the issue of the correct forms of proceedings and the reduction of the essential issues in dispute to written format. A key segment of the module deals with the issue of arbitration with the final segment of the module will deal with the resolution of disputes by way of facilitative mediation.</p>
Learning and Teaching Methods	In person weekly Lectures.
Indicative Syllabus	
<p>1. Legal Disputes</p> <p>1.1) Simple negligence action causing property damage and a Personal Injuries Action</p> <p>1.2) Breach of a consumer contract</p> <p>1.3) Breach of a commercial contract</p> <p>1.4) Family Law dispute: Divorce proceedings, Judicial Separation proceedings, Domestic Violence proceedings</p> <p>1.5) Building Contract Dispute</p> <p>1.6) Nuisance action</p>	

Module Details

Module Code:	LAW 4000
Module Long Title:	Competition Law APPROVED
Banner Title:	Competition Law
Version:	1
Valid From:	Sept 2018 (September 2018)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Mark Hyland
Module Coordinators:	<ul style="list-style-type: none"> • Deirdre McGowan (11 January 2021 to 09 October 2023) • Mark Hyland (09 October 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>The application of Competition Law ensures fair and effective competition in the marketplace. Competition Law sets the ground rules for relationships between undertakings (companies) in the market. In this module, the student will gain an understanding of the law and economic rationale underpinning the legal regulation of competition, from both an EU and an Irish perspective. The module will examine two key ‘pillars’ of EU Competition Law, namely, Article 101 TFEU and Article 102 TFEU. Article 101 prohibits anti-competitive agreements between undertakings (cartels) while Article 102 prohibits the abuse of a dominant position by an undertaking. The important interface between Competition Law and Intellectual Property Law will also be examined. e workings of EU Competition Law and how it has influenced, to a considerable degree, our domestic Competition Law regime. Students should acquire the skills to avoid potential Competition Law pitfalls in business dealings</p>
Learning and Teaching Methods	Interactive lectures and self directed learning
Indicative Syllabus	
1. Horizontal restraints of trade 1.1) • Review of major issues pertaining to EU laws prohibiting horizontal agreements between competitors, including definition of an undertaking, agreements, decisions, concerted practices, the object of preventing, distorting or restricting competition, the effect on trade between member states, exemptions under Art. 101 (3) 1.2) • Corresponding Irish law regarding horizontal agreements between competitors	
2. Vertical restraints of trade 2.1) • Review of major issues pertaining to EU laws regulating vertical agreements between competitors, including exclusive distribution agreements, block exemptions. 2.2) • Review of corresponding Irish law on vertical restraints.	

CONB 4001 (TU903): Consumer Behaviour

Module Details

Module Code:	CONB 4001 (TU903)
Module Long Title:	Consumer Behaviour APPROVED
Version:	1
Indicative NFO level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	OLIVIA FREEMAN
Module Coordinators:	<ul style="list-style-type: none"> • OLIVIA FREEMAN (16 March 2023 to 28 June 2023) • Roger Sherlock (28 June 2023 to 30 June 2023) • OLIVIA FREEMAN (30 June 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This module provides the learner with an opportunity to engage with key theoretical contributions and debates from the multi-disciplinary field of consumer behaviour and consumption studies more broadly. The module aims to develop an appreciation of the role of Consumer Behaviour in the development of marketing strategy. The module examines contemporary thinking taking place at the intersection of consumption, culture and markets while examining how this thinking has evolved and changed over time. Learners will engage with the Consumer Culture Theory (CCT) perspective to explore the socio-historic patterning of consumption, consumption and identity, the role of marketplace cultures and the impact of overconsumption on the global environment. Learners will also engage with the underpinnings of consumer psychology and behavioural economics and how they apply to marketing contexts. Learners will develop team-based skills and enquiry-based competencies through critical examination of the landscapes and discourses of consumer cultures. Learners will create their own digital artefacts to communicate research findings and action-oriented responses to the module content.</p>
Indicative Syllabus	As above
Learning and Teaching Methods	<p>A flipped classroom mode of teaching and learning is utilised. Learners are introduced to prescribed texts and other resources in advance of class and class time is utilised for discussion, peer-based learning, workshop-based activities, presentations and guest lectures. The Virtual Learning Environment Brightspace is used to facilitate online discussion, sharing of resources and assignment submission. Students are required to attend all classes, read prescribed material in advance of classes, engage in group work, undertake independent reading and participate fully in class discussions in order to create an interactive learning experience. The module assessment strategy will comprise formative feedback which informs learners as to how they could improve an assignment before submission and summative feedback which consists of a mark for assessed work. Evaluation rubrics are used to specify scoring criteria for assignments.</p>

MGMT 4103: Corporate Governance and Business Ethics

Module Details

Module Code:	MGMT 4103
Module Long Title:	Corporate Governance and Business Ethics APPROVED
Banner Title:	Corporate Gov. & Business Ethics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	KEIRON FLETCHER
Module Coordinators:	<ul style="list-style-type: none"> Chelsea Hollywood (30 November 2020 to 24 February 2023) KEIRON FLETCHER (24 February 2023 to ---)
School Responsible:	School of Global Business
Outline of sharing arrangements for Programmes:	This module is hosted by TU931 and shared with programs TU903, TU904, and also offered to Erasmus students.
Campus:	City Campus
Module Overview	<p>Corporate Governance (CG) is a key part of the pursuit of proper and efficient practice of business. This module develops the learners awareness and understanding of a range of current ethical and governance issues in relation to business and also the relationship between business and society. Using case study approaches and in class discussion students are exposed to developing their understanding of what Corporate Governance is, its purpose, and how it is practiced. Students are also engage with a variety of ethical theories, these are then utilized to evaluate organisational, managerial, and industry contexts. Peripheral topics related to CG and business ethics such as CSR, sustainability, and whistleblowing are incorporated to the module as appropriate.</p>
Indicative Syllabus	<p>Ethical concepts and Theories Nature of Ethics. Ethical Theories. Teleology. Utilitarianism. Deontology. Kant. Social Justice. Virtue Ethics.</p> <p>Ethical decision making Ethical Decision making models. Kohlberg's Stages of Moral Development. Nature of Business Ethics. Arguments for & against Business Ethics.</p> <p>Ethics in Practice Common Ethical problems. Individual and situational influences on ethical decision making. Approaches to ethics in organisations – Compliance & Integrity based approaches. Culture of ethics in business</p> <p>Corporate Social Responsibility</p>

Module Details

Module Code:	LAW 1502
Module Long Title:	Criminal Law APPROVED
Banner Title:	Criminal Law
Version:	1
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Niall Neligan
Module Coordinators:	<ul style="list-style-type: none"> • Deirdre McGowan (07 January 2021 to 07 January 2021) • Niall Neligan (07 January 2021 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	This module provides an introduction to substantive criminal law and fundamental aspects of criminal law in their broader criminal justice and societal contexts. It will examine the use of criminal law, and its associated processes, as a mode of governing individual and social conduct. The module is designed to provide students with an in-depth knowledge of the criminal justice system and the various implications of committing a criminal act. Students will be introduced to the principles and practices of criminal liability and learn to apply these foundational principles to criminal offences and defences. The module will enable students to identify, and hypothetically prosecute or defend a crime and to understand the theoretical and practical implications of viewing crime from a variety of perspectives. Furthermore, this module aims to inform students of the role played by the executive, legislative, and judicial branches in dealing with crime.
Learning and Teaching Methods	This module consists of 2 hours of lectures per week, delivered over two semesters, each containing 12 teaching weeks. In addition to lectures, students will receive 6 hours of tutorials, with 3 hours scheduled for each semester
Indicative Syllabus	
1. Introduction 1.1) An Introduction to Criminal law. What is a crime? 1.2) • Distinction between a tort and a crime. 1.3) • The Irish Legal System.	
2. Criminal Liability 2.1) 1. The actus reus, with particular reference to the requirement of voluntariness and the defence of 2.2) automatism 2.3) 2. Liability for omissions 2.4) 3. Mens rea: intention, recklessness, knowledge. 2.5) 4. Insanity, automatism and diminished responsibility	

INFT 4000: Data Acquisition and Preprocessing

Module Details

Module Code:	INFT 4000
Module Long Title:	Data Acquisition and Preprocessing APPROVED
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Hung Ngo
Module Coordinators:	Hung Ngo (21 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module provides focuses on the acquisition and preprocessing of data in a large-scale, distributed environment. The module will describe the challenge of acquiring data from a variety of sources, which may differ in their connectivity, data format and volume, reliability, certainty, accuracy, and precision.</p> <p>The concepts, techniques, methodologies, and tools used to retrieve and interpret data will be explored and evaluated in an industry relevant manner. The teaching and learning will be predominantly practical in nature with a strong focus on problem-solving and hands-on programming of functional code.</p> <p>The module will utilise state of the art software frameworks for data acquisition (e.g., RESTful or web services) and the most appropriate data formatting/interpretation approach (e.g., JSON, XML).</p>
Indicative Syllabus	<p>Basic network programming –sockets, synchronous/asynchronous communications.</p> <p>Data processing – data structures, data formats, data interpretation, data filtering.</p> <p>Message-oriented architecture – integration of independent services and their inter-communication.</p> <p>RESTful service – setup, connectivity, communication, JSON.</p> <p>Web services – setup, connectivity, communication, DOM tree.</p> <p>Distributed transactions – techniques to handle fault tolerance for data retrieval, eventual consistency, commitment protocols.</p> <p>Big data implications – techniques for streaming, caching, paging, and storage.</p> <p>Data validation – techniques for handling data uncertainty, accuracy, and precision.</p>

INFS 4007: Distributed Systems

Module Details

Module Code:	INFS 4007
Module Long Title:	Distributed Systems APPROVED
Banner Title:	Distributed Systems
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Semester 1 - 2017/18 (September 2017)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Jenny Munnelly
Module Coordinators:	Jenny Munnelly (03 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>The focus of this module is distributed information systems. In this module the concepts will be taught from a practical perspective. The module complements the following modules: Web Development 1 and 2, Enterprise Databases, and has a learning relationship with Component-Based Development and Software Patterns. In this module the focus is on enterprise information systems, taught from a practical perspective. The technologies that are taught are contemporary, state-of-the-art and widely used in today's business and academic environments.</p> <p>Distributed technologies are core to the IT sector. The skills and technologies associated with distributed systems offer students an understanding of industry relevant enterprise development. The aim of this module is to develop the concepts, techniques and methodologies of distributed technologies in a manner that enables the student to use the technologies in a business and academic context.</p>
Indicative Syllabus	<p>Naming and Directory Systems Naming and directory services play a vital role in intranets and the Internet by providing network-wide sharing of a variety of information about users, machines, networks, services, and applications. JNDI is an API specified in Java technology that provides naming and directory functionality to applications written in the Java programming language. JNDI is used to explain and demonstrate the use of naming in distributed systems.</p> <p>Remote Method Calls A set of protocols and frameworks that enable Java objects to communicate remotely with other Java objects.</p> <p>Enterprise Architectures Component architectures for the development and deployment of component-based business applications. The development of middleware applications by providing automatic support for services such as transactions, security, and database connectivity.</p> <p>Distributed Transactions Distributed Transactions have become a critical element in the development of today's highly integrated systems. Transactions are explained and demonstrated with reference to practical implementation using complementary technologies.</p>

RETL 4021: eCommerce Case Study

Module Details

Module Code:	RETL 4021
Module Long Title:	eCommerce Case Study APPROVED
Banner Title:	eCommerce Case Study
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Jan 2024 (January 2024)
ECTS Credits::	5
Current Coordinator::	PATRICK DORAN
Module Coordinators:	PATRICK DORAN (15 November 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>A business case is a description of a situation faced by a firm. It typically includes a chronology of significant events in the organisation's development; and information about the competitors and industry. It may also contain summaries of costs and sales data. Case study analysis provides the student with an overview of management functions and activities in organisations.</p> <p>The aim of this this module is to provide the student with decision making perspectives that address a range of issues at senior management level. Cases reinforce concepts and techniques that are likely to have been at the core of earlier course work and that can now be applied in real business phenomena. The student has an opportunity to experience the complexity of business situations and evaluate the consequences of particular decisions in the eCommerce environment.</p>
Indicative Syllabus	<p>Emerging Technologies</p> <p>Evolving Business models/Revenue Models</p> <p>Operations management</p> <p>Strategy</p> <p>Supply Chain Management</p> <p>International Business Strategy</p> <p>Consumer/Business to Business</p> <p>Product/Service Marketing</p> <p>SME/Large organisations</p> <p>Digital Marketing / E-Business strategy</p> <p>Ethics/Business culture</p>
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
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TECH4007: Emerging Technology & Organisation Change

Module Details

Module Code:	TECH4007
Module Long Title:	Emerging Technology & Organisation Change APPROVED
Banner Title:	Emerging Technology & Organisation Change
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chao Ji Hyland
Module Coordinators:	<ul style="list-style-type: none"> • Chao Ji Hyland (15 March 2023 to 16 March 2023) • Chao Ji Hyland (16 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Technology continues to develop and evolve, changing our society, business landscape and processes. In particular, disruptive and breakthrough technologies can substantially influence businesses even in the very near term. Currently technologies such as the Internet Of Things, AR/VR, Robotics (software and hardware) together with quantum computing, materials & manufacturing technologies, AI and Big Data point to significant impacts on the world around us as they are becoming operationalised at pace.</p> <p>This module opens up a space for students who are proficient in the field of Innovation and/or Technology Management to gain an insight into the near, medium and potential long-term future impacts of such massive change. The module provides a platform from which current and future managers can envision the impact of paradigmatic innovations and learn how to increase organisational resilience proactively.</p> <p>In this module students will be exposed to extreme and radical new technologies to develop their capacity to help organisations adopt, adapt and change. Students will need to evaluate the role of such innovations at a macro, meso and micro level in order to develop insights into how organisations must change in response.</p> <p>In particular, this module supports the near-term adoption of radical innovation within 'normal' businesses and encourages students to think creatively around these exciting new technological changes.</p>
Indicative Syllabus	<p>This module includes topics such as:</p> <ul style="list-style-type: none"> • Future planning around industry dynamics and technology cycles • Formulating a technology management strategy • Collaborations and techniques for increasing organisational capabilities • The role of T in PESTEL analyses • Technology analysis tools and techniques • Is first mover advantage the right way to approach radical innovation?

Module Details

Module Code:	EREL 4000
Module Long Title:	Employee Relations APPROVED
Version:	1
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	MARIAN JENNINGS
Module Coordinators:	MARIAN JENNINGS (08 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	Shared with TU904
Campus:	City Campus
Module Overview	<p>The module is designed to examine the nature and mechanisms of the employment relations arena in Ireland and Internationally. It examines how institutions, actors, systems, practices and processes interact in an attempt to gain the commitment of the workforce to the achievement of the organisation's business goals and objectives.</p> <p>Irrespective of whether or not they deal with unions, all employers and managers have both collective and individual relationships with their staff which must be managed. Accordingly, they must find ways to reconcile the interests of the 'buyers' and 'sellers' of labour. Thus, this subject is relevant to any student wishing to understand the nature and contribution of the employee relations process.</p>
Indicative Syllabus	<p>1. Introduction to Employee Relations Contextual and theoretical overview of Employee Relations</p> <p>2. Labour Law The role of individual and collective labour law in Employee Relations.</p> <p>3. Trade Unions and Employer Associations The objectives, origins, structure, composition, development and current status of trade unions and employer associations.</p> <p>4. Employee Participation Participation defined and analysed. Forms of employee participation compared including task participation, financial participation and mutual gains approach.</p>

HRMG 4008: Employee Relations

Module Details

Module Code:	HRMG 4008
Module Long Title:	Employee Relations APPROVED
Banner Title:	Employee Relations
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Yanyi Wang
Module Coordinators:	Yanyi Wang (28 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	TU 114 Year 3
Campus:	City Campus
Module Overview	<p>The module is designed to examine the nature and mechanisms of the employment relations arena. It examines how institutions, actors, systems, practices and processes interact in an attempt to gain the commitment of the workforce to the achievement of the organisation's business goals and objectives. Irrespective of whether or not they deal with unions, all employers and managers have both collective and individual relationships with their staff which must be managed. Accordingly, they must find ways to reconcile the interests of the 'buyers' and 'sellers' of labour. Thus, this subject is relevant to any student wishing to understand the nature and contribution of the employee relations process.</p> <p>Module Aim:</p> <p>The aim of this module is to provide students with a sound theoretical and practical foundation in the subject area of employee relations, at national, industrial and workplace levels, together with relevant knowledge of the key issues and challenges facing employee relations practitioners and policy makers. It will equip the students with the essential knowledge, skills and insights to the creation, conduct and maintenance of effective ER policies, procedures and practices for the effective management of employment relations in the context of the rapidly changing nature of work and employment.</p>
Indicative Syllabus	<ul style="list-style-type: none"> • Introduction to Employee Relations, covering the basics such as the definition, key concepts and main theoretical and management approaches • Creation and components of good employee relations • The dynamic context of employment relations • The management of employee relations at national, industrial and organizational levels • Trade unions, employer associations and industrial relations

LAW 4017: Employment Law

Module Details

Module Code:	LAW 4017
Module Long Title:	Employment Law APPROVED
Banner Title:	LAW 4017 EMPLOYMENT LAW
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Niall Neligan
Module Coordinators:	Niall Neligan (20 January 2020 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>This module is designed to provide students with an in-depth understanding of the foundation principles of the employer-employee relationship, based on contract and the applicable statutory rights/duties conferred on both parties by law. Students will explore the various types of employment contracts, the legal requirements of employment contracts, and the rights and obligations of both employers and employees. Additionally, students will examine the role of collective agreements and the impact of European Union law on Irish Employment law.</p> <p>This module will equip students with the knowledge necessary to navigate the complex legal framework governing the employer-employee relationship in Ireland. Furthermore, this module will introduce students to the employment rights redress system, including the Workplace Relations Commission and the Labour Court. Students will learn about the procedures for making a complaint, the remedies available, and the enforcement mechanisms used by these bodies. The module will also cover the various forms of discrimination prohibited under Irish law, including gender, age, race, and disability.</p> <p>Throughout the module, practical problem-solving exercises will be used to help students develop critical thinking and analytical skills, enabling them to apply their knowledge in real-world scenarios. Overall, this module aims to provide students with a comprehensive understanding of Irish employment law, while also equipping them with the practical skills necessary to navigate this complex area of law.</p>
Indicative Syllabus	<p>The first part of the module aims to provide a comprehensive understanding of Irish Employment Law, covering essential topics such as employment contracts, dispute resolution institutions, and protective legislation for atypical workers.</p> <p>The Contract of Employment: Legal Classification</p> <p>The contract of employment is a legally binding agreement between the employer and the employee that outlines the terms and conditions of employment. This can be in the form of a verbal or written contract. In Ireland, employees are entitled to a written statement of certain key terms and conditions of employment within five days of starting work, with the remaining terms being provided within two months of commencement.</p> <p>Contractual Basis of the Employment Relationship</p> <p>The employment relationship can be based on a contract of service or a contract for services. A contract of service is an agreement where the employee agrees to provide services to the employer in return for payment. A contract for services is where the employee is engaged as an independent contractor and provides services to the employer but is not an employee.</p> <p>Distinguishing Contracts of Service from Contracts for Services</p>

Module Details

Module Code:	ENTP 4000
Module Long Title:	Enterprise Studies APPROVED
Banner Title:	Enterprise Studies
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	OLIVER HERBST
Module Coordinators:	OLIVER HERBST (19 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>Entrepreneurship is the essence of free enterprise because the birth of new business gives a market economy its vitality. New and emerging business creates a very large proportion of innovative products and services that transform the way we work and live. These subject challenges the students to examine their own entrepreneurial potential and examines key issues of debate within the field of entrepreneurial activity. There is an ever-increasing need for entrepreneurs and entrepreneurial behaviour within the Irish economy. This module is theoretically strong grounded and very practical for the student. The module is designed to examine the enterprise and gain strong 'practical' insights into different areas of an enterprise, such as Organisation, Operation, Sales and Marketing, and Research and Development. In addition, it promotes entrepreneurship from a cross disciplinary perspective of how it interacts with broad aspects of an enterprise.</p>
Indicative Syllabus	<p>Images of Enterprise Defining entrepreneurship; Tasks and role of the entrepreneur; Entrepreneurship classifications; Serial entrepreneurship; Entrepreneurship and small business management; Enterprise culture in Ireland; Government policy</p> <p>The Entrepreneurial Process Entrepreneurship and the drive for change; Entrepreneurial process: Opportunity and resources, Organisation action and the dynamics of success; Entrepreneurship in non-profit organisations; Influences in the move to entrepreneurship</p>

MGMT 4005: Entrepreneurial Studies

Module Details

Module Code:	MGMT 4005
Module Long Title:	Entrepreneurial Studies APPROVED
Banner Title:	Entrepreneurial Studies
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chelsea Hollywood
Module Coordinators:	Chelsea Hollywood (19 October 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	This module is shared across TU 924 AND TU 925, Erasmus students are also offered the module.
Campus:	City Campus
Module Overview	Entrepreneurship is the essence of free enterprise because the birth of new business gives a market economy its vitality. New and emerging business are the seedbed for innovation and enterprise and a transformative society. The overall aim of the course is to engender a spirit of entrepreneurial endeavour. It will do this by challenging a student's own perception of self-fit with entrepreneurial activity
Indicative Syllabus	<p>1. The role of SME's in the Economy.</p> <p>2. Entrepreneurship. Defining entrepreneurship/ Tasks/ Role of the entrepreneur/ Entrepreneurship classifications/ Serial entrepreneurship/ Defining the small firm/Entrepreneurship and small business management /Enterprise Culture in Ireland and government policy .</p> <p>3. The Entrepreneur Characteristics of a successful entrepreneur/ Behavioural Traits/ Entrepreneurial skills/ Entrepreneurship and culture / Dimensions of entrepreneurship/ Entrepreneurial myths</p> <p>3. Entrepreneurial Contexts. Entrepreneurship and the drive for change/ Entrepreneurial process-opportunity, resources and organisation/ action and the dynamics of success/ Entrepreneurship in non-profit organisations/ Influences in the move to entrepreneurship</p> <p>4. Entrepreneurship Routes Starting a business/ Innovation and entrepreneurship/ Rationale for new business/ Buying an existing business/ Determining a price/ Negotiation/ Franchising/ Restrictions/ Evaluating the franchise option/ Irish Overview</p>

Module Details

Module Code:	LAW 3503
Module Long Title:	Equity Law APPROVED
Banner Title:	Equity Law
Version:	1
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Philip Gavin
Module Coordinators:	<ul style="list-style-type: none"> • David Graham (05 February 2020 to 18 October 2023) • Gerard Hussey (18 October 2023 to 19 October 2023) • Philip Gavin (19 October 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>The Law of Equity comprises that body of rules and doctrines that were administered by the Court of Chancery prior to the enactment of the Judicature (Ireland) Act, 1877. Thereafter, these rules and doctrines were, and continue to be, applied by all Courts (save the District Court which lacks an Equitable jurisdiction) and in all civil proceedings. The subject is best viewed as a body of rules complementing the Common Law, mitigating its harshness and acting as a gloss or refinement thereon.</p> <p>Module Aims</p> <ul style="list-style-type: none"> • To provide an intensive course of study in the several aspects of Equity, • To encourage students to develop independent methods of research from primary legal sources, • To encourage students to apply equitable principles to given facts. <p>This module comprises 10 ECTS credits. .</p>
Indicative Syllabus	<p>Syllabus:</p> <p>The Nature of Equity and Historical Background, including the Maxims of Equity.</p> <p>Modern Equity:</p> <p>(a) Equitable Interests and equities</p> <p>b) Equitable Doctrines</p> <p>(i) Notice</p> <p>(ii) Estoppel</p> <p>(iii) Fraud, Undue Influence & Unconscionable Transactions.</p> <p>(c) Equitable Remedies</p> <p>(i) Injunctions</p> <p>(ii) Specific Performance</p> <p>(iii) Rescission</p> <p>(iv) Rectification</p>

LAW 4019: European Human Rights Law

Module Details

Module Code:	LAW 4019
Module Long Title:	European Human Rights Law APPROVED
Banner Title:	LAW 4019 European Human Rights
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Gene Carolan
Module Coordinators:	Gene Carolan (13 January 2020 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>This module concerns the origins, scope, and applicability of the principle human rights regimes in Europe. The module will concentrate on the critical analysis of the human rights system established by the Council of Europe, with a particular focus on the substantive provisions of the European Convention on Human Rights.</p> <p>In the second half of the course, the course will explore the increasing influence of the European Union in the sphere of human rights, with regard to the EU Charter of Fundamental Rights and the case law of the European Court of Justice (ECJ). Towards the end of the course, the module will scrutinise the influence of Ireland's membership of the European Union and the impact of European case law on human rights jurisprudence in Ireland.</p>
Indicative Syllabus	<p>I. The European Convention on Human Rights</p> <ol style="list-style-type: none"> 1. The history of the Convention, the general scope of its protections and the competing philosophies which influenced its eventual shape; 2. The enforcement procedures in place which give life to the Convention at an international level, and how these compare to other regional human rights systems; 3. The scope and application of various core rights, including those in the original Convention, and the adTU Dublinional rights granted by Protocols 1 and 4 <p>II. Incorporation of the Convention, and its impact on the Irish legal system.</p> <p>III. Human Rights Protection Under the European Union</p> <ol style="list-style-type: none"> 1. The development of human rights protection by the European Union 2. The extent to which it is possible to litigate human rights issues under EU law 3. The genesis of the Charter of Fundamental Rights and how it compares to the Convention 4. The relationship between the European Union and European Court of Human Rights, including the issue of accession. <p>IV. Future Prospects & Possible Reform</p>
Learning and Teaching Methods	<p>Lectures</p> <p>The module will primarily be delivered through a weekly lecture. However, lectures will adopt a student-centred approach, and student learning will often be supported through the following activities:</p> <p><i>Small Group Activities</i></p>

Module Details

Module Code:	LAW 3501
Module Long Title:	Evidence Law APPROVED
Banner Title:	Evidence Law
Version:	1
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Ruth Cannon
Module Coordinators:	<ul style="list-style-type: none"> • David Graham (04 February 2020 to 18 October 2023) • Ruth Cannon (18 October 2023 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>This module deals with the Law of Evidence in Ireland. It will consider the basic concepts of evidence law, the burden and standard of proof, the different categories of evidence (real, documentary, testimony and circumstantial evidence) and the circumstances in which particular evidence falling within these categories may be excluded as hearsay, bad character evidence, unconstitutionally or unlawfully obtained evidence and under the doctrine of privilege.</p> <p>Module Aims:</p> <p>This module is designed to give students a broad overview of evidence law as it applies in Ireland. It is intended to provide students with an understanding of the basic concepts and processes involved and enable them to apply these concepts in practical situations</p>
Learning and Teaching Methods	<p>Interactive lectures Self-directed learning Group study and group discussion Presentations Guest lecturers</p> <p>Assessment will consist of an end of session examinations (with both seen and unseen questions) and continuous assessment (including essays and problem-solving exercises).</p> <p>Assessment will be made on the basis of students' demonstrated ability to analyse and comment upon the important principles of and developments in the Law of Evidence.</p> <p>In particular, assessment will be conducted by reference to the following criteria:</p> <ul style="list-style-type: none"> • Demonstrated knowledge of module content. • Evidence of understanding of relevant concepts and principles. • Originality of thought and evidence of independent research. • Clarity of expression and presentation. <p>Technical proficiency.</p>
Indicative Syllabus	

Module Details

Module Code:	FNES 4000
Module Long Title:	Financial Econometrics APPROVED
Version:	1
Indicative NQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Damien Cassells
Module Coordinators:	Damien Cassells (18 May 2019 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	Module shared with TU903/4, TU905/3 and TU904/4, TU910/3
Campus:	City Campus
Module Overview	This module introduces students to how econometric techniques can be applied in the financial field. This module follows on from Maths for Economics and Finance in years 1 and 2, and Statistics for Economics and Finance in Year 1. In summary, management science techniques and statistical methods are applied to Finance and Economics.
Indicative Syllabus	<p>Introduction to Econometrics: The history of econometrics, the theory of and aims of econometrics, data types, the population mean and its properties.</p> <p>Hypothesis Testing: Hypothesis specification, null and alternative hypothesis, the decision rule, the T-test, type I and type II errors, confidence intervals, the F-test.</p> <p>Regression Analysis: Simple and multiple regressions, properties of the error term, regression estimates, regression methods, the residual and fitted values, OLS, R^2 and adjusted R^2, reverse regressions, the classical model.</p> <p>Model Specification and the Associated Problems: Choosing the independent variables, omitted variables, irrelevant variables, lagged variables, the Ramsey error specification test, functional form, dummy variables, other specification issues.</p>

Module Details

Module Code:	FNCE 3002
Module Long Title:	Financial Econometrics APPROVED
Banner Title:	Financial Econometrics
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Clare O Mahony
Module Coordinators:	Clare O Mahony (23 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	Module shared with TU903/4, TU905/3 and TU905A/4, TU904/4, TU910/3 and TU910A/4
Campus:	City Campus
Module Overview	Econometrics is the essential statistical toolbox for economists. Much of economic and finance research, and many jobs in industry and government, require economists and financial professionals to analyse data. The purpose of this course is to teach students the basic concepts of econometrics. We will introduce linear regression, which is arguably the most important tool in econometrics, and learn how this tool can be used to quantify all sorts of economic relationships. The module offers a balance between extensive applied components and core theoretical material, aiming to develop the practical skills students need to conduct independent applied research.
Indicative Syllabus	<p>Introduction to Econometrics: The history of econometrics, the theory of and aims of econometrics, data types, the population mean and its properties.</p> <p>Hypothesis Testing: Hypothesis specification, null and alternative hypothesis, the decision rule, the T-test, type I and type II errors, confidence intervals, the F-test.</p> <p>Regression Analysis: Simple and multiple regressions, properties of the error term, regression estimates, regression methods, the residual and fitted values, OLS, R^2 and adjusted R^2</p> <p>Model Specification and the Associated Problems: Choosing the independent variables, omitted variables, irrelevant variables, lagged variables, the Ramsey error specification test, functional form, dummy variables, other specification issues.</p>

Module Details

Module Code:	FNSV4008-14524
Module Long Title:	Financial Services APPROVED
Banner Title:	Financial Services
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	CLAIRE GRIFFIN
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (26 November 2020 to 21 February 2023) • CLAIRE GRIFFIN (21 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	This module is shared with TU904/4
Campus:	City Campus
Module Overview	<p>This is a comprehensive course on the theory and practice of risk management, which will teach students the various ways in which companies can manage business and financial risk mainly through hedging, but also touches on speculation and arbitrage.</p> <p>The course contains a mixture of analytical and theoretical components</p> <ul style="list-style-type: none"> • builds on the principles of Corporate Finance studied in the third year of the programme • is intended to enable students to specialise in the domain of Financial Services. <p>The module overview should be concise and succinct.</p>
Indicative Syllabus	<p>The Financial System:</p> <p>Role and function of financial systems. Structure of the Irish financial market. Providers of financial services (specialist and general financial intermediaries). Users of investment products. Regulation of the Irish financial services market. Function of arbitrageurs, hedgers and speculators in the financial markets.</p>

Module Details

Module Code:	FNST 4000
Module Long Title:	Financial Strategy APPROVED
Banner Title:	Financial Strategy
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Jim Hanly
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (26 November 2020 to 02 March 2023) • Jim Hanly (02 March 2023 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	<p>Financial Strategy is core to any organisation and involves the management of financial resources to meet organisational goals. This is a complex process involving aspects of financial decision making, investment appraisal, management accounting, law and ethical issues. This module considers these issues in the light of the strategy of the organisation.</p> <p>This module, continuing on from the third year subject in Corporate Finance, considers the importance of a strategic approach to financial issues and the underpinning nature of finance in the business. It considers the wider issues facing financial managers such as business failure, ethical and social issues and current financial theory.</p>
Indicative Syllabus	<p>Financial Strategy The interface of finance and business strategy; Corporate Governance and Corporate Social Responsibility from a financial perspective; importance of clear financial strategy; ethics, power and responsibility.</p> <p>Valuation of Business Weighted Average Cost of Capital; the effects of gearing; capital cost; Rights Issue; Portfolio Theory; Valuation of securities; Cost of Capital and the valuation of businesses.</p> <p>Portfolio Risk and Return The Capital Asset Pricing Model; Arbitrage Pricing Theory; Empirical studies of CAPM</p> <p>Capital Structure and Shareholder Returns Components on Capital Structure; definition and measurement of financial gearing and operational gearing; relationship between operational profit, earning per share and share value in the context of different levels of gearing; dealing with uncertainty; effects of taxation.</p> <p>Dividends and Retention Policy Determinants of dividend policy; theories on the relationship between dividend policy and share price; Modigliani and Miller; legal aspects of dividends and retentions.</p> <p>Mergers and Take-overs</p>

RETL 3010: GIS Management for Retail Management

Module Details

Module Code:	RETL 3010
Module Long Title:	GIS Management for Retail Management APPROVED
Banner Title:	GIS Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Damien Smyth
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (16 October 2020 to 16 March 2023) • Bill Dwan (16 March 2023 to 29 April 2024) • Damien Smyth (29 April 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module aims to assist students to develop an understanding of the importance of location selection to retail management. In addition to theories of retail location the student are taught the practical application of retail location analysis using Geographic Information Systems.
Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction to the Module 2. Retail Location Theories 3. The National Planning Framework 4. Geographic Information Systems 5. Geodemographics 6. Catchment Area Derivation 7. Retail Network Optimisation 8. Conclusions & Revision
Learning and Teaching Methods	<p>Lectures with demonstration: students will be exposed to the theory of retail location and extensive reference will be made to relevant case studies</p> <p>Students will also be exposed to a sophisticated Geographic Information Systems tool in computer labs</p>
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	

LAW 9026: Immigration, Refugee and Citizenship Law

Module Details

Module Code:	LAW 9026
Module Long Title:	Immigration, Refugee and Citizenship Law APPROVED
Banner Title:	Immigration Refugee & Citizens
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Gene Carolan
Module Coordinators:	Gene Carolan (31 January 2020 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>This module explores migration in its international and theoretical contexts. It seeks to explore questions such as, 'Why do people move?', 'How do international, regional, and national actors respond to mass movements of people?', and 'Why do physical and procedural barriers continue to appear in a time defined by mass movement?' In doing so, the module aims to reveal freedom of movement as a fundamental human right.</p> <p>Throughout the course, we will explore the international framework for the protection of refugees; the European framework for asylum and immigration; and the manner in which the Irish system of immigration relates to both. The course emphasises the socio-legal ramifications of defining immigrants, refugees, and citizens as such; and explores the legal measures that States enact to legitimate inaction or violation in this area. In doing so, the module tries to explain how rights enshrined at the international level do not always filter down to asylum seekers and immigrants in national legal systems.</p> <p>This is a highly fluid and rapidly changing area that is beset by challenges such as populism and climate change. This module will enable you to communicate confidently on the complex bodies of law that govern the movement of peoples in the 21st century. This module increases student employability by supporting the development of critical thinkers, problem solvers, collaborators, and global citizens. This module may also prepare the student for further study in fields such as migration, integration, and/or refugee law.</p>
Learning and Teaching Methods	<p>Lectures</p> <p>The module will primarily be delivered through a weekly lecture. However, lectures will adopt a student-centred approach, and student learning will often be supported through the following activities:</p> <p><i>Small Group Activities</i></p> <p>Students will be assigned to groups to discuss and interpret key passages from assigned readings and popular media. Students will then be expected to present their findings to their peers via minute papers or short oral presentations.</p> <p><i>Problem-Based Learning</i></p> <p>Students will be assigned to groups to work through hypothetical scenarios. Students will be expected to assist one another in the identification of legal issues, the interpretation of the relevant rights, and the presentation of an accurate response to the lecturer.</p>

FNCE 3005: International Finance and Monetary Economics

Module Details

Module Code:	FNCE 3005
Module Long Title:	International Finance and Monetary Economics APPROVED
Banner Title:	International Finance and Mone
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Intesar Madi
Module Coordinators:	Intesar Madi (14 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Campus:	City Campus
Module Overview	This module is an advanced module in Economics aimed at students in the final year of an undergraduate course. It is suitable for students in programmes in Economics and Finance, Accounting and Finance and undergraduates in Business programmes that wish to take an Economics/Finance module.
Indicative Syllabus	<p>The Foreign Exchange Market Characteristics and participants in the foreign exchange market. Interaction of Hedgers, Arbitrageurs and Speculators. Speculation and the forward exchange rate. Basic Demand/Supply analysis.</p> <p>The Balance of Payments Explanation of the current and capital/financial accounts of Balance of Payments. The Net International Investment Position (NIIP).</p> <p>IS/LM Analysis. The goods market and the IS curve. The money market and the LM curve. The impact of fiscal and monetary policy changes in the model. The interaction between fiscal and monetary policies in the model. Linking IS/LM analysis with aggregate demand/aggregate supply analysis.</p> <p>The Mundell-Fleming Model of the Small Open Economy.</p>

HRMG 4403: International Human Resource Management

Module Details

Module Code:	HRMG 4403
Module Long Title:	International Human Resource Management APPROVED
Banner Title:	International Human Resource Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2025 (September 2025)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Yanyi Wang
Module Coordinators:	Yanyi Wang (28 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	TU 114 Year 4
Campus:	City Campus
Module Overview	<p>This module explores the international variety of national models of employment and styles of human resource management with special attention to understanding how multinational companies adapt in diverse host country conditions and the factors that shape their HR practices. Several key themes are addressed in the module, including theoretical approaches for understanding cross-national differences in employment policy, practice, and systems.</p> <p>This module investigates the key international HRM issues including the recruitment and selection of expats, management of expats, training and career development, performance management, rewards strategy and health and safety. The aim throughout is to explore the complex interplay between distinctive home and host country employment models and the development and transfer of HR practices in multinational companies.</p>
Indicative Syllabus	<ul style="list-style-type: none"> • The cultural and institutional context of IHRM • National approaches to HRM versus HRM in an international context • Globalisation and National Employment Models • IHRM: The Organisational Context – Recruitment and Selection, Learning and Development, Health and Safety • Managing & Supporting International Assignments - Performance Management and Rewards • Expatriate Failure and Early Return, Repatriation • The Enduring Context of IHRM, Covering IHRM mainstream trends and future challenges

HRMG 4000: International Human Resource Management

Module Details

Module Code:	HRMG 4000
Module Long Title:	International Human Resource Management APPROVED
Banner Title:	International Human Resource Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	SUE MULHALL
Module Coordinators:	<ul style="list-style-type: none"> • SUE MULHALL (15 May 2019 to 01 November 2021) • SUE MULHALL (01 November 2021 to 24 February 2023) • Hana Hlochova (24 February 2023 to 03 March 2023) • SUE MULHALL (03 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	Shared with TU931 (DT364/4)
Campus:	City Campus
Module Overview	<p>The module explores the critical debates and contemporary issues in international human resource management (IHRM) relevant to both the extant literature and practitioners working in global enterprises. As a discipline, IHRM is concerned with the human resource issues of multinational corporations operating across diverse cultural and institutional settings, and of indigenous organisations acting in alliance with these firms.</p> <p>The aims of the module are to examine the conceptual frameworks and theoretical models grounding IHRM and to explore the shaping influence of the various perspectives on IHRM strategies, policies, procedures and practices. The module provides a theoretically grounded, practical understanding of IHRM in global enterprises. It critiques the IHRM debates facing multinational corporations (universalism versus contextualism, convergence versus divergence, integration versus differentiation, standardisation versus</p>

LAW 1204: Law and Technology

Module Details

Module Code:	LAW 1204
Module Long Title:	Law and Technology APPROVED
Banner Title:	Law and Technology
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2022 (January 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Brian Barry
Module Coordinators:	Brian Barry (23 February 2022 to ---)
School Responsible:	School of Social Sciences, Law & Education
Campus:	City Campus
Module Overview	<p>The emergence of new technologies has transformed legal systems, the legal professions and the services they deliver, and how justice is done both in Ireland and further afield. Moreover, law-makers and regulators have had to react to the emergence of new technologies in a variety of contexts that profoundly affect society. This module addresses two broad themes: it addresses the latest developments in 'LawTech' (technologies that assist, improve or replace the delivery of legal services) and its implications, and how the legal landscape has been changed by emerging technologies in society.</p> <p>The first half of the module will examine LawTech innovations and legal technology tools in the delivery of legal services, courts systems and the justice system. This includes online courts, the employment of artificial intelligence (and related technologies such as natural language processing and predictive analytics) by the legal professions, courts and other adjudication fora, and in crime prevention and investigation. Students will be introduced to apps and other digital tools in dispute resolution and transactional law contexts.</p> <p>The second half of the module will consider law's response to emerging technologies. This half will examine the profound changes to the legal landscape as a consequence of new technologies in different contexts, including legislation and regulation of areas such as new media, cybercrime (to include organised crime, crimes against states and organisations, as well as crimes against persons including image-based sexual abuse, crimes involving deepfake technology and personal fraud), e-commerce, consumer protection, Fintech, intellectual property, data protection and privacy, healthcare, transport, and the use of technologies by states and their consequences for human rights.</p> <p>Upon completion of this module, students will have acquired the knowledge to examine and critically evaluate these developments and to consider their consequences for legal systems and society. Students will also acquire basic skills in using legal technologies and an understanding of how they work, better preparing them for careers as innovative, technologically-minded legal professionals.</p>
Indicative Syllabus	<p>Unit 1: LawTech</p> <ol style="list-style-type: none"> 1. Introduction to Law and Technology 2. Introduction to LawTech: understanding new technologies

HRMG 3007: Managing Diversity at Work

Module Details

Module Code:	HRMG 3007
Module Long Title:	Managing Diversity at Work APPROVED
Banner Title:	Managing Diversity at Work
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	MARY KINAHAN
Module Coordinators:	MARY KINAHAN (03 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>In this section a brief description of the general rationale for, and purpose of, the module should be provided, indicating at whom the module is aimed and if, for example, it is an introductory, basic, intermediate or advanced module. This section should also include if there are discrete module elements / components.</p> <p>Due to globalisation and technological advancement, diversity is becoming a fundamental issue for organisations. This module examines the role of diversity in the workplace in a comprehensive and holistic manner from examining overarching theories and concepts to students' reflecting on their own biases and perceptions. The main aims of this module are to raise awareness of different diversity issues, highlight the importance of diversity for organisations, and the different approaches to managing diversity. Moreover, by reflecting on this coursework, students shall become more self-aware of their own biases and in doing so, possibly broaden their perspective on diversity.</p>
Indicative Syllabus	<p>Managing Workforce Diversity</p> <p>Defining and exploring diversity, equality, and inclusion. Outline the benefits and advantages of diversity management – including business case and social justice case. Equity vs. Equality vs. Diversity vs. Inclusion.</p> <p>Liff's typology approach to Diversity Management.</p> <p>Psychology of diversity and HR approaches to DM</p>

MKCM 4002: Marketing Communications

Module Details

Module Code:	MKCM 4002
Module Long Title:	Marketing Communications APPROVED
Banner Title:	Marketing Communications
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Valerie Gannon
Module Coordinators:	<ul style="list-style-type: none"> • KATHLEEN HUGHES (08 May 2019 to 09 March 2023) • Valerie Gannon (09 March 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	The module provides students with a comprehensive overview of Marketing Communications theory, media, and tools. The course addresses the challenges of integrating the well-established media of traditional advertising, sales promotion, direct marketing, public relations and sponsorship with the newer digital and electronic forms of Marketing Communications such as online advertising, social media marketing and online PR.
Indicative Syllabus	<p>Introduction to Marketing Communications: The role and scope of communications in marketing. Marketing communications functions.</p> <p>Audience insight: The (evolving) customer decision making journey; Information processing; Decision making.</p> <p>Managing Marketing Communications: Setting campaign objectives, budgeting and positioning.</p> <p>Communications: The communications process, Models of communications. Brand communications.</p> <p>Integrated Marketing Communications: (IMC) IMC theory, concept and practice. Strategic vs tactical IMC.</p> <p>Marketing Communications Mix: <u>Advertising:</u> role, forms, and strategy. Models of advertising. Advertising appeals and messages. Creativity and creative strategy. <u>Media:</u> role, principles and practice. Linear vs interactive media. Social media and interactivity. Media planning. <u>Other MarCom tools:</u> Public relations; Sponsorship; Sales Promotion and brand experiences.</p> <p>Challenges and issues in Marketing communications: Ethics, regulations and environmental issues.</p>

INFS 4005: Mobile Application Development

Module Details

Module Code:	INFS 4005
Module Long Title:	Mobile Application Development APPROVED
Banner Title:	Mobile Application Development
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2018 (September 2018)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Thoa Pham
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (21 December 2020 to 22 February 2023) • Thoa Pham (22 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module provides an introduction to the skills and techniques required to develop software that runs on a mobile or handheld device. The module will be practical in nature, with the emphasis on creating working software that could be executed on a simulator or deployed on a mobile device. As all mobile development is done using a particular framework, it will be necessary to select a suitable framework for teaching purposes. The Android framework from Google is freely available and open source, which are strong advantages from a teaching perspective and consequently will be the framework used on the module.</p> <p>The mobile sector is an increasingly important part of the ICT landscape and it would be important for a developer to have competency in this area. The module aims to provide a thorough introduction to the required skills and illustrates the ways in which mobile development is different from regular desktop development. It aims to provide students with an understanding of constraints involved in the emerging field of mobile computing, and how technologies can be used to develop applications appropriate to mobile devices. Beyond this, the aim is to ensure that the student will be able to use the technologies that they have learned in a business and academic context.</p>
Indicative Syllabus	<p>Emulation, debugging and deployment.</p> <p>Mobile UI design. Views, layouts, menus, animations, styles, themes and resources. Resolution independence.</p> <p>Database storage and retrieval.</p> <p>Background services, inter-application communication, multi-tasking and notification.</p> <p>Mapping, geocoding and location-based services.</p> <p>Accessing hardware features, such as camera, GPS, accelerometer and orientation sensors. Playing audio and video</p>

MGMT 4010: Partnerships and Outsourcing

Module Details

Module Code:	MGMT 4010
Module Long Title:	Partnerships and Outsourcing APPROVED
Banner Title:	Partnerships and Outsourcing
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	MARGARET FARRELL
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (13 January 2021 to 12 March 2023) • MARGARET FARRELL (12 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	this module can be shared with final year students on the following programmes TU903 and TU931
Campus:	City Campus
Module Overview	<p>Interest in supply chain partnerships and alliances has increased in recent years as companies restructure their businesses around core products and core activities. Related to this trend is the trend towards outsourcing non core competencies to business partners. It is the tough competition in core competencies, for scarce resources and the increasing cost of staying competitive across all activities, which is driving firms to distinguish which operations and capabilities are key to their business – and which ones they should outsource.</p> <p>Outsourcing is a term that has become popular within industry, but whose advantages can be elusive. It is often used to refer to a multitude of differing practices and business arrangements, some strategic and some which are clearly not strategic, such as sub-contracting. Quite often managers fail to fully appreciate the long term and high levels of commitment associated with true strategic outsourcing.</p> <p>Getting full value out of supplier relationships is an elusive goal for most companies, even those with robust supply chain management programmes. Partnerships and relationships must become embedded within an organisation's overall strategy. This is particularly true if the full benefits of strategic outsourcing are to be achieved.</p> <p>This module seeks to generate an understanding of outsourcing and strategic partnering within a supply chain context. It will highlighting the challenges involved, and route maps for success and the potential rewards.</p>
Indicative Syllabus	<p><i>Evaluate the Outsourcing Decision:</i> Outsourcing as a business trend, including product and services, BPO and ICT. The Value Chain implications of outsourcing. The rational and drivers within a global business environment.</p> <p><i>The Make or Buy decision:</i> Examine the strategic & operational implications of outsourcing initiatives in relation to the aims, scope, costs, benefits and risks. Evaluate the outsourcing decision from a strategic resources perspective, including TCE, RBV and the knowledge based.</p>

HRMG4005: Performance Management

Module Details

Module Code:	HRMG4005
Module Long Title:	Performance Management APPROVED
Banner Title:	Performance Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	ELAINE ROSSITER
Module Coordinators:	ELAINE ROSSITER (27 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>Performance management may be described as a strategic and integrated approach to delivering sustained success to organisations, by improving the performance of the people who work in them and by developing the capabilities of teams and individual contributors</p> <p>Performance management, entailing the assessment and development of people at work, has emerged as one of the most important features of today's effective organisations. In an increasingly competitive work environment, organisations need to get the best out of their human resources if they are to survive and prosper. The failure of so many employments to do just that raises serious and sensitive questions about general management competence and the absence, or faulty operation, of performance management and appraisal systems. Accordingly the student cohort should be made fully aware of the practice, potential, pitfalls and prescriptions in respect of performance management and appraisal.</p>
Indicative Syllabus	<ul style="list-style-type: none"> • The aims and role of performance management. • The integration of performance management into other H.R. activities, incl. employee resourcing, employee development, employee reward, employee relations and quality management and continuous improvement initiatives. • Performance management and performance appraisal: practice and prescription. • Practical skills associated with giving and receiving feedback for maximum effect (incl. performance-related pay feedback scenarios). • Handling poor performance – the management of underperformance. • Effective appraisal interviews/performance reviews/personal development interactions. • How to design, communicate, evaluate and revise a performance management system.

RSRH 4003: Research Methodology/Statistics

Module Details

Module Code:	RSRH 4003
Module Long Title:	Research Methodology/Statistics APPROVED
Banner Title:	Research Methodology/Stats
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joan Keegan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (19 October 2020 to 14 February 2023) • Joan Keegan (14 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module is designed to introduce the student to the fundamentals of academic business research methodology. Students will learn about the context and process of research, examine a range of different research methodologies and develop the necessary competences and tools to enable them to successfully complete their Year 4 Research Project. Thus the module is intended both as an area of study in itself and as a foundation for carrying out the Research Project which is completed and submitted in the second semester of the final year.
Indicative Syllabus	<ol style="list-style-type: none"> 1. Gaining an understanding of research paradigms: The paradigm advances assumptions about external reality, how scientific enquiry should be conducted, and what constitutes legitimate problems, solutions, and criteria of "proof". As such, paradigms encompass both theory and methods. This will enable students to make decisions about qualitative and quantitative approaches to the study 2. Formulation of an appropriate and feasible Research Question highlighting specific objectives and sub-objectives. 3. Understanding how to conduct an Academic Literature Review reflecting the current body of knowledge existing on the topic and including selecting sources, correct citation methods and avoiding plagiarism. 4. Selecting appropriate and feasible Research Methodology that will meet with the requirements of the Research Question. 5. Selecting appropriate methods that will meet with the requirements of the Research Question. Students will be required to explain and defend their probable data collection methods and how the process will be managed 6. Designing suitable research instruments including population definition and sampling, conducting quantitative or qualitative fieldwork where appropriate Identifying suitable respondents 7. Analysing research data using quantitative and qualitative techniques and methodologies used in evaluating significance of research findings 8. Writing up a Project Report 9. Analysing both quantitative and qualitative datasets.

Module Details

Module Code:	RSRH 4005
Module Long Title:	Research Methods APPROVED
Banner Title:	Research Methods
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2025 (September 2025)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joan Keegan
Module Coordinators:	<ul style="list-style-type: none"> • Daire Hooper (03 February 2023 to 24 February 2023) • Joan Keegan (24 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	The Business Research Methods Module is a mandatory requirement for the award of BSc Human Resource Management. The research dissertation must contain appropriate primary research and this module is designed to facilitate students in understanding Research Methods and enabling them through a research skill development to commence their independent research. This module is designed to help students deal with the issues around the setting and development of research objectives, embarking on a research process, evaluating and selecting appropriate methodologies (including methods) and the arrival at a sound rigorous conclusion.
Indicative Syllabus	<ul style="list-style-type: none"> • Choosing a research topic and writing objectives • Ethical considerations • Writing a literature review • Choosing a research approach - research paradigms • Qualitative research methods <ul style="list-style-type: none"> ○ In-depth interviews ○ Focus groups ○ Case studies ○ Qualitative data analysis <ul style="list-style-type: none"> ▪ grounded approaches to QDA ▪ pragmatic approaches to QDA - abduction • Quantitative research methods <ul style="list-style-type: none"> ○ Designing questionnaires

RETL 4009: Retail Shopper Management

Module Details

Module Code:	RETL 4009
Module Long Title:	Retail Shopper Management APPROVED
Banner Title:	Retail Shopper Management
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Damian O Reilly
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (19 October 2020 to 22 June 2023) • Damian O Reilly (22 June 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	Category Management is a business process that has emerged from the Efficient Consumer Response initiative of the 1980s. It is a process that involves managing product categories as business units and customising them on a store-by-store basis to satisfy customer needs. This module seeks to broaden the student's concepts within trade practices; to examine why category management is expanding across product categories on a world-wide scale; examine the shift within retail from brand management to category management and shopper insights. Definitions, objectives, assumptions implementation successes and pitfalls will be examined and thoughts on future scenarios of the development of Category Management are examined.
Indicative Syllabus	<ol style="list-style-type: none"> 1. Introduction to Category Management concepts and frameworks 2. Examining the use of technology as enablers Category Management 3. Managing the conflict between supplier/vendor and retailers in large multiples. 4. Shopper Insights leading to customer-centric approach to Category Management 5. Efficient Consumer Response and efficient product assortment; efficient new product introduction and efficient promotions 6. The impact of Out-of-Stocks and use of technology to minimize potential loss of revenues
Learning and Teaching Methods	The course will be delivered in a series of 1 & 2 hour lectures over a 12-week semester. The lectures will include a series of presentations from experts and practitioners in Category Management. Case studies will be frequently utilised.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
#	
MLO1	Understand the concepts and importance of category management in a dynamic environment (Knowledge)

Module Details

Module Code:	RETL 4013
Module Long Title:	Retail, Consumption & Society APPROVED
Banner Title:	Retail Consumption and Society
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chelsea Hollywood
Module Coordinators:	Chelsea Hollywood (19 October 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p><i>We behave in particular ways within the parameters that the world of retail provides for us. But those behaviours are far from meaningless; they express what it means to be a citizen of a consumer society'</i> (Miles, 2016: 3).</p> <p>The module builds upon theoretical insights introduced in the previous year of this degree programme. It explores the wide-reaching meaning that retail or 'shopping' actually holds in our consumer society. A number of major transitions are happening in society, to include economic, technological and identity-related transitions. These will be explored in relation to retail consumption. In particular, students will be introduced to Netnography, a qualitative research method that explores consumer's online social behaviour on the Internet.</p>
Indicative Syllabus	<ul style="list-style-type: none"> - Introduction to Consumer Society - Historical Trajectory of Retail & Consumption as an academic discipline - Netnography as a research tool in online retail space - Consumer and Retail Brand Communities - Consuming Social Class - Cultural Meaning and Retail Consumption - Consumer & Social Well-being - Retail & Identity - Gender & Retail Consumption

INFS4001: Software Design Patterns

Module Details

Module Code:	INFS4001
Module Long Title:	Software Design Patterns APPROVED
Banner Title:	Software Design Patterns
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Patrick Matthews
Module Coordinators:	Patrick Matthews (14 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module introduces the notion of pattern languages as they apply to software development. A pattern arises when a recurring problem has been considered by many people and a consensus has emerged as to the broad outline of an appropriate solution and what the consequences of applying the pattern are in terms of results and trade-offs.
Indicative Syllabus	<p>What is a design pattern? Intent. Motivation. Applicability. Structure. Participants. Collaborations. Consequences. Implementation. Sample Code. Known Uses. Related Patterns.</p> <p>Coupling and Cohesion Concept of coupling between classes and difference between loose and tight coupling. Cohesion of classes and methods. Importance of programming to interfaces rather than concrete classes to maximise flexibility and reusability of code.</p> <p>Creational design patterns Factory patterns. Software patterns that parameterise a system by the classes of objects it creates. Language techniques for intercession in object creation.</p> <p>Structural design patterns Class-transformational software patterns. Object composition for object patterns. Patterns for extensible, maintainable software architectures. Patterns for separating interface hierarchies from class hierarchies. Refactoring designs.</p> <p>Behavioural design patterns Refactoring responsibilities. Patterns for abstracting out changeable aspects of a software design and encapsulating those aspects for reuse. Decoupling patterns that encapsulating inter-object communication. Patterns for distributing inter-object communication.</p> <p>Relationships between patterns The families of related patterns. Patterns that are commonly used together. Common examples.</p> <p>Refactoring Idea of refactoring and its applications. Catalog of common refactoring techniques and their advantages and disadvantages.</p>

Module Details

Module Code:	RETL 4016
Module Long Title:	Software Project APPROVED
Banner Title:	Software Project
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Bilal Yousuf
Module Coordinators:	Bilal Yousuf (24 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module provides learners with the opportunity to identity and develop their topic for the final year ecommerce project in semester 2. This module will result in students creating a Software Project Proposal document . As part of this module students will be put into groups. These groups will be assigned by the course team.
Indicative Syllabus	Each group will produce an eCommerce project proposal document. This document will include the following: Project proposal, Requirement's specification, Literature Review/Marketplace Analysis, Prototype, Presentation & Defence of proposal
Learning and Teaching Methods	Lectures, discussions, presentations and labs
Indicative Syllabus	
1. Software Project Proposal 1.1) Understanding and developing a Software Project Proposal	
2. Software Requirements 2.1) Developing Software Requirements Specification	
3. Literature Review 3.1) Understand how to conduct an effective literature review	

STIS 4002: Strategic Information Systems

Module Details

Module Code:	STIS 4002
Module Long Title:	Strategic Information Systems APPROVED
Banner Title:	STIS 4002 Strategic Informati
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	AUDREY JENNINGS
Module Coordinators:	<ul style="list-style-type: none"> • Grainne Hurley (23 January 2020 to 02 March 2023) • AUDREY JENNINGS (02 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	Available to TU903/4
Campus:	City Campus
Module Overview	This module engages participants to develop the skills to contribute to strategic planning to exploit the implementation of new information technologies in their organisations. It will enable participants to manage information systems effectively and to implement IT dependent strategic initiatives that provide sustainable strategically aligned advantage over competitors in the Logistics and Supply Chain Industry Sector
Indicative Syllabus	Definition of strategy, information systems, information technology and strategic information systems. Evaluation of traditional frameworks and models and their application is SIS Strategic information systems planning Developing and IS/IT Strategy Sustainability Framework applied to IS/IT Enterprise IS Solutions – ERP, SCM, CRM, EBusiness Strategies for Information management – Value Chain, Virtual value Chain, Digital Data Genesis IS/IT service management – Outsourcing, vendor relationships, cloud computing solutions Future Technologies – Social, Mobile, Cloud, Big Data, Internet of Things, 3D Printing, Convergence of technologies Development and Acquisition Strategies and frameworks Privacy, Security and Ethics

SISY1000: Strategic Information Systems

Module Details

Module Code:	SISY1000
Module Long Title:	Strategic Information Systems APPROVED
Banner Title:	Strategic Information Systems
Version:	1
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	AUDREY JENNINGS
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (07 January 2021 to 02 March 2023) • AUDREY JENNINGS (02 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	TU907/4 and TU912/4
Campus:	City Campus
Module Overview	This module engages participants to develop the skills to contribute to strategic planning to exploit the implementation of new information technologies in their organisations. It will enable participants to manage information systems effectively and to implement IT dependent strategic initiatives that provide sustainable strategically aligned advantage over competitors through its supply chain processes
Indicative Syllabus	Definition of strategy, information systems, information technology and strategic information systems. Evaluation of traditional frameworks and models and their application is SIS Strategic information systems planning Developing and IS/IT Strategy Sustainability Framework applied to IS/IT Enterprise IS Solutions – ERP, SCM, CRM, EBusiness Strategies for Information management – Value Chain, Virtual value Chain, Digital Data Genesis IS/IT service management – Outsourcing, vendor relationships, cloud computing solutions Future Technologies – Social, Mobile, Cloud, Big Data, Internet of Things, 3D Printing, Convergence of technologies Development and Acquisition Strategies and frameworks Privacy, Security and Ethics
Learning and Teaching Methods	The delivery of this module will be a series of lectures (2 hours per week) , project work and presentations

STMG 4004: Strategic Logistics Management

Module Details

Module Code:	STMG 4004
Module Long Title:	Strategic Logistics Management APPROVED
Banner Title:	Strategic Logistics Management
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chao Ji Hyland
Module Coordinators:	Chao Ji Hyland (11 January 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	This module is sharing with TU 903 - Bachelor of Science in Business & Management. This Module is also sharing with TU 931 - Bachelor of Business Studies in Business Studies
Campus:	City Campus
Module Overview	<p>Strategic Logistics Management approaches the topic from a senior managerial perspective and brings together previous learning including marketing logistics, forecasting and inventory management, warehousing design and management, information technology, purchasing management, global supply chain management, supplier partnerships, transport and distribution in an integrative and strategic framework relevant to senior managers in the supply chain function. The different elements of logistics and supply chain management are examined in terms of how they interrelate and interface with other functions of the firm. The module also outlines key developments and challenges facing the senior supply chain manager.</p> <p>The strategic logistics plan serves as the platform for this module's design. It looks at the importance of the logistics audit and traces the development of a strategic logistics plan. Components of the strategic logistics plan are:</p> <ul style="list-style-type: none"> - A management overview describing the logistics strategy in general terms and its relationship to the other major business functions. - A statement of logistics objectives related to cost and service for both products and customers. - A description of the individual customer service, inventory, warehousing, transportation, supplier partnership and supplier development strategies to support the overall plan. - An outline of the major logistics programmes or operational plans. - Forecasts of necessary labour resources and capital requirements. - A description of the business impact of the logistics strategy in terms of corporate profits, customer service performance, and the impact on the other business functions.

MGMT 4105: Strategic Management

Module Details

Module Code:	MGMT 4105
Module Long Title:	Strategic Management APPROVED
Banner Title:	Strategic Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2025 (September 2025)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	BRENDAN O ROURKE
Module Coordinators:	<ul style="list-style-type: none"> Jennifer Manning (28 February 2023 to 03 September 2024) BRENDAN O ROURKE (03 September 2024 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This module is designed to provide final year undergraduate students with an introduction to, and overview of, strategic management. The module provides students with an opportunity to develop an understanding of the main analytical techniques and conceptual frameworks in strategic management. Strategic Management is a capstone module for students studying on management programmes. This module draws on students learning from various management disciplines and is concerned with the overall purpose and direction of an organisation and the decision-making processes which direct the nature, scope and competitive position of an organisation. This module emphasises the need for a holistic perspective of the strategic issues confronting an organisation. Through helping students gain a better understanding of how organisations formulate, develop, and implement strategy, this module provides students with a management decision-making perspective and explores a range of issues confronting organisation and consequences of decision-making at senior management level.</p>
Indicative Syllabus	<p>Strategic decisions, thinking strategically and critical thinking Understanding strategic management and the nature of strategy. Business models. The corporate mission, vision and values. Perspectives and paradoxes on strategic thinking and decision-making. Critical thinking in strategic management.</p> <p>Organisational purpose Exploring organisational purpose. Shareholder theory versus stakeholder view of the firm. Corporate governance. Business ethics. Profitability versus societal responsibility. Sustainability.</p> <p>Analysing the environment Analysing the external environment. The application of five forces model and PEEST analysis. Internal organisational analysis. Resource-based view of the firm. VRIO analysis. Resources, competencies and strategic capabilities. Distinctive competencies, competitive advantage and profitability.</p> <p>Strategies</p>

STMG 4012: Strategic Management

Module Details

Module Code:	STMG 4012
Module Long Title:	Strategic Management APPROVED
Banner Title:	Strategic Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Sharon Feeney
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (21 December 2020 to 15 June 2022) • Jennifer Manning (15 June 2022 to 02 September 2024) • Sharon Feeney (02 September 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	This is a shared module on both TU914-4 and TU912-4 programmes
Campus:	City Campus
Module Overview	<p>This module provides an introduction to, and overview of, strategic management for honours degree level students. The module provides students with an opportunity to develop an understanding and appreciation of the key concepts, theories and practices in strategic management.</p> <p>Strategic Management is a big picture course. It cuts across the whole spectrum of business and management. The centre of attention is the total enterprise – the industry and competitive environment in which it operates, its long-term direction and strategy, its resources and competitive capabilities, and its prospects for success. The module demonstrates that good strategy-making and good strategy-execution are the key ingredients of organisation success and the most reliable signs of good management. The mission of the module is to explore why good strategic management leads to good organisation performance, to present the basic concepts and tools of analysis, and to drill participants in the methods of crafting a well-conceived strategy and executing it competently. Thus, this module exposes students to the key concepts, theories, practices and perspectives in strategic management, and, in so doing, increases students critical thinking ability.</p>
Indicative Syllabus	<p>Strategic decisions, thinking strategically and critical thinking Understanding strategic management and the nature of strategy. Business models. The corporate mission, vision and values. Perspectives and paradoxes on strategic thinking and decision-making. Critical thinking in strategic management.</p> <p>Organisational purpose</p>

STMG 4005: Strategic Management

Module Details

Module Code:	STMG 4005
Module Long Title:	Strategic Management APPROVED
Banner Title:	Strategic Management
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Sharon Feeney
Module Coordinators:	<ul style="list-style-type: none"> Jennifer Manning (03 September 2024 to 04 September 2024) Sharon Feeney (04 September 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module provides an introduction to, and overview of, strategic management for honours degree level students. The module provides students with an opportunity to develop an understanding and appreciation of the key concepts, theories and practices in strategic management.</p> <p>Strategic Management is a big picture course. It cuts across the whole spectrum of business and management. The centre of attention is the total enterprise – the industry and competitive environment in which it operates, its long-term direction and strategy, its resources and competitive capabilities, and its prospects for success. The module demonstrates that good strategy-making and good strategy-execution are the key ingredients of organisation success and the most reliable signs of good management. The mission of the module is to explore why good strategic management leads to good organisation performance, to present the basic concepts and tools of analysis, and to drill participants in the methods of crafting a well-conceived strategy and executing it competently. Thus, this module exposes students to the key concepts, theories, practices and perspectives in strategic management, and, in so doing, increases students critical thinking ability.</p>
Indicative Syllabus	<p>Strategic decisions, thinking strategically and critical thinking Understanding strategic management and the nature of strategy. Business models. The corporate mission, vision and values. Perspectives and paradoxes on strategic thinking and decision-making. Critical thinking in strategic management.</p> <p>Organisational purpose Exploring organisational purpose. Shareholder theory versus stakeholder view of the firm. Corporate governance. Business ethics. Profitability versus societal responsibility. Sustainability.</p> <p>Analysing the environment Analysing the external environment. The application of five forces model and PEEST analysis. Internal organisational analysis. Resource-based view of the firm. VRIO analysis. Resources, competencies and strategic capabilities. Distinctive competencies, competitive advantage and profitability.</p>

Module Details

Module Code:	STMK 4005
Module Long Title:	Strategic Marketing APPROVED
Banner Title:	Strategic Marketing
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Orla Hayes
Module Coordinators:	<ul style="list-style-type: none"> • EDEL FOLEY (26 September 2019 to 11 January 2024) • Orla Hayes (11 January 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Campus:	City Campus
Module Overview	<p>This course provides a synthesis of strategic marketing theory and application. The subject matter includes marketing theory and the development of analytical marketing frameworks. As a capstone course in Year 4, students will draw on prior and concurrent learning experiences in other subject areas, particularly Strategic Management, economics and finance.</p> <p>The study of marketing in its managerial context is concerned with the analytical tools, theories and empirical findings that can help the manager be more efficient in the achievement of goals and objectives. The applied nature of this particular subject balances theory and application, and requires course participants to bring their own insights to the subject through an active case study learning process.</p>
Indicative Syllabus	<ol style="list-style-type: none"> 1. Overview and strategy blueprint 2. Analysis and perspectives 3. Environmental and internal analysis 4. Competitive Market Analysis 5. Segmentation, Targeting and Positioning 6. The New Marketing Mix 7. Customer Relationship Management 8. Product Development and Innovation 9. Customer Service and Customer Relationships 10. Strategy Implementation and Internal Marketing 11. Corporate Social Responsibility and Ethics.
Learning and Teaching Methods	Class lectures and discussion. Class presentation of marketing case studies. Revision quizzes.

MGMT 4003: Strategic Retail Management

Module Details

Module Code:	MGMT 4003
Module Long Title:	Strategic Retail Management APPROVED
Banner Title:	Strategic Retail Management
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chelsea Hollywood
Module Coordinators:	Chelsea Hollywood (19 October 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Module Description: The dynamic and competitive nature of business requires a manager to adopt both a professional and a strategic visionary approach to the management of their operations. In addition managers require the necessary skills, strategic techniques and ethical standards to meet complex global challenges. This module of strategic management familiarises students with the real challenges and constraints which managers face when planning and implementing strategies within their organisation. The module allows and encourages the integration of knowledge from other key subject areas. It also develops important conceptualisation skills, which facilitate strategic thinking and provide a comprehensive context for implementation of strategic intent.</p> <p>Module aim To explore the nature and application of the strategic management process through guided and self-directed learning. Where appropriate models will be studied against the strategic context of the retail industry.</p>
Indicative Syllabus	<p>Introduction The nature of strategic management. Levels of strategy. Strategic management as a process. Strategic vision. Corporate mission statements. Strategic Analysis</p> <p>External Analysis Market analysis. Market size. Market growth. Key success factors. Market trends. Customer analysis. Segmentation. Competitor analysis. Strategic group analysis. The business and society interface.</p> <p>Internal Analysis The resource based view of the firm. Core competencies. SWOT analysis. Corporate culture. Stakeholder analysis. Organisational power. Resource audits. Identifying weaknesses. Value chain analysis.</p>

FNCE 3001: Strategy & Leadership in Accounting & Finance

Module Details

Module Code:	FNCE 3001
Module Long Title:	Strategy & Leadership in Accounting & Finance APPROVED
Banner Title:	Strategy & Leadership Acc/Fin
Version:	3
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Anushee Priyadarshini
Module Coordinators:	Anushee Priyadarshini (08 May 2024 to ---)
School Responsible:	School of Accounting, Economics & Finance
Outline of sharing arrangements for Programmes:	This module is compulsory for TU910 and an option for TU903 and TU904
Campus:	City Campus
Module Overview	This module aims to provide students with an understanding of principles of strategic management and leadership and their practical application, is also designed to develop students' judgement and critical thinking skills and to develop students' ability to integrate and apply knowledge and skills developed across preceding modules to develop practical solutions to business scenarios. Case-based teaching will be employed extensively throughout this module and will cover areas such as strategy, accounting and finance decision-making, ethics and governance and current issues and trends in accounting and finance.
Indicative Syllabus	<p>Business Strategy: Defining the nature and role of business strategy Understanding the significance of organisational culture and leadership styles Determining vision, mission, goals and objectives Performing strategic analysis Developing and implementing organisational strategies Integrating principles, concepts and techniques from disciplines of financial reporting, management accounting, finance, taxation, auditing and strategy to develop solutions to (business) scenarios.</p> <p>Effective Leadership: The meaning of leadership, the psychology of leadership, principled-centred leadership, current leadership theories and practice, leadership application in teams. Ethics and social responsibility. Motivating Self and Others.</p>

BSST 6005: Strategy Case Competition

Module Details

Module Code:	BSST 6005
Module Long Title:	Strategy Case Competition APPROVED
Version:	1
Indicative NQF level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	EOGHAN O GRADY
Module Coordinators:	EOGHAN O GRADY (20 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Outline of sharing arrangements for Programmes:	Module is an elective on TU903/3 and TU904/3. Delivered to both cohorts together.
Campus:	City Campus
Module Overview	<p>The focus is on <u>application</u> of Strategic Management tools and models with a view to making strategic recommendations that are suitable, acceptable and feasible. The selection of SMART recommendations is also contingent on efficient and effective <u>research</u>. The module therefore will also develop such skills. The final key prong of the module is <u>presentation</u> as the communication of recommendations in a compelling manner is key. The signature pedagogical tool used throughout is “case study”.</p> <p>The module content and assessment method is designed to develop enhanced technical, analytical, conceptual and inter-personal skills. A case will be distributed for reading in advance of 3 / 12 classes with the case issues, options and possible solutions being discussed in class.</p> <p>The assessment is via 3 group solved cases weighted at 10%, 15% and 25% respectively, a ppt design challenge weighted at 10% and a 3 hour open book case study based examination weighted at 40%.</p>
Indicative Syllabus	<ul style="list-style-type: none"> • Week 1 - Introduction to The Case “Cracking” Process <ul style="list-style-type: none"> ○ Discussion Case 1 will be distributed • Week 2 - Case 1 Discussion • Week 3 - Research Skills (Tips and Tricks) <ul style="list-style-type: none"> ○ CA Case 1 will be distributed

STMG4013: Supply Chain Analytics

Module Details

Module Code:	STMG4013
Module Long Title:	Supply Chain Analytics APPROVED
Banner Title:	Supply Chain Analytics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	John Crowe
Module Coordinators:	John Crowe (13 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Digital technology is rapidly transforming business processes, communication processes, and customer activities—disrupting and destabilising markets, but also enabling the creation of new ones. (Forbes Insights Team, 2018). This module looks at the “state-of-the-art” in analytics capabilities and how they drive supply chains, from marketing to sourcing. We will look at every type of disruptive and transformational analytics technology in an end-to-end supply chain. This includes information technology, process and product technologies, Blockchains, 3-D printing, and every analytics driven technology relevant to supply chains. We will evaluate what makes them work, learn to question the assumptions behind the algorithms, learn to appreciate and comprehend the data that drives them, and consider the trade-offs decision makers have to make when using them.</p> <p>Companies from IBM to UPS to Amazon have succeeded by not only using the right analytical tools - but by knowing which questions to ask with their analytics algorithms, and how to make the right decisions at the right time. These tech giants also understand that the key to success is not just using analytics to solve individual problems, but to have a connected analytically driven supply chain.</p> <p>We will look at how leading organizations use analytics to meet their strategic objectives, provide value to the business, and make decisions. The module will heavily focus on industry best practices. An integrative approach to technology is critical if technology is going to drive supply chains that are efficient, effective, and that provide a sustainable competitive advantage.</p>
Learning and Teaching Methods	This highly interactive course will use textbook material, written and video cases, video clips, experiential exercises, and a hands-on project. We want to learn supply chain analytics in practice, how it is used, what questions to ask, and to “talk to talk.”
Indicative Syllabus	

MANG4002: Sustainable Supply Chain Management

Module Details

Module Code:	MANG4002
Module Long Title:	Sustainable Supply Chain Management APPROVED
Banner Title:	Sustainable (SSCM)
Version:	1
Indicative NFQ level:	Level 9
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	ALACOQUE MCALPINE
Module Coordinators:	ALACOQUE MCALPINE (15 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	This module is also offered to 4th Year Business and Management -TU 903 and 4th year Business and Law students -TU904
Campus:	City Campus
Module Overview	<p>This module develops understanding of the complex nature of sustainability and explores the current and future trends within sustainable supply chain management. The UN Sustainable Development Goals (SDGs) explicitly highlight the role of corporate supply chains in contributing to sustainable development. Those taking this module will develop a critical understanding of the social and environmental issues that arise in global supply chains. The learners, who are future leaders, will explore sustainable supply chain strategies which can make a significant impact on societal welfare and environmental progress, thus honing their development as global citizens. The economic rationale for moving towards a sustainable business model and its positive impact on the resilience and stability of supply chains will be discussed.</p> <p>This module provides coverage of the main sustainability aspects of logistics and supply chain management including logistics, carbon emission impact, purchasing, supplier management, circular economy, and stakeholder management.</p> <p>Most recent happenings across the world regarding government policies and how to advance sustainability will be discussed and debated in the classroom.</p>
Indicative Syllabus	Sustainability in the Context of Supply Chain Management

Module Details

Module Code:	TAXN 1000
Module Long Title:	Taxation II APPROVED
Banner Title:	Taxation II
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Moira O Halloran
Module Coordinators:	Moira O Halloran (11 August 2024 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	This module is primarily concerned with the calculation of Capital Gains Tax (CGT) and Corporation Tax (CT) liabilities. It also builds on and develops the Income Tax (IT) and Value Added Tax (VAT) topics covered in the Taxation 1 module in Year 3 of the programme. Emphasis is placed on considering all of the tax implications (i.e., IT, CT, CGT and VAT) of any given scenario and on choosing the most tax efficient course of action from a number of alternatives.
Indicative Syllabus	<p>Income Tax and Value Added Tax (VAT)</p> <ul style="list-style-type: none"> Income Tax: Review of Year 3 Taxation 1 module and updating for most recent Finance Act, where necessary. VAT: Review of Year 3 Taxation 1 module and updating for most recent Finance Act, where necessary. <p>Capital Gains Tax (CGT)</p> <ul style="list-style-type: none"> The territorial scope of CGT Basic principles of computing gains and losses Basic reliefs and exemptions Gains and losses on the disposal of development land and other immovable property Gains and losses on the disposal of shares and securities, including bonus issues and rights issues and the purchase by a company of its own shares Advanced reliefs including entrepreneurial relief rate, retirement relief, principal private residence relief and relief from CGT on incorporation <p>Corporation Tax (CT)</p> <ul style="list-style-type: none"> Basis of assessment, scope and administration Charges on income Chargeable gains

Module Details

Module Code:	RETL 4015
Module Long Title:	Web Analytics APPROVED
Banner Title:	Web Analytics
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2024 (September 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Bilal Yousuf
Module Coordinators:	Bilal Yousuf (30 May 2024 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The aim of this module is to equip learners with knowledge and skills in order to utilise web intelligence systems. This module covers the relatively new and new emerging fields of web intelligence systems.
Learning and Teaching Methods	Lectures, presentations, discussion and labs
Indicative Syllabus	
1. Web mining 1.1) Potential applications of web mining and its different forms.	
2. Metrics and analytics 2.1) Introduction to the metrics and analytics imperative: The challenge of data, digital channels and tools audit, industry reports and future trends and challenges.	
3. key metrics 3.1) Introduction to and usage of key metrics: An examination, assessment and usage of key metrics.	
4. Campaign economics and analytics 4.1) Examine some simple digital campaign contexts and conduct basic analyses: PPC, CPM, SEO, Email etc and present the key metrics such as return on investment (ROI) and present findings. Class examples and homework tasks, use of free online tools and calculators	
Learning Outcomes	

SCMT 4000: Applied SCM and Cases SCMT 4000

Module Details

Module Code:	SCMT 4000
Module Long Title:	Applied SCM and Cases SCMT 4000 APPROVED
Banner Title:	Applied SCM and Cases
Version:	1
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	ORLA GREGORY
Module Coordinators:	ORLA GREGORY (24 January 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	DT365 Year 4 – optional module
Campus:	City Campus
Module Overview	The module involves the analysis of supply chain management situations through (i) direct examination by the students of a series of situations which replicate as closely as is practicable and real life; and (ii) the discussion of supply chain management within a range of industry contexts. A range of key supply chain management issues will be drawn out through case studies, reviews of industry contexts and guest presentations.
Indicative Syllabus	A series of case studies, research presentations and industry guest presentations will be chosen to reflect varying real-life issues of supply chain management analysis and decision-making. These will be chosen from, but not limited to, the following areas: - Logistics role in the economy, - Marketing logistics and customer service, - Channels of distribution, - Decision strategies in transportation, warehousing and inventory management. - International supply chain management. - Information technology in supply chain management. - Human resources in supply chain management. - Financial control of logistics performance. - Management of supply chain relationships. - Supplier development. - Sustainable logistics. - E-commerce platforms supporting supply chain management. - Supply chain management within the overall corporate strategy.
Learning and Teaching Methods	Structured classroom discussion form the primary learning and teaching methods on this module. This approach will facilitate discussion of case analysis, discussion of research presentations and discussion of guest presentations. Classes will be highly interactive and students will be required to participate in debates and discussions on a weekly basis. Interactive exercises, including business games and role plays, will serve to re-enforce the learning on this module as well as other modules. These discussion-based sessions may be supplemented by short group-based exercises, company and industry case histories, and video presentations to illustrate key supply chain management issues. The assignments allow the students to apply their previous learning in case-based and industry contexts. It also allows students to develop key communications, team working and interpersonal skills
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	

Module Details

Module Code:	BSST6008
Module Long Title:	Behavioural Economics APPROVED
Banner Title:	Behavioural Economics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
ECTS Credits::	5
Current Coordinator::	EMMA HOWARD
Module Coordinators:	EMMA HOWARD (22 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>This module will provide students with an introduction to the principles of Behavioural Economics, covering both core empirical findings and key theoretical concepts. Behavioural economics focuses on how individuals and institutions make decisions, incorporating insights into human behaviour from psychology, sociology, philosophy, and other fields to better understand economic decision making. Empirical research in behavioural economics focuses on observing human behaviour. We often make choices that are not rational or in our best interests. Decisions can be influenced by social norms, emotions, culture, cognitive biases, and habit. In addition to observing human behaviour, behavioural economists also conduct experiments to determine how individuals and policy makers can improve decision making. The module will cover classic experiments that give insights into how people make decisions.</p> <p>Applications of behavioural economics to decision making in areas such as health, wealth, pro-environmental behaviours, and happiness will be discussed. The module will explore how behavioural economics can be used to improve decision making in these areas and consider the ethical implications of 'nudging' towards a particular choice.</p> <p>On completing the module students will be able to explain key terms and theoretical concepts, and critically evaluate empirical evidence from behavioural research. Students will also understand how behavioural economics can inform public policy, and sustainable and ethical business practices.</p>
Indicative Syllabus	<ul style="list-style-type: none"> • Introduction to Behavioural Economics • Experiments and Evaluating Empirical Research • Decision Making under Certainty and under Uncertainty

BSMT 9044: Business Decision Making- Management Science 2

Module Details

Module Code:	BSMT 9044
Module Long Title:	Business Decision Making- Management Science 2 APPROVED
Banner Title:	BSMT 9044Business Decision Making
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Siham Rahoui
Module Coordinators:	Siham Rahoui (13 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The course covers a range of techniques from management science that have a practical relevance to business decision making. The aim of the course is to develop in students the ability to apply techniques from management science to problems in business where outcomes may be uncertain or where the problem is not well defined.
Indicative Syllabus	<p>Decision Making:</p> <ul style="list-style-type: none"> • Decision Trees. • Decision Rules of Thumb. • Dealing with uncertainty. • Bayesian analysis. • Expected value of perfect and imperfect information. <p>Multicriteria Decision-Making (MCDM):</p> <ul style="list-style-type: none"> • The Analytical Hierarchy Process. • Pairwise Comparison. Synthesisation. • Ranking. • Recent Trends in Multicriteria. • Decision Analysis (MCDA) and MCDM. <p>Forecasting:</p> <ul style="list-style-type: none"> • Probability models for time series. • Univariate and multivariate Approaches to Forecasting. • Evaluation of Forecasting.

LOGT4012: Business Process Modelling, Simulation & Optimisation

Module Details

Module Code:	LOGT4012
Module Long Title:	Business Process Modelling, Simulation & Optimisation APPROVED
Banner Title:	Business Process Modelling, Simulation & Optimisation
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	John Crowe
Module Coordinators:	John Crowe (13 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Supply chain management keeps evolving as new advances in business improvement techniques plus technology take hold. New types of processes and process issues are emerging constantly, creating a daunting task for most supply chain networks in either service or manufacturing industry. Business melioration activities may start with basic improvements and finish with complete enterprise transformation to optimise outputs. Understanding the needs beyond supply chain analysis towards continual improvement is the basic of being on the success track.</p> <p>This module offers a unique perspective to its participants. It provides in-depth working knowledge of the issues emerging to manage effective business processes within supply chain networks and the risks assessment needed for enterprise whenever they consider changes. Furthermore, the module includes extensive exercises that help the participants to build their own simulation models and integrate different optimisation techniques. The module is designed for individuals currently or soon to be involved in any of a number of business analysis, improvements or transformation efforts.</p> <p>The module presents the application of simulation and optimisation approaches to improve supply chain performance and solve management problems. It also encompasses a number of statistical techniques that have been developed within the field of quantitative management to support the decision making process.</p>
Learning and Teaching Methods	<p>The module will incorporate a range of learning teaching methods including: lectures, tutorials, class assignments, class discussions, software, case studies (best practices), and group projects. Teaching methodology will apply a 30% teacher-centred to 70% student-centred learning approaches which will assign a significant responsibility to the student in the learning process, for example; in the modelling phase, the participant will analyse the business process and start modelling after learning the basics in the first lectures and from the gained experiences in different context and practical examples/models. Evaluate the process</p>

MGMT 4104: Critical Management

Module Details

Module Code:	MGMT 4104
Module Long Title:	Critical Management APPROVED
Banner Title:	Critical Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2025 (September 2025)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Jennifer Manning
Module Coordinators:	Jennifer Manning (28 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>Critical Management Studies explores the complexities between management and its relationship with society. The considerable influence organisations, led by managers, have on stakeholders, the community, the environment and wider society can no longer be ignored. This module encourages critical reflexivity whereby students examine power-relations around which social and organisational lives are intertwined. Understanding management as a political, cultural and ideological phenomenon, critical management addresses managers as people and is concerned with social groups and stakeholders whose lives are in/directly affected by the activities and ideologies of mainstream management theories and practice.</p> <p>This module is designed to provide final year undergraduate students with an opportunity to consider how they will perform as managers and how they can engage as organisational and societal participants. This module seeks to raise the critical and social consciousness of students by encouraging them to think critically and engage with the social and political phenomena that shape individuals and organisations in our globalised, rapidly changing environment.</p>
Indicative Syllabus	<p>Economic, social and political analysis</p> <p>Introduction to critical thinking</p> <p>Understanding neoliberalism</p> <p>Decolonising knowledge and understanding the impact of modernity/coloniality</p> <p>The impact of social movements on individuals and organisations</p> <p>Exploring how social and protest movements shape society</p> <p>Engaging with employee activism</p> <p>Understanding differences and otherness</p>

RETL4022: Cybersecurity in Retailing

Module Details

Module Code:	RETL4022
Module Long Title:	Cybersecurity in Retailing APPROVED
Banner Title:	Cybersecurity
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Bilal Yousuf
Module Coordinators:	Bilal Yousuf (16 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	The module provides learners with practical knowledge and skills to manage the various elements of the eCommerce Infrastructure, including electronic payments systems. It places particular focus on Information Systems security including: security threats, protection systems and business continuity planning as well as incorporating the constantly evolving cybersecurity environment that information systems are a critical part of.
Indicative Syllabus	<p>Electronic retailing Infrastructure architecture design options.</p> <p>Development techniques for infrastructure systems.</p> <p>eCommerce Payment system</p> <p>Online payment systems, Payment cards, Digital cash,</p> <p>Digital wallets, Store value cards, Internet Technologies and the Banking industry</p> <p>Payment systems threats</p> <p>Malware, Denial of Service, Identify theft,</p> <p>eCommerce security environment:- Scope of the problem, Security threats in the eCommerce environment</p> <p>Protection technologies</p> <p>Management policies, business procedures and public laws</p>

LOGT4005: Demand Chain Management

Module Details

Module Code:	LOGT4005
Module Long Title:	Demand Chain Management APPROVED
Banner Title:	Demand Chain Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Fiachra Coll
Module Coordinators:	Fiachra Coll (15 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	Shared with TU924. A core module for TU925, and option for TU924.
Campus:	City Campus
Module Overview	<p>A supply chain is a network of supply, manufacturing, assembly, distribution, retail and logistics firms that serves to procure materials, transform these materials into intermediate and finished products, and distribute these products to end-customers. The concept of a supply chain has validity in both the product and service domains. What distinguishes the demand chain from the supply chain is the objective of systemically managing the entire flow of information, materials, finance and services across organisational boundaries from point-of-consumption to point-of-origin. Products are 'pulled' through the network of firms in response to customer requirements.</p> <p>The perspective of demand chain management is relevant for retail-focused supply chains with consumers the ultimate customer. The demand chain must address criteria that resonate with the consumer (choice, product characteristics, channel choice, customer service) as well as broader concerns (environmental sustainability, social responsibility, traceability) which have implications for firms further upstream. The rise in power of multinational retailers competing in multiple regions across the globe mirrors the increasing sophistication of global supply chains in leveraging differentials in factor costs, spreading the benefits of R&D, accessing new markets and gaining new suppliers. This is not without risk as increased global integration increases the exposure to as well as the extent of disruption in addition to negotiating the complexity of global regulation.</p> <p>The student will become familiar with the perspective of the demand chain and explore the importance of demand chain management for contemporary retailers.</p>
Indicative Syllabus	<ul style="list-style-type: none"> - Demand & Supply chain definition and concepts. Global supply chain fundamentals. - Demand chain strategy (3D- product strategy, operations strategy, supply chain strategy).The importance of strategic fit - Demand and customer relationship management- customising supply chain solutions, service level agreements - Supply base management- supply base strategies, international procurement, total cost of ownership -Supply chain risk- the resilient supply chain. Supply chain risk assessment - Supply chain performance management. Performance management systems.Identifying trade-offs

Module Details

Module Code:	MGMT 4007
Module Long Title:	Entrepreneurship DRAFT
Banner Title:	Entrepreneurship
Version:	1
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Claire Maguire
Module Coordinators:	Claire Maguire (15 December 2020 to ---)
School Responsible:	School of Management (CC)
Campus:	City Campus
Module Overview	<p>Entrepreneurship is the essence of free enterprise because the birth of new business gives the market economy vitality. New and emerging business creates a very large proportion of innovative products and services. The module challenges students to examine their entrepreneurial potential while examining key issues within the field of entrepreneurship.</p> <p>This module constitutes an examination of the process of establishing a business, focusing on the practical realities of starting and running a new venture, the funding and support structures available to enable this, all underpinned by current theories of entrepreneurship and small business management.</p> <p>Module aim:</p> <p>The aim of this module is to enable the student to develop a business concept into a proposal suitable for presentation to funding agencies and other interested parties. The learning experience will be grounded in the experience of real-world entrepreneurs and government agencies.</p>
Indicative Syllabus	<p>The entrepreneur: concepts and evidence</p> <p>Entrepreneurial activity, the economy and the importance of small firms</p> <p>Diversity in entrepreneurship</p> <p>Sources of finance: overview of issues and bank finance</p> <p>Sources of venture finance</p> <p>Innovation and entrepreneurship</p> <p>Information and communications technologies and e-business</p> <p>Entrepreneurial and growth firms</p> <p>International entrepreneurship</p> <p>Family businesses</p>

GSCM 4001: Global Supply Chain Management

Module Details

Module Code:	GSCM 4001
Module Long Title:	Global Supply Chain Management APPROVED
Banner Title:	Global Supply Chain Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	MARGARET FARRELL
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (13 January 2021 to 24 February 2023) • MARGARET FARRELL (24 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	Shared with TU903/4 (DT365/4) B.Sc. Business & Management TU931/4 (DT364/4) Bachelor of Business Studies TU904 (DT321/1) B.Sc Business & Law
Campus:	City Campus
Module Overview	<p>As the challenges of matching supply and demand have increased steadily due to the increasingly global environment many firms are operating in, the necessity for a single paradigm for understanding the flow of material, information and cash has become paramount. Decreasing levels of vertical integration show an increased willingness on the part of organisations not only to adopt different supply-chain models, but to change the existing model rapidly as internal and external factors vary. The awareness of the supply-chain as an element of overall global strategy together with the reward for accurately making timely management decisions are core capabilities of the modern firm.</p> <p>This module seeks to give the student an insight into the integrative nature of global supply-chain management, the skill to design an optimal supply-chain to achieve a given level of performance and the capability of assessing supply-chain performance in different business contexts. Importantly, the student must be able to reconcile academic concepts and theories with supply-chain praxis- i.e. to ground contemporary issues in the extant literature.</p>
Indicative Syllabus	International Supply Chain Management Definition and extent; roles and specialisation, global supply-chain characteristics, lean/agile spectrum, supply-chain design and alignment, network interactions and integration.

MRKT 4010: Information Management & Strategy

Module Details

Module Code:	MRKT 4010
Module Long Title:	Information Management & Strategy APPROVED
Banner Title:	Information Management & Strategy
Version:	1
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Chelsea Hollywood
Module Coordinators:	Chelsea Hollywood (19 October 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	This module provides students with an understanding of the how information management can be used to develop a strategy for Retail organisations. The module aims to provide students with the knowledge necessary to gain competitive advantage from new and emerging technologies.
Indicative Syllabus	<p>System Development Lifecycle (SDLC)</p> <ul style="list-style-type: none"> • Different SDLC • Comparasion of SDLC • Stages in system development lifecycle • Assumptions of the classical lifecycle • Activities and deliverables in a classical life cycle • Systems Planning • Feasibility study / Terms of references • System analysis & design • System Implementation • Changeover strategies • User's requirements/training • Different Approaches to SDLC <p>Business Intelligence Systems</p> <ul style="list-style-type: none"> • Data warehousing • Drivers of data warehousing • Advantages & disadvantages of data warehousing

RETL 4022: International Retailing

Module Details

Module Code:	RETL 4022
Module Long Title:	International Retailing APPROVED
Banner Title:	International Retailing
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	VICTORIA DOYLE
Module Coordinators:	VICTORIA DOYLE (12 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	International retail operations are fundamentally changing the way consumer goods are distributed and marketed globally. The aim of this module is to give the student a comprehensive overview and understanding of retail internationalisation practices considering regulatory, economic, social, cultural and retail structural perspectives. This module enables the student to comprehend the economic rationale for international involvement, market scanning, entry methods, branding and divestment.
Indicative Syllabus	
1. Introduction 1.1) Definition of and critical issues in the internationalisation of retail operations.	
2. Theory 2.1) The theoretical context for the study of international retailing	
3. Expansion Patterns 3.1) Expansion patterns and their determinants	
4. Motives 4.1) Motives for retailer internationalization	
5. Market Scanning 5.1) Market selection and appraisal of international retail markets	
6. Market Entry Strategies 6.1) Market entry strategies	

DATA4000: Machine Learning Techniques for Data Analysis

Module Details

Module Code:	DATA4000
Module Long Title:	Machine Learning Techniques for Data Analysis APPROVED
Banner Title:	ML Techniques for Data Analysis
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Patrick Matthews
Module Coordinators:	Patrick Matthews (13 March 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	Available for students on Erasmus or other exchange programmes.
Campus:	City Campus
Module Overview	<p>This course builds on the introduction to intelligent systems given in the Foundations of Intelligent Systems module (INFS9404), by discussing various machine learning techniques in depth and their application to data analysis.</p> <p>The aims of this module are to:</p> <p>Give the student an understanding of the range of machine learning techniques available.</p> <p>Give the student an understanding and appreciation of the various domains in which machine learning techniques can be and are used for practical purposes.</p> <p>Enable the student to analyse situations to see where systems using machine learning techniques may or may not be usefully employed to solve real-world problems, and to discuss the strengths and weaknesses of solutions in these areas.</p> <p>Allow students to examine and implement the development process for a simple machine learning application.</p>
Indicative Syllabus	<p>Learning algorithms:</p> <p>Symbolic learning algorithms: decision-tree, version space, explanation-based, clustering.</p> <p>Concepts of supervised and non-supervised learning algorithms.</p> <p>Genetic algorithms: concepts, classifier systems, genetic programming.</p> <p>Application of learning algorithms in data mining: clustering, classification, association rule discovery, anomaly detection.</p> <p>Linear regression with one and multiple variables, cost functions, gradient descent.</p> <p>Logistic regression: hypothesis representation, decision boundaries, cost functions, regularisation, Support Vector Machines.</p> <p>Dimensionality reduction and Principal Component Analysis.</p>

Module Details

Module Code:	MRKT 4109
Module Long Title:	Marketing Analytics APPROVED
Banner Title:	Marketing Analytics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2019 (January 2019)
ECTS Credits::	5
Current Coordinator::	Qianru Shang
Module Coordinators:	Qianru Shang (23 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Modern marketing is characterized and challenged by the sheer multiplicity and complexity of data sources and types; the technological drivers and proliferation of channels and devices used by increasingly sophisticated and fragmented consumers all point to a need for firms to develop data capabilities and assets as a strategic corporate resource if competitiveness is to be maintained. Understanding and anticipating customers' needs and the optimal allocation of marketing resources is predicated on appropriate attention to the acquisition, accessing, analyzing and actioning of data. This module will apply a data science lens towards extracting insight through rigorous analysis of data in well-defined marketing contexts and utilise tools available or indeed developed by the students themselves through their earlier modules. There is a well-recognized deficit of marketing and data science professionals and this module hopes in conjunction with the other modules taken to address this deficit. The pedagogy will involve the careful presentation of a range of marketing/data and decision contexts and the presentation and usage of potential analysis approaches that can deliver insight and allow for better marketing decisions.</p>
Learning and Teaching Methods	<p>A lab based module is envisaged with usage of relevant software being to the fore – featuring SPSS, IBM modeller and possibly some online machine learning platforms.</p> <p>Students will have access to a range of data sets and tutorial material relevant to the usage and application of the software.</p> <p>A range of case studies will supplement and contextualize some of the modelling tools developed.</p>

MGMT 4009: Quality Management and Process Improvement

Module Details

Module Code:	MGMT 4009
Module Long Title:	Quality Management and Process Improvement APPROVED
Banner Title:	Quality Management and Process Improvement
Version:	1
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Abubakar Ali
Module Coordinators:	<ul style="list-style-type: none"> • Claire Maguire (13 January 2021 to 22 February 2023) • Abubakar Ali (22 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	The following programmes are shared with this module: Business and Management: TU903/4 Business and Law: TU904/4
Campus:	City Campus
Module Overview	<p>In recent years, the issue of quality, both in manufacturing and services, has risen in importance in business management. Total Quality Management, continuous improvement and the endless search for organisational excellence, are prerequisites for success, in the global economy. This course involves the study of concepts relating to total quality and its management, along with world-class manufacturing and supply strategies within the business. The key focus of this module is to enable participants to recognise the cornerstones of understanding and sustaining an effective service through quality and also to understand the concepts of quality management and process improvement. To apply quality improvement on a contingent basis, participants need to understand the foundation that has been laid by leaders in the quality movement, such as W. Edwards Deming, Joseph Juran, Philip Crosby, Kaoru Ishikawa, and others. The aim of this course is to provide students with the knowledge and understanding of quality management and process improvement concepts, which have revolutionised the approach to quality management within the business.</p>
Indicative Syllabus	
Learning and Teaching Methods	This module encourages students to use active learning strategies such as group discussions and problem-solving activities. This module aims to help students understand the different approaches to quality management and process improvement and how they can be applied in the workplace. To help students understand these concepts,

Module Details

Module Code:	RETL 4012
Module Long Title:	Retail Analytics APPROVED
Banner Title:	Retail Analytics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Wael Rashwan
Module Coordinators:	<ul style="list-style-type: none"> • Chelsea Hollywood (19 October 2020 to 14 February 2023) • Wael Rashwan (14 February 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>Analytics has become one of the most powerful tools available to retailers. Retail data analytics involves using data and analytics to understand and improve retail business operations using data and analysis to inform business decisions in the retail industry. It consists of collecting and analysing data from various sources, such as point-of-sale systems, customer relationship management systems, and market research, to understand customer behaviour and identify trends and opportunities. Retail analytics can be used for customer segmentation, optimise pricing, inventory management, marketing campaigns, churn prediction, fraud detection and other aspects of retail operations. Some standard techniques in retail analytics include descriptive, predictive, and prescriptive analytics. Descriptive analytics involves summarising and reporting past performance, while predictive analytics uses statistical modelling to forecast future outcomes. Prescriptive analytics involves using advanced algorithms and machine learning to recommend actions and optimise decision-making. By using analytics, retailers can make more informed, data-driven decisions that can help improve their operations and increase profits.</p> <p>The types of data required for retail analytics depend on the specific goals and objectives of the analysis. Some common types of data that may be used in retail analytics include:</p> <ul style="list-style-type: none"> • Sales data: This includes data on the products or services being sold, such as the product name, price, and quantity sold. • Customer data: This includes data on the customers purchasing products or services, such as their demographic characteristics (e.g., age, gender, income), contact information, and purchase history. • Market data: This includes data on the market in which the retailer operates, such as data on competitors, market trends, and economic conditions.

RETL 4001: Shopping Centre Management

Module Details

Module Code:	RETL 4001
Module Long Title:	Shopping Centre Management APPROVED
Banner Title:	Shopping Centre Management
Version:	1
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Kevin Byrne
Module Coordinators:	<ul style="list-style-type: none"> • MARTIN HANRATTY (12 April 2019 to 16 November 2023) • Kevin Byrne (16 November 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	DT110 Property Economics students may take this module, when pursuing the Property Asset Management & Valuation option in final year.
Campus:	City Campus
Module Overview	<p>Shopping centres have arguably become a key component in the overall retail market. With new centres opening on a regular basis throughout Ireland, this trend is set to continue. This module addresses the essential elements involved in the overall planning and management of shopping centres and retail parks.</p> <p>The aim of this module is to equip students with the knowledge and skill required in shopping centre management so that they will be capable of dealing with the various issues that arise on a daily basis in the demanding world of this type of management. Understanding economic trends, planning and legal change, and government policy are important elements in this module.</p>
Indicative Syllabus	<p>Shopping centre Development/Investment</p> <p>Shopping centre Marketing and Promotion</p> <p>Shop fitting Co-ordination</p> <p>Leasing</p> <p>Maintenance and Dilapidation schedules</p> <p>Retail Valuation</p> <p>Rent Reviews</p> <p>Rates</p> <p>Service Charges</p> <p>Forfeitures of Leases / Litigation</p> <p>Cross Trading</p> <p>Tenant Committees</p> <p>Insurance</p>

SBMG 5000: Small Business Management

Module Details

Module Code:	SBMG 5000
Module Long Title:	Small Business Management APPROVED
Banner Title:	Small Business Management
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	OLIVER HERBST
Module Coordinators:	OLIVER HERBST (19 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	<p>The Small Business Management module is directed towards those who wish to learn about managing a small firm in Ireland. It has been designed to provide students with an understanding of how to manage a small business, particularly in the Irish context. The main thrust of the course is to develop in the student an understanding of the executive requirements that are necessitated when managing one's own enterprise. This will integrate with their overall management studies to educate students in their learning of the particular needs of small businesses. The module is designed to promote the areas of management, and to clearly communicate the tools and techniques that would assist in the running and development of a business.</p>
Indicative Syllabus	<div> <p>Introduction Definitions of the small firm, heterogeneity of small firms, characteristics of small companies, data sources and problems of measurement</p> <p>Government Policy and Small Business Small firms in the Irish economy, the role of government intervention, an evaluation of policy and its problems</p> <p>Small Business Growth, Success and Failure</p> </div>

SDEV 4010: Software Frameworks for Large Data Sets

Module Details

Module Code:	SDEV 4010
Module Long Title:	Software Frameworks for Large Data Sets APPROVED
Banner Title:	SoftW Frame / Large Data Sets
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Neil O Connor
Module Coordinators:	Neil O Connor (23 January 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	<p>This module provides an introduction into programming with frameworks that are designed for distributed processing of large data sets across clusters of computers. The module will describe big data referring to its volume, velocity, and variety and how software is utilised for handling such large volumes of unstructured data. It will demonstrate how to scale software from single servers to multiple servers and its implications on computation and storage. Students will also learn to use software to detect and handle application failure, so delivering high-availability across a cluster of computers.</p> <p>The module will utilise a state of the art software framework designed for handling large data sets (e.g., hadoop, HPPC systems, spark, etc.). The teaching and learning will be based on practical implementations and problem solving related to the challenges described above.</p>
Indicative Syllabus	<p>Software framework architecture/ecosystem and common utilities for large data</p> <p>Distributed file systems – clusters, nodes, read/writes, data integrity/replication, fault tolerance</p> <p>MapReduce – processing/generating large data sets, map APIs, failover</p> <p>Job scheduling and cluster management – fair scheduler, user queues</p> <p>Data warehousing – data summarisation, data types/schemas, query language</p> <p>Parallel processing – parallel evaluation, execution modes</p> <p>Structured data storage – schema design, optimise read/write</p> <p>Multi-master databases – data replication, eventual consistency</p> <p>Data mining – clustering, classification</p>
Learning and Teaching Methods	<p>Lectures/labs, discussion, practical examples, problem-solving exercises, project work, self-directed learning.</p> <p>Note, computer labs must have the relevant software installed and available to students.</p>

INFS 3028: Software Quality Assurance

Module Details

Module Code:	INFS 3028
Module Long Title:	Software Quality Assurance APPROVED
Banner Title:	Software Quality Assurance
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Neil O Connor
Module Coordinators:	Neil O Connor (23 January 2020 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Campus:	City Campus
Module Overview	Software Quality Assurance is concerned with how to explicitly define what is meant by “software quality”; , how to create a set of processes and procedures that will help ensure that every software development work product exhibits high quality, how to perform quality assurance activities on every software development project, how to use measurement to develop strategies for improving the software development process, and as a consequence, improve the quality of the end product. The module discusses the need for and the issues to be addressed in continuous software process improvement and discuss the options for certification of the software quality process.
Indicative Syllabus	Software Quality concepts - What is software quality; can it be defined, measured? Understanding the link between the software development process and the quality of the products from that process. Defect Prevention and Elimination Validation and verification techniques Measurement and metrics in the software process Software Configuration Management, Change Management Design and development of an organisation-wide software quality plan . Software Process Improvement Value of software tools for the components of the software quality plan. Quality System Accreditation: ISO 9000, Capability Maturity Model (CMMi), SPICE, TickIT
Learning and Teaching Methods	The delivery of this course will be primarily lecture based, supplemented with discussion, work-based learning from the student's experience while on placement, readings and project work, to appreciate the application of the theory behind software quality assurance in real world organisations.
Learning Outcomes	
<i>Upon successful completion of this module the learner will be able to</i>	
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INFS 1196: Strategic Information Systems

Module Details

Module Code:	INFS 1196
Module Long Title:	Strategic Information Systems APPROVED
Banner Title:	INFS 1196 Strategic Informati
Version:	2
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	AUDREY JENNINGS
Module Coordinators:	AUDREY JENNINGS (27 April 2023 to ---)
School Responsible:	School of Business Technology, Retail & Supply Chain
Outline of sharing arrangements for Programmes:	TU3354/1 DT365/4
Campus:	City Campus
Module Overview	This module engages participants to develop the skills to contribute to strategic planning to exploit the implementation of new information technologies in their organisations. It will enable participants to manage information systems effectively and to implement IT dependent strategic initiatives that provide sustainable strategically aligned advantage over competitors.
Indicative Syllabus	<p>Definition of strategy, information systems, information technology and strategic information systems.</p> <p>Evaluation of traditional frameworks and models and their application is SIS</p> <p>Strategic information systems planning</p> <p>Developing and IS/IT Strategy</p> <p>Sustainability Framework applied to IS/IT</p> <p>Enterprise IS Solutions – ERP, SCM, CRM, EBusiness</p> <p>Strategies for Information management – Value Chain, Virtual value Chain, Digital Data Genesis</p> <p>IS/IT service management – Outsourcing, vendor relationships, cloud computing solutions</p> <p>Future Technologies – Social, Mobile, Cloud, Big Data, Internet of Things, 3D Printing, Convergence of technologies</p> <p>Development and Acquisition Strategies and frameworks</p> <p>Privacy, Security and Ethics</p>
Learning and Teaching Methods	The delivery of this module will be a series of lectures (2 hours per week) , project work and presentations