Book of Modules for Programme

Study Abroad Business (City Campus)



Please Note: Modules are subject to change & availabilty

Associated Modules

Year/Cycle	*Semester*	*Delivery Type*	*Code*	*Title*	*Version*	*Credits*
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

APPROVED

LAW 1027: Business Law

Module Details

Module Code:	LAW 1027
Module Long Title:	Business Law APPROVED
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	**Sources of Law**: Outline of sources and development of Irish Law **Contract:** Formation, Terms and Exclusion Clauses, Remedies **Consumer Law:** Sales, Digital, Service Contracts. Implied Terms. Consumer Protection. Enforcement. Consumer Rights Act 2022 **Employment Contracts:** Contracts of service and for services, Unfair and wrongful dismissal, Redundancy, Remedies of employee **Agency:** Relation between the principle and the agent and a third party. **Company Law:** Share capital, Loan capital, Directors, Auditor, Shareholders. Companies Act 2014 **Data Protection** **Tort Negligence:** Duty of care, Duty of possessor of skills, Liability
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

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	62
Hours (up to 100 for 5 ECTS credits)	98.00

Recommended Reading List

Recommended Book Resources

- **Murphy, E. Legal Framework, Gill & Macmillan.**
- **Doolan, B.. Principles of Irish Law, Gill & Macmillan.**

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:	• 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	**1. Communication Theory:** Key concepts in the communication process. Contemporary theories and models of communication. **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). **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. **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. **5. Digital Communications:** Emerging communication issues and debates. Different media types. **6. Oral Communications:** Characteristics of presentation and formal spoken delivery. Presentation preparation model. Techniques of delivery. Use of audio-visual presentation aids. **7. Organisational Communication:** Internal communication networks and media. Barriers in organisational communication. The organisation and management of meetings.

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

Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Paired assignment			
Assessment Type	Presentation	**% of Total Mark for Module**	25
Indicative Week	Week 1	**Learning Outcomes**	5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Individual presentation			

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Denis McQuail, Mark Deuze. (2020), McQuail's Media and Mass Communication Theory, Sage Publications Limited, London, p.712, [ISBN: 9781473902510].**
- **Eugenia Siapera. (2018), Understanding New Media, SAGE Publications Limited, London, p.0, [ISBN: 978-1446297100].**

Supplementary Book Resources

- **Tom Chatfield. (2017), Critical Thinking, SAGE Publications Limited, London., p.0, [ISBN: 9781473947139].**
- **John Fiske. (2011), Introduction to Communication Studies, 3rd. Routledge, London, [ISBN: 9780415596497].**
- **Zoetanya Sujon. (2021), The Social Media Age, Sage Publications Limited, London., p.336, [ISBN: 9781526436900].**
- **Simon Lindgren. (2017), Digital Media and Society, Sage Publications, London.**

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:	• 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	**Introduction to Finance** Identify & explain the basic concepts of finance, the time value of money, investment, & return. Introduction to financial statements. **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. **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. **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. **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. **Dividend Policy** The importance of dividend policy. Impact of the dividend policy on the investment and financing decisions. **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. **Introduction to Portfolio Theory**

	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)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formative Assignments: Students will participant in a financial analysis activity with a strong practical element comprising the use of real world financial data or case study approach. This may be group or individual.

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

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 NFQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Plamen Petkov
Module Coordinators:	• 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	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 **Module aim** The aims of this module are to: 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.
Indicative Syllabus	Introduction to Computer Hardware. Input Devices, Output Devices, Memory and Central Processor unit, Storage Devices. Introduction to Computer Application Software. Practical experience of advanced word processing, presentation software, modelling using spreadsheet software. Introduction to Computer System Software. Practical experience in effectively using an operating systems. Saving files locally and on networks, moving, copying and renaming files. Introduce the importance of online security including phishing, viruses, social engineering and the security software and processes that are available (Optional). Module Assessment: This course will be assessed in its entirety by continuous assessment methods. Formative Assessment: This will test the students own ability to use essential business software.
Learning and Teaching Methods	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. Access will be provided to the Internet with a heavy emphasis on the use of the WebCT environment.
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)*

Lecture	48
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

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 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 (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

Assessment Description
In-lab Assessment

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Patrick Carey. (2022), New Perspectives Microsoft® Office 365 & Excel 2021, 1st. Cengage.**

Other Resources

- **websites, Youtube. Topic related videos.**

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 NFQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English

ECTS Credits::	10
Current Coordinator::	Hana Hlochova
Module Coordinators:	• 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	**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. **The environmental context of Management:** The organisation and its environment. The global environment. Competing in a global economy. The multicultural environment. Ethics in business. **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. **The Organising Process:** Designing and grouping jobs. Authority and reporting relationships. Co-ordination of activities. Managing organisation design. Change management. **The Controlling Process:** Types of control. Managing control in organisations. Operations, quality and productivity control. Managing information.
Learning and Teaching Methods	The delivery of this module will involve a combination of lectures, case studies, video, class discussion, problem solving exercises and self-directed learning. Lectures by the instructor 30% of in-class hrs. Practicing the tasks of managerial analysis

	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

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

Assessment Description
Online Quizz

Assessment Type	Online Quiz	**% of Total Mark for Module**	20
Indicative Week	Week 9	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Online quiz

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Case study

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Supplementary Book Resources

- **Griffin, R.W. Management. (2010), Management, Houghton Mifflin.**

APPROVED

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:	• 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	**The Nature and Role of Financial Accounting and Reporting for a Business Entity within a regulated environment** **Double Entry Book-keeping and Accounting Systems for a Business Entity** • Accounting for Assets and Liabilities and the Accounting Equation • Accounting for Income and Expenditure • Balancing ledger accounts and the Trial Balance **The Need for Period End Adjustments when Presenting Financial Statements of a Business Entity** • The need for period end adjustments • Estimating and Reporting Depreciation of Fixed Assets • The need for Provisions • Accruals and Prepayments

	Financial Statements of a Business Entity • The Statement of Profit or Loss • The Statement of Financial Position • The Statement of Cash Flow **Analysis and Interpretation of Financial Statements of a business Entity** • Uses and limitations of accounting ratios • Calculation of accounting ratios • Evaluating the financial performance of a business entity **Planning and the Projection of the Financial Performance of a Business Entity** • The importance of financial planning in the context of cash management • The Cash Budget • Projected Financial Statements
Learning and Teaching Methods	The module will be delivered through a combination of lectures and tutorials. Students will be encouraged to participate in problem solving exercises, class discussion and self-directed learning. Lectures and tutorials will be supplemented with notes and practice questions.

Indicative Syllabus

1. Double Entry Book-keeping and Accounting Systems for a Business Entity
1.1) Double Entry Book-keeping and Accounting Systems for a Business Entity
1.2) Accounting for Assets and Liabilities and the Accounting Equation
1.3) Accounting for Income and Expenditure
1.4) Balancing ledger accounts and the Trial Balance
1.5) The Need for Period End Adjustments when Presenting Financial Statements of a Business Entity
1.6) The need for period end adjustments
1.7) Estimating and Reporting Depreciation of Fixed Assets
1.8) The need for Provisions
1.9) Accruals and Prepayments

2. Producing Financial Statements of a Business Entity
2.1) The Nature and Role of Financial Accounting and Reporting for a Business Entity within a regulated environment
2.2) Financial Statements of a Business Entity
2.3) The Statement of Profit or Loss
2.4) The Statement of Financial Position
2.5) The Statement of Cash Flow

3. Planning and the Projection of the Financial Performance of a Business Entity
3.1) Planning and the Projection of the Financial Performance of a Business Entity
3.2) The importance of financial planning in the context of cash management
3.3) The Cash Budget
3.4) Projected Financial Statements

4. Analysis and Interpretation of Financial Statements of a business Entity
4.1) Analysis and Interpretation of Financial Statements of a business Entity
4.2) Uses and limitations of accounting ratios

4.3) Calculation of accounting ratios
4.4) Evaluating the financial performance of a business entity

Learning Outcomes

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

#	
MLO1	Apply the principles of double entry book-keeping relating to assets, liabilities, income and expenditure.
MLO2	Produce a Statement of Profit or Loss, a Statement of Financial position and a Statement of Cash Flow for a business entity.
MLO3	Analyse and interpret financial statements of a business entity evaluating the overall financial performance of an organisation.
MLO4	Prepare projected financial statements to assist in the planning process of a business entity.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of year invigilated closed book examination

Other Assessment(s)

Assessment Type	On-line Examination	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Mid-year examination

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

- **Peter Atrill,E. J. McLaney. Accounting and Finance for Non-Specialists, 12. Pearson, [ISBN: 9781292334691].**

APPROVED

MATH 1006: Basic Statistics

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

4. Measures of Dispersion & variance
4.1) Range
4.2) Variance
4.3) Standard deviation
4.4) Empirical rule
4.5) Z-score
4.6) Chebychev's Theorem

5. Foundation of Probability and counting
5.1) Basic Concepts of Probability and Counting
5.2) Conditional Probability and the Multiplication Rule

6. Sampling
6.1) Different sampling methods
6.2) Random,
6.3) Stratified
6.4) Clusterrd
6.5) Convenience

Learning Outcomes

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

#	
MLO1	Understand, explain and apply principles and practice of data collection and sampling
MLO2	Use Statistical Data in the clear and concise form and presentation of data
MLO3	Explain and apply the concepts of basic probability and probability distribution
MLO4	Use spreadsheet to solve statistical problems and to present data

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 12	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of Semester exam

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	15
Indicative Week	Week 6	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
CA

Assessment Type	Lab Activities	**% of Total Mark for Module**	15
Indicative Week	Week 9	**Learning Outcomes**	2,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
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

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **David M. Levine, David Stephan & Kathryn Szabat. (2021), Statistics for Managers using Microsoft Excel, 9th Ed.**

Supplementary Book Resources
• **McClave, Berenson & Szabat. (2018), Basic Business Statistics, 14th. Pearson.**

APPROVED

MRKT 1302: Behavioural Science

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:	• 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	**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. **Module aim:**To develop an understanding of the scope of behavioural science with continuing reference to the practical contribution to the marketing effort.
Indicative Syllabus	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. Perceptional 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
Learning and Teaching Methods	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
Learning Outcomes	

Upon successful completion of this module the learner will be able to	
#	
MLO1	recognize the characteristics of science and note the characteristics of the behavioural sciences
MLO2	document the five stages of the perceptual process: sensation, selection, organisation, attribution, outcomes.
MLO3	document the stages in the human motivational process
MLO4	categorise and explain 4 content and 3 process approaches to motivation
MLO5	define personality
MLO6	contract the Idiographic and Nomothetic perspective on personality
MLO7	identify the key characteristics of a groups
MLO8	define the stages of group development
MLO9	identify the characteristics of effective groups
MLO10	identify significant changes in Irish society in the last forty years
Requisites	

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	65.00%
Other Assessment(s)	35.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Sessional Exam – 50 %

Assessment Type	Written Examination	**% of Total Mark for Module**	15
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

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

Activity Type	*Duration (Hours)*
Lecture	200
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **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].**

APPROVED

MRKT 1306: Business & Society

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	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. 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 *governed* and how actors *participate* and *transform* 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.
Indicative Syllabus	**Module Contents and Readings:** **Topic 1: Introduction to Business and Government** *Required Readings:* • Coen, D., Grant, W., & Wilson, G. (Eds.). (2010). *The Oxford handbook of business and government*, Chapters 1.

	• Hogan, J., Donnelly, P. F., & O'Rourke, B. K. (Eds.). (2010). I*rish Business and Society,* Introduction. *Reccomended* • Heywood, A. *Politics.* Chapter 1 and 3. • Coen, D., Grant, W., & Wilson, G. (Eds.). (2010). *The Oxford handbook of business and government*, Chapter 3 and 4 for a Business and Law perspective. **Topic 2: Setting the unit of analysis – Ireland's Business Environment** *Required Readings:* • Hogan, J., Donnelly, P. F., & O'Rourke, B. K. (Eds.). (2010). I*rish Business and Society,* Chapter 1 and 2. • Fitzgerald J. (2014). Ireland's Recovery from the Crisis. https://www.esri.ie/pubs/JACB201418.pdf *Recommended:* • Hardiman N. (2010). *Irish Government in Crisis,* Chapter 5. • De Grauwe, P. (2010). *The financial crisis and the future of the Eurozone* (No. 21). European Economic Studies Department, College of Europe. (for a EU perspective) **https://ideas.repec.org/p/coe/wpbeep/21.html** • Whelan, Karl, Ireland's economic crisis: The good, the bad and the ugly (2013), http://www.karlwhelan.com/Papers/Whelan-IrelandPaper-June2013.pdf **Topic 3: Varieties of Capitalism and Business in Ireland** *Required Readings:* • Coen, D., Grant, W., & Wilson, G. (Eds.). (2010). *The Oxford handbook of business and government*, Chapter 5. • Hogan, J., Donnelly, P. F., & O'Rourke, B. K. (Eds.). (2010). I*rish Business and Society,* Chapter 3. *Recommended:* • Soskice, D. W., & Hall, P. A. (2001). *Varieties of capitalism: The institutional foundations of comparative advantage*. Introduction. Oxford: Oxford University Press. **Topic 4: Irish Political Culture 1** *Required Readings:* • Coakley, J. & Gallagher, M. (2010) (eds.), *Politics in the Republic of Ireland*, 5th edition. London: Routledge, Chapter 2. **Topic 5: Irish Political Culture 2**

Required Readings:
• Coakley, J. & Gallagher, M. (2010) (eds.), *Politics in the Republic of Ireland*, 5th edition. London: Routledge, Chapter 2.

Topic 6: The Oireachtas
Required Readings:
• Coakley, J. & Gallagher, M. (2010) (eds.), *Politics in the Republic of Ireland*, 5th edition. London: Routledge, Chapter 8.

Topic 7: The Political Parties
Required Readings:
• Coakley, J. & Gallagher, M. (2010) (eds.), *Politics in the Republic of Ireland*, 5th edition. London: Routledge, Chapter 6.

Topic 8: Interest Groups and Systems of Interest Representation
• Coakley, J. & Gallagher, M. (2010) (eds.), *Politics in the Republic of Ireland*, 5th edition. London: Routledge, Chapter 11.
• Hogan, J., Donnelly, P. F., & O'Rourke, B. K. (Eds.). (2010). I*rish Business and Society,* Chapter 13.

Recommended:
• Hogan, J., Donnelly, P. F., & O'Rourke, B. K. (Eds.). (2010). I*rish Business and Society,* Chapter 14.
• Dahl, R. A. (1961). *Who Governs: Democracy And Power In An American City*. New Haven: Yale University Press.
• Schmitter, P. C. (1974). Still the century of corporatism? *The Review of Politics*, 36(1), 85-131.
• Siaroff, A. (1999). Corporatism In 24 Industrial Democracies: Meaning And Measurement. *European Journal Of Political Research* 36(2), 175-205.

Topic 9: Lobbying in Ireland
• Coakley, J. & Gallagher, M. (2010) (eds.), *Politics in the Republic of Ireland*, 5th edition. London: Routledge, Chapter 11.
• Coen, D., Grant, W., & Wilson, G. (Eds.). (2010). *The Oxford handbook of business and government*, Chapter 12.

Recommended:
• Teague, P. (2006). Social Partnership And Local Development In Ireland: The Limits To Deliberation. *British Journal Of Industrial Relations*, 44(3), 421-443.
• Teague, P., and Donaghey, J. (2009). Why Has Irish Social Partnership Survived? *British Journal Of Industrial Relations*, 47(1), 55-78.
• Stafford, P. (2011). The Rise And Fall Of Social Partnership: Its Impact On Interest Group Lobbying In Ireland. *Journal Of Public Affairs*, 11(2), 74-79.
• Roche, W. K., And Cradden, T. (2003). Neo-Corporatism And Social Partnership. In Adshead, M., And M., Millar (Eds.) *Public Administration And Public Policy In Ireland: Theory And Methods*, 69-87. Abington: Routledge.

	Topic 10 Lobbying Regulation • Crane A. & D. Matten (2010). *Business Ethics*. OUP. Chapter 1 and 2 • Coen, D., Grant, W., & Wilson, G. (Eds.). (2010). *The Oxford handbook of business and government*, Chapter 22. **Topic 11: Business and Political Parties** • Coen, D., Grant, W., & Wilson, G. (Eds.). (2010). *The Oxford handbook of business and government*, Chapter 8. • Chari and Bernhagen (2011), Financial and Economic Crisis: Explaining the Sunset over the Celtic Tiger, *Irish Political Studies*, Dec 2011, Vol 26/4. *Recommended:* • McMenamin, I. (2013). Business Financing Of Politics In Ireland: Theory, Evidence And Reform. *Irish Political Studies*, 28(1), 20-38. **Topic 12: Corporate social responsibility** *Recommended:* • Crane A. & D. Matten (2010). *Business Ethics*. OUP. Chapter 2 • Hogan, J., Donnelly, P. F., & O'Rourke, B. K. (Eds.). (2010). I*rish Business and Society,* Chapter 8. • Feeney, S., and Hogan, J. 2024. Sustainability in Supply Chain Management: Using drawings to understand undergraduates' Perceptions of Sustainability. *International Journal of Social Economics,* Vol. 51, No. 4, pp. 555-568. **Topic 13: The EU and its impact in Irish Business – Competition** • Chari and Krtizinger, Understanding EU policy making, Chapter 5 • Case Study on Competition Policy (TBA) *Recommended:* • Coen, D., Grant, W., & Wilson, G. (Eds.). (2010). *The Oxford handbook of business and government*, Chapter 32. • Cini M. and L. McGowan (2008). *Competition Policy in the EU* 2nd ed. • Chari R. (2015). Life After Privatization (Oxford University Press) • Feeney, S., and Hogan, J. 2024. Sustainability in Supply Chain Management: Using drawings to understand undergraduates' Perceptions of Sustainability. *International Journal of Social Economics,* Vol. 51, No. 4, pp. 555-568.
Learning and Teaching Methods	Instruction will be by means of lectures and class discussion. Each week there will be a two hours lecture. Lecture notes will be posted on Brightspace immediately after each class. 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 Irish political economic arena. Please be ready to discuss all of the required readings in class. For your essays, 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.
Indicative Syllabus	

1. n/a
1.1) Module Content:
1.2) Indicative Structure in Teaching Weeks
1.3) Week 1 Business and Government
1.4) Week 2 Irish Business Environment
1.5) Week 3 Varieties of Capitalism and Economic Policy
1.6) Week 4 Irish Political Culture 1
1.7) Week 5 Irish Political Culture 2
1.8) Week 6 The Oireachtas
1.9) Week 7 The Political Parties
1.10) Week 8 Interest Groups and Systems of Interest Representation
1.11) Week 9 Business and Political Parties
1.12) Week 10 Lobbying in Ireland
1.13) Week 11 Lobbying Regulation
1.14) Week 12 Corporate citizenship, and social responsibility
1.15) Week 13 Corporate Social Responsibility and sustainability
1.16) Week 14 Ireland in the EU and EU sustainability policies

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	On completion of this module: The learner will be able to identify key aspects of the relationship between business and politics in Ireland today.
MLO2	Understand the evolution of the Irish political party structure and how this maps on to the divisions in society.
MLO3	Appreciate the development of Irish political culture since independence.
MLO4	Demonstrate a comprehension of the roles and impact of the various stakeholders in Irish society.
MLO5	Understand the structure, composition, functions and powers of the principal Irish Government institutions.
MLO6	Possess an awareness of those government agencies central to the business environment in Ireland.
MLO7	Define and explain how corporate citizenship, corporate social responsibility, and business ethics have evolved and relate to the wider society and politics.
MLO8	Understand Ireland’s relationship with the wider world including the EU and Northern Ireland.
MLO9	Undertand the importance of sustainability to the political economy of Ireland
Requisites	
Assessment Threshold	One has to score 40% or higher in order to pass the course

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

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 OMalley,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://sciendo.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**

- **Brendan O'Rourke & John Hogan. (2014), Guaranteeing failure: neoliberal discourse in the Irish economic crisis, Journal of Political Ideology, 19, p.18, https://www.tandfonline.com/doi/abs/10.1 080/13569317.2013.869456**
- **Raj Chari Patrick Bernhagen. (2011), Financial and Economic Crisis: Explaining the Sunset over the Celtic Tiger, Irish Political Studies, 26, p.15, https://www.tandfonline.com/doi/abs/10.1 080/07907184.2011.619736**

APPROVED

LAW 1046: Business Law

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:	• 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	**Module Description** This module is designed to provide a framework of relevant Irish business law principles necessary for the application of Retail and Services Management.
Indicative Syllabus	Sources of Law 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. Contract Formation: offer and acceptance, intention to create legal relations, consideration Form of contract Capacity to contract Terms and Exclusion Clauses: express terms, implied terms, exclusion clauses, importance and relative effects of contractual terms Electronic contracts Validity: mistake, misrepresentation, duress, undue influence

	Discharge: discharge by performance, agreement, breach, discharge by frustration Remedies: damages, equitable remedies. Consumer Law and the Sale of Goods and Supply of Services Act 1980 Data Protection Employment Law contracts of service and for services terms of employment contracts redundancy remedies of employee Tort Nature & Defences Negligence: Duty of care, causality, remoteness of damages, professional negligence Company Law Formation. The nature of a company including limited liability & veil of incorporation and other consequences Management and Administration Directors: Appointment & Dismissal, Types, Powers & Duties, Disclosure Requirements, Breach of Duties, Restriction & Disqualification Orders. Contractual Capacity, Shareholders Remedies, Board Meetings, Annual Returns Other Officers: Chairperson. Company secretary: appointment, role, duties. Auditors: appointment, role, duties, removal Company Meetings
Learning and Teaching Methods	Class lectures, group discussions, case study exercises in class.

Learning Outcomes

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

#	
MLO1	Have an overview of the Irish legal system and its impact of legislation on the business environment
MLO2	Comprehend the key legal principles as applied to a business and retail/consumer perspective.
MLO3	Apply the core legal topics in business law; contract formation; company law; employment law; insurance law.
MLO4	Understand various regulatory frameworks as it applies to a retail context

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% 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
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

- **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.**

APPROVED

COMM 9405: Communications

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	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. 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.
Indicative Syllabus	**Foundations of Communication Theory** • Perception • Identity • Verbal and non-verbal communications • Communication and culture **Interpersonal Communication Theory** • Personal Relationships • Communicating in Groups and Teams • Communicating in Organisations • Power and Stakeholder Analysis **Media Literacy and Communications in Practice**

	• Media Industries, Audiences and Content • Media Effects
Learning and Teaching Methods	**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. **Independent learning:** Participants will undertake preparatory and follow-up reading for lectures. The TU Dublin online virtual learning environment, Brightspace, will be used to carry lecture notes and supporting resources.

Indicative Syllabus

1. Foundations of Communication Theory
1.1) • Perception
1.2) • Identity
1.3) • Verbal and Non-Verbal Communications
1.4) • Communication and Culture

2. Interpersonal Communication Theory
2.1) • Personal Relationships
2.2) • Communicating in Groups and Teams
2.3) • Communicating in Organisations
2.4) • Power and Stakeholder Analysis

3. Media Literacy and Communications in Practice
3.1) • Media Industries
3.2) • Media Content
3.3) • Media Audiences
3.4) • Media Effects

Learning Outcomes

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

#	
MLO1	Describe and evaluate different theories and models of communication.
MLO2	Identify what interpersonal communication theory and practice means.
MLO3	Demonstrate analytical competence with respect to media content and contexts.
MLO4	Demonstrate competence in the development and delivery of a communications artefact through an appropriate medium.
MLO5	Identify the nature and importance of communication and culture in organisations, including power and stakeholder analysis.

Requisites

Assessment Threshold	40%

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%

Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 15	**Learning Outcomes**	1,2,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
End-of-Semester Exam assessing LO's 1,2 and 5.

Other Assessment(s)

Assessment Type	Critique	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Paired
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Critical Thinking Exercise (Student Pairs)

Assessment Type	Presentation	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Project (Group)

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

- **Denis McQuail,Mark Deuze. (2020), McQuail's Media and Mass Communication Theory, Sage Publications Limited, p.712, [ISBN: 9781473902510].**

Supplementary Book Resources

- **Tom Chatfield. (2017), Critical Thinking, SAGE Publications Limited, p.0, [ISBN: 9781473947139].**
- **John Fiske. Introduction to Communication Studies, [ISBN: 9780415596497].**
- **Simon Lindgren. (2017), Digital Media and Society, SAGE, p.398, [ISBN: 9781473998896].**
- **Zoetanya Sujon. (2021), The Social Media Age, Sage Publications Limited, p.336, [ISBN: 9781526436900].**
- **Eugenia Siapera. (2018), Understanding New Media, SAGE Publications Limited, p.0, [ISBN: 978-1446297100].**

Recommended Article/Paper Resources

- **Taras Lylo. (2015), Ideological Factor in Mass Communication: Historical and Theoretical Aspects, Social Communication, https://doi.org/10.1515/sc-2016-0002**
- **Janette Porter and Kay Standing. (2020), Love Island and Relationship Education, Frontiers in Sociology, https://doi.org/10.3389/fsoc.2019.00079**

Other Resources

- **Journal of Broadcasting and Electronic Media, Journal of Broadcasting and Electronic Media.**
- **Journal of Interactive Marketing, Journal of Interactive Marketing.**
- **Social Communication, Social Communication.**
- **Book, E. Siapira. (2018), Understanding New Media., London, Sage.**
- **Book, W.J. Potter. (2015), Media Literacy, London, Sage.**
- **Book, Liu, S., Volcic, Z., & Gallois, C.. (2014), Introducing Intercultural Communication, London, Sage.**
- **Book, Fiske, J.. (2011), Introduction to Communication Studies, London, Routledge.**

APPROVED

COMM 9402: Communications

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	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. 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.
Indicative Syllabus	**Foundations of Communication Theory** • Perception • Identity • Verbal and non-verbal communications • Communication and culture **Interpersonal Communication Theory** • Personal Relationships • Communicating in Groups and Teams • Communicating in Organisations • Power and Stakeholder Analysis **Media Literacy and Communications in Practice** • Media Industries, Audiences and Content • Media Effects

Learning and Teaching Methods	**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. **Independent learning:** Participants will undertake preparatory and follow-up reading for lectures. The TU Dublin online virtual learning environment, Brightspace, will be used to carry lecture notes and supporting resources.

Indicative Syllabus

1. Foundations of Communication Theory
1.1) ● Perception
1.2) ● Identity
1.3) ● Verbal and Non-Verbal Communications
1.4) ● Communication and culture

2. Interpersonal Communication Theory
2.1) ● Personal Relationships
2.2) ● Communicating in Groups and Teams
2.3) ● Communicating in Organisations
2.4) ● Power and Stakeholder Analysis

3. Media Literacy and Communications in Practice
3.1) ● Media Industries
3.2) ● Media Content
3.3) ● Media Audiences
3.4) ● Media Effects

Learning Outcomes

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

#	
MLO1	Describe and evaluate different theories and models of communication.
MLO2	Identify what interpersonal communication theory and practice means.
MLO3	Demonstrate analytical competence with respect to media content and contexts.
MLO4	Demonstrate competence in the development and delivery of a communications artefact through an appropriate medium.
MLO5	Identify the nature and importance of communication and culture in organisations, including power and stakeholder analysis.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description Examination(s) (Individual)			

Other Assessment(s)			
Assessment Type	Critique	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Paired
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Critical Thinking Exercise (Student Pairs)			

Assessment Type	Presentation	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Project (Group)			

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Denis McQuail,Mark Deuze. (2020), McQuail's Media and Mass Communication Theory, Sage Publications Limited, p.712, [ISBN: 9781473902510].**
- **Eugenia Siapera. (2018), Understanding New Media, Sage Publications Limited, p.336, [ISBN: 978-1446297100].**

Supplementary Book Resources

- **Tom Chatfield. (2017), Critical Thinking, SAGE Publications Limited, p.328, [ISBN: 9781473947139].**
- **John Fiske. Introduction to Communication Studies, [ISBN: 9780415596497].**
- **Simon Lindgren. (2017), Digital Media and Society, Sage Publications, London.**
- **Zoetanya Sujon. (2021), The Social Media Age, Sage Publications Limited, p.336, [ISBN: 9781526436900].**
- **Shuang Liu,Zala Volcic,Cindy Gallois. (2019), Introducing Intercultural Communication, 3. SAGE Publications Limited, London, p.408, [ISBN: 9781526431707].**

Recommended Article/Paper Resources

- **Taras Lylo. (2015), Ideological Factor in Mass Communication: Historical and Theoretical Aspects, Social Communication, https://doi.org/10.1515/sc-2016-0002**
- **Janette Porter and Kay Standing. (2020), Love Island and Relationship Education, Frontiers in Sociology, https://doi.org/10.3389/fsoc.2019.00079**

Other Resources

- **Academic journal, Journal of Interactive Marketing.**
- **Academic journal, Journal of Broadcasting and Electronic Media.**
- **Academic journal, Social Communication.**

APPROVED

COMM 1003: Communications COMM 1003

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	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.
Indicative Syllabus	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

Learning and Teaching Methods	The delivery of this module will be of a blended learning nature, combining in-person and online delivery of lectures, using a combination of lectures, case study, group work exercises, writing exercises, project work and self-directed learning

Learning Outcomes

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

#	
MLO1	Demonstrate understanding of the communications process
MLO2	Perform efficiently and effectively as a collaborative member of working group and teams, and as an added-value contributor to an organisation
MLO3	Make informed choices regarding appropriateness of communications media in relation to context.
MLO4	Will understand the nature and structure of groups, which will help them become more effective team members when working on group projects
MLO5	Make informed choices regarding appropriateness of communications media in relation to context
MLO6	Develop basic oral presentation skills

Requisites

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	Project	**% of Total Mark for Module**	100
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The assessment will consist of students working in teams and, they will develop a research project with a written report, an oral presentation in which they shall demonstrate a good standard of academic writing, presentation and research skills.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lecture	36
Self Directed	60
Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **TUD Style Guide.**
- **University of Minnesota Library. (2016), Communication in the Real World: An introduction to Communication Studies, [ISBN: 9781946135070].**
- **Gerard Shaw. Crucial Communication Skills for Everyday, [ISBN: 978-1647800482].**

APPROVED

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:	• 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	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. These include Formal lectures Active learning techniques through the provision of a comprehensive online learning environment enabled by Brightspace on www.tudublin.ie Code is MRKT 1009

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

3.1) Behavioural & Cognitive learning theories. Elements of Classical Conditioning, Operant Conditioning, S-R and S-0-R. Cognitive learning theories, Modelling/Observational learning. Marketing applications of learning principles. Gamification.

4. Memory
4.1) Role of memory in learning. Types of memory, Memory systems, Knowledge structures. Retrieval of information for purchase decisions. Factors influencing forgetting. Products as memory markers. Measuring memory for advertising.

5. Motivation
5.1) The motivation process. Strength, direction, motivational conflicts, classifications of need. Involvement levels and types.

6. Social Power of Groups and Social Media
6.1) Social identity theory. Reference groups. Types of social power. Reference group types. Forms of reference group influence. Social loafing, Risky shift effect, Polarisation, conformity and norms, resistance to influence, reactance, Brand communities and tribes, communities of practice, WOM motivations, negative WOM, Guerilla marketing, Opinion leadership, models of influence, market maven, Identifying OLs.

7. Family Structure and Decision Making
7.1) The modern family, Nontraditional, FLC, sex roles, heuristics of joint decision making.

8. Age Cohorts
8.1) Pester power/Gen Z, Teens, Millennials, New Greys

Learning Outcomes

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

#	
MLO1	Comprehend the theories, concepts, current research, that underpins an understanding of consumer psychology
MLO2	Appreciate the importance of understanding consumer psychology in the formulation of effective marketing strategy
MLO3	Develop the skill to apply learnt theories and concepts within consumer psychology in order to understand how consumer behaviour may be explained in the marketplace

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of Year Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	20
Indicative Week	Week 1	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Mid Year (end of First Semester)

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	10
Indicative Week	Week 1	**Learning Outcomes**	2,3
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Project (Group Based) Report

Assessment Type	Project	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Project (Group Based) Presentation

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	48
Hours (up to 100 for 5 ECTS credits)	72.00

Recommended Reading List

Recommended Book Resources

- **Michael R Solomon. (2019), Consumer Behavior: Buying, Having, and Being., 13th. Pearson..**

- **Michael R Solomon,. (2018), Consumer Behaviour: Buying, having, and Being., 12th. Pearson..**
- **Michael Solomon. (2018), Consumer Behaviour Plus MyMarketingLab with Pearson eText Access Card Package, 12th. Pearson.**
- **Dave Chaffey, Fiona Ellis- Chadwick. (2015), Digital Marketing Strategy: Implementation and Practice., Pearson.**

Supplementary Book Resources

- **Shoshana Zuboff. (2019), Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power., Hachette Book Group.**
- **Adam Atler.. (2018), Irresistible: The Rise of Additive Technology and the Business of Keeping Us Hooked., Pengiun.**
- **B J Fogg. (2002), Persuasive Technology: Using Computers to Change What We Think and Do., Nielsen Norman Group..**
- **B.F.Skinner. Walden Two, 1976. Hackett Publishing Company..**

APPROVED

LAW 1501: Contract Law

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:	• 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	Lectures 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: *Problem-Based Learning* 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. *Tutorials* 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. *Online Learning Technologies* Mobile apps, including *Mentimeter, Socrative,* and the Brightspace companion app, *Pulse*, 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. *Active Viewing* 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. *Small Group Activities*

	Students may be assigned to groups in-class to discuss and interpret key passages from case-law, or articles from popular media. Students will then be expected to present their findings to their peers via minute papers or short oral presentations. These activities will provide a strong basis for making notes key cases.

Indicative Syllabus

1. Introduction

1.1) Historical origins of contract law and relationship with other causes of action. Core principles and sources of
1.2) Contract law in Ireland

2. Formation and Content

2.1) Formation of a Binding Contract
2.2) i. Offer and Acceptance
2.3) Offer – specific cases: auction sales; display of goods; advertisement; tenders; e-
2.4) commerce
2.5) — Acceptance – methods of acceptance; battle of the forms; communication of
2.6) acceptance; e-commerce; acceptance by post
2.7) — Termination of offer
2.8) ii. Consideration – Sufficient consideration, insufficient consideration, exception to rule on
2.9) consideration, doctrine of promissory estoppel
2.10) iii. Intention to Create Legal Relations and Certainty – domestic and family arrangements;
2.11) commercial arrangements; requirement of certainty
2.12) iv. Formalities
2.13) — Contracts that must be evidenced in writing
2.14) — Contracts that must be wholly in writing
2.15) 2. Privity of contract – comparison with consideration and rationale. Exceptions: statutory,
2.16) equitable, agency, collateral contracts.
2.17) 3. Capacity to contract – general presumption of capacity: exceptions: infancy; insanity and
2.18) 37
2.19) intoxication; aliens; corporations; diplomatic immunity
2.20) 4. Terms of a contract –
2.21) i. Express Terms - oral and written; collateral contracts; Implied Terms - implied in
2.22) fact; at common law; by statute; or by constitution.
2.23) ii. relative importance of contractual terms: conditions and warranties.
2.24) iii. Exclusion Clauses - incorporation; interpretation; and legality
2.25) iv. Consumer contracts: the relevant Irish and EU legislation is examined.

3. Validity and enforceability of contracts

3.1) Misrepresentation: Definition: types of misrepresentation: fraudulent; negligent; innocent;
3.2) remedies: at common law, equity and statutory; exclusion of liability for misrepresentation.
3.3) 2. Mistake: introduction; types of mistake: common mistake; mutual mistake; and unilateral
3.4) mistake; remedies: rectification.
3.5) 3. Duress, Undue influence, unconscionability: Duress; Undue influence: presumed and as of fact;
3.6) discharging the onus of proof; delay in seeking relief; Unconscionable bargains
3.7) 4. Illegal and void contracts: (a) illegal contracts: by legislation; at common law; consequences of
3.8) illegality. (b) void contracts: void under statute; void at common law and in restraint of trade.
3.9) Severance

4. End of Contract

4.1) Discharge of contractual obligations – Discharge by agreement- discharge by performance-
4.2) discharge by breach - discharge by operation of law: doctrine of frustration and force majeure
4.3) 2. Remedies for breach of contract – Damages - mitigation - rescission - restitution (outline only) -
4.4) specific performance and injunction

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Analyse the rationale and policy underlying the historical development of contract law
MLO2	Understand the key components necessary to form a contract, and consider the interpretive issues and exceptions that surround these components
MLO3	Describe how contractual terms and clauses are incorporated into a contract and situate the relevant rules in a range of consumer and commercial situations
MLO4	Critically assess the extent to which contract law protects consumers
MLO5	Discuss the various circumstances that may vitiate or void a contract, and account for the influence of public policy in this regard
MLO6	Outline and comment upon the various methods by which a contractual relationship is terminated
MLO7	Describe and comment generally upon the remedies available when a contract is breached
MLO8	Develop well-reasoned solutions to novel contract law problems using appropriately selected sources and materials
MLO9	Formulate and critically assess proposals for the reform of contract law in Ireland

Requisites

Module Content & Assessment

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

Derogations from the General Assessment Regulations

A maximum of 4 attempts are possible

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4,5,6,7,8,9
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Four out of eight unseen questions must be answered. The exam will draw on the material covered throughout the module. Previous exam papers may be obtained through the TU Dublin library.

Other Assessment(s)

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

Activity Type	*Duration (Hours)*
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].**

APPROVED

LAW 1500: Core Legal Skills

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

5. Legal research, finding and applying the law
5.1) n/a

6. Constructing legal arguments
6.1) n/a

7. Moot court – developing legal arguments, oral and written presentation of arguments
7.1) n/a

8. Legal writing – general writing skills, referencing; writing law essays and answering problem questions
8.1) n/a

9. The courts and the administration of justice
9.1) n/a

10. Legal aid & advice, the Irish legal profession
10.1) n/a

11. Remedies
11.1) n/a

Learning Outcomes

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

#	
MLO1	Identify the sources of law within the Irish legal system, their historical origin and development
MLO2	Explain the operation of the doctrine of precedent in the context of the Irish Court System
MLO3	Apply the principles of statutory interpretation
MLO4	Construct effective legal arguments in response to novel fact scenarios
MLO5	Identify, find and interpret authoritative sources of law and legal information
MLO6	Develop effective and efficient self-directed study skills
MLO7	Present legal arguments through oral presentation and written submissions
MLO8	Explain the system of legal aid and advice applicable in the Irish legal system
MLO9	Describe the Irish system for administration of justice
MLO10	Compare and contrast the various remedies available in the Irish justice system

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 is possible

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,8,9,10
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	Week 7	**Learning Outcomes**	4,5,6,7
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Presentation	**% of Total Mark for Module**	20
Indicative Week	Week 27	**Learning Outcomes**	3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152

Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Liam Thornton,Tanya Ni Mhuirthile,Dr. Catherine O'Sullivan. (2016), Fundamentals of the Irish Legal System, Round Hall, Dublin, [ISBN: 9781858007120].**
- **Jennifer Schweppe,Rónán Kennedy,Larry Donnelly,Lawrence Donnelly. (2016), How to Think, Write and Cite, [ISBN: 9780414056558].**

Supplementary Book Resources

- **Raymond Byrne,Paul McCutcheon,Laura Cahillane,Emma Roche-Cagney. (2021), Byrne and McCutcheon on the Irish Legal System, 7th. Bloomsbury Publishing, p.1148, [ISBN: 9781526515100].**

Other Resources

- **website, OSCOLA Ireland,**
  http://legalcitation.ie/

APPROVED

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	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: Enable learners to develop their cognitive understanding of digital business skills, and • Provide learners with the tools they need to demonstrate those skills in a simulated environment. 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 The aim and goals of the module will be achieved by ensuring that upon completion of the module learners can: Recognise the structure and significance of common business software systems • Use data and statistical insights in business settings • Demonstrate numerical and statistical literacy in the HR domain Create professional reports and presentations using advanced techniques
Indicative Syllabus	The indicative curriculum for the module includes:

	Information Systems for HR Practitioners focussing on the integration of MS Office systems and with an emphasis on MS Word and Powerpoint in a HR context. Data and numerical literacy development with an emphasis on developing from general spreadsheet knowledge to the ability to apply techniques and strategies in a targeted and meaningful way. Working on the cloud, with apps and with a variety of new tools that will assist HR practitioners and managers contribute in tangible ways to any operational environment.
Learning and Teaching Methods	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. Three key mechanisms will be: **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 **Lectures and Workshops**: This course will be delivered through lectures and seminar/workshops that are conducted in a face to face context also. Any lectures and workshops will be designed to maximise the practical impact of new knowledge and skills. **Labs and Groupwork:** Using computer labs and understanding key concepts through peer moderated activities is another technique essential to the module. Techniques and skills that relate to data manipulation and statistics will be delivered through this medium.

Indicative Syllabus

1. Practical understanding and application of the Digital Business Skills required in a HR environment
1.1) The indicative curriculum for the module includes:
1.2) Information Systems for HR Practitioners focussing on the integration of MS Office systems and with an emphasis on MS Word and Powerpoint in a HR context.
1.3) Data and numerical literacy development with an emphasis on developing from general spreadsheet knowledge to the ability to apply techniques and strategies in a targeted and meaningful way.
1.4) Working on the cloud, with apps and with a variety of new tools that will assist HR practitioners and managers contribute in tangible ways to any operational environment.

Learning Outcomes

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

#	
MLO1	Understand the importance of the digital environment in the workplace
MLO2	Recognise the structure and significance of common business software systems
MLO3	Demonstrate numerical and statistical literacy in the HR domain
MLO4	Create professional reports and presentations using advanced skills and techniques
MLO5	Construct and understand the challenges of capturing, storing and the critical availability of data in the workplace
MLO6	Evaluate data and statistical insights in business settings

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Lab Activities	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	1,2,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Presentation of a detailed report, topic to be identified by Lecturer, accompanied by a power point presentation to be presented in class.

Assessment Type	Lab Activities	**% of Total Mark for Module**	20
Indicative Week	Week 1	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Working with Excel to produce a working reusable model.

Assessment Type	Lab Activities	**% of Total Mark for Module**	20
Indicative Week	Week 1	**Learning Outcomes**	5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Working with a database to build, store and query data.

Assessment Type	Lab Activities	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Using data to build reports and gain meaningful insights from the data.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lab	200
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

APPROVED

ECON 1001: Economics

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	**Introduction** Introduction to economics as a social science Economic systems Concepts of scarcity, choice and opportunity cost **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 **Macroeconomics** Methods of measuring Economic Activity Circular flow of income and National Accounts Income determination Multipliers

	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)

Assessment Type	Online Quiz	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
An on line quiz tool will be used for continuous assessment.

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

- **Gerard Turley,Maureen Maloney,Francis O'Toole. (2011), Principles of Economics, Gill Education, p.656, [ISBN: 0717149889].**

APPROVED

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	"Essentials of Communications" introduces students to the fundamentals of human communication theory and interpersonal communications research, while providing a foundation for media studies.
Indicative Syllabus	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.

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

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

#	
MLO1	Understand the fundamentals of communications theory
MLO2	Distinguish between communications elements, processes, contexts and codes
MLO3	Reflect on the language codes in use in personal and professional life
MLO4	Reflect on non-verbal communication and understand its impact on communications
MLO5	Critically engage with issues in intercultural communication
MLO6	Understand the key reflexive patterns in self-concept and perception informing communication acts
MLO7	Critically engage with issues in group and team interaction and organisational communications
MLO8	Outline the basics tenets of media literacy
MLO9	Be conversant with the conventions for presenting academic writing
MLO10	Deliver a simple presentation with using visual communications software (e.g. Powerpoint, Prezzi)

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	45.00%
Other Assessment(s)	55.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	45
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative End of Semester Examination

Other Assessment(s)			
Assessment Type	Project	**% of Total Mark for Module**	55
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Continuous Assessment			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	176
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Julia T. Wood. (2016), Communication in Our Lives, Cengage Learning, p.480, [ISBN: 978-1305949546].**

Supplementary Book Resources

- **Julia T. Wood. (2016), Communication Mosaics: An Introduction to the Field of Communication, Cengage Learning, p.400, [ISBN: 978-1305403581].**

APPROVED

ACCT 9206 : Financial Accounting

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	**The Nature, Role and Context of Financial Accounting** **Double Entry Book-keeping and Accounting Systems for a Business Entity** ● 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 **Maintaining Adequate Controls** ● 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 **Financial Statements of Unincorporated Organisations** ● 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 **Financial Statements of Limited Companies in accordance with IAS 1**

	● The Statement of Profit or Loss ● The Statement of Financial Position ● The Statement of Changes in Equity
Learning and Teaching Methods	The course will be delivered through a combination of lectures and tutorials. The learning and teaching methods employed will include discussion, problem-solving exercises, and self-directed learning.

Indicative Syllabus

1. Double Entry Book-keeping and Accounting Systems for a Business Entity
1.1) ● The Double Entry Accounting System
1.2) ● Accounting for Assets and Liabilities and the Accounting Equation
1.3) ● Accounting for Income and Expenditure
1.4) ● Balancing ledger accounts and the Trial Balance
1.5) ● The need for period end adjustments
1.6) ● Accounting for Depreciation
1.7) ● Accounting for Debtors (Receivables)
1.8) ● Accruals and Prepayments

2. Maintaining Adequate Controls
2.1) ● Correction of Errors and the Suspense Accounts
2.2) ● Control Accounts
2.3) ● Bank Reconciliations

3. Financial Statements of Unincorporated Organisations
3.1) ● Financial Statements for Sole Proprietor Organisations (including those from Incomplete Records)
3.2) ● Financial Statements for Not-for-Profit Organisations
3.3) ● Financial Statements for Partnerships
3.4) ● Financial Statements for Manufacturing Organisations

4. Financial Statements of Limited Companies in accordance with IAS 1
4.1) ● The Statement of Profit or Loss
4.2) ● The Statement of Financial Position
4.3) ● The Statement of Changes in Equity

Learning Outcomes

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

#	
MLO1	Apply the principles of double-entry book-keeping to record business transactions relating to assets, liabilities, income and expenses including period end adjustments.
MLO2	Revise accounts to ensure accuracy utilising appropriate controls.
MLO3	Prepare financial statements for unincorporated bodies.
MLO4	Prepare and present financial statements of a limited company in accordance with IAS 1

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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
A formal end of year invigilated examination

Other Assessment(s)

Assessment Type	Online Assessment	**% of Total Mark for Module**	30
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
This can take the form of quizzes, assignments or portfolios.

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

- **Alan Sangster,Lewis Gordon,Frank Wood. Frank Wood's Business Accounting (Latest Edition).**

APPROVED

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:	• 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	The nature, purpose and regulation of financial reporting information Introduction to accounting for sustainability Double entry book-keeping (including accruals, prepayments, irrecoverable debts, discounts, depreciation, VAT and correction of errors) Daybooks and ledgers Preparation of financial statements of sole-traders and manufacturers Bank reconciliations Control account reconciliations Conceptual Framework for Financial Reporting Accounting standards: IAS 1 (accounting policies and underlying assumptions) and IAS 2
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

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

#	
MLO1	Demonstrate an understanding of the role and framework of financial reporting and of accounting for sustainability and be able to discuss and/or apply specified accounting standards.
MLO2	Apply the principles of double entry book-keeping.
MLO3	Demonstrate an understanding of the process for recording transactions (including the roles of daybooks, subsidiary ledgers and the nominal ledger).
MLO4	Prepare financial statements for entities (including sole traders and manufacturers).
MLO5	Demonstrate an understanding of reconciliations and their role as control devices.

Requisites	
Assessment Threshold	n/a

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	80.00%
Other Assessment(s)	20.00%

Derogations from the General Assessment Regulations

A maximum of four attempts at this module are permitted

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80
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
Formal end of year written examination

Other Assessment(s)

Assessment Type	Portfolio	**% of Total Mark for Module**	20
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
Portfolio (of solutions to and reflections on assigned problems attempted throughout module)

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

- **Sangster A ,Gordon L ,Wood F. (2021), Frank Wood's Business Accounting, 15th Edition. Pearson, Harlow, [ISBN: 1292365439].**

Supplementary Book Resources

- **Weetman, P. (2019), Financial Accounting, 8th Edition. Pearson, Harlow, [ISBN: 9781292244471].**

APPROVED

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:	• 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	**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. **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.
Indicative Syllabus	**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. **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.

	Using the Outputs of the Accounting System: The Profit and Loss; the Balance Sheet. Cash Flow Reporting and Forecasting. Analysis of the key figures in these statements. Ratio Analysis. The relationship between profit and cash flows. Evaluating Enterprise Financial Performance from data in these statements. **Financial Control and the Accounting System:** Control of Cash and Bank Balances. The impact of Value Added Tax. Debtor/Creditor analysis. Stock Reporting and Control. EDI and Stock/Delivery management.
Learning and Teaching Methods	A variety of methods will be used to achieve the module learning outcomes. These methods will consist of lectures, discussion, problem-solving exercises, readings, project work, and self-directed learning

Learning Outcomes

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

#	
MLO1	Evaluate the key elements in the accounting equation and how these elements relate to the financial statements of companies.
MLO2	Evaluate how commercial and financial transactions of a company are treated and processed by the accounting system both from a recording and reporting view.
MLO3	Outline the role and principle of accounting and reporting and its statutory and regulatory underpinning.
MLO4	Recognise the distinction between accrual-based profit and cash flow based statements and determine the limitations of each.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The closed book end of year written examination.

Other Assessment(s)

Assessment Type	Online Assessment	**% of Total Mark for Module**	40
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
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

- **Peter Atrill,E. J. McLaney. (2021), Accounting and Finance for Non-Specialists, 12th. Pearson Education, London, England, [ISBN: 9781292334691].**

Supplementary Book Resources

- **John R. Dyson,Ellie Franklin. (2020), ACCOUNTING FOR NON-ACCOUNTING STUDENTS 10TH EDITION, 10th. Pearson UK, London, England, p.789, [ISBN: 9781292286976].**

APPROVED

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

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

#	
MLO1	Identify and understand the different sources of law, work related dispute resolution bodies and judicial fora and their interaction with each other.

MLO2	Provide an overview of the workings of the Irish and EU legal systems.
MLO3	Discuss the general principles of the law of contract as it applies to the workplace.
MLO4	Explain the role of enforcement bodies such as WRC, Labour Court, HSA, IHREC

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
50% In-class MCQs

Assessment Type	Portfolio	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students are required to submit a reflective portfolio with a set of corresponding artefacts and exercises.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	1
Hours (up to 100 for 5 ECTS credits)	1.00

Part Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	18

Self Directed	82
Hours (up to 100 for 5 ECTS credits)	100.00

APPROVED

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	Information Technology overview: hardware, software, systems, applications, data communications, topical issues. Document preparation: word processing, text and image manipulation, formatting, spellcheck, document structure and styles, large documents, table of contents, mailmerge. Presentations: slide layouts, text, images, charts, schematics, animation, presentation structure & design, master slide. Spreadsheets: foundations, formulae, relative and absolute referencing, basic functions including. if() and vlookup(), formatting, charts, sorting & filtering, introduction to pivot tables. Operating systems: file management, folders, network and cloud storage options. Web resources: browsers, search engines, procurement and appropriate usage of web-sourced materials.
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

1.1) Information Technology overview: hardware, software, systems, applications, data communications, topical issues.
1.2) Document preparation: word processing, text and image manipulation, formatting, spellcheck, document structure and styles, large documents, table of contents, mailmerge.
1.3) Presentations: slide layouts, text, images, charts, schematics, animation, presentation structure & design, master slide.
1.4) Spreadsheets: foundations, formulae, relative and absolute referencing, basic functions including. if() and vlookup(), formatting, charts, sorting & filtering, introduction to pivot tables.
1.5) Operating systems: file management, folders, network and cloud storage options.
1.6) Web resources: browsers, search engines, procurement and appropriate usage of web-sourced materials.

Learning Outcomes

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

#	
MLO1	Use a range of common desktop applications effectively and efficiently
MLO2	Undertake and bring to completion projects which require intermediate level I.T. skills
MLO3	Demonstrate a broad knowledge and appreciation of I.T. in a business context
MLO4	Understand common I.T. jargon and communicate effectively on related topics

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	30
Indicative Week	Week 4	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual "pro forma" research project on an I.T. topic, preparation of report and presentation

Assessment Type	Lab Test	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In-class practical examinations (spreadsheets)

Assessment Type	Lab Test	**% of Total Mark for Module**	10
Indicative Week	Week 13	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In-class practical examination (file management)

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

APPROVED

INFT9003: Information Technology

Module Details

Module Code:	INFT9003
Module Long Title:	Information Technology APPROVED
Banner Title:	Information Technology
Version:	1
Indicative NFQ 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.

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

PowerPoint

Work with presentations and save them in different file formats.

Choose built-in options, such as the Help function, within the application to enhance productivity.

Understand different presentation views and when to use them; choose different slide layouts and designs.

Enter, edit, and format text in presentations.

Recognise good practice in applying unique titles to slides.

Choose, create, and format charts to communicate information meaningfully. Insert and edit pictures, images, and drawn objects.

Apply animation and transition effects to presentations.

Check and correct presentation content before finally printing and giving presentations.

File Management/Storage techniques

Know about the main concepts of file management and be able to efficiently organise files and folders.

Understand key storage concepts and use utility software to compress and extract large files

Online skills

Understand web browsing and online security concepts.

Use the web browser and manage browser settings, bookmarks, and web outputs.

Search effectively for online information and critically evaluate web content.

Understand key copyright and data protection issues.

Understand concepts of online communities, communications and email.

Send, receive e-mails and manage email settings.

Organise and search emails and use calendars.

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Spreadsheets

Work with spreadsheets and save them in different file formats.

	Choose built-in options, such as the Help function, within the application to enhance productivity. Enter data into cells; use good practice in creating lists. Select, sort and copy, move and delete data. Edit rows and columns in a worksheet. Copy, move, delete, and appropriately rename worksheets. Create mathematical and logical formulas using standard spreadsheet functions; use good practice in formula creation; recognise error values in formulas. Format numbers and text content in a spreadsheet. Choose, create, and format charts to communicate information meaningfully. Adjust spreadsheet page settings. Check and correct spreadsheet content before finally printing spreadsheets
Learning and Teaching Methods	The module will be delivered using a hybrid practical and theoretical learning and teaching approach.

Learning Outcomes

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

#	
MLO1	Possess the ability to effectively and efficiently utilize word processing applications.
MLO2	Utilize powerpoint presentation application proficiently.
MLO3	Apply and implement file management techniques and storage alternatives.
MLO4	Exhibit proficiency in foundational and advanced spreadsheet skills

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Practical/Skills Evaluation	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Practical/Skills Evaluation	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Practical/Skills Evaluation	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Timothy O'Leary, Linda O'Leary, and Kathleen McManus. (2019), Microsoft Office 365 & Office 2019 Introductory, McGraw-Hill Education.**

Supplementary Book Resources

- **Greg Harvey. (2018), Excel 2019 All-in-One For Dummies, Wiley.**
- **Dan Gookin. (2018), Word 2019 For Dummies, Wiley.**
- **Joan Lambert and Joyce Cox. (2018), Microsoft PowerPoint 2019 Step by Step, Microsoft Press.**

APPROVED

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:	• 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	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. 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. 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.
Indicative Syllabus	Module content: File Management:- Files & folders Managing files Exploring folders The View menu Working with folders Moving/copying files

	Renaming & deleting Saving documents & creating folders The Desktop Shortcuts Finding files Compressing files Managing printers Word Processing:- Toolbars & menus Opening, closing & saving documents Copy, cut & paste Spelling & designing Paragraph formatting Images, page design & templates Using Tables Printing Using MailMerge Advanced formatting – Table of contents Reference Spreadsheets:- Modifying, AutoSum & deleting Copying, pasting and formulae Formatting & Alignment Charts Saving, closing and re-opening Page setup & printing Cell formatting Sorting, freezing & filtering Presentation software (PowerPoint):- Getting started Formatting, bullets & indentations Images, charts and WordArt Saving, opening and closing Views, formats and templates Presenting a slideshow Sorting & annotating Master slides & printing
Learning and Teaching Methods	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.

Indicative Syllabus

1. File Management
1.1) Files & folders
1.2) Managing files
1.3) Exploring folders
1.4) The View menu
1.5) Working with folders
1.6) Moving/copying files
1.7) Renaming & deleting

1.8) Saving documents & creating folders
1.9) The Desktop
1.10) Shortcuts
1.11) Finding files
1.12) Compressing files
1.13) Managing printers

2. Word Processing
2.1) Toolbars & menus
2.2) Opening, closing & saving documents
2.3) Copy, cut & paste
2.4) Spelling & designing
2.5) Paragraph formatting
2.6) Images, page design & templates
2.7) Using Tables
2.8) Printing
2.9) Using MailMerge
2.10) Advanced formatting – Table of contents
2.11) Reference

3. Spreadsheets
3.1) Modifying, AutoSum & deleting
3.2) Copying, pasting and formulae
3.3) Formatting & Alignment
3.4) Charts
3.5) Saving, closing and re-opening
3.6) Page setup & printing
3.7) Cell formatting
3.8) Sorting, freezing & filtering

4. Presentation software (PowerPoint)
4.1) Getting started
4.2) Formatting, bullets & indentations
4.3) Images, charts and WordArt
4.4) Saving, opening and closing
4.5) Views, formats and templates
4.6) Presenting a slideshow
4.7) Sorting & annotating
4.8) Master slides & printing

Learning Outcomes

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

#	
MLO1	manage files efficiently and effectively.
MLO2	use the main functions of word processing.
MLO3	build spreadsheets for the recording, analysis and graphing of data.
MLO4	create support materials using Microsoft PowerPoint.

MLO5	distinguish between these application areas and apply them to relevant problems.

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	Week 12	**Learning Outcomes**	1,3,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Excel Exam:- In Lab Test

Other Assessment(s)

Assessment Type	Lab Test	**% of Total Mark for Module**	30
Indicative Week	Week 5	**Learning Outcomes**	1,2,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Word Assessment:- In Lab Test

Assessment Type	Lab Test	**% of Total Mark for Module**	30
Indicative Week	Week 8	**Learning Outcomes**	1,4,5
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Presentation:- In Lab Test

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lab	24

Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

- **Séamus O'Neill,Gerard Morgan. (2007), Essential Computer Applications, Gill Education, p.308, [ISBN: 9780717142644].**

APPROVED

INFT 9001: Information Technology 1

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	Word Processing 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 PowerPoint Work with presentations and save them in different file formats.

	Choose built-in options, such as the Help function, within the application to enhance productivity. Understand different presentation views and when to use them; choose different slide layouts and designs. Enter, edit, and format text in presentations. Recognise good practice in applying unique titles to slides. Choose, create, and format charts to communicate information meaningfully. Insert and edit pictures, images, and drawn objects. Apply animation and transition effects to presentations. Check and correct presentation content before finally printing and giving presentations. File Management/Storage techniques Know about the main concepts of file management and be able to efficiently organise files and folders. Understand key storage concepts and use utility software to compress and extract large files Online skills Understand web browsing and online security concepts. Use the web browser and manage browser settings, bookmarks, and web outputs. Search effectively for online information and critically evaluate web content. Understand key copyright and data protection issues. Understand concepts of online communities, communications and email. Spreadsheets Work with spreadsheets and save them in different file formats. Enter data into cells; use good practice in creating lists. Select, sort and copy, move and delete data. Edit rows and columns in a worksheet. Copy, move, delete, and appropriately rename worksheets. Format numbers and text content in a spreadsheet. Choose, create, and format charts to communicate information meaningfully. Analyse data visually using conditional formatting and Pivot table Create mathematical and logical formulas using standard spreadsheet functions; use good practice in formula creation; recognise error values in formulas.
Learning and Teaching Methods	The module will be delivered through lecturer lead lectures in a computer lab environment, where the students apply directly the taught concepts. The self-directed learning implies application and repeat of the notions seen in class and researching other ways of applications in the internet through platforms such as Youtube

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Use word processing applications.
MLO2	Manage different presentation and communication applications.
MLO3	Understand and utilise different file management techniques and storage options.
MLO4	Demonstrate fundamental spreadsheets skills which will be further developed in later IT modules.
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**	40
Indicative Week	Week 1	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description In- Lab Assessment			

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Group presentation			

Assessment Type	Lab Test	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	1,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In-lab Assessment

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Joe Habraken. (2022), Microsoft Office Inside Out (Office 2021 and Microsoft 365), 1st Ed. Microsoft Press.**

APPROVED

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	Information Technology overview: hardware, software, systems, applications, data communications, topical issues. Document preparation: word processing, text and image manipulation, formatting, spellcheck, document structure and styles, large documents, table of contents, mailmerge. Presentations: slide layouts, text, images, charts, schematics, animation, presentation structure & design, master slide. Spreadsheets: foundations, formulae, relative and absolute referencing, basic functions including. if() and vlookup(), formatting, charts, sorting & filtering, introduction to pivot tables. Operating systems: file management, folders, network and cloud storage options. Web resources: browsers, search engines, procurement and appropriate usage of web-sourced materials.
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

1.1) Information Technology overview: hardware, software, systems, applications, data communications, topical issues.
1.2) Document preparation: word processing, text and image manipulation, formatting, spellcheck, document structure and styles, large documents, table of contents, mailmerge.
1.3) Presentations: slide layouts, text, images, charts, schematics, animation, presentation structure & design, master slide.
1.4) Spreadsheets: foundations, formulae, relative and absolute referencing, basic functions including. if() and vlookup(), formatting, charts, sorting & filtering, introduction to pivot tables.
1.5) Operating systems: file management, folders, network and cloud storage options.
1.6) Web resources: browsers, search engines, procurement and appropriate usage of web-sourced materials.

Learning Outcomes

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

#	
MLO1	Use a range of common desktop applications effectively and efficiently
MLO2	Undertake and bring to completion projects which require intermediate level I.T. skills
MLO3	Demonstrate a broad knowledge and appreciation of I.T. in a business context
MLO4	Understand common I.T. jargon and communicate effectively on related topics

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	30
Indicative Week	Week 4	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual "pro forma" research project on an I.T. topic, preparation of report and presentation

Assessment Type	Lab Test	**% of Total Mark for Module**	60
Indicative Week	Week 11	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In-class practical examination (spreadsheets)

Assessment Type	Lab Test	**% of Total Mark for Module**	10
Indicative Week	Week 13	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In-class practical examination (file management)

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76

APPROVED

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	Overview of the Internet The Internet and the World Wide Web. History of the Internet and the World Wide Web. Transmission across the Internet. TCP/IP and Domain Names. Basic services from FTP to the WWW. Uniform Resource Locators (URLs). Intranets and Extranets. Content of the Internet. Web Design Issues. Internet Future. Web Standards What are Web standards? Advantages of Web standards. Design strategies for varying accessibility needs. Create interactive web sites in accordance with W3C Standards. Implementing Web standards. Basic HTML and XHTML HTML, XML and XHTML. Basic tags Lists.

	Rules and Breaks. Special characters. Links and Link tags. Images and Image tags Tables. Optimisation SEO Accessibility. Usability Speed. Forms and Form Tags Introduction Form Structure. Elements. Tags. Layout and Design. Cascading Style Sheets (CSS) Introduction. Style Tags. Inline Styles. Internal Style Sheets. External Style Sheets. Selectors/Properties/Values. Workarounds. Resets. Classes/IDs. Layout Responsive design. Inheritance Positioning. Floats Block vs inline elements. Introduction to JavaScript What is JavaScript. Output Escape sequences. Variable declaration. Dialogs. Arithmetic. Equality and Relational Operators JavaScript Control Structures Keywords Assignment Operators Increment and Decrement Operators Logical Operators Sequence Structures Selection Structures Repetition Structures JavaScript Functions Introduction to functions. Math object function. Scope rules. Global functions. Recursion. Deployment Cloud FTP/SFTP. Deployment methodology. Advanced Topics Emerging trends/standards in web design.

Learning and Teaching Methods	- Lectures and labs with presentations and demonstrations. - Practical experimentation learning. - Collaborative class discussions.

Learning Outcomes

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

#	
MLO1	Have detailed knowledge of current and legacy web standards.
MLO2	Have a specified knowledge of the use of HTML, HTML 5, CSS and JavaScript in the design and creation of web pages.
MLO3	Evaluate and apply appropriate approaches to design problems.
MLO4	Evaluate and use appropriate deployment methodologies.
MLO5	Understand the issues involved in uploading videos and images to eCommerce sites.
MLO6	Design and build and user friendly eCommerce website using XHTML, JavaScript and CSS which is fully SEO.

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**	5
Indicative Week	Week 3	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
HTML in-class test.

Assessment Type	Project	**% of Total Mark for Module**	10
Indicative Week	Week 6	**Learning Outcomes**	1,2,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
HTML Quiz

Assessment Type	Artefact	**% of Total Mark for Module**	15
Indicative Week	Week 9	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
CSS and HTML Quiz

Assessment Type	Artefact	**% of Total Mark for Module**	10
Indicative Week	Week 3	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
SEO Quiz

Assessment Type	Group Work	**% of Total Mark for Module**	25
Indicative Week	Week 7	**Learning Outcomes**	2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group assessment combining their knowledge of HTML, CSS, responsive design, and SEO.

Assessment Type	Portfolio	**% of Total Mark for Module**	30
Indicative Week	Week 11	**Learning Outcomes**	2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual e-portfolio demonstrating their knowledge of HTML, CSS, and Javascript.

Assessment Type	Artefact	**% of Total Mark for Module**	5
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Attendance

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	72
Self Directed	200
Hours (up to 100 for 5 ECTS credits)	272.00

Recommended Reading List

Recommended Book Resources

- **Paul J. Deitel, Harvey M. Deitel, Abbey Deitel. (2012), Internet & World Wide Web How to Program, 5/e, Prentice Hall..**

APPROVED

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	Strategies for Problem Solving:- -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. Beginning Problem Solving Concepts for the Computer -An introduction to programming structure.-Constants & variables.-Data types -How the computer stores data. -Functions Operators Expressions & equations. Problem Solving & Control Statements -Understanding when to use a control statement. -Problem solving with Decision. -Problem solving with Case Logic Structure. -Problem solving with Loops. Evaluating Algorithmic Solutions-Apply test plans to algorithmic solutions. -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.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Demonstrate problem solving capabilities.
MLO2	Express algorithmic solutions to defined problems using accepted documentation methods.
MLO3	Demonstrate the basic components of programming,

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Lab Activities	**% of Total Mark for Module**	100
Indicative Week	Week 1	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The module is assessed by means of 100% continuous assessment. This will take the form of 10 lab exercises. 100% 1 to 3

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

- **Nathan George. (2019), Excel 2019 Macros and VBA, 2. Gtech Publishing, p.168, [ISBN: 9781916211346].**

APPROVED

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:	• 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	**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. **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.
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

#	
MLO1	demonstrate an understanding of Forms of business organisation
MLO2	demonstrate an understanding of Short, medium and long-term finance
MLO3	demonstrate an understanding of Key financial issues to be considered in new venture creation
MLO4	demonstrate an understanding of Stages in business growth and expansion
MLO5	demonstrate an understanding of Sources of finance for large companies
MLO6	demonstrate an understanding of The need for accounting information
MLO7	demonstrate an understanding of The importance of business managers being competent in the interpretation of accounting reports
MLO8	demonstrate an understanding of The balance sheet
MLO9	demonstrate an understanding of The profit and loss account
MLO10	demonstrate an understanding of Adjustments required when preparing period-end accounts
MLO11	demonstrate an understanding of Cash flow
MLO12	demonstrate an understanding of Financial reporting by limited companies
MLO13	demonstrate an understanding of Analysis of trends and using accounting information for decision-making

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10,11,12,13
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The semester-end exam, accounting for the remaining 60% of the marks, will explore the stages of business development and their associated financial requirements, including an indepth look at the strengths and drawbacks of the various financing methods available to the firm.

Assessment Type	Written Examination	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The mid-module examination will examine the module content addressed in semester one of the module.

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The module will be assessed by a single individual continuous assessment accounting for 20% of the marks, which will assess the student's understanding of the primary financial statements from an interpretative perspective.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Catherine Gowthorpe. (2005), Financial Accounting for Non-specialists, 2nd. Cengage Learning, UK, [ISBN: 9781844802050].**

APPROVED

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	• 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.

	Students will be encouraged to be candid and open in class discussion so as to ensure a greater synergy and enhanced learning dynamic. Students will also be encouraged to reflect the best practices as identified during the module onto their own / actual experiences.

Indicative Syllabus

1. n/a
1.1) n/a

Learning Outcomes

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

#	
MLO1	Demonstrate an appreciation of the nature and scope of HRM and its importance to the effective management of organisations.
MLO2	Compare and Evaluate HRM theories
MLO3	Demonstrate knowledge of the key functional areas of HRM and of the degree of integration between these areas
MLO4	Apply their knowledge of the skills and tools used in the management of human resources to evaluate HRM practices
MLO5	Exercise appropriate judgement in all areas of people management
MLO6	Describe the historical development/evolution of HRM

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

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:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	20

Indicative Week	Week 12	**Learning Outcomes**	1,3,4,6
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	Week 6	**Learning Outcomes**	1,2,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Gunnigle, P. et al (latest edition),. (2011), Human Resource Management in Ireland,.**
- **Armstrong, M. (2020), Armstrong's Handbook of Strategic Human Resource Management, 15.**
- **Marchington, M. and Wilkinson, A., (latest edition),. (2012), Human Resource Management at Work,.**

APPROVED

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; oftware 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 algoithms.
Learning and Teaching Methods	This module will be taught using 2-hour weekly lectures and 2-hour tutorial/practical sessions. The lectures will provide theoretical material which will be underpinned by many examples to demonstrate the use of this material. 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

Learning Outcomes

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

#	
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.

MLO4	Analyse a program specification and identify its data entities and functional requirements.
MLO5	Demonstrate a knowledge of basic algorithms such numeric problems, searching and swapping by expressing them using pseudocode.
MLO6	Utilise flowcharts and pseudocode appropriately in design.
MLO7	Articulate on computer and paper an understanding of procedural programming constructs such as sequential, conditional and iterative constructs.
MLO8	Articulate on computer and paper an understanding of fundamental object oriented programming constructs such as class definition, object construction, encapsulation and message passing.
MLO9	Develop design solutions to functional requirements using appropriate programming constructs
MLO10	Illustrate the components of classes and their inter relationships using class diagrams.
MLO11	Design solutions and generate class diagrams that utilise complex relationships such as aggregation and inheritance.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	20
Indicative Week	Week 13	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
This is an online in-class exam examining the theory of the learning outcomes covered to date.

Assessment Type	Written Examination	**% of Total Mark for Module**	20
Indicative Week	Week 28	**Learning Outcomes**	8,9,10,11
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
This is an online in-class exam examining the theory of the learning outcomes covered in the second semester.

Other Assessment(s)

Assessment Type	Laboratory Report	**% of Total Mark for Module**	15
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6,7,9
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Student must produce an analysis and design document which describes their strategy for a proposed solution to a specified software development problem.

Assessment Type	Laboratory Report	**% of Total Mark for Module**	15
Indicative Week	Week 21	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Student must produce an analysis and design document which describes their strategy for a proposed solution to a specified software development problem.

Assessment Type	Laboratory Report	**% of Total Mark for Module**	20
Indicative Week	Week 27	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10,11
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Student must produce an analysis and design document which describes their strategy for a proposed solution to a specified software development problem.

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10,11
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students can gain 10% if they attend 80% or more 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
• **Karl Beecher. (2017), Computational Thinking, 1st. BCS, The Chartered Institute for IT, p.306, [ISBN: 978-1780173641].**
Supplementary Book Resources
• **Zhiwei Xu,Jialin Zhang. Computational Thinking: A Perspective on Computer Science, 1. [ISBN: 978-9811638497].**

APPROVED

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	This module will be taught using 2-hour weekly lectures and 2-hour practical sessions. 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.

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

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

#	
MLO1	Utilise basic data types when constructing a program.

MLO2	Implement data input and output for a program.
MLO3	Top down design and approaches to algorithm design
MLO4	Understand and implement programming statements relating to sequence, conditions and iteration.
MLO5	Implement basic algorithms such as summation, counting, numeric operations and swapping.
MLO6	Define Classes with associated instance variables and methods.
MLO7	Correctly apply rules relating to class responsibility.
MLO8	Correctly apply scope rules when deciding on need for local and global variables.
MLO9	Differentiate between and correctly implement simple variables and reference variables.
MLO10	Correctly apply and implement parameter passing.
MLO11	Utilise and implement data structures such as strings and arrays.
MLO12	Correctly apply recognised programming standards.
MLO13	Search through and utilise programming libraries.
MLO14	Apply mechanisms dealing with exception handling.
MLO15	Correctly apply composition, aggregation and inheritance.
MLO16	Implement multi-class projects .

Requisites	
Assessment Threshold	Students must achieve at least 40% overall to pass this module.

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations
4 Attempts

Assessments

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	100
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous assessment

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	96
Self Directed	96
Hours (up to 100 for 5 ECTS credits)	192.00

Recommended Reading List

Recommended Book Resources

- **Allen Downey,Chris Meyers,Jeffrey Elkner. How to Think Like a Computer Scientist, 2. Green Tea Pr, http://openbookproject.net/thinkcs/python/english3e/, [ISBN: 978-0971677500].**

Supplementary Book Resources

- **Eric Matthes. (2023), Python Crash Course, 3rd Edition, No Starch Press, p.553, [ISBN: 978-1718502703].**
- **Paul Barry. (2023), Head First Python, O'Reilly Media, p.600, [ISBN: 978-1492051299].**

Other Resources

- **Website, Programming Exercises, https://adriann.github.io/programming_pr oblems.html**
- **Website, Beginners Guide, https://wiki.python.org/moin/BeginnersGu ide/NonProgrammers**

APPROVED

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	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. 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. 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. 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. Transport and trade; Ireland trade patterns; volume, values, export destinations and import origins. Main nodes and channels. Required documentation, east west trade. 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. Transport and the supply chain; Role of transport in the supply chain, value added, costs, global impact, sub-optimality.
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

#	
MLO1	Evaluate the role transport plays in economic, social and political developments.
MLO2	Identify the competitive disadvantages faced by Irish industry due to infrastructural difficulties and peripherality, and the effects of these on the overall supply chain.
MLO3	Comprehend the role of sustainable transport systems in global supply chains.
MLO4	Identify the main selection determinants for transport carrier choice.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Short Answer Test	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Short Answer Test	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Alan Rushton,Phil Croucher,Dr Peter Baker. (2022), The Handbook of Logistics and Distribution Management, 7. Kogan Page, UK, [ISBN: 9781398602045].**

APPROVED

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	Document architecture and content management Introduction to concept of client-server architecture and its relevance for Web systems Hypertext Markup Language (HTML) – tags, attributes. Hyperlinks – concepts of absolute and relative addresses. Styles and use of Cascading Style Sheets (CSS) for formatting and layout. Overview of current standards such as HTML5 and CSS3. Text and Multimedia Text – Types of text, ways to present text, character sets – ASCII, Unicode. Image – Formats, image colour schemes, image enhancement. Video and Audio – Computer representation of video and audio, file formats, use of compression in storage and transmission of audio and video files. Usability Principles of Usability – General Design Principles, Guidelines for the Design of Effective Displays, Guidelines for the Use of Colour, Guidelines to Support Interaction Styles. Common Web browsers and their particular issues with regard to Web content. Concept of responsive Web design and use of HTML and CSS to implement it.

	Scripting Languages in Multimedia Introduction to syntax and constructs of a scripting language. Use of scripting in Web pages to enable interactivity. HTML Document Object Model (DOM) and its relevance for scripting languages.

Indicative Syllabus

1. Document architecture and content management
1.1) Introduction to concept of client-server architecture and its relevance for Web systems
1.2) Hypertext Markup Language (HTML) – tags, attributes.
1.3) Hyperlinks – concepts of absolute and relative addresses.
1.4) Styles and use of Cascading Style Sheets (CSS) for formatting and layout.
1.5) Overview of current standards such as HTML5 and CSS3.

2. Text and Multimedia
2.1) Text – Types of text, ways to present text, character sets – ASCII, Unicode.
2.2) Image – Formats, image colour schemes, image enhancement.
2.3) Video and Audio – Computer representation of video and audio, file formats, use of compression in storage and transmission of audio and video files.

3. Usability
3.1) Principles of Usability – General Design Principles, Guidelines for the Design of Effective Displays, Guidelines for the Use of Colour, Guidelines to Support Interaction Styles. Common Web browsers and their particular issues with regard to Web content.
3.2) Concept of responsive Web design and use of HTML and CSS to implement it.

4. Scripting Languages in Multimedia
4.1) Introduction to syntax and constructs of a scripting language.
4.2) Use of scripting in Web pages to enable interactivity.
4.3) HTML Document Object Model (DOM) and its relevance for scripting languages.

Learning Outcomes

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

#	
MLO1	Be aware of the nature of Web-based systems and their relation to the client server architecture.
MLO2	Be familiar with the basic concepts of Hypertext Markup Language (HTML) and the set of common set of tags and attributes used to construct basic Web pages.
MLO3	Make use of the concept of styles to implement formatting within Web pages and the use of Cascading Style Sheets (CSS) to implement formatting across the set of pages in a Web site.
MLO4	Identify the concept of event-driven interactive systems and the use of scripting in languages such as JavaScript to implement this.
MLO5	Understand the concept of the Document Object Model (DOM) and its relevance to Web technologies such as CSS and scripting.
MLO6	Know about the concept of responsive Web design and be able to apply suitable technologies to implement the concept.
MLO7	Show proficiency in the use of a range of Web technologies.
MLO8	Describe the concepts of usability and human factors in the context of multimedia Web-based systems.

MLO9	Apply the fundamentals of Web design and implementation in response to a business need.
MLO10	Participate on a design team, understanding and applying effective project planning and time management on both an individual and team level.
MLO11	Use effective interpersonal communications skills to enhance clarity of communication, enhance team performance and build effective working relationships.

Requisites	
Assessment Threshold	40% pass overall

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

None

Assessments

Other Assessment(s)

Assessment Type	Lab Test	**% of Total Mark for Module**	22.5
Indicative Week	Week 21	**Learning Outcomes**	1,2,8,9
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
In-class individual assessment - construction of a Web page using HTML tags and style attributes for structure and formatting.

Assessment Type	Lab Test	**% of Total Mark for Module**	27
Indicative Week	Week 25	**Learning Outcomes**	1,2,3,7,8,9
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
In-class individual assessment - creation of a style sheet for a pre-existing Web site and applying styles to achieve formatting goals across a set of pages within the Web site.

Assessment Type	Group Work	**% of Total Mark for Module**	40.5
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10,11
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Group assessment - Design of a Web site dealing with a particular topic and its implementation using all technologies used in the module. Presentation of completed work in class by all members of the group.

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	60	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Minimum of two-thirds attendance at classes.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lab	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Jennifer Niederst Robbins. (2018), Learning Web Design, Fifth edition. O'Reilly Media, p.808, [ISBN: 978-1-491-96020-2].**
- **Patrick J. Lynch,Sarah Horton. (2016), Web Style Guide, Fourth edition. Yale University Press, https://webstyleguide.com/, p.406, [ISBN: 978-0300211658].**
- **Marijn Haverbeke. (2018), Eloquent JavaScript, Third edition. No Starch Press, https://eloquentjavascript.net/, p.474, [ISBN: 978-1593279509].**

Other Resources

- **Website, W3Schools. (2023), HTML, CSS, DOM, JavaScript online tutorials, https://www.w3schools.com/, https://www.w3schools.com/**
- **Website, TutorialsPoint. (2023), TutorialsPoint Web Development tutorials, https://www.tutorialspoint.com/web_devel opment_tutorials.htm, https://www.tutorialspoint.com/web_devel opment_tutorials.htm**

APPROVED

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:	• 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	**Introduction:** Economics as a social science. Economic systems. Concepts of scarcity, choice and opportunity cost. **Microeconomics:** Demand and Supply. Elasticity. Consumer theory. Production and costs. Models of market structure. Market failure and state intervention. Externalities, social and environmental costs. **Macroeconomics:** Methods of measuring economic activity. Money and banking. Income determination. Multiplier. Aggregate demand and aggregate supply. Business cycle. Sustainable economic development Macroeconomic policies. International economics.
Learning and Teaching Methods	A variety of methods may be used including lectures, tutorials, online resources, class discussion and problem-solving.

Learning Outcomes

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

#	

MLO1	Apply the basic concepts and tools of economic analysis to concrete problems.
MLO2	Distinguish between the various models of market structure.
MLO3	Evaluate different policy solutions to the economic challenges posed by climate change
MLO4	Analyze the determinants of aggregate economic activity.
MLO5	Analyse the impact of alternative policies on economic outcomes.
MLO6	Identify the different dimensions of sustainable economic development

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 30	**Learning Outcomes**	1,2,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End-of-year examination

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	Week 2	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual assessment through online/in-class tests and quizzes and/or written assignments

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

- **N.. TAYLOR MANKIW (MARK.),Mark (Dean of Olin Business School Taylor, Washington University St. Louis). (2023), Economics, 6th or latest. Cengage, [ISBN: 9781473786981].**
- **The CORE Econ Team. (2023), The Economy 2.0: Microeconomics Open access e-text, 2. The CORE Econ Team, https://core-econ.org/the-economy/.**
- **The CORE Econ team.. (2017), The Economy 1.0, The CORE team, Available at: https://www.core-econ.org.**

APPROVED

ECON 9103: Introductory Macroeconomics

Module Details

Module Code:	ECON 9103
Module Long Title:	Introductory Macroeconomics APPROVED
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	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

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

#	
MLO1	Explain the basic concepts and tools of macroeconomic analysis
MLO2	Evaluate the determinants of economic activity

MLO3	Demonstrate an understanding of the main macroeconomic issues facing an economy
MLO4	Discuss the impact of alterative macroeconomic policies on economic outcomes.
MLO5	Identify the different dimensions of sustainable economic development

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
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
End of year formal examination

Other Assessment(s)

Assessment Type	Submission	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual assessment through online/in-class tests and quizzes or assignments.

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

- **Gerard Turley,Maureen Maloney,Francis O'Toole. (2011), Principles of Economics, Gill Education, p.656, [ISBN: 0717149889].**
- **N. Mankiw, M. Taylor,. (2020), Macroeconomics, 5th. Cengage, [ISBN: 9781473768567].**
- **CORE Econ Team. (2017), The Economy 1.0, 1st. CORE Econ, Open Access e-book Available at: https://www.core-econ.org.**

Supplementary Book Resources

- **David Begg,Gianluigi Vernasca,Rudiger Dornbusch,Stanley Fischer. (2020), Economics, 12th. Mc Graw Hill, Europe, [ISBN: 978-1526847393].**
- **John Sloman,Dean Garratt,Jon Guest. (2022), Economics, 11th. Pearson, UK, [ISBN: 9781292405407].**
- **N. Gregory Mankiw,Andrew Ashwin,Mark P. Taylor. (2016), Business Economics, 2nd. Cengage, [ISBN: 978-1473722446].**
- **Michael Parkin,Melanie Powell,Kent Matthews. (2017), Economics, 10th. Pearson, UK, [ISBN: 978-1292147826].**
- **CORE Econ Team. (2024), The Economy 2.0: Macroeconomics, 2nd. CORE Econ, Open Access e-book Available at: https://core-econ.org/the-economy/..**

APPROVED

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

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

#	
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.

MLO5	Evaluate different policy solutions to the economic challenges posed by climate change.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End-of-year examination

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assessment through online/in-class tests and quizzes or assignments

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

- **Mankiw, N. and M. Taylor. Economics, Latest. Cengage.**
- **The CORE Econ Team. (2023), The Economy 2.0: Microeconomics, Open-access, https://core-econ.org/the-economy/.**
- **Turley, G., M. Maloney and F. O'Toole. Principles of Economics: An Irish Text,, Gill and Macmillan.**

Supplementary Book Resources

- **Begg, D., S. Fischer and R. Dornbusch. Economics, Latest. McGraw-Hill..**
- **Mankiw, N., M. Taylor and A. Ashwin. Business Economics, Cengage Learning.**
- **Parkin, M., M. Powell and K. Matthews. Economics, Latest European edition. Addison-Wesley, Pearson.**
- **Sloman, J., A. Wride and D. Garratt. Economics, Latest. Pearson.**

APPROVED

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

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

#	
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.

MLO5	Evaluate different policy solutions to the economic challenges posed by climate change.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End-of-year examination

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assessment through online/in-class tests and quizzes or assignments

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

- **Mankiw, N. and M. Taylor. Economics, Latest. Cengage.**
- **The CORE Econ Team. (2023), The Economy 2.0: Microeconomics, Open-access, https://core-econ.org/the-economy/.**
- **Turley, G., M. Maloney and F. O'Toole. Principles of Economics: An Irish Text,, Gill and Macmillan.**

Supplementary Book Resources

- **Begg, D., S. Fischer and R. Dornbusch. Economics, Latest. McGraw-Hill..**
- **Mankiw, N., M. Taylor and A. Ashwin. Business Economics, Cengage Learning.**
- **Parkin, M., M. Powell and K. Matthews. Economics, Latest European edition. Addison-Wesley, Pearson.**
- **Sloman, J., A. Wride and D. Garratt. Economics, Latest. Pearson.**

APPROVED

MRKT 1012: Irish Business Environment

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	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 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.
Indicative Syllabus	**1. The Irish Political Landscape** *Politics and Systems of Government* • The Irish State • Irish Executive and Legislature • Democracy and its Principles • The Evolution and Varieties of Democracy *The Political Party System* • The Left-Right Political Divide • Left-Right Wing Ideologies • Political Parties in Ireland *The External Environment* • Ireland and the European Union • EU economics and the Irish Business Environment • EU sustainability policies and Ireland **2. Business & Society** *Business Ethics* • Fundamentals of Business Ethics • Corporate Social Responsibility

	• Sustainability and Development for Marketers *Business Lobbying with External Stakeholders* • Business, Government, and Regulation • Business Lobbying & Public Policy • The Role of Lobbying in Modern Democracy • Interest Groups and Lobbying in an Irish context **3. Public Policy in Ireland** *Taxation Policy in an Irish Context* • Principles of a Good Taxation System • The Irish Taxation System • Indirect and Income Taxes • Corporation Tax and 'Leprechaun Economics' *Output and Living Standards in Ireland* • Income, Output and Living Standards • Economic Growth in Ireland • The Celtic Tiger: 1994-2000 • Boom, Bust and Recovery: 2000-2016 **4. The Economy of Ireland** *Economic Growth in Ireland* • What is Economic Growth? • Measuring Economic Growth • Economic Growth in an Irish context - understanding its performance • Criticism of Irish Economic Growth *Sectoral Growth in the Irish Economy* • Education as a Facilitator of Growth • Housing as a Challenge to Growth
Learning and Teaching Methods	Instruction will be by means of lectures and class discussions. Online resources and exercises will complement the lectures. There will be emphasis on student project work as a method of learning. Students are expected to keep up-to-date with Irish current affairs.

Learning Outcomes

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

#	
MLO1	Assess the Irish political landscape and how Irish democracy functions.
MLO2	Assess the impact that public policy has on business
MLO3	Outline the concept of economic growth within an Irish context
MLO4	Understand the relationship between business and society.
MLO5	Understand the necessity of sustainability across the micro and macro spheres.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
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
n/a

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Portfolio	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Essay	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	3
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	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	101
Hours (up to 100 for 5 ECTS credits)	125.00

Recommended Reading List

Recommended Book Resources

- **John O'Hagan,Francis O'Toole,Ciara Whelan. (2021), The Economy of Ireland, Red Globe Press, p.0, [ISBN: 1350933805].**

Supplementary Book Resources

- **Andy Bielenberg,Raymond Ryan. An Economic History of Ireland Since Independence, [ISBN: 9781138686397].**
- **John Hogan,Paul Donnelly (Ph.D.),Brendan K. O'Rourke. (2010), Irish Business and Society, Gill Education, p.652, [ISBN: 9780717149902].**
- **Alberto Bitonti,Phil Harris. (2017), Lobbying in Europe, Palgrave Macmillan, p.368, [ISBN: 978-1137552556].**
- **Ann K. Buchholtz,Archie B. Carroll. (2012), Business & Society, Thomson South-Western, p.760, [ISBN: 978-0538466769].**
- **John Coakley,Michael Gallagher. Politics in the Republic of Ireland, [ISBN: 9781138119451].**

APPROVED

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	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. 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.

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

3.4) Resource scheduling and Gantt charts
3.5) Crashing and associated costs

4. Inventory Management
4.1) EOQ model, production lot-size model, quantity discounts, planned shortages.
4.2) Stochastic models: re-order point with uncertain demand, determination of optimum safety stocks

5. Simulation
5.1) Building a simulation model
5.2) Simulation with stochastic systems, generating random inputs Simulation of inventory and queuing systems
5.3) Decision making
5.4) Spreadsheet simulation using Excel

Learning Outcomes

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

#	
MLO1	Formulate and solve Linear Programming problems graphically and using Solver
MLO2	Formulate and solve Transportation, Assignment and Trans-shipment problems using special purpose algorithms or Linear Programming
MLO3	Draw networks, calculate event times, identify critical paths, draw Gantt charts
MLO4	Define the components of an inventory system, analyse relevant inventory costs, solve problems using various inventory models
MLO5	Identify problems where simulation is an appropriate tool, define and use the Monte Carlo method, understand the use of random numbers in simulation, design a simple manual simulation
MLO6	Use DATA ANALYSIS tools from EXCEL where they apply to the module content and the above learning outcomes

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

Derogations from the General Assessment Regulations

4 attempts

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students will also have to complete a conventional unseen end-of-module exam which will test the learning outcomes

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	20
Indicative Week	Week 6	**Learning Outcomes**	1,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In-class test at mid-semester - this will be used to measure the extent to which learning outcomes are being achieved

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

- **David Anderson,Dennis Sweeney,Thomas Williams,Jeffrey Camm,R. Martin. (2010), An Introduction to Management Science, 11th Edition. South-Western College, p.896, [ISBN: 9781439043271].**

Supplementary Book Resources

- **Bernard W. Taylor. (2010), Introduction to Management Science, 10th Edition. Pearson College Division, p.813, [ISBN: 978-0-13-606436-7].**

APPROVED

MRKT 1060: Market Research

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:	• 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	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	

Upon successful completion of this module the learner will be able to	
#	
MLO1	Demonstrate an understanding of the marketing research process.
MLO2	Apply the basic concepts underpinning quantitative market research techniques including questionnaire design, measurement scales, sampling techniques, survey techniques, analysis and report writing
MLO3	Demonstrate knowledge of the principle concepts underpinning qualitative market research techniques
MLO4	Devise and implement a primary market research study, analyse and interpret data with key software packages .

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Quantitative assessment

Assessment Type	Submission	**% of Total Mark for Module**	40
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
Continuous Assessment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	36

Self Directed	100
Hours (up to 100 for 5 ECTS credits)	136.00

Recommended Reading List

Recommended Book Resources

- **Manoj K. Malhotra. (2013), Basic Marketing Research, Pearson Higher Ed, p.675, [ISBN: 9781292033785].**

APPROVED

MRKT 9408: Marketing

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	*Introduction to Marketing* 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. *Market Opportunity Analysis* 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. *Responding to the marketing environment* 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.

	Developing Strategic Marketing Programmes: Product Decisions. Positioning and differentiating the market offering throughout the product life cycle. New product development. The nature of brands. The role of packaging. The product as a service. Managing product lines and the product mix. *Pricing Decisions* Developing pricing objectives, strategies and programmes. Setting prices, using price as promotional tool, price changes. Pricing over the product life cycle. *Distribution Channel & Logistics Management Decisions* The nature of distribution channels. Designing and managing value networks and marketing channels. Channel dynamics and organisations. Managing retail, wholesale and marketing logistics. Physical distribution and logistics management. Trends in channel operation. *Integrated Communication Decisions* The marketing communication mix. Integrated marketing communications. *Marketing in the Digital Age* Direct and online marketing. Viral and buzz marketing. *The Role of Marketing in developing successful business strategies* The marketing management process – the value delivery sequence. Developing competitive marketing strategies – market leader, market challenger, marketing follower, market nicher. Measuring and delivering marketing performance and superior customer service, customer relationship management.
Learning and Teaching Methods	The module will be delivered using a variety of teaching methods; traditional lectures, discussions, debates, case studies and workshops.

Indicative Syllabus

1. n/a
1.1) n/a

Learning Outcomes

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

#	
MLO1	Examine and illustrate the concepts and theories relevant to the discipline of marketing.
MLO2	Analyse the role of marketing within the organisation and its wider environment.
MLO3	Demonstrate knowledge of customer value creation and delivery, customer satisfaction and customer relationship management.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Review	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
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

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76

Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Philip Kotler,Gary Armstrong. (2020), Principles of Marketing, Global Edtion, 18th. [ISBN: 1292341130].**

Supplementary Book Resources

- **David Jobber,Fiona Ellis-Chadwick. Principles and Practice of Marketing, 9th. [ISBN: 152684723X].**
- **John Fahy, David Jobber. (2022), Foundations of Marketing, 7e, 7th. McGraw-Hill, [ISBN: 1526849003].**

APPROVED

MRKT 2001: Marketing

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:	• 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	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.
Indicative Syllabus	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. 1. Marketing analysis - 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 - Theories of segmentation, targeting & positioning will be delivered, which are critical for organisations to formulate marketing strategies. 3. Marketing strategy implementation - 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

	- Marketing audit & control are to be addressed with an focus on measuring the effectiveness and efficiency of marketing against opportunities and challenges in the environment, and objectives and resources of the organisation.
Learning and Teaching Methods	Lectures and tutorials are the main means of delivery of the module. In the tutorial, seminars, guest speeches and case studies will be used to enhance students understanding of marketing and their analytical skills.

Learning Outcomes

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

#	
MLO1	Describe the nature of the marketing environment, both the macro and micro environments using models such as PESTEEL, Porter's Five Forces, etc.
MLO2	Conduct marketing analysis (consumer buying behaviour vs business buying behaviour, competitor analysis, internal capability analysis, marketing research, etc.).
MLO3	Formulate marketing strategies (marketing objectives, segmentation, targeting and positioning).
MLO4	Implement marketing strategy (4Ps, 7ps regarding service marketing).
MLO5	Control and evaluate marketing strategies (bench-marking, measuring marketing strategy effectiveness, etc.).

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Final year exam
The end of year examination is designed to test the individual’s knowledge of marketing theory and to draw on their awareness of contemporary practice in the provision of alternative strategies.

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	20

Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group project 1

The two continuous assessments are set to challenge the critical thinking of the students by posing a challenging marketing situation. Specific scenarios are set that place demands on the students within a group setting, and require input including problem formulation, research, analysis and presentation skills on selected aspects of marketing management.

Assessment Type	Project	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group project 2

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	72
Tutorial	36
Self Directed	72
Hours (up to 100 for 5 ECTS credits)	180.00

Recommended Reading List

Recommended Book Resources

- **Sally Dibb,Ferrell,Lyndon Simkin,William M. Pride. (2016), Marketing - Concepts and Strategies, [ISBN: 978-1-4737-2512-6].**
- **Philip Kotler,Gary Armstrong. Principles of Marketing, Global Edtion, [ISBN: 1292341130].**

Recommended Article/Paper Resources

- **Giana M. Eckhardt, Mark B. Houston, Baojun Jiang, Cait Lamberton, Aric Rindfleisch and Georgios Zervas. (2019), Marketing in the sharing economy, Journal of Marketing, 83(5), p.23.**

Supplementary Article/Paper Resources

- **All. (2023), All relevant, Financial Times, 1, p.1.**

APPROVED

MRKT 9049: Marketing 1

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:	• 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	Introduction to Marketing: Marketing defined. The marketing concept. The value creation process. Strategic marketing. Marketing planning. 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. The Marketing Environment: Environmental scanning. Micro and macro forces. How competitive forces shape strategy. Marketing Research: Marketing information. Introduction to marketing research and its role in marketing. The market research process. Marketing information systems. Customer Behaviour: Factors impacting the consumer decision buying process. Analysing consumer behaviour online and offline. Organisational buying decision processes. Segmentation Targeting Positioning: Approaches to identifying target markets. Market segmentation bases. Market targeting. Defining, selecting and implementing positioning strategies.

	The Marketing Mix: The seven P's. Product strategy, PLC, branding, packaging. Pricing concepts and strategies, influences on the pricing decision. Integrated marketing communications, managing the online and offline marketing communications mix. Marketing channels, role and patterns of distribution, role of intermediaries, physical and virtual distribution. The services marketing mix. Sales. Marketing Planning. The marketing planning process. Developing a marketing plan. Digital Marketing Search. Social. Mobile. Analytics. Cloud. Ethical Issues in Marketing: Marketing ethics. Marketing and society. The concept of social responsibility. Ethical decision-making processes.
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. 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.

Learning Outcomes

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

#	
MLO1	Evaluate the role of marketing strategy for all stakeholders of the organisation.
MLO2	Assess the factors and trends that comprise the marketing environment.
MLO3	Analyse the key decisions and challenges relating to the development of marketing strategy.
MLO4	Demonstrate appropriate judgement regarding ethical dilemmas in marketing.

Requisites

Module Content & Assessment

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

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	30
Indicative Week	Week 12	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Mid-year examination

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group assignment to develop an implementable marketing plan based on a product / service / brand

Assessment Type	Poster	**% of Total Mark for Module**	20
Indicative Week	Week 6	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assessment - Create marketing content, apply and evaluate marketing theory

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Kotler, P, Armstrong, G, Harris, L, and Piercy, N.. (2016), Principles of Marketing, 7th European. Prentice Hall..**

APPROVED

MRKT 1073: Marketing 1

Module Details

Module Code:	MRKT 1073
Module Long Title:	Marketing 1 APPROVED
Banner Title:	Marketing
Version:	2
Indicative NFQ 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	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.
Indicative Syllabus	**Introduction to Marketing:** Marketing defined. The marketing concept. The value creation process. Strategic marketing. Marketing's role in facilitating sustainable production and consumption.

	Evolution of Marketing: The origins of marketing and development to date. Marketing as a philosophy. The changing landscape of marketing. **The Marketing Environment:** Environmental scanning. Micro and macro forces. **Marketing Research:** Marketing information. Introduction to marketing research and its role in marketing. the market research process. **Consumer Behaviour:** Analysing consumer behaviour online and offline. Understanding the sustainable consumer. **Segmentation Targeting Positioning:** Approaches to identifying markets. Market segmentation bases. The process of segmentation, targeting and positioning. **The Marketing Mix:** The seven P's. Product strategy, pricing concepts and strategies, integrated marketing communications, marketing channels. Services marketing mix. **Ethical Issues in Marketing:** Marketing ethics. The concept of social responsibility. Ethical decision-making processes.
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. 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 TU Dublin's virtual learning environment, Brightspace.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Understand the fundamentals of marketing strategy and the role of marketing in the organisation, the marketplace and also in society in terms of addressing sustainability priorities and challenges.
MLO2	Evaluate the factors and trends that comprise the marketing environment.
MLO3	Demonstrate an awareness of the importance of ethical issues in marketing
Requisites	

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)			
Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Group

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	34
Self Directed	66
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Philip Kotler,Gary Armstrong,Lloyd C. Harris,Hongwei He. (2019), Principles of Marketing, 8th European Ed.. Pearson Higher Education, p.720, [ISBN: 9781292269566].**

APPROVED

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 NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	KIERAN FLANAGAN
Module Coordinators:	• 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.

2. Database management systems (DMBS)
2.1) Different types of DBMS, Relational Model, Entity Relationship Diagrams, Practical use of DBMS.

3. Networks
3.1) Theory of networks. OSI model and TCP/IP. Application of networks in business. Convergence of digital technology. Internet of Things.

4. Web design
4.1) Web Publishing Technologies. Creating and publishing Web Pages.

5. Spreadsheets
5.1) Applications in Marketing and business. Use of tables, if statements and lookup functions. Probability calculations.

Learning Outcomes

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

#	
MLO1	demonstrate a knowledge of information systems and how they are used in business.
MLO2	create a simple database and produce effective information useful in a business context.
MLO3	create a fully functional website incorporating hyperlinks, stylesheets and layout.
MLO4	understand how networks and associated areas are useful in business.
MLO5	develop a business model using spreadsheets

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	50
Indicative Week	Week 26	**Learning Outcomes**	1,4

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description End of year examination			

Assessment Type	Essay	**% of Total Mark for Module**	10
Indicative Week	Week 7	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Business use of information systems			

Assessment Type	In Class Test	**% of Total Mark for Module**	15
Indicative Week	Week 12	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description creation of a practical database management system			

Assessment Type	Project	**% of Total Mark for Module**	10
Indicative Week	Week 18	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description We design project			

Assessment Type	In Class Test	**% of Total Mark for Module**	15
Indicative Week	Week 23	**Learning Outcomes**	5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Spreadsheet practical examination			

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

- **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

- **website, Shea, D. CSS Zen garden: the beauty of CSS design, http://www.csszengarden.com**

APPROVED

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:	• 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.

Marketing Environment

Importance of scanning the environment.

Model of the marketing environment – macro and micro components.

Consumer Buying Behaviour

Characteristics affecting consumer behaviour

Consumer Decision Making Process

Types of buying decision behaviour

Market Segmentation

Steps in marketing segmentation, targeting and positioning

Segmentation bases.

Effective segmentation.

Evaluating segments.

Segment strategy/target market selection.

Choosing a market coverage strategy.

Product Planning

Levels of product and product classification.

Branding – nature of brands and types of brand. Brand strategy.

	Product development Product life-cycle stages and strategies. **Pricing** External and internal influences on pricing. Pricing approaches. **Planning integrated marketing communications.** Elements in the communications process Marketing communications mix. Developing an integrated marketing communications strategy. Advertising decisions, media and message Sales Promotion, targets and techniques Public Relations objectives and methods. **Managing Distribution Channels.** Nature of marketing channel. Functions carried out. Innovations in channel design. Channel management
Learning and Teaching Methods	Lectures will cover the main theoretical aspects of the module. Students will be assisted in self-directed learning through the provision of cases and appropriate readings.
Indicative Syllabus	
1. Introduction	

1.1) Evolution of marketing thought and the role of marketing in modern business. The Marketing Concept and the Marketing Mix

2. The Marketing Environment

2.1) Macro and micro components of the marketing environment; environmental scanning and trends.

3. Consumer Buying Behaviour

3.1) Characteristics affecting consumer behaviour; the Consumer Decision Making Process; Types of buying decision behaviour

4. Market Segmentation, Targeting and Positioning

4.1) Steps in market segmentation, targeting and positioning; Bases for Segmenting markets; Evaluating segments; target market selection; Choosing a market coverage strategy. Positioning and differentiation strategies

5. Product Planning

5.1) Product classification; Branding and brand strategy; Product development; Product life-cycle concept.

6. Pricing

6.1) External and internal influences on pricing; Pricing approaches.

7. Integrated marketing communications.

7.1) Elements in the communications process; Marketing communications mix; Developing an integrated marketing communications strategy.

8. Managing Distribution Channels

8.1) Nature and functions of marketing channel: Innovations in channel design; Channel management

Learning Outcomes

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

#	
MLO1	Evaluate the role and impact of the marketing environment on the organisation and explore current trends occuring in the marketing environment.
MLO2	Facilitate an understanding of the fundamentals of marketing strategy and its application in a real world context
MLO3	Demonstrate an understanding of the role of marketing within the organisation

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Continuous Assessment			
Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description n/a			
Assessment Type	Research Paper	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

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

- **Philip Kotler,Gary Armstrong,Lloyd C. Harris,Hongwei He. (2019), Principles of Marketing, 8. 20, Pearson Higher Education, UK, p.720, [ISBN: 9781292269566].**

Supplementary Book Resources

- **Dibb, S., Simkin, L., Pride, W.M., Ferrell,, O.C.. (2019), Marketing Concepts and Strategies, 8. Cengage, US, p.832, [ISBN: 1473760275].**

APPROVED

MRKT 1117: Marketing Research

Module Details

Module Code:	MRKT 1117
Module Long Title:	Marketing Research APPROVED
Banner Title:	Marketing Research
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:	• 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	**Module Description:** 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. **Module aim** 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

Indicative Syllabus	Nature and scope of marketing research. Problem definition. MkIS and decision-making. Research objectives. 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 interviewing. Use of CAPI/CATI software packages. Postal and self-completion questionnaires. Online data collection. 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.
Learning and Teaching Methods	The course will be delivered using a combination of lectures and tutorials to reinforce both the theoretical basis and applied nature of the subject. To support the applied nature of the course students will spend a period in the computer lab working with CAWI ®and SPSS ®computer software .Students will also participate in an online consumer panel.

Indicative Syllabus

1. n/a
1.1) n/a

Learning Outcomes

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

#	
MLO1	be aware of the scope and limitations of marketing research
MLO2	appreciate and understand the role of marketing research in the modern company and market environment
MLO3	have acquired an in-depth knowledge of key techniques
MLO4	have conducted an online market research project.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	75.00%
Other Assessment(s)	25.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	15
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 Mid year exam:			

Assessment Type	Written Examination	**% of Total Mark for Module**	60
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 End-of-year examination:			

Other Assessment(s)			
Assessment Type	Project	**% of Total Mark for Module**	25
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 Project: The group project is a 25% assessment based on a market research problem			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	72
Lecture	28
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Naresh K. Malhotra. BASIC MARKETING RESEARCH, Prentice Hall, 2012.**

Supplementary Book Resources

- **Christine Domegan. Marketing Research In Ireland Theory and Practice,., Gill & Macmillan, 2007.**

Recommended Article/Paper Resources

- **TU Library Resources.**

Supplementary Article/Paper Resources

- **Marketing Institute of Ireland Articles.**
- **Journal of Marketing.**
- **Technology News Papers. Technology News Papers - to keep up to date with Business Technology Trends.**

APPROVED

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 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 (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	This module will be taught using 2-hour weekly lectures and 2-hour practical sessions. 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.

Learning Outcomes

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

#	
MLO1	Utilise basic data types when constructing a program.
MLO2	Implement data input and output for a program.
MLO3	Understand and implement programming statements relating to sequence, conditions and iteration.
MLO4	Implement basic algorithms such as summation, counting, numeric operations and swapping.
MLO5	Define Classes with associated instance variables and methods.
MLO6	Correctly apply scope rules when deciding on need for local and global variables.
MLO7	Differentiate between and correctly implement simple variables and reference variables.
MLO8	Utilise and implement data structures such as strings and arrays.
MLO9	Search through and utilise programming libraries.
MLO10	Correctly apply composition, aggregation and inheritance.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	45.00%
Other Assessment(s)	55.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	20
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,6,7,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students are required to write a program based on a specification that covers the learning outcomes achieved so far on the module.

Assessment Type	Written Examination	**% of Total Mark for Module**	25
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students are required to write a program based on a specification that covers the learning outcomes achieved so far on the module.

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	15
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,6,7
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Creating software to solve a problem.

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	15
Indicative Week	Week 20	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Creating software to solve a problem.

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	15
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Creating software to solve a problem.

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10

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/tutori al/**

APPROVED

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:	• 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.

Indicative Syllabus
1. Operations Management: An Overview 1.1) n/a
2. Operations Performance 2.1) n/a
3. Operations Strategy 3.1) n/a
4. The Structure and Scope of Operations 4.1) n/a
5. Process Design 5.1) n/a
6. Planning and Control 6.1) n/a
7. Capacity Management 7.1) n/a
8. Introduction to Supply Chain Management 8.1) n/a
9. Operational and Supply Chain Resilience 9.1) n/a
10. Inventory Management 10.1) n/a
11. Quality Management 11.1) n/a
12. Process Improvement: Lean Thinking 12.1) n/a
13. Forecasting 13.1) n/a
Learning Outcomes
Upon successful completion of this module the learner will be able to

#	
MLO1	Understand operations performance and be able to critique the application of OM improvement strategies in product and service companies.
MLO2	Analyse the current trends and applications of world-class OM strategies.
MLO3	Apply, analyse and evaluate the tools and techniques used to improve people, processes and resources in OM.
MLO4	Evaluate the strategic importance of OM as a competitive weapon for both manufacturing and service industries.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Derogations from the General Assessment Regulations

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 14	**Learning Outcomes**	3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Combination of Problem-solving and Essay Questions in Exam.

Other Assessment(s)			
Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	Week 5	**Learning Outcomes**	1
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Assessment Type	Presentation	**% of Total Mark for Module**	20
Indicative Week	Week 5	**Learning Outcomes**	2
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Nigel Slack,Alistair Brandon-Jones,Nicola Burgess. (2022), Operations Management, 10. Pearson Education Limited, [ISBN: 978-1-292-40824-8].**
- **Jay Heizer,Barry Render,Chuck Munson. (2020), Operations Management, 13. Pearson, [ISBN: 1-292-29503-1].**

Supplementary Book Resources

- **David Alan Collier,James R. Evans. (2021), Operations and Supply Chain Management, 2. Cengage Learning, Inc., p.560, [ISBN: 978-0-357-13169-5].**

APPROVED

MGMT 1059: Organisational Behaviour

Module Details

Module Code:	MGMT 1059
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::	Daire Hooper
Module Coordinators:	• 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	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. The two main objectives of the module are to: • Introduce key concepts and frameworks in organisational behaviour to increase knowledge and understanding of human behaviour in organisations and;

	• Foster an understanding of how to be more effective in organisational settings through applying these concepts through engaging in problem solving activities.
Indicative Syllabus	1. Introduction to organisational behaviour 2. The individual – perception, learning, attitudes, personality etc. 3. Motivation concepts and applications 4. Groups, the nature of work groups, group processes and behaviours 5. The role of culture in an organisation 6. Leadership 7. Power and politics 8. Change Management and leadership
Learning and Teaching Methods	To accomplish the module's aims, a variety of learning methods and activities will be utilised, including cases, discussions, videos, classroom activities and out-of-class reading of texts and articles. Learning will be interactive and class session will require your participation.
Rationale for Change :	Module has been updated as per CIPD validation

Learning Outcomes

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

#	
MLO1	Exhibit a systematic understanding and a thorough knowledge of the key elements of organisational behaviour theory
MLO2	Apply concepts and skills directly to management and business challenges and dilemmas
MLO3	Evaluate and analyse the implications of particular behaviours and strategies for managerial action
MLO4	Evaluate how organisational performance could be improved, considering both individual and group factors.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**

Formal Examination	50.00%
Other Assessment(s)	50.00%

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	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	20
Indicative Week	Week 1	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual Continuous assessment assessing students knowledge of course content

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group project consisting of written report and presentation on a problem-based assignment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Arnold, J., et al. (2020), Work Psychology: Understanding Human Behaviour in the Workplace, 7th. Pearson/Prentice Hall.**
- **Robbins, S.P., & Judge, T. A. (2022), Organizational Behavior, 19th. Pearson/Prentice Hall.**

Recommended Article/Paper Resources

- **Academy of Management Journal.**
- **Academy of Management Review.**
- **European Journal of Work and Organizational Psychology.**
- **Harvard Business Review.**
- **Journal of Applied Psychology.**
- **Journal of Occupational and Organizational Psychology.**
- **Journal of Organizational Behavior.**
- **Journal of Vocational Behaviour.**
- **Organizational Behavior and Human Decision Processes.**
- **Personnel Psychology.**

Other Resources

- **CIPD. www.cipd.co.uk,**
  http://www.cipd.co.uk

APPROVED

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	1. Managing and the manager's job • the management functions • levels of management

- different areas of management
- skills of managers
- the science and art of management

2. Traditional and contemporary management perspectives

- the role of theory and history in management
- the classical management perspective
- the behavioural management and quantitative management perspectives
- integrating perspectives for managers
- contemporary management issues and challenges

3. The environmental context of managing

- the organisation's external environment
- the organisation's internal environment
- the organisation's culture
- the multi-cultural environment
- the ethical and social environment
- diversity and inclusivity

4. Planning and decision making

- the planning process
- the nature of decision making
- barriers to effective decision making
- group decision making in organisations

5. Managing strategy and strategic planning

- the nature of strategic management
- the strategic planning process
- Types of strategy
- Formulating strategy

6. Organising for management

- the basic elements of organising
- designing jobs
- grouping jobs – departmentalisation
- forms of organisational design
- organisation change and innovation

7. Managing leadership and influence processes

- the nature of leadership
- leadership and management
- leadership and power
- generic approaches to leadership

8. Control in management

- the nature of control
- types of control
- managing control in organisations

Learning and Teaching Methods	A combination of discussion based classes and self directed learning learning. The classes will take place weekly on campus. the self directed learning will take place in both individual and group formats. The assessment will comprise both formative and summative components.

Indicative Syllabus

1. n/a

1.1) 1. Managing and the manager's job
1.2) • the management functions
1.3) • levels of management
1.4) • different areas of management
1.5) • skills of managers
1.6) • the science and art of management
1.7) 2. Traditional and contemporary management perspectives
1.8) • the role of theory and history in management
1.9) • the classical management perspective
1.10) • the behavioural management and quantitative management perspectives
1.11) • integrating perspectives for managers
1.12) • contemporary management issues and challenges
1.13) 3. The environmental context of managing
1.14) • the organisation's external environment
1.15) • the organisation's internal environment
1.16) • the organisation's culture
1.17) • the multi-cultural environment
1.18) • the ethical and social environment
1.19) • diversity and inclusivity
1.20) 4. Planning and decision making
1.21) • the planning process
1.22) • the nature of decision making
1.23) • barriers to effective decision making
1.24) • group decision making in organisations
1.25) 5. Managing strategy and strategic planning
1.26) • the nature of strategic management
1.27) • the strategic planning process
1.28) • Types of strategy
1.29) • Formulating strategy
1.30) 6. Organising for management
1.31) • the basic elements of organising
1.32) • designing jobs
1.33) • grouping jobs – departmentalisation
1.34) • forms of organisational design
1.35) • organisation change and innovation
1.36) 7. Managing leadership and influence processes
1.37) • the nature of leadership
1.38) • leadership and management
1.39) • leadership and power
1.40) • generic approaches to leadership
1.41) 8. Control in management
1.42) • the nature of control
1.43) • types of control
1.44) • managing control in organisations

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	1) Comprehend of the fundamental concepts of management
MLO2	2) Recognise the environmental context influencing management decisions
MLO3	3) Identify the key elements within the organisational context in which management operates
MLO4	4) Apply the fundamental concepts of management to real world problems
MLO5	5) Work as part of a group in completing a management related tasks
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**	15
Indicative Week	Week 6	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
MCQ comprising 20 randomly assigned questions completed over 20 minutes.

Assessment Type	In Class Test	**% of Total Mark for Module**	15
Indicative Week	Week 12	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
MCQ comprising 20 randomly assigned questions completed over 20 minutes.

Assessment Type	Essay	**% of Total Mark for Module**	20
Indicative Week	Week 15	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
A Personal Reflection on the key learnings attained via completion of module. Maximum 1000 words.

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Analysis of an Organisation (internal systems and external environment) of group's choosing and detailing of recommendations in response to prioritised issues
OR
Conduct an interview with a Leader of group's choosing and writing up of a reflection on key lessons learnt

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	20
Self Directed	80
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Stephen P. Robbins,Mary A. Coulter. Management, Global Edition, 15. all, [ISBN: 9781292340883].**
- **Stephen P. Robbins,Mary A. Coulter,Mary K. Coulter,David A. DeCenzo. Fundamentals of Management, Global Edition, 11. all, Pearson, London, UK, [ISBN: 9781292307329].**

- **Ricky W. Griffin. (2012), Management, 12. all, Cengage, Boston, US, [ISBN: 9788131530917].**

APPROVED

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:	• 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	**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:** Expectancy theory, needs and equity. Reward systems. **Control and Management:** The control Process. Types of control. Characteristics of Effective Controls. Process re-design and reengineering. **Ethics and Business:** Perspectives on ethics and business decision making. The Stakeholder approaches. Social responsibility
Learning and Teaching Methods	Instruction will be primarily through lectures and class discussion of salient issues in management, which will lead to an exposition of the fundamentals of best management practice. Self-directed learning will be applied to facilitate an awareness of current theory and practice. Case and scenario examples will be used to illustrate a range of managerial situations. The delivery of this module will be of a blended learning nature, combining in-person and online delivery of lectures, using a combination of lectures, case studies scenarios, video, class discussion, problem solving exercises and self directed learning Practicing the tasks of managerial analysis and decision-making via use of case studies, scenarios analysis/ discussion.

Learning Outcomes

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

#	
MLO1	Comprehend the fundamental concepts of management and have 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 understanding of this knowledge

Requisites

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	Theory Assessment	**% of Total Mark for Module**	100
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Types of assessment include:
- Multiple Choice Questions (MCQs)
- Web based assessments
- Case Study, Scenarios

The assessment strategy for this module will be kept under review each year to ensure that emerging topics are dealt with.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	72
Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **Stephen P. Robbins,Mary A. Coulter. (2021), Management, Global Edition, 15. Pearson, [ISBN: 9781292340883].**
- **Laurie Mullins and Gary Rees. (2023), Management and Organisational Behaviour, 13. Pearson, [ISBN: 978-1-910393-17-8].**
- **Ricky W. Griffin. (2016), Management, Cengage Learning, p.720, [ISBN: 1305501292].**
- **Siobhan Tiernan and Michael J. Morley. (2019), Modern Management, Gill Education, [ISBN: 9781910393277].**
- **John R. Schermerhorn,Daniel G. Bachrach. (2020), Management, 14. [ISBN: 978-1-119-49772-1].**

Supplementary Book Resources

- **Gareth R. Jones,Jennifer M. George. (2022), Contemporary Management, 12. [ISBN: 9781260735154].**
- **Patrick Gunnigle, Nooren Hearty and Michael J. Morley. (2017), Human Resource Management in Ireland, 5th. [ISBN: 978-1-910393-17-8].**

APPROVED

COMM 1044: Professional Development

Module Details

Module Code:	COMM 1044
Module Long Title:	Professional Development APPROVED
Banner Title:	Professional Development
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:	• 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	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.

Indicative Syllabus	Introductory session: college life; personal action plan; retail & services environment Lifecoaching: introduction to self-awareness; life goals; motivation; mindfulness; self-reflection and self-knowledge Academic writing skills: library resources; research tools & apps; referencing; bibliography; thinking critically; reading critically; writing critically; developing an academic argument; essay writing for third-level; Community awareness development group project; teamwork skills & technologies; time management skills; conflict resolution skills; research tools and techniques; visual presentation tools; storytelling; oral presentation skills; reflective skills
Learning and Teaching Methods	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. Lectures will be supported with Cengage MindTap online study skills via the Brightspace VLE.

Indicative Syllabus

1. Module Content

1.1) Introductory session: college life; personal action plan; retail & services environment
1.2)
1.3) Life coaching: introduction to self-awareness; life goals; motivation; mindfulness; self-reflection and self-knowledge
1.4)
1.5) Academic writing skills: library resources; research tools & apps; referencing; bibliography; thinking critically; reading critically; writing critically; developing an academic argument; essay writing for third-level;
1.6) Preparing for professional presentations, understanding do`s and don`ts of presenting to any audience to produce a professional outcome
1.7)
1.8) Community awareness development group project; teamwork skills & technologies; time management skills; conflict resolution skills; research tools and techniques; visual presentation tools; storytelling; oral presentation skills; reflective skills

Learning Outcomes

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

#	
MLO1	Demonstrate academic research, writing and professional development skills suitable for third level education
MLO2	Demonstrate ability to work as part of a team, showing group-management, time-management and conflict resolution skills

MLO3	Prepare and deliver a visual and oral presentation
MLO4	Examine a community-related, social environment issue

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Project:
Students will work as a group to develop a comprehensive presentation to be delivered online to class lecturer and peers. Students will be assessed on their teamwork & group management skills, time management skills, research and oral presentation skills

Assessment Type	Competency Tests	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Throughout the semester students will complete individual assignments and in-class exercises to assess their academic writing and research skills

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

- **Creme, P. & Lea, M.. (2008), Creme, P. & Lea, M. (2008) Writing at University: a guide for students, Open University Press..**

APPROVED

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.

3. Measures of Central Tendency

3.1) Understanding, calculating and interpreting measures of central tendency including the mean, median, and mode. Understanding the merits of each measure and selecting the most appropriate measures.

4. Measures of Dispersion

4.1) Understanding, calculating and interpreting measures of dispersion including the range, quartiles, percentiles, variance, standard deviation, coefficient of variation and skewness. Understanding the merits of each measure and selecting the most appropriate measures.

5. Correlation and Regression

5.1) Understanding, calculating and interpreting Pearson's correlation coefficient, Spearman's rank correlation coefficient and the least square regression line.

6. Time Series Analysis

6.1) Understanding, calculating and interpreting moving averages, trend, seasonal variation and time series forecasting.

Learning Outcomes

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

#	
MLO1	Demonstrate an in-depth understanding of quantitative analysis techniques
MLO2	Use information technology to carry out quantitative analysis of data
MLO3	Identify and analyse process using quantitative techniques and devise appropriate solutions
MLO4	Interpret and communicate the findings from quantitative analysis
MLO5	Apply quantitative techniques to real-world scenarios using discipline-specific and cross-discipline knowledge

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	2,5
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

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

- **Berenson, M., Levine, D., Szabat, K. A., & Krehbiel, T. C.. (2012), Basic business statistics: Concepts and applications., 12th Ed. Pearson Australia.**

Supplementary Book Resources

- **Curvin, J., Slater, R., & Eadson, D.. (2013), Quantitative methods for business decisions, 7th Ed.. Thomson Learning.**

- **Burton, G., Carrol, G., & Wall, S.. (2002), Quantitative methods for business and economics, 2nd Ed.. Pearson Education.**

APPROVED

MATH 1003: Quantitative Analysis

Module Details

Module Code:	MATH 1003
Module Long Title:	Quantitative Analysis APPROVED
Banner Title:	Quantitative Analysis
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:	• 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	• **Data presentation** Tabulation. Bar charts, Pie charts, time-series graphs, Z charts, Histograms, frequency polygons, Ogives, Lorenz curves • **Summary statistics** 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.

	• **Probability** Basic Probability. Mutually exclusive events, independent events, conditional probability, the additive and multiplicative laws of probability. Bayes' Rule.Probability Distributions. Discrete and continuous distributions. The expected value, variance and standard deviation of a probability distribution. The Binomial, Poisson and Normal Distributions. • **Statistical inference** Methods of sampling and sampling design. The central limit theorem, standard error, sampling distribution, point estimates, confidence intervals and their application to sampling. Small samples and the Students' Distribution. Hypothesis testing for sample mean and proportion, testing for difference between two sample means and proportions. Chi square test. • **Regression and correlation** Bivariate distributions, scatter diagrams, regression line, least squares regression line. Calculation and interpretation of Pearson's correlation coefficient and the coefficient of determination. Spearman's Rank Correlation coefficient. Interpolation, Extrapolation and Forecasting. • **Time-series analysis** Additive and Multiplicative models. Finding trend by method of moving averages. Seasonal variation and deseasonalisation of data. Residual variation.Forecasting. • **Financial arithmetic** Arithmetic and Geometric Progressions. Simple and Compound Interest. Continuous compounding using the exponential function. Depreciation. Nominal and Effective interest rates. Discounting,PresentValue, Annuities, Sinking Funds and Loan Repayments. Net Present Value and Internal Rate of Return. Investment Appraisal • **Index numbers** Simple and Weighted index numbers Laspeyres and Paasche index numbers Consumer Price Index.

	Deflation. Change of base. ● **Calculus** Functions and their graphs. Slope of the curve, first and second-order derivatives. Optimisation. Applications to business: Marginal revenue and marginal cost, maximisation of profit and of revenue, minimisation of costs.
Learning and Teaching Methods	The module will be taught using a combination of lectures, tutorials and laboratory sessions. Course notes and problem sheets will be supplied. Emphasis will be placed on problem solving and business applications.

Learning Outcomes

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

#	
MLO1	Analyse raw data and present using suitable Tables and Graphs.
MLO2	Calculate and interpret common statistical measures.
MLO3	Demonstrate an understanding of basic probability models.
MLO4	Estimate population parameters from sample data.
MLO5	Carry out simple hypothesis tests.
MLO6	Analyse a time series of data.
MLO7	Calculate simple regression equations and correlation coefficients.
MLO8	Calculate and interpret Index numbers.
MLO9	Use differentiation as a tool for maximisation and minimisation.
MLO10	Apply future value and present value formulae.

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**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of year examination

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	10
Indicative Week	Week 1	**Learning Outcomes**	1,2,10
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	In Class Test	**% of Total Mark for Module**	10
Indicative Week	Week 1	**Learning Outcomes**	4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	In Class Test	**% of Total Mark for Module**	10
Indicative Week	Week 1	**Learning Outcomes**	6,7
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

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

APPROVED

MATH 1104: Quantitative Methods & Statistics

Module Details

Module Code:	MATH 1104
Module Long Title:	Quantitative Methods & Statistics APPROVED
Banner Title:	MATH1104 QM & Statistics
Version:	2
Indicative NFQ 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	**Organising Data** 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.

Presenting Data

Techniques for presenting data, for example bar charts, histograms, pie charts, frequency polygons, Ogives and Lorenz curves.

Measures of Central Tendency

Understanding, calculating and interpreting measures of central tendency including the mean, median and mode. Understanding the merits of each measure and selecting the most appropriate measure(s).

Measures of Dispersion

Understanding, calculating and interpreting measures of dispersion including the range, quartiles, percentiles, variance, standard deviation and coefficient of variation. Understanding the merits of each measure and selecting the most appropriate measure(s). Understanding, calculating and interpreting skewness.

Normal Distribution

Description of the normal distribution graphically and with parameters. The conditions which give rise to a normal distribution. Z-scores and reading Tables. Finding areas under the normal curve.

Index Numbers

Understanding the concept of index numbers, price relatives, simple and weighted index numbers, Laspeyre, Paasche, Fisher and Marshall-Edgeworth index numbers. Change of base. Inflation / Deflation.

Correlation and Regression

Scatter diagrams. Understanding, calculating and interpreting Pearson's correlation coefficient, Spearman's rank correlation coefficient and the least square regression line.

Time Series Analysis

Understanding time series models. Understanding, calculating and interpreting moving averages, trend, seasonal variation and forecasting.

Learning and Teaching Methods		
	Total Contact Hours	48 hours
	Tutorials	24 hours
	Total Self-Directed Learning Hours	72 hours

Indicative Syllabus

1. n/a
1.1) n/a

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Demonstrate an understanding of quantitative analysis techniques.
MLO2	Identify and work on problems using quantitative techniques and devise appropriate solutions.
MLO3	Interpret and communicate the findings from quantitative analysis, including environmental and sustainability contexts.
MLO4	Apply quantitative techniques to real world scenarios using discipline specific and cross discipline knowledge.

Requisites	
Assessment Threshold	n/a

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	40
Indicative Week	Week 20	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
4 x quiz

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Tutorial	24
Self Directed	72
Hours (up to 100 for 5 ECTS credits)	144.00

Recommended Reading List

Recommended Book Resources

- **Owen F & Jones R. Statistics, Pitman Publishing.**
- **Burton G., Carroll G. and Wall S. (2002), Quantitative Methods for Business and Economics, 2nd. Financial Times Prentice Hall, Harlow.**

Supplementary Book Resources

- **Curwin J., Slater R. and Eadson D.. (2013), Quantitative Methods for Business Decisions, Cengage Learning, Andover.**
- **Francis A.. (2004), Business Mathematics and Statistics, 7th. Cengage Learning, Andover.**
- **Reilly J.. (1997), Understanding Statistics and it's applications in business, science and engineering, Folens, Dublin.**

Other Resources

- **Workbook, Paula Barnewell. QM & Stats Workbook.**

APPROVED

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	- organising and presenting data - measures of dispersion - correlation and regression - probability - probability distributions - sampling - hypothesis testing

	- differentiation - financial maths - matrices
Learning and Teaching Methods	The module will be delivered using a combination of lectures and tutorials. Emphasis is placed on problem solving and business application

Learning Outcomes

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

#	
MLO1	- Demonstrate an understanding of quantitative analysis techniques - identify and analyse problems using quantitative techniques and devise appropriate solution - interpert and communicate the findings from quantitative analysis - apply quantitative techniques to real world scenarios using discipline specific and cross discipline knowledge

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 30	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)			
Assessment Type	Artefact	**% of Total Mark for Module**	10
Indicative Week	Week 1	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description n/a			

Assessment Type	Artefact	**% of Total Mark for Module**	20
Indicative Week	Week 1	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description n/a			

Assessment Type	Artefact	**% of Total Mark for Module**	10
Indicative Week	Week 1	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Glyn Burton,George Carrol,Stuart Wall. (2002), Quantitative Methods for Business and Economics, Pearson Education, p.502, [ISBN: 0273655701].**

APPROVED

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:	• 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	**Organising Data** 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. **Presenting Data and Visualisations**

	Techniques for presenting data, for example bar charts, histograms, pie charts, frequency polygons and Ogives. **Measures of Central Tendency** Understanding, calculating and interpreting measures of central tendency including the mean, median and mode. Understanding the merits of each measure and selecting the most appropriate measure(s). **Measures of Dispersion** Understanding, calculating and interpreting measures of dispersion including the range, quartiles, percentiles, variance, standard deviation and coefficient of variation. Understanding the merits of each measure and selecting the most appropriate measure(s). Understanding, calculating and interpreting skewness. **Correlation and Regression** Scatter diagrams. Understanding, calculating and interpreting Pearson’s correlation coefficient, Spearman's rank correlation coefficient and the least square regression line. **Time Series Analysis** Understanding time series models. Understanding, calculating and interpreting moving averages, trend, seasonal variation and forecasting. **Probability** Understanding the general rules of probability. **Probability Distributions** Understanding, calculating and interpreting discrete and continuous distributions. **Sampling** Understanding methods of sampling and sampling design. The central limit theorem, standard error, sampling distribution, point estimates, confidence intervals and their application to sampling. Determination of sample size. **Hypothesis Testing** Understanding hypothesis testing, level of significance, P values, Type I and II error. Testing for a population mean(s) and proportion(s).
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.
Learning Outcomes	

Upon successful completion of this module the learner will be able to	
#	
MLO1	Demonstrate an understanding of quantitative analysis techniques.
MLO2	Use Information Technology to carry out quantitative analysis of data (for example Excel, Google sheets).
MLO3	Identify and analyse problems using quantitative techniques and devise appropriate solutions.
MLO4	Interpret and communicate the findings from quantitative analysis.
MLO5	Apply quantitative techniques to real world scenarios using discipline specific and cross discipline knowledge.
Requisites	

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)			
Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2,5

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

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

- **Glyn Burton,George Carrol,Stuart Wall. (2002), Quantitative Methods for Business and Economics, Pearson Education, p.502, [ISBN: 978-0273655701].**

Supplementary Book Resources

- **N. Balakrishnan. (2011), Methods and Applications of Statistics in Engineering, Quality Control, and the Physical Sciences, Wiley, p.750, [ISBN: 978-0-470-40508-6].**
- **Andre Francis,Ben Mousley. Business Mathematics and Statistics, [ISBN: 978-1408083154].**
- **Jon Curwin,Roger Slater,David Eadson. Quantitative Methods for Business Decisions, [ISBN: 978-1408060193].**
- **Paul Newbold,William Carlson,Betty Thorne. (2022), Statistics for Business and Economics, Global Edition, Pearson, [ISBN: 978-1292436845].**

APPROVED

MATH 1011: Quantitative Techniques

Module Details

Module Code:	MATH 1011
Module Long Title:	Quantitative Techniques APPROVED
Banner Title:	Quantitative Techniques
Version:	1
Indicative NFQ 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	**Organising Data** 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. **Presenting Data and Visualisations**

Techniques for presenting data, for example, bar charts, histograms, pie charts, frequency polygons, and Ogives.

Measures of Central Tendency

Understanding, calculating and interpreting measures of central tendency including the mean, median, and mode. Understanding the merits of each measure and selecting the most appropriate measure(s).

Measures of Dispersion

Understanding, calculating and interpreting measures of dispersion including the range, quartiles, percentiles, variance, standard deviation, and coefficient of variation. Understanding the merits of each measure and selecting the most appropriate measure(s). Understanding, calculating, and interpreting skewness.

Correlation and Regression

Scatter diagrams. Understanding, calculating, and interpreting Pearson’s correlation coefficient, Spearman's rank correlation coefficient, and the least square regression line.

Time Series Analysis

Understanding time series models. Understanding, calculating and interpreting moving averages, trends, seasonal variation, and forecasting.

Probability

Understanding the general rules of probability.

Probability Distributions

Understanding, calculating, and interpreting discrete and continuous distributions.

	Sampling Understanding methods of sampling and sampling design. The central limit theorem, standard error, sampling distribution, point estimates, confidence intervals, and their application to sampling. Determination of sample size. **Hypothesis Testing** Understanding hypothesis testing, level of significance, P values, Type I, and II error. Testing for a population mean(s) and proportion(s). **Relationship Analysis** Assessment of the relationship between variables, testing for the independence of variables. Interpretation of results.

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of quantitative analysis techniques
MLO2	Use Information Technology to carry out quantitative analysis of data (for example Excel, Google sheets)
MLO3	Identify and analyse problems using quantitative techniques and devise appropriate solutions
MLO4	Interpret and communicate the findings from quantitative analysis
MLO5	Apply quantitative techniques to real-world scenarios using discipline-specific and cross-discipline knowledge.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)			
Assessment Type	On-line Examination	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	2,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Individual assessment (such as in-class exams (prompted or unprompted), open book exams, case studies etc)			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Tutorial	24
Self Directed	128
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Burton G., Carroll G. and Wall S. (2002), Quantitative Methods for Business and Economics, 2. Pearson Education.**

Supplementary Book Resources

- **Reilly J.. (1997), Understanding Statistics and it's applications in business, science and engineering, Folens, Dublin.**
- **Francis A.. (2004), Business Mathematics and Statistics Cengage Learning, 7. Andover.**
- **Curwin J., Slater R. and Eadson D.. (2013), Quantitative Methods for Business Decisions Cengage Learning, Andover.**
- **Anderson D., Sweeney D. and Williams T.. (2013), Statistics for Business and Economics, Cengage Learning, 12. Kentucky.**

APPROVED

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 NFQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English

ECTS Credits::	10
Current Coordinator::	Pearlean Chadha
Module Coordinators:	• 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	• 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.

	• Index numbers • Time series analysis, trends, seasonal variation, forecasting. • Linear programming, graphical solution of two variable programming problems including shadow pricing. • Differentiation, cost and revenue functions, maximum functions. • Matrix Algebra, matrix operations and solutions of equations. • Mathematics of Finance, compound interest, annuities and loans, project analysis by NPV and IRR.
Learning and Teaching Methods	The main teaching method will be two hour class based lectures backed up by notes. The emphasis will be a practical approach based on problem solving. There will also be a tutorial.

Learning Outcomes

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

#	
MLO1	Explain how statistical data is collected and presented.
MLO2	Learn the use and limitations of various statistical methods that are used in business.
MLO3	Apply regression techniques to business problem sets.
MLO4	Formulate graphical solutions to linear programming problems.
MLO5	Formulate and solve simple business problems mathematically.

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 Traditional end of year unseen examination			

Other Assessment(s)			
Assessment Type	In Class Test	**% of Total Mark for Module**	30
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 In class examinations			

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

- **A, Francis,. Business Mathematics and Statistics, Cengage.**

Supplementary Book Resources

- **Croucher. Introductory Mathematics and Statistics for Business, McGraw Hill.**
- **Owen, Frank and Jones, Ron. Statistics, Pitman.**
- **Black, Ken. Business Statistics, An Introductory course, West.**

APPROVED

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	Indicative syllabus covered in the module and / or in its discrete elements 1. Introduction to Retailing 2. Retail Institutions 3. Introduction to Retail Omni-Channel 4. Retail Mix 5. Value Propositions

	6. Consumer Behaviour
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. Self directed learning includes assigned retail journal articles and assigned documentaries to watch as well as store visits.

Learning Outcomes

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

#	
MLO1	Define the structure of retailing and its role in business / understand the retail context
MLO2	Identify and assess the importance of the retail mix in creating a value proposition for the consumer.
MLO3	Understand / deconstruct the retailer consumer relationship
MLO4	Have a knowledge of the key retail managerial roles.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

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	Not Online	**Pass/Fail**	No

Assessment Description
Written exam

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	Week 2	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group wprk - students in a group chose a retailer they are familiar with and compile report on how they feel the retailer might improve their overall retail strategy to become more environmentally sustainable

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

- **Fernie, J, Fernie, S & Moore. (2015), Principles of Retailing, 2nd Edition. Routledge.**
- **Berman, B & Evans, J.R. (2018), Retail Management, A Strategic Approach, 13th Edition. Prentice Hall.**
- **Varley, R. Retail Product Management, Buying and Merchandising, 3rd Edition. Routledge.**
- **Levy, M, Weitz, B.A & Grewal, D. (2013), Retailing Management, 9th Edition. McGraw-Hill.**

APPROVED

MRKT 1118: Statistics

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

5. Mathematics of finance
5.1) n/a

6. Linear and quadratic equations
6.1) n/a

7. Linear programming
7.1) n/a

8. Differentiation
8.1) n/a

Learning Outcomes

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

#	
MLO1	Collect, present and analyse data
MLO2	Demonstrate an understanding of basic statistical techniques that are necessary for successful market research
MLO3	Formulate and solve simple business problems mathematically

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
Assessment Threshold:	None	**Assessment Role**	Not yet determined

Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description End of year			

Other Assessment(s)			
Assessment Type	In Class Test	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description n/a			

Assessment Type	In Class Test	**% of Total Mark for Module**	10
Indicative Week	Week 10	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	72
Self Directed	28
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Glyn Burton,George Carrol,Stuart Wall. (2002), Quantitative Methods for Business and Economics, Pearson Education, p.502, [ISBN: 0273655701].**

APPROVED

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 NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English

ECTS Credits::	10
Current Coordinator::	Brian Byrne
Module Coordinators:	• 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	Graphic and Tabular Descriptive Techniques: Types of data. Tabulation. Charts and graphs. Summary statistics: Measures of Central Tendency, Location and Dispersion. Shape of the data distribution, skewness and kurtosis. Geometric mean. Data Collecting and Sampling: Methods of data collection, sampling. Probability: Basic probability, posterior probabilities, marginal, joint and conditional probabilities, Bayes' theorem, decision trees.

	Probability Distributions: Discrete and continuous probability distributions, expected values and variance of discrete probability distributions, covariance between two distributions. Statistical inference: Point and interval estimates. Hypothesis testing for single mean and proportion, testing for difference between two means and proportions using normal and t-distributions. Chi square tests for categorical data and goodness of fit tests. Analysis of Variance: One-Way and Two-way analysis of variance. F-test Regression and correlation: Ordinary least squares, linear and log-linear functions. Testing the parameters of a regression line. Prediction. Goodness of fit of model. Pearson product-moment and rank correlation coefficients. Spurious correlation. Time-series data: Time-series analysis using Additive and Multiplicative models. Finding the trend by moving averages and regression. Seasonal variation and deseasonalisation of data. Residual variation. Forecasting. Price and quantity index numbers. Composite indexes, fixed base and chain-linked indices. Commonly used indices.
Learning and Teaching Methods	The module is taught through a combination of lecture hours, tutorials, laboratory sessions and on-line resources

Learning Outcomes

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

#	
MLO1	Interpret and analyse data, and be able to display and describe data graphically and numerically.
MLO2	Solve problems using basic probability theory and apply to risk. Recognise situations for which common probability distributions are suitable models and solve problems applying these distributions.
MLO3	Estimate population parameters and construct confidence intervals. Perform hypothesis tests and Analysis of Variance.
MLO4	Understand the difference between correlation and regression. Calculate and analyse a bivariate regression model.
MLO5	Describe, analyse and forecast time-series data. Calculate and use appropriate index numbers to measure changes in variables over time.
MLO6	Apply the above statistical techniques to data including published economic and financial datasets, and be able to interpret results.
MLO7	Be able to use 'DATA ANALYSIS' tools from EXCEL and equivalent software where they apply to the module content and the above learning outcomes.

Requisites

Assessment Threshold	n/a

Module Content & Assessment

Assessment Breakdown	**%**

Formal Examination	40.00%
Other Assessment(s)	60.00%

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**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Formal, end-of-year, written examination			

Other Assessment(s)			
Assessment Type	In Class Test	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Continuous Assessment to take the form of a number of class, laboratory submissions and presentations using the 'Data Analysis' tool in Excel and equivalent software.			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	90
Self Directed	110

Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Michael Barrow. Statistics for Economics, Accounting and Business Studies, [ISBN: 1292118709].**

APPROVED

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	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. 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:

	- 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.
Indicative Syllabus	Course content will be chosen to assess and explore current academic literature and varying real-life issues of strategic logistics management analysis and decision-making. These will be chosen from, but not limited to, the following areas: • An efficient logistics organisation • Decision making strategies in logistics organisations • The planning process, sustainable strategic logistics planning • Developing optimal sustainable logistics organisations • Strategic logistics risk management • Strategic logistics performance management • Strategic Logistics and sustainable competitive advantage • Logistics future challenge and opportunities
Learning and Teaching Methods	Formal lectures are supplemented by structured classroom discussions and a series of group-based presentation exercises. These interactive exercises will serve to re-enforce some of the academic learning on the module. The exercises allow the participants to apply the learning in topic based and case-based contexts. In addition, company case histories and video presentations may be presented to illustrate key themes in strategic logistics.
Rationale for Change :	• The new assessment would address the better align with learning objective of this module. • The 100% of continuous assessment allows for a more holistic evaluation of student's knowledge, skills, and progress throughout the module. By assessing students' reflective learning and critical analysis, it provides a more accurate representation of their overall understanding and competence in the subject matter.

	• Students feedback and improvement. Continuous assessment offers frequent opportunities for students to receive feedback on their work. • Continuous assessment allows for a wider range of assessment methods to be employed. • Reduced students exam stress. Traditional end-of-module exams can create immense pressure and stress for students. By using 100% continuous assessment student can be relieved of the intense exam focused preparation and perform to their full potential in a less stressful environment. • Improving students centred learning performance. By incorporating continuous assessment, students are motivated to consistently engage with the module material throughout the duration of the course.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Design and prepare strategic logistics plans that are contemporary, customer oriented, with an appropriate understanding of state-of-art information technology environment.
MLO2	Understand the issues and complexities of strategic logistics planning, by applying state-of-art management principles.
MLO3	Competently identifying and developing appropriate contemporary and strategic responses to various logistic scenarios.
MLO4	Have developed advanced skills to solve complex contemporary business problems in supply chain.
MLO5	Apply approaches/methodologies of logistics performance measurement into SC practices.
MLO6	Have developed an advanced awareness of the role and potential of all major players in a supply chain and be able to evaluate the requirements and performance of these players, with particular regard to international dimensions
MLO7	Assess the impact of the logistics strategy in terms of profit, customer service performance, and the impact on the other business functions.
Requisites	

Module Content & Assessment	
Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Review	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	2,4,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description Engagement Activity & Reflections 20%			

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	3,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Individual Assignment 30%			

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Group Work 50%			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	72
Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **James Stock,Douglas Lambert. (2000), Strategic Logistics Management, McGraw-Hill/Irwin, p.896, [ISBN: 0256136874].**
- **Alan Harrison. Logistics Management and Strategy, [ISBN: 9781292183688].**

Recommended Article/Paper Resources

- **Emerald. Supply Chain Management: An International Journal.**
- **Emerald. International Journal of Physical Distribution and Logistics Management.**
- **Emerald. The International Journal of Logistics Management.**
- **Taylor & Francis. International Journal of Logistics Research and Applications: A Leading Journal of Supply Chain Management.**
- **Elsevier. Industrial Marketing Management.**
- **Emerald. International Journal of Physical Distribution & Logistics Management.**
- **Elsevier. Transportation Research Part E: Logistics and Transportation Review.**

Other Resources

- **Mangan J.. Global Logistics and Supply Chain Management, Hoboken : John Wiley & Sons, Inc.**
- **Cohen, S.. Strategic Supply Chain Performance, The five disciplines for top performers, McGraw-Hill.**
- **Christopher, M. Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Service,, Chapman and Hall..**
- **Chopra, S.. Supply Chain Management: Strategy, Planning, and Operation, Pearson.**

APPROVED

TECH 1003: Technology Fundamentals

Module Details

Module Code:	TECH 1003
Module Long Title:	Technology Fundamentals APPROVED
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.

Rationale for Change :	Resubmitting after applying the additional changes requested by the Quality Office.

Learning Outcomes

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

#	
MLO1	Identify and describe the major components of a computer.
MLO2	Explain the purpose, operation and architectures of typical information systems.
MLO3	Describe the purpose and operation of an operating system.
MLO4	Identify and differentiate between different operating systems.
MLO5	Define the basic concepts and components of computer networks.
MLO6	Clarify how information technology (IT) and information systems (IS) support organisations at the divisional and higher levels.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	60
Indicative Week	Week 6	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assessments such as in-lab quiz or a research paper.

Assessment Type	Practical Assignment	**% of Total Mark for Module**	40

Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group assessments such as a web project.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Ralph Stair,George Reynolds. (2015), Principles of Information Systems, 12. Cengage Learning, p.752, [ISBN: 9781285867168].**

APPROVED

LAW 1503: Tort

Module Details

Module Code:	LAW 1503
Module Long Title:	Tort APPROVED
Banner Title:	Torts
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English

ECTS Credits::	10
Current Coordinator::	Clare Maguire
Module Coordinators:	• 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	Interactive lectures Self-directed learning Group study and group discussion Presentations Guest lecturers
Indicative Syllabus	

1. Topics in Tort

1.1) Introduction to the Law of Tort
1.2) Negligence
1.3) Historical Evolution
1.4) Policy Considerations and the Imposition of the Duty of Care
1.5) The Standard of Care
1.6) Causation and Remoteness of Damage
1.7) Pure Economic Loss
1.8) Negligent Misstatements
1.9) Negligent Infliction of Psychiatric Damage (" Nervous Shock")
1.10) Workplace stress and bullying
1.11) Occupier's Liability
1.12) Professional and Medical Negligence
1.13) Product Liability
1.14) Employer's Liability
1.15) Vicarious Liability
1.16) The Doctrine of Res Ipsa Loquitur
1.17) Nuisance, Private and Public
1.18) Trespass to Land
1.19) The Rule in Rylands v Fletcher
1.20) Liability for Animals
1.21) Fatal Injuries
1.22) Limitation Periods
1.23) Defences
1.24) Civil Liability Act,1961
1.25) Contributory Negligence
1.26) Volenti non fit injuria
1.27) Illegality
1.28) Defamation and Defences to Defamation
1.29) Trespass to the Person
1.30) False Imprisonment
1.31) Assault
1.32) Battery

Learning Outcomes

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

#	
MLO1	Understand and explain the sources and function of the law of tort
MLO2	Outline the range of conducts which attract tortious liability in the law of tort, and appraise the reasons for and the background to the resultant legal rules and doctrines
MLO3	Identify, explain and analyse the key legislative measures and judicial decisions arising in the law of tort.
MLO4	Critically analyse the efficacy and fairness of the laws of tort, with appropriate reference to comparative laws in other common law jurisdictions.
MLO5	Demonstrate an ability to formulate workable solutions to unseen legal problems.

MLO6	Recognise and identify the core legal issues arising from unseen fact patterns arising in a variety of legal contexts by recognising the legal rules and principles pertaining to the Law of Tort arising in a given fact pattern, apply those rules and principles to the relevant facts, and present logical arguments as to the probable outcomes of the issues.
MLO7	Comment critically upon the likely outcome of the application of law to a particular fact pattern.
MLO8	Identify and locate available and relevant sources and materials to assist in the solution of legal problems in a variety of contexts (particularly where such problems are unanticipated or have not been considered by the student on previous occasions).

Requisites	
Assessment Threshold	N/A

Module Content & Assessment

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

Derogations from the General Assessment Regulations

N/A

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Not yet determined

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuing assessment which may take the form of a research essay, group project , quizzes or a combination thereof

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Bryan M E McMahon,William Binchy. (2013), Law of Torts, 4th. Bloomsbury Professional, p.2048, [ISBN: 9781847669179].**
- **Eoin Quill. (2014), Torts in Ireland, Gill & MacMillan, p.672, [ISBN: 9780717159703].**

Supplementary Book Resources

- **IRENE. FISHER. TORT., 3rd. Round Hall, [ISBN: 9780414078017].**
- **John Maher. (2011), The Law of Defamation, [ISBN: 9781858006376].**
- **Colin Jennings,Barry Scannell,Dermot Sheehan. (2016), The Law of Personal Injuries, [ISBN: 9780414056565].**

APPROVED

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 NFQ level:	Level 8
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Pearlean Chadha
Module Coordinators:	• 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	**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. **Functions:** Linear and non-Linear Functions. Logarithm and Exponential Functions. Applications in Economics and Finance. **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.

	The Fundamentals of Matrix Algebra: 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. Matrix inversion (determinants and non-singularity). Solving matrix equations with the inverse Cramer's rule for Matrix solutions. Application to simple Macroeconomic models.
Learning and Teaching Methods	The module will be taught using a combination of lectures, tutorials and laboratory sessions. Course notes and problem sheets will be supplied, while an emphasis will be placed on problem solving and business applications.

Learning Outcomes

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

#	
MLO1	Apply compound interest, present value and annuity formulae to solve problems relating to investments, depreciation, investment appraisal, sinking funds and loans;
MLO2	Use differentiation as a tool for maximization, minimization and the calculation of the rate of change and;
MLO3	Calculate simple integrals and understand the fundamental theorem.
MLO4	Perform basic matrix operations and use matrix algebra to solve models;

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	80.00%
Other Assessment(s)	20.00%

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**	80
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formal end of semester exam (2 Hours)

Other Assessment(s)

Assessment Type	Project	**% 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	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment (Type and amount of assessments may vary year on year)

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

- **Bradley, T. and P. Patton. Essential Mathematics for Economics and Business, 4th. Wiley.**

Supplementary Book Resources

- **Ian Jacques. (2013), Mathematics for Economics and Business,, 7th. Pearson Education.**
- **Geoff Renshaw. (2012), Maths for Economics, Oxford University Press, p.700, [ISBN: 9780199602124].**
- **Sydsaeter, K., P. Hammond and Arne Strøm. Essential Mathematics for Economic Analysis, 4th. Pearson Education.**

APPROVED

LAW1047: Business & Consumer Law

Module Details

Module Code:	LAW1047
Module Long Title:	Business & Consumer Law APPROVED
Banner Title:	Business & Consumer Law
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Niall Kearney
Module Coordinators:	• 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

Irish and European Law as they both relate to Business; and in particular to the fundamental legal principles of Business Law that are relevant to Retail and Services Management.

Module Aim

The aim of this module is to equip students with a knowledge and understanding of the legal principles generally applicable to the study of Business Law, to provide a comprehensive foundation of relevant legal knowledge and to help the student to develop deductive and analytical skills.

This module sets out to convey an understanding of the legal principles and practices which underpin and regulate business in Ireland.

The course objective is to provide students with a broad knowledge of the principles of Irish law as it affects commercial transactions.

In addition, students are required to familiarize themselves with the relevant regulatory Authorities and examine their regulatory remit and online presence as a learning source.

The module focuses on key legal issues relevant to the retail sector with a specific emphasis on contract law, consumer rights and regulations, and employment law.

The module starts with an examination of the general legal environment in which businesses operate, and then proceeds to look at the essentials of establishing and

	performing simple contracts, disputes between contractual parties, court actions and available remedies in the event of a breach. In addition, an examination the sale of goods contract is undertaken, including an analysis of the terms of a consumer- retailer contract from the perspective of both the retailer and consumer. Finally, students will also be introduced to basic employment and insurance law principles with reference to recent initiatives in the legislative and regulatory framework.
Learning and Teaching Methods	Learning and teaching will take place through the use of lectures, case studies, class discussions, presentations and problem solving exercises in the module. In addition to using text based material, students will be expected to make extensive use of relevant websites, external online audio and video resources referred throughout the course.

Indicative Syllabus

1. Business and Consumer Law content

1.1) An examination of the key principles and sources of Irish law, court structures and aspects of ADR.
1.2)
1.3) Understanding how a bill becomes a law; the separation of powers; government, legislature and judiciary.
1.4)
1.5) An in depth analysis of the substantive laws of contract, consumer, company law within an Irish and European context.
1.6)
1.7) An examination of Irish and European competition law, particularly those aspects which are pertinent to the retailer, and generally the role of the CCPC.
1.8)
1.9) An examination of the contract of employment, its special features and legislative framework which underpins may of contractual terms.

1.10)
1.11)
1.12) Understanding the basic principles of unfair dismissal, constructive dismissal, and redundancy, and the role of the Workplace Relation Commission.
1.13)
1.14)
1.15) Examination of the essential features of the specific contract for sale of goods and the supply of services, the relevant legislative framework. In addition, specific consumer law topics (e.g. buying online) will be examined
1.16)
1.17) Examination of the formalities required by law, an examination and analysis of the simple contract, the standard business contract, disputes between contractual parties, court actions and available remedies.
1.18)
1.19) Examination of the employment contract including the typical issues that arise with the employer-employee relationship. AN overview of Key areas such as terms and conditions of employment; working hours, breaks, annual leave, dismissal, redundancy will also be examined.

Learning Outcomes

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

#	
MLO1	Identify and understand legal problems relevant to the area of Business and in particular to retailing.
MLO2	Identify the essential elements of a valid simple contract and situations where the law requires the contract to be in a particular form
MLO3	Apply problem based learning to legal scenarios that occur in a variety of business contexts.
MLO4	Advise on business solutions by applying the relevant legislation and case law.
MLO5	Identify the relevant fora to resolve legal disputes and recognise alternative forms of dispute resolution (ADR)

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
100% Continuous Assessment;

Multiple Choice questions (50%)

Assessment Type	Portfolio	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
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

- **Faulkner & Mac Cárthaigh. (2022), Essentials of Irish Law, 1st. Clarus Press, [ISBN: 9781911611646].**
- **Áine Keenan. (2021), Essentials of Irish Business Law, 7th Edition. Boru Press, [ISBN: 9781916019980].**
- **Anthony Thuillier,Cathy Macdaid. Business Law in Ireland, 1st. Clarus Press, p.350, [ISBN: 978-1-905536-77-1].**

APPROVED

COMM 9404: Communications

Module Details

Module Code:	COMM 9404
Module Long Title:	Communications 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::	Ruth Casey
Module Coordinators:	Ruth Casey (21 May 2019 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	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. 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.
Indicative Syllabus	Foundations of Communication Theory • Perception • Identity

	• Verbal and Non-verbal Communications • Communication and culture Interpersonal Communication Theory • Personal Relationships • Communicating in Groups and Teams • Communicating in Organisations • Communications and Ethics in Organisational Contexts Media Literacy and Communications in Practice • Media Industries • Media Content • Media Audiences • Media Effects
Learning and Teaching Methods	**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. **Independent learning:** Participants will undertake preparatory and follow-up reading for lectures. The TU Dublin online virtual learning environment, Brightspace, will be used to carry lecture notes and supporting resources.

Learning Outcomes

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

#	
MLO1	Describe and evaluate different theories and models of communication
MLO2	Identify what interpersonal communication theory and practice means
MLO3	Demonstrate analytical competence with respect to media content and contexts
MLO4	Demonstrate competence in the development and delivery of a communications artefact through an appropriate medium
MLO5	Identify an understanding of the nature and importance of organisation communication and culture, including diversity and stakeholder issues

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%

Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Critique	**% of Total Mark for Module**	25
Indicative Week	Week 1	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Paired
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written assessment

Assessment Type	Presentation	**% of Total Mark for Module**	25
Indicative Week	Week 1	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Oral assessment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lecture	48
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Simon Lindgren. (2017), Digital Media and Society, Sage, London, [ISBN: 9781473998896].**
- **Julia Wood. (2019), Interpersonal Communication, 9. Cengage, London, p.432, [ISBN: 0357032942].**

Supplementary Book Resources

- **Shuang Liu,Zala Volcic,Cindy Gallois. (2019), Introducing Intercultural Communication, 3. SAGE Publications Limited, London, p.408, [ISBN: 9781526431707].**
- **John Fiske. (2011), Introduction to Communication Studies, 3. Routledge, London, [ISBN: 9780415596497].**
- **Tom Chatfield. (2017), Critical Thinking, SAGE Publications Limited, London, p.328, [ISBN: 1473947146].**
- **W.James Potter. (2021), Media Literacy, 10. Sage, London.**
- **Jessamy Perriam,Simon Carter. (2021), Understanding Digital Societies, Sage Publications Limited, LOndon, [ISBN: 1529732581].**

Recommended Article/Paper Resources

- **Taras Lylo. (2016), Ideological Factor in Mass Communication: Historical and Theoretical Aspects, Social Communication, https://doi.org/10.1515/sc-2016-0002**
- **Janette Porter and Kay Standing. (2020), Love Island and Relationship Education., Frontiers in Sociology, https://doi.org/10.3389/fsoc.2019.00079**

APPROVED

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	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. 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.
Learning and Teaching Methods	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. 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.
Indicative Syllabus	
1. Foundations of Communication Theory	

1.1) Perception
1.2) Identity
1.3) Verbal and Non-verbal Communications
1.4) Communication and Culture

2. Interpersonal Communication Theory

2.1) 1. Personal Relationships
2.2) 2. Communicating in Groups
2.3) 3. Communications in Organisations
2.4) 4. Communications and Ethics in Organisational Contexts

3. Media Literacy and Communications in Practice

3.1) Media Industries, Audiences, and Content
3.2) Media Effects
3.3) The production of communication artefacts (written/audio/visual/commercial)

Learning Outcomes

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

#	
MLO1	Describe and evaluate different theories and models of communication
MLO2	Identify what interpersonal communication theory and practice means
MLO3	Demonstrate analytical competence with respect to media content and contexts
MLO4	Demonstrate competence in the development and delivery of a communications artefact through an appropriate medium
MLO5	Recognise and identify the nature and importance of organisation communication and culture, including diversity and stakeholder issues

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)

Assessment Type	Journal/Reflective Journal	**% of Total Mark for Module**	25
Indicative Week	Week 1	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Student pairs			

Assessment Type	Project	**% of Total Mark for Module**	25
Indicative Week	Week 1	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Group			

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Tutorial	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Wood, J.T. (2016), Communication Mosaics: an introduction to the field of communication, 8. Wadsworth, Australia.**
- **Potter, W.J. (2016), Media Literary, 8th. Sage, London.**

Supplementary Book Resources

- **Chatfield, T.. (2017), Critical Thinking: Your guide to effective argument, successful analysis and independent study, Sage, London.**
- **Fiske, J.. (2011), Introduction to Communication Studies, 3rd. Routledge, London.**
- **Lindgren, S. (2017), Digital Media & Society, Sage, London.**
- **Liu, S., Volcic, Z., Gallois, C.. (2014), Introducing Intercultural Communication, 2nd. Sage, London.**
- **Siapera, E.. (2018), Understanding New Media, 2nd. Sage, London.**

APPROVED

COMM 9402: Communications

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	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. 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.
Indicative Syllabus	**Foundations of Communication Theory** • Perception

	• Identity • Verbal and non-verbal communications • Communication and culture **Interpersonal Communication Theory** • Personal Relationships • Communicating in Groups and Teams • Communicating in Organisations • Power and Stakeholder Analysis **Media Literacy and Communications in Practice** • Media Industries, Audiences and Content • Media Effects
Learning and Teaching Methods	**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. **Independent learning:** Participants will undertake preparatory and follow-up reading for lectures. The TU Dublin online virtual learning environment, Brightspace, will be used to carry lecture notes and supporting resources.

Indicative Syllabus

1. Foundations of Communication Theory

1.1) • Perception
1.2) • Identity
1.3) • Verbal and Non-Verbal Communications
1.4) • Communication and culture

2. Interpersonal Communication Theory

2.1) • Personal Relationships
2.2) • Communicating in Groups and Teams
2.3) • Communicating in Organisations
2.4) • Power and Stakeholder Analysis

3. Media Literacy and Communications in Practice

3.1) • Media Industries
3.2) • Media Content
3.3) • Media Audiences
3.4) • Media Effects

Learning Outcomes

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

#	
MLO1	Describe and evaluate different theories and models of communication.
MLO2	Identify what interpersonal communication theory and practice means.
MLO3	Demonstrate analytical competence with respect to media content and contexts.
MLO4	Demonstrate competence in the development and delivery of a communications artefact through an appropriate medium.
MLO5	Identify the nature and importance of communication and culture in organisations, including power and stakeholder analysis.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Examination(s) (Individual)

Other Assessment(s)			
Assessment Type	Critique	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Paired
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Critical Thinking Exercise (Student Pairs)			

Assessment Type	Presentation	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Project (Group)			

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Denis McQuail,Mark Deuze. (2020), McQuail's Media and Mass Communication Theory, Sage Publications Limited, p.712, [ISBN: 9781473902510].**
- **Eugenia Siapera. (2018), Understanding New Media, Sage Publications Limited, p.336, [ISBN: 978-1446297100].**

Supplementary Book Resources

- **Tom Chatfield. (2017), Critical Thinking, SAGE Publications Limited, p.328, [ISBN: 9781473947139].**

- **John Fiske. Introduction to Communication Studies, [ISBN: 9780415596497].**
- **Simon Lindgren. (2017), Digital Media and Society, Sage Publications, London.**
- **Zoetanya Sujon. (2021), The Social Media Age, Sage Publications Limited, p.336, [ISBN: 9781526436900].**
- **Shuang Liu,Zala Volcic,Cindy Gallois. (2019), Introducing Intercultural Communication, 3. SAGE Publications Limited, London, p.408, [ISBN: 9781526431707].**

Recommended Article/Paper Resources

- **Taras Lylo. (2015), Ideological Factor in Mass Communication: Historical and Theoretical Aspects, Social Communication, https://doi.org/10.1515/sc-2016-0002**
- **Janette Porter and Kay Standing. (2020), Love Island and Relationship Education, Frontiers in Sociology, https://doi.org/10.3389/fsoc.2019.00079**

Other Resources

- **Academic journal, Journal of Interactive Marketing.**
- **Academic journal, Journal of Broadcasting and Electronic Media.**
- **Academic journal, Social Communication.**

APPROVED

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 nornalisation; building database systems;
Learning and Teaching Methods	The module will be taught using lectures, laboratory sessions and sample case studies

Indicative Syllabus

1. Database management systems

1.1) Introduction to DB management system, its functionalities, advantages and disadvantages of using a DBMS.

2. Data modelling

2.1) Data modelling in the database design process. Different data models used in a DBMS. Introduction to Relational model which is used in RDBMS.

3. Entity Relationship Diagrams

3.1) Concepts in ER: entities, relationship. Using ERD to represent the data aspect of a software system/database application.

4. Structured Query Language

4.1) DML (Select, Insert, Update, Delete data) - complex query, nested query.
4.2) DDL

5. Data Normalisation

5.1) The necessity of data normalisation. Normalisation process, 1NF, 2NF, 3NF.

6. Design and implementation of database application

6.1) Using the current DBMS, create DB, create form, report, query.

Learning Outcomes

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

#	
MLO1	Be aware of the objectives of database management systems
MLO2	Be able to design queries and reports based on existing database systems
MLO3	Draw Entity Relationship diagrams
MLO4	Apply the rules of normalization to tables
MLO5	Be able to analyse real world business problems and produce appropriate data models using a variety of modelling techniques.
MLO6	Implement working solutions to these problems using a current database management system.
MLO7	Write SQL queries and Data Definition Statements.

Requisites

Assessment Threshold	Students must achieve at least 40% overall to pass this module.

Module Content & Assessment	
Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4,5,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The written examination includes theoretical materials, and the practical aspect. The practical aspect focuses on data modelling skill, database design and querying database.

Other Assessment(s)

Assessment Type	Lab Test	**% of Total Mark for Module**	40
Indicative Week	Week 27	**Learning Outcomes**	2,3,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Lab test addresses the LO 2,3,6,7: students be able to design a DB for a real application, querying data, creating query and report.

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Lab	24
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **David M. Kroenke,David J. Auer. (2013), Database Processing, Prentice Hall, p.608, [ISBN: 0133058352].**

Supplementary Book Resources

- **Thomas M. Connolly,Carolyn E. Begg. (2010), Database Systems, Prentice Hall, p.1243, [ISBN: 0321523067].**

APPROVED

MGMT 1067: EU Frameworks

Module Details

Module Code:	MGMT 1067
Module Long Title:	EU Frameworks APPROVED
Banner Title:	EU Frameworks
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 (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	Historical development of the EU and constant adaptation The decision making institutions of the EU EU Budget Trade and the EU Movement of Labour, Immigration and asylum seekers

	Social and Employment Policies Competition and Industrial policies Foreign and Security Policy Sustainability and the EU
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

#	
MLO1	Analyse and evaluate EU policies and their impacts on member states.
MLO2	Critically evaluate the impact of membership on Ireland from EEC to the present day.
MLO3	Identify the main challenges facing the EU both internally and externally.
MLO4	Appreciate the roles and challenges of the key EU Frameworks in the 21st century.

Requisites

Module Content & Assessment	
Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	In Class Test	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Class Participation	**% 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	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Mc Cormick, J. (2020), Understanding the European Union: A Concise Introduction, The European Union Series, 8th. Red Globe Press, London, [ISBN: 139781352011197].**

APPROVED

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:	Shared with: TU906/1 - BSc Human Resource Management TU914/1 - BSc Business Computing
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	**Financial Information:** • 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.

	Financial statements: • Preparation of financial statements and introduction to the terminology used in the primary financial statements. The major features of the directors' report and the chairman's statement, and the significance of the information contained within them. The nature of accounting for groups of companies and the differences between group financial statements and those of a single company. **Financial Analysis:** • Preparation of relevant financial statistics and ratios to assess the financial performance and position of an organisation. Distinguishing between cash flow and profit.
Learning and Teaching Methods	The learning and teaching methods employed will include lectures, tutorials, discussions, problem-solving exercises, readings, self-directed learning and computer-based learning.

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of the primary differences between financial statements for a single company and those of a group.
MLO2	Prepare single company financial statements and identify the nature and purpose of them and the linkages between them.
MLO3	Interpret financial performance using financial statements, and identify the various stakeholders' interest in financial information.
MLO4	Demonstrate an understanding of the regulatory framework and the rules governing the preparation and presentation of financial information and the various forms of business structure.

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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual closed book time constrained exam.

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	30
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
Individual assessment may include class tests and or assignments as advised by the lecturer, or other appropriate individual assessments.

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

- **Peter Atrill, Eddie McLaney. Financial Accounting for Decision Makers, Latest Edition. Pearson, [ISBN: 9781292409184].**
- **Michael J. Jones. Financial Accounting, Latest Edition. Wiley, [ISBN: 9781119977155].**

Supplementary Book Resources

- **John R. Dyson, Ellie Franklin. Accounting for Non-Accounting Students, Latest Edition. Pearson UK, [ISBN: 9781292286969].**

APPROVED

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	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. 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

	inventory management. It emphasises on the importance of high levels of customer service and inventory turns and low inventory investment as a major aim and provides student with an in-depth understanding of methods and concepts of inventory management.
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, case histories and video presentations and lab demonstration will be presented to illustrate key themes in the module.

Indicative Syllabus

1. Demand forecasting

1.1) The nature of demand; dependent and independent demand. Planning and control. Selecting and implementing a forecasting method; characteristics of good forecasts; improving forecasting ability; appropriateness, cost and accuracy of forecasting models; demand forecasting techniques – sales force estimates, Delphi techniques, market surveys, moving average, exponential smoothing.

2. Inventory management

2.1) Reasons for holding and not holding inventory; inventory costs – direct and indirect; types of inventory; strategic nature of inventory, inventory and customer service, labelling inventory, inventory as a part of the supply chain.
2.2) Inventory management under conditions of certainty - Economic Order Quantity (EOQ); adjustments to the EOQ; inventory management under conditions of uncertainty; calculating safety stock levels; calculating fill rate; inventories and customer service; symptoms of poor inventory management; improving inventory management – ABC analysis, forecasting, inventory models, backorders; planning and control problems; order processing systems; impact of inventory reduction on profit performance; inventory analysis tools. JIT and stockless systems.

Learning Outcomes

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

#	
MLO1	Understand the cost of inventory and inventory turnovers.
MLO2	Define the basic concepts and techniques of inventory management, and how they are applied to improve inventory management performance
MLO3	Explain how to calculate safety stocks, stock levels, reorder levels, economic order quantities.
MLO4	Describe the ABC classification, ABC inventory matrix and cycle counting.
MLO5	Demonstrate RFID and how it can be used in inventory management.
MLO6	Indicate the strategies and policies of production, marketing and finance can influence the way inventory is forecasted and managed.
MLO7	Illustrate the role of demand forecasting in logistics systems.
MLO8	Identify components of a forecast.
MLO9	Compare and contrast qualitative and quantitative forecasting techniques

MLO10	Discuss how to use basic forecasting techniques and measure their accuracy.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Final Semester Exam taking palace in May

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	20
Indicative Week	Week 7	**Learning Outcomes**	7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
One hour in class test on Forecasting Demand

Assessment Type	In Class Test	**% of Total Mark for Module**	20
Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	40	**Assessment Role**	Individual

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
One hour class test on Inventory Management

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

- **Joel D. Wisner,Keah-Choon Tan,G. Keong Leong. (2018), Principles of Supply Chain Management: A Balanced Approach, Cengage Learning, p.576, [ISBN: 978-1337406499].**
- **C. John Langley,Robert A. Novack,John J. Coyle,Brian Gibson. (2020), Supply Chain Management, South-Western College, p.672, [ISBN: 9780357442135].**

Supplementary Book Resources

- **J. R. Tony Arnold,Steve Chapman,Ann K. Gatewood,Lloyd Clive,Tony K. Arnold. (2016), Introduction to Materials Management, Prentice Hall, p.480, [ISBN: 978-0134156323].**
- **Nigel Slack,Alistair Brandon-Jones,Nicola Burgess. Operations Management, [ISBN: 9781292408248].**
- **Sunil Chopra,Peter Meindl. (2014), Supply Chain Management, Prentice Hall, p.516, [ISBN: 978-0133800203].**

Recommended Article/Paper Resources

- **Emerald. Supply Chain Management: An International Journal.**
- **ScienceDirect. European Journal of Purchasing and Supply Management.**
- **Emerald. International Journal of Physical Distribution & Logistical Management.**
- **Taylor & Francis. International Journal of Logistics – Research and Applications.**
- **Emerald. International Journal of Physical Distribution and Logistics Management.**
- **Wiley. Journal of Supply Chain Management.**
- **Wiley. Journal of Business Logistics.**

APPROVED

MATH 2004: Inferential Statistics

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	Discrete probability distributions and continuous distributions: Binomial, Poisson, Geometric, Normal distribution, standard normal, uniform and exponnetial 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. Sampling: Methods of sampling and sampling design. The central limit theorem, confidence intervals and their application to sampling.

	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. Chi-Square distribution: Its application to contingency tables, tests for independence and goodness-of-fit tests. Analysis of Variance: Experimental Design, ANOVA tables, randomized block design, one-factor and two-factor ANOVA tests.
Learning and Teaching Methods	This module will be taught using 2-hour weekly lectures and 1-hour tutorial sessions. The lectures will provide theoretical material which will be underpinned by many examples to demonstrate the use of this material. The practical sessions will provide students with supervised practice time using appropriate exercises.

Learning Outcomes

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

#	
MLO1	Distinguish between different types of probability distributions: continuous and discrete
MLO2	Formulate and test statistical hypotheses
MLO3	Choose the appropriate hypothesis test for the problem presented
MLO4	Understand, explain and apply statistical regression and correlation
MLO5	Be able to test a hypothesis that compares to multiple populations apply the Chi-squared distribution
MLO6	Perform an analysis of Variance in one way and two-way analysis

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	MATH 1006 v.1 Basic Statistics [Approved]	Module

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	90.00%

Other Assessment(s)	10.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 13	**Learning Outcomes**	2,3,4,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of semester exam

Assessment Type	Written Examination	**% of Total Mark for Module**	15
Indicative Week	Week 6	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment-1

Assessment Type	Written Examination	**% of Total Mark for Module**	15
Indicative Week	Week 1	**Learning Outcomes**	4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment- 2

Other Assessment(s)

Assessment Type	Other (Inactive)	**% of Total Mark for Module**	10
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description Attendance

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Statistics for Managers using Microsoft Excel, by David M. Levine, Mark L. Berenson & David Stephan.. (2017), Statistics for Managers using Microsoft Excel, 8th. Pearson, [ISBN: -13978-0-13-597019-5].**

Supplementary Book Resources

- **Berenson, Levine, Szabat & Stephan. Basic Business Statistics: Concepts and Applications, 14th.**
- **Ron Larson. (2023), Elementary statistics, 8th. Pearson.**

APPROVED

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 NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	PATRICK DORAN
Module Coordinators:	• 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	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. 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.
Indicative Syllabus	File Management

	Why file management Files & folders Managing files Exploring folders The View menu Working with folders Moving/copying files Renaming & deleting Saving documents & creating folders Using floppy disks The Desktop Shortcuts Finding files Compressing files Managing printers Internet and Email Using the internet and e-mail Home pages & navigating Favourites/Bookmarks Copying text & pictures Searching the web

PDF files/downloads

Saving web pages

Sending & receiving e-mail

Signatures, the address book

Microsoft Word

Toolbars & menus

Opening, closing & saving documents

Copy, cut & paste

Spelling & designing

Paragraph formatting

Images, page design & templates

Using Tables

Printing

Using MailMerge

Advanced formatting

Microsoft Excel

Modifying, AutoSum & deleting

Basic formulas

Copying, pasting and formulae

Formatting & alignment

Charts

	Saving, closing and re-opening Page setup & printing Cell formatting Sorting, freezing & filtering Microsoft PowerPoint Getting started Formatting, bullets & indentations Images, charts and WordArt Saving, opening and closing Views, formats and templates Presenting a slideshow Sorting & annotating Master slides & printing
Learning and Teaching Methods	The delivery of this module will be means of tutor-lead IT laboratory classes.

Learning Outcomes

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

#	
MLO1	Comprehend the working and impact of computers, with an emphasis on the use of standard applications packages.
MLO2	Demonstrate knowledge of file Management.
MLO3	use the main functions of word processing.
MLO4	Be aware of the various uses of spreadsheets
MLO5	Build spreadsheets for recording, analysing and graphing numbers.

MLO6	Create support materials using Microsoft PowerPoint.
MLO7	Discover how to find information on the Web and use email.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Lab Activities	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Computer lab assessments

Assessment Type	Lab Activities	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Computer lab assessments

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lab	100

Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Joe Habraken. (2021), Microsoft Office Inside Out (Office 2021 and Microsoft 365), Microsoft Press, p.992, [ISBN: 9780137564095].**

APPROVED

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:	• 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	Nature of Ethics. Ethical Theories. Teleology. Utilitarianism. Deontology. Kant. Social Justice. Virtue Ethics. **Ethical decision making** Ethical Decision making models. Kohlberg's Stages of Moral Development. Nature of Business Ethics. Arguments for & against Business Ethics.

	Ethics in Practice Common Ethical problems. Individual and situational influences on ethical decision making. Approaches to ethics in organisations – Compliance & Integrity based approaches. **Corporate Social Responsibility** Nature of Corporate Social Responsibility. Pyramid of Corporate Social Responsibility. Stakeholder Theory. Shareholder Theory. Corporate Social Responsibility and financial performance. **Overview of Corporate Governance** Nature of Corporate Governance. History & development of Corporate Governance. Principles of Corporate Governance. Impact of Corporate Governance. **Corporate Governance in Practice** Systems of Corporate Governance. Corporate Governance in the UK and Ireland. Combined Code of Corporate Governance.
Learning and Teaching Methods	The module will incorporate a range of teaching and learning methods including lectures, class discussion and e-learning. The learning environment will be practical and integrative, using the theory to develop solutions to real world problems.

Learning Outcomes

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

#	
MLO1	Demonstrate comprehension and understanding of the nature of ethics in business and management.
MLO2	Understand the role of applying ethics in decision making.
MLO3	Explain an in-depth understanding of the role Corporate Social Responsibility plays in business.
MLO4	Describe and detail why industry sectors have transitioned to, and apply Stakeholder theory.

Requisites

Module Content & Assessment	
Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This will require the learner to work as a member of a small group to select and evaluate an organisational case. Also demonstrate knowledge and understanding of module content.

Other Assessment(s)

Assessment Type	Personal Development	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assignment requiring the student to complete a reflective learning journal.

Assessment Type	Group Work	**% of Total Mark for Module**	20
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group assignment requiring students to present the findings of their case

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Linda K. Trevino,Katherine A. Nelson. (2021), Managing Business Ethics, John Wiley & Sons, p.386, [ISBN: 9781119711001].**
- **Ferrell,John Fraedrich. (2021), Business Ethics, Cengage Learning, p.640, [ISBN: 0357513363].**

Recommended Article/Paper Resources

- **EBSCO Publishing. (1982), Relevant Selected Titles, Journal of Business Ethics.**
- **ProQuest. (1994), Relevant Selected Titles, Business Ethics Quarterly.**

APPROVED

LOGT1100: Introduction to Logistics

Module Details

Module Code:	LOGT1100
Module Long Title:	Introduction to Logistics APPROVED
Banner Title:	Introduction to Logistics
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Damian O Reilly
Module Coordinators:	• 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	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. 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.
Indicative Syllabus	**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 (real-time) and the role of technology in effective supply chain management; blockchain technology; robotics, 3D printing; e-business; …) **5- SC Performance** (performance areas and tradeoffs; performance models, …) **6- SC Integration** (Collaborative planning; SC relationships; outsourcing and services) **7- SC and Society: Trends & Challenges** (Disruptions and SC resilience; Sustainability (environment, social, economic); ethics)
Learning and Teaching Methods	Learning and teaching will take place via lectures, tutorials, class assignments/pre-reading, class discussion, case studies (best practices) and a group project. Formal lectures are supplemented by tutorials to analyse relevant examples / case studies, providing a forum for applying skills learned and interpreting the result.

Learning Outcomes

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

#	
MLO1	Demonstrate knowledge and understanding of the fundamentals of logistics and supply chain management; components of the supply chain and their interconnectivity (Discipline-specific Knowledge)
MLO2	Demonstrate knowledge and understanding of the contribution of Supply Chain Management to the overall performance of a business (Discipline-specific Knowledge)

MLO3	Demonstrate an awareness of ethical and sustainable aspects of managing global supply chains (Ethics and Corporate Social Responsibility)
MLO4	Interact and communicate effectively in a team to analyse supply chain-based problems (Teamwork; Communication; Critical Thinking/ Problem Solving)

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
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Final examination

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,4
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The continuous assessment will involve a case study of a problem in an appropriate logistics context. It will require the student to work in a group to diagnose of the case problem, identify an appropriate means of analysls and recommend a solution.

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

- **Alan Harrison. (2019), Logistics Management and Strategy: Competing through the Supply Chain, 6th. Pearson, p.496, [ISBN: 978-1292183688].**

Supplementary Book Resources

- **John Mangan,Chandra Lalwani,Agustina Calatayud. (2020), Global Logistics and Supply Chain Management, 4th. John Wiley & Sons, p.341, [ISBN: 978-1119702993].**

APPROVED

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	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. 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.
Indicative Syllabus	Indicative syllabus covered in the module and / or in its discrete elements 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, …)

	6 SC Integration (Collaborative planning; SC relationships; outsourcing and services) 7 SC and Society: Trends & Challenges (Disruptions and SC resilience; Sustainability (environment, social, economic); ethics)
Learning and Teaching Methods	Learning and teaching will take place via lectures, tutorials, class assignments/prereading, class discussion, case studies (best practices) and group projects. Formal lectures are supplemented by structured classroom discussions while case studies provide a vehicle to integrate practical aspects of learning across all aspects of the module. Students will have ample time to consider the ideas and apply the discussed knowledge and skills in their projects.

Learning Outcomes

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

#	
MLO1	Demonstrate knowledge and understanding of the fundamentals of logistics and supply chain management. (Discipline specific Knowledge)
MLO2	Describe the components of the supply chain and their interconnectivity. (Discipline specific Knowledge)
MLO3	Indicate the contribution of supply chain management to the overall performance of a business. (Discipline specific Knowledge)
MLO4	Address ethical and sustainable aspects of managing global supply chains. (Ethics and Sustainability)
MLO5	Enhance effective interaction and communication in a team to analyse supply chain based problems (Teamwork; Communication; Critical Thinking/ Problem Solving)

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 18	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	20
Indicative Week	Week 7	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual assessment through online/in class assessments and quizzes and assignments.

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	Week 9	**Learning Outcomes**	5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
A Group work

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Wisner, Joel D; Tan, Keah-Choon; Leong, G. Keong. (2018), Principles of Supply Chain Management: A Balanced Approach., 5th. Cengage Learning, USA.**
- **Coyle, John J., Langley, C. John Jr Novack, Robet A., Gibson, Brian J. (2017),) Supply Chain Management: A Logistics Perspective, 10th. Cengage Learning, USA.**

- **CUSTOM eBook: An Introduction to Supply Chain Management, 2nd. Cengage Learning.**

Recommended Article/Paper Resources

- **Douglas M. Lambert; Matias G. Enz. (2017), Issues in Supply Chain Management: Progress and potential, Industrial Marketing Management, 62, p.116,**
  https://www-sciencedirect-com.tudublin.i dm.oclc.org/science/article/pii/S0019850 11630308X
- **The evolution and future of logistics and supply chain management Ronald H. Ballou. (2007), The evolution and future of logistics and supply chain management, European Business Review, 19, p.332,**
  https://www-emerald-com.tudublin.idm.ocl c.org/insight/content/doi/10.1108/095553 40710760152/full/html
- **Pedro José Martínez-Jurado; José Moyano-Fuentes. (2014), Lean Management, Supply Chain Management and Sustainability: A Literature Review, Journal of Cleaner Production, 15, p.134,**
  https://www-sciencedirect-com.tudublin.i dm.oclc.org/science/article/pii/S0959652 613006550
- **Saad Zighan. (2021), Managing the great bullwhip effects caused by COVID-19, Journal of Global Operations and Strategic Sourcing, 15, p.28,**
  OI 10.1108/JGOSS-02-2021-0017 The current issue and full text archive of this journal is available on Emerald Insight at: https://www.emerald.com/insight/2398-536 4.htm
- **Web References. The Chartered Institute of Logistics and Transport,**
  https://www.cilt.ie/ , https://www.ciltinternational.org/ , https://ciltuk.org.uk/

Other Resources

- **Web References, The Chartered Institute of Logistics and Transport,**
  https://www.cilt.ie/ , https://www.ciltinternational.org/ , https://ciltuk.org.uk/
- **Web References, The Supply Chain Management Institute (IPICS):,**
  https://www.ipics.ie/
- **Web References, Council of Supply Chain Management Professionals (CSCMP),**
  https://cscmp.org/

DRAFT

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:	• 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	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. 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.
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. Facilities Decisions: Warehousing considerations, different types, role of Warehousing, location decisions, design. The role of technology in effective supply chain management: information flows, characteristics, order tracing and tracing. Logistics and SCM – key issues and challenges. Supply chain decision making.
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, company case histories and video presentations will be presented to illustrate key themes in the module. The delivery of this module will be of a blended learning nature, combining in-person and online delivery of lectures. 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 and self-directed exercises will serve to reinforce some of the learning on the module. In addition, company case histories and 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

#	
MLO1	Describe the main constituent parts of logistics and supply chain management.
MLO2	Understand the inter connectivity of logistics with other business functions including, marketing, information technology, quality management and operations
MLO3	Demonstrate an understanding of the role of logistics and supply chain management in relation to the overall business improvement process and competitiveness of an organisation
MLO4	Analyse the role of supply chain management in the global environment.

Requisites

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	In Class Test	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In class exams (min of 2 - max of 4 exams). These may be delivered online.

Assessment Type	Case Study	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Industry or case study research based applied essay and/ or presentation.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **John Mangan,Chandra Lalwani,Agustina Calatayud. (2020), Global Logistics and Supply Chain Management, John Wiley & Sons, p.341, [ISBN: 1119702992].**
- **Michael H. Hugos. (2018), Essentials of Supply Chain Management, John Wiley & Sons, p.368, [ISBN: 9781119461104].**

Supplementary Book Resources

- **Gianpaolo Ghiani,Gilbert Laporte,Roberto Musmanno. (2022), Introduction to Logistics Systems Management, John Wiley & Sons, p.612, [ISBN: 1119789397].**
- **Professor Edward Sweeney,Donald Waters. Global Logistics, [ISBN: 1398600008].**

APPROVED

ECON 9103: Introductory Macroeconomics

Module Details

Module Code:	ECON 9103
Module Long Title:	Introductory Macroeconomics APPROVED
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	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

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

#	
MLO1	Explain the basic concepts and tools of macroeconomic analysis
MLO2	Evaluate the determinants of economic activity
MLO3	Demonstrate an understanding of the main macroeconomic issues facing an economy
MLO4	Discuss the impact of alterative macroeconomic policies on economic outcomes.
MLO5	Identify the different dimensions of sustainable economic development

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
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
End of year formal examination

Other Assessment(s)

Assessment Type	Submission	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual assessment through online/in-class tests and quizzes or assignments.

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

- **Gerard Turley,Maureen Maloney,Francis O'Toole. (2011), Principles of Economics, Gill Education, p.656, [ISBN: 0717149889].**
- **N. Mankiw, M. Taylor,. (2020), Macroeconomics, 5th. Cengage, [ISBN: 9781473768567].**
- **CORE Econ Team. (2017), The Economy 1.0, 1st. CORE Econ, Open Access e-book Available at: https://www.core-econ.org.**

Supplementary Book Resources

- **David Begg,Gianluigi Vernasca,Rudiger Dornbusch,Stanley Fischer. (2020), Economics, 12th. Mc Graw Hill, Europe, [ISBN: 978-1526847393].**
- **John Sloman,Dean Garratt,Jon Guest. (2022), Economics, 11th. Pearson, UK, [ISBN: 9781292405407].**
- **N. Gregory Mankiw,Andrew Ashwin,Mark P. Taylor. (2016), Business Economics, 2nd. Cengage, [ISBN: 978-1473722446].**

- **Michael Parkin,Melanie Powell,Kent Matthews. (2017), Economics, 10th. Pearson, UK, [ISBN: 978-1292147826].**
- **CORE Econ Team. (2024), The Economy 2.0: Macroeconomics, 2nd. CORE Econ, Open Access e-book Available at: https://core-econ.org/the-economy/..**

APPROVED

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

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

#	
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.
MLO5	Evaluate different policy solutions to the economic challenges posed by climate change.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End-of-year examination

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assessment through online/in-class tests and quizzes or assignments

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

- **Mankiw, N. and M. Taylor. Economics, Latest. Cengage.**
- **The CORE Econ Team. (2023), The Economy 2.0: Microeconomics, Open-access, https://core-econ.org/the-economy/.**
- **Turley, G., M. Maloney and F. O'Toole. Principles of Economics: An Irish Text,, Gill and Macmillan.**

Supplementary Book Resources

- **Begg, D., S. Fischer and R. Dornbusch. Economics, Latest. McGraw-Hill..**
- **Mankiw, N., M. Taylor and A. Ashwin. Business Economics, Cengage Learning.**
- **Parkin, M., M. Powell and K. Matthews. Economics, Latest European edition. Addison-Wesley, Pearson.**
- **Sloman, J., A. Wride and D. Garratt. Economics, Latest. Pearson.**

APPROVED

BUSF 1000: Irish Politics

Module Details

Module Code:	BUSF 1000
Module Long Title:	Irish Politics APPROVED
Banner Title:	Irish Politics
Version:	1
Indicative NFQ 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	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.
Learning and Teaching Methods	

	Instruction will be by means of lectures and class discussion. Each week there will be a two hours lecture. Lecture notes will be posted on Brightspace before (or immediately after) each class. 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 Irish political arena. Please be ready to discuss all of the required readings in class. They are essential to understanding the course. 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.

Indicative Syllabus

1. Irish Politics

1.1) Lecture 1 Introduction
1.2) Lecture 2 Politics and Power
1.3) Lecture 3 State and Political System
1.4) Lecture 4 State and Political System
1.5) Lecture 5 Democracy
1.6) Lecture 6 Democracy
1.7) Lecture 7 Political Culture
1.8) Lecture 8 Irish Political Culture
1.9) Lecture 9 Ireland and its Constitutions
1.10) Lecture 10 Ireland and its Constitutions
1.11) Lecture 11 Ireland and its Constitutions
1.12) Lecture 12 Parties and the Party System
1.13) Lecture 13 Parties and the Party System
1.14) Lecture 14 The legislature
1.15) Lecture 15 The legislature
1.16) Lecture 16 The Executive
1.17) Lecture 17 The Role of TDs and Constituency Work
1.18) Lecture 18 Voting and Elections
1.19) Lecture 19 Voting and Elections
1.20) Lecture 20 Interest groups and interest representation
1.21) Lecture 21 Interest groups and interest representation
1.22) Lecture 22 Political Corruption
1.23) Lecture 23 The Media
1.24) Lecture 24 Northern Ireland

Learning Outcomes

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

#	
MLO1	Appreciate of those factors which have impacted upon contemporary Irish culture
MLO2	Appreciate the structure, composition, functions and powers of the principal Irish Government institutions;

MLO3	Gain an understanding of the duties and rights bestowed upon citizens under the Irish Constitution
MLO4	Possess an awareness of those government agencies central to the business environment in Ireland.
MLO5	Differentiate between the different forms of democracy that have developed over the past 2,500 years
MLO6	Have a clear understanding of the differences between the nation and the state
MLO7	Appreciate the importance of the separation of powers in a modern democracy and be able to clearly identify those institutions
MLO8	Be able to position the Irish political parties in the wider context of left and right wing parties
MLO9	identify and differentiate between the executive, legislative and judicial branches of government
MLO10	Appreciate the importance of elections to a free and fair society
MLO11	Appreciate the importance of the Good Friday Agreement and the relationship with Northern Ireland
MLO12	Appreciate the importance of Ireland's relationship with the EU, particularly in the context of Brexit

Requisites	
Assessment Threshold	One has to score 40% or higher in order to pass the course

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	20
Indicative Week	Week 7	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This will be an essay of 1,800 words in length. This will be completed during the first semester. The essay must be submitted via Brightspace. At least six (6) 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**	80
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10,11,12
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This will be an essay of 2,200 words in length. This will be completed during the first semester. The essay must be submitted via Brightspace. At least twelve (12) 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	100
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **John Coakley,Michael Gallagher. (2018), Politics in the Republic of Ireland, 6. [ISBN: 1138119458].**
- **Hogan, John,Murphy, Mary P.. (2021), Policy Analysis in Ireland, 1. 14, Policy Press, Bristol UK, p.296, [ISBN: 978-1447350897].**
- **John Coakley,Michael Gallagher. (2009), Politics in the Republic of Ireland, 5. Taylor and Francis, London, [ISBN: 0415476720].**
- **John Hogan,Paul Donnelly (Ph.D.),Brendan K. O'Rourke. (2010), Irish Business and Society, Gill Education, Dublin, p.652, [ISBN: 9780717149902].**

APPROVED

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 Rn. 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 Eignevalue Problems. Markov Chains. Systems of Linear Differential Equations. Vector Spaces.

	Vector Spaces and Subspaces. Linear Independence, Basis, Dimension. Coordinates, Linear Transformations.
Learning and Teaching Methods	Learning will take place in different settings, lecture, tutorial and laboratory depending on the topic and the applications of that topic.

Learning Outcomes

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

#	
MLO1	Define vector spaces
MLO2	Perform arithmetic operations on vectors and matrices
MLO3	Apply Matrices to solve systems of linear equations
MLO4	Use eigenvalues and eigenvectors to solve practical problems
MLO5	Apply linear independence and bases to define dimension

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	Week 14	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	20
Indicative Week	Week 6	**Learning Outcomes**	2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Take home assignment

Assessment Type	Lab Activities	**% of Total Mark for Module**	10
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Lab attendance

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Lab	12
Self Directed	64
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Supplementary Book Resources

- **Daniel Norman,Dan Wolczuk. An Introduction to Linear Algebra for Science and Engineering, [ISBN: 0321748964].**
- **Kenneth Hardy. (2005), Linear Algebra for Engineers and Scientists Using MATLAB, Prentice Hall, p.486, [ISBN: 0139067280].**

APPROVED

MRKT 1060: Market Research

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:	• 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	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

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

#	
MLO1	Demonstrate an understanding of the marketing research process.
MLO2	Apply the basic concepts underpinning quantitative market research techniques including questionnaire design, measurement scales, sampling techniques, survey techniques, analysis and report writing
MLO3	Demonstrate knowledge of the principle concepts underpinning qualitative market research techniques
MLO4	Devise and implement a primary market research study, analyse and interpret data with key software packages .

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Report	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Quantitative assessment			

Assessment Type	Submission	**% of Total Mark for Module**	40
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 Continuous Assessment			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	136.00

Recommended Reading List

Recommended Book Resources

- **Manoj K. Malhotra. (2013), Basic Marketing Research, Pearson Higher Ed, p.675, [ISBN: 9781292033785].**

APPROVED

MKRT 9408: Marketing

Module Details

Module Code:	MKRT 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 (28 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	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.
Indicative Syllabus	**Introduction to Marketing:** Marketing defined. The marketing concept. The value creation process. Strategic marketing. **Evolution of Marketing:**

	The origins of marketing and development to date. Marketing as a philosophy. The changing landscape of marketing. **The Marketing Environment:** Environmental scanning. Micro and macro forces. **Marketing Research:** Marketing information. Introduction to marketing research and its role in marketing. the market research process. **Consumer Behaviour:** Analysing consumer behaviour online and offline. **Segmentation Targeting Positioning:** Approaches to identifying markets. Market segmentation bases. The process of segmentation, targeting and positioning. **The Marketing Mix:** The seven P's. Product strategy, pricing concepts and strategies, integrated marketing communications, marketing channels. Services marketing mix. **Ethical Issues in Marketing:** Marketing ethics. The concept of social responsibility. Ethical decision-making processes.
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. 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.
Learning Outcomes	

Upon successful completion of this module the learner will be able to	
#	
MLO1	Demonstrate an understanding og the fundamentals of marketing strategy and the role of marketing within the organisation.
MLO2	Evaluate the factors and trends that comprise the marketing environment.
MLO3	Demonstrate an awareness of the importance of ethical issues in marketing.
Requisites	

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1
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	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Philip Kotler, Gary Armstrong. Principles of Marketing, Global Edtion, Pearson, [ISBN: 1292341130].**

Supplementary Book Resources

- **David Jobber, Fiona Ellis-Chadwick. (2019), Principles and Practice of Marketing, McGraw-Hill, [ISBN: 152684723X].**

APPROVED

MRKT 1414: MRKT 1414

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

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

#	
MLO1	Understand the origins and different services offered by the internet.
MLO2	Comprehend the different factors which affect organic search engine positioning
MLO3	Compare different eMarketing media e.g. YouTube, Facebook in terms of their suitability for different target customers.
MLO4	Differentiate and discriminate website metrics e.g. click through rate, bounce rate
MLO5	Use Google Analytics to support eMarketing decisions.
MLO6	Design a basic website with supports eMarketing techniques.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Artefact	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The module is assessed by means of a summative exam, worth 50%, which evaluates learning outcomes 1 to 4.

Assessment Type	Artefact	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
And a formative assignment evaluating learning outcomes 5 to 6.

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

- **Dave Chaffey,Fiona Ellis-Chadwick. (2019), Digital Marketing, Pearson Higher Education, Harlow, p.576, [ISBN: 9781292241579].**

APPROVED

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	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.
Indicative Syllabus	• 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 psychometric exercises will be undertaken during tutorials. All students will have access the web-based support tool *Brightspace* in order to source class notes, preparatory readings, wikis and reflective questions.

Learning Outcomes

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

#	
MLO1	Define and describe the field of organisational behaviour.
MLO2	Students will identify key factors influencing human behaviour in the workplace and have an understanding of how their application can enhance the performance of organisations
MLO3	Identify, critically analyse, assess and deal with the managerial and organisational implications of OB issues at the individual, interpersonal/group, and organisational levels of analysis.
MLO4	Apply OB knowledge to issues relevant to business organisations and practicing managers.
MLO5	Communicate analyses, conclusions and recommendations in a professional manner

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60

Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	100
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Laurie Mullins. (2023), Management and Organisational Behaviour, 13. Pearson, p.656, [ISBN: 1292422386].**
- **Mullins, L.. (2020), Organisational Behaviour in the Workplace, 12/E, 12.**

APPROVED

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 is 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	**The Global Environment for Management** Trends in International Business. The International Environment. Competitive Challenges for Managers. Introduction to diversity and multiculturalism. **Strategic Management**

	Nature of business strategy. The strategy formulation process. Strategic decision-making tools. Current influences on strategic thinking **Managing Change & Innovation:** The nature and importance of change. Models of change. Managing strategic change. An introduction and overview of the role of innovation in management and understand the importance of seeking innovations in key managerial processes and discover strategies for doing so. **Entrepreneurship** The entrepreneurial process and perspectives on entrepreneurial thinking. New business development process. Business planning. **Leadership:** Primacy of leadership. Styles of leadership and company ethos. Power and influence in organisations. **Group and Team working** Group and team formation and development. Effective team working. **Industry Studies** Case Studies and scenarios on management topics relevant to industries and managerial situations to be integrated into class work and assessment
Learning and Teaching Methods	Instruction will be primarily through lectures and class discussion of salient issues in management, while this will lead to an exposition of the fundamentals of best management practice. Self-directed learning will be applied to facilitate an awareness of current theory and practice. Case and scenario examples will be used to illustrate a range of managerial situations. The delivery of this module will be of a blended learning nature, combining in-person and online delivery of lectures, using a combination of lectures, case studies scenarios, video, class discussion, problem solving exercises and self-directed learning. Practising the tasks of managerial analysis and decision-making via use of case studies, scenarios analysis / discussion.

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 understanding of this knowledge.

Requisites

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	Theory Assessment	**% of Total Mark for Module**	100
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Assessment for this module will include:
- Multiple Choice Questions (MCQs)
- Web based assessments
- Case study and scenario assessments

Specific details regarding the precise marks/ percentages for each component will change from year to year, depending on the contemporary management environment.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	72
Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **Stephen P. Robbins,Mary A. Coulter. (2021), Management, Global Edition, 15. [ISBN: 9781292340883].**
- **Laurie Mullins and Gary Rees. (2023), Management and Organisational Behaviour, 13. Pearson, [ISBN: 978-1-910393-17-8].**
- **Ricky W. Griffin. (2016), Management, Cengage Learning, p.720, [ISBN: 1305501292].**
- **Siobhan Tiernan and Michael J. Morley. (2019), Modern Management, Gill Education, [ISBN: 9781910393277].**
- **John R. Schermerhorn,Daniel G. Bachrach. (2020), Management, [ISBN: 978-1-119-49772-1].**

Supplementary Book Resources

- **Gareth R. Jones,Jennifer M. George. (2022), Contemporary Management, [ISBN: 9781260735154].**
- **Patrick Gunnigle, Nooren Hearty and Michael J. Morley. (2017), Human Resource Management in Ireland,, 5th. [ISBN: 978-1-910393-17-8].**

APPROVED

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 NFQ 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**

	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. **Presenting Data** Techniques for presenting data, for example bar charts, histograms, pie charts, frequency polygons, Ogives and Lorenz curves. **Measures of Central Tendency** Understanding, calculating and interpreting measures of central tendency including the mean, median and mode. Understanding the merits of each measure and selecting the most appropriate measure(s). **Measures of Dispersion** Understanding, calculating and interpreting measures of dispersion including the range, quartiles, percentiles, variance, standard deviation and coefficient of variation. Understanding the merits of each measure and selecting the most appropriate measure(s). Understanding, calculating and interpreting skewness. **Correlation and Regression** Scatter diagrams. Understanding, calculating and interpreting Pearson's correlation coefficient, Spearman's rank correlation coefficient and the least square regression line. **Time Series Analysis** Understanding time series models. Understanding, calculating and interpreting moving averages, trend, seasonal variation and forecasting.
Learning and Teaching Methods	Total Contact Hours 24 hours Tutorials 10 hours Total Self-Directed Learning Hours 24 hours

Indicative Syllabus

1. n/a
1.1) n/a

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of quantitative analysis techniques.
MLO2	Identify and analyse problems using quantitative techniques and devise appropriate solutions.
MLO3	the learner will be able to Interpret and communicate the findings from quantitative analysis.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)			
Assessment Type	Online Quiz	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description 3 X QUIZZES			

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Burton G., Carroll G. and Wall S.. (2002), Quantitative Methods for Business and Economics, 2nd. Financial Times Prentice Hall, Harlow.**

Supplementary Book Resources

- **Financial Times Prentice Hall, Harlow. (1997), Understanding Statistics and it's applications in business, science and engineering, Folens, Dublin.**
- **Francis A.. (2004), Business Mathematics and Statistics, 7th. Cengage Learning,, Andover.**
- **Curwin J., Slater R. and Eadson D. (2013), Quantitative Methods for Business Decisions, Cengage Learning, Andover.**
- **Anderson D., Sweeney D. and Williams T. (2013), Statistics for Business and Economics, Cengage Learning, Kentucky.**

APPROVED

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	Indicative syllabus covered in the module and / or in its discrete elements 1. Introduction to Retailing 2. Retail Institutions 3. Introduction to Retail Omni-Channel 4. Retail Mix 5. Value Propositions

	6. Consumer Behaviour
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. Self directed learning includes assigned retail journal articles and assigned documentaries to watch as well as store visits.

Learning Outcomes

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

#	
MLO1	Define the structure of retailing and its role in business / understand the retail context
MLO2	Identify and assess the importance of the retail mix in creating a value proposition for the consumer.
MLO3	Understand / deconstruct the retailer consumer relationship
MLO4	Have a knowledge of the key retail managerial roles.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

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	Not Online	**Pass/Fail**	No

Assessment Description
Written exam

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	Week 2	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group wprk - students in a group chose a retailer they are familiar with and compile report on how they feel the retailer might improve their overall retail strategy to become more environmentally sustainable

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

- **Fernie, J, Fernie, S & Moore. (2015), Principles of Retailing, 2nd Edition. Routledge.**
- **Berman, B & Evans, J.R. (2018), Retail Management, A Strategic Approach, 13th Edition. Prentice Hall.**
- **Varley, R. Retail Product Management, Buying and Merchandising, 3rd Edition. Routledge.**
- **Levy, M, Weitz, B.A & Grewal, D. (2013), Retailing Management, 9th Edition. McGraw-Hill.**

APPROVED

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 NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Kieran Sheahan
Module Coordinators:	• 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	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.
Indicative Syllabus	Personal Selling: Role of the salesperson in the value creation process. The sales process. Organizational buying behaviour. Business-to-business selling. Key account selling.

	Negotiation: The partner concept in negotiation. Coping with buyer negotiation tactics. Sales negotiation strategies and tactics. Overview of the Sales Management Function Role, skills and competencies of the sales manager. Organising the Selling Effort Sales organisation decisions. Key and major account management policies. Territory management. Sales Planning and evaluation Planning for sales. Qualitative and quantitative techniques of sales forecasting. Performance evaluation. Remuneration and incentive programs. HRM for Sales Selection and recruitment. Sales Management and sales executive training. Coaching and leadership. Motivation: theory and practice. Remuneration. Job satisfaction.
Learning and Teaching Methods	The learning and teaching strategies will include a combination of lectures, case studies, sales training videos and guest lectures. Students will be required to engage in independent learning in relation to the learning issues emerging from the course work and assessment.

Indicative Syllabus

1. Personal Selling

1.1) Personal Selling:
1.2) Role of the salesperson in the value creation process. The sales process. Organizational buying behaviour. Business-to-business selling. Key account selling.

2. Negotiation

2.1) The partner concept in negotiation. Coping with buyer negotiation tactics. Sales negotiation strategies and tactics.

3. Organising the Selling Effort
3.1) Sales organisation decisions. Key and major account management policies. Territory management.

4. Overview of the Sales Management Function
4.1) Role, skills and competencies of the sales manager.

5. Sales Planning and evaluation
5.1) Planning for sales. Qualitative and quantitative techniques of sales forecasting. Performance evaluation. Remuneration and incentive programs.

6. Selection and recruitment.
6.1) HRM for Sales
6.2) Sales Management and sales executive training. Coaching and leadership. Motivation: theory and practice. Remuneration. Job satisfaction.

Learning Outcomes

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

#	
MLO1	Analyse the decision-making processes and units in organisational buying situations and deliver appropriate communication responses.
MLO2	Construct sales presentations for a business-to-business environment.
MLO3	Choose negotiation strategies to achieve win-win solutions.
MLO4	Predict key accounts and design appropriate sales proposals for them.
MLO5	Discuss sales management theory in the context of the direction of a business-to- business sales force.
MLO6	Execute an effective Sales Process to support the New Normal of selling in the 21st Century including Inside Sales, Artificial Intelligence and Social Media strategies.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	40
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
40% will be allocated to 3 continuous assessments which will be based on the content covered in the weekly lectures.

Assessment Type	Report	**% of Total Mark for Module**	60
Indicative Week	Week 12	**Learning Outcomes**	1,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
An individual Desktop Research report covering 4 aspects of the sales process delivered in the semester using a case company.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Paul O Dea. (2016), Select Selling, First. Oaktree Press, Dublin.**
- **Cravens, D. Le-Meunier Fitzhugh,K. Piercy, N.. (2012), The Oxford Handbook of Sales and Sales Management, Second Edition. OUP Oxford, UK.**
- **Jobber, D. Lancaster, G. (2009), Selling and Sales Management, 8th. Harlow, Prentice Hall., UK.**
- **Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr., Michael R. Williams. (2015), Sales Management Analysis and Decision Making, 9th. Routledge, New York.**

APPROVED

TECH 1003: Technology Fundamentals

Module Details

Module Code:	TECH 1003
Module Long Title:	Technology Fundamentals APPROVED
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.

Rationale for Change :	Resubmitting after applying the additional changes requested by the Quality Office.

Learning Outcomes

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

#	
MLO1	Identify and describe the major components of a computer.
MLO2	Explain the purpose, operation and architectures of typical information systems.
MLO3	Describe the purpose and operation of an operating system.
MLO4	Identify and differentiate between different operating systems.
MLO5	Define the basic concepts and components of computer networks.
MLO6	Clarify how information technology (IT) and information systems (IS) support organisations at the divisional and higher levels.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	60
Indicative Week	Week 6	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assessments such as in-lab quiz or a research paper.

Assessment Type	Practical Assignment	**% of Total Mark for Module**	40

Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group assessments such as a web project.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Ralph Stair,George Reynolds. (2015), Principles of Information Systems, 12. Cengage Learning, p.752, [ISBN: 9781285867168].**

APPROVED

MRKT 1314: Web Design

Module Details

Module Code:	MRKT 1314
Module Long Title:	Web Design APPROVED
Banner Title:	Web Design
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Richard Fitzpatrick
Module Coordinators:	• 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** • An overview of content related web technologies out there • How to assess a web technology (eg who is using it, what content exists)

	HTML & CSS • How websites are constructed, what tools can be used including content management systems • The semantic web **User Experience Design** • 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, card sorting, etc) • UX processes (eg agile, persona workshop, etc) • **Marketing Impact** • Assess the impact of web technologies on marketing
Learning and Teaching Methods	• Learning will take place in a classroom environment with access to IT resources. Where appropriate classes will take place in a computer lab environment with access for each student. • Learners will have access to library resources, both physical and electronic. • Module materials will be placed on Blackboard, the College's virtual learning environment. Extensive use will be made of contemporary Case Studies. Industry experts and marketing professionals will deliver real-life case studies in the class room environment and provide guest lectures on emergent topics.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Understand how websites are constructed; what tools can be used including content management systems
MLO2	Use HTML and CSS, the foundations of the web to create a responsive website
MLO3	Understand the importance of design for web products and services, especially user experience design and usability
MLO4	Follow the process of designing web products and services with a user centred approach
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**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous assessment

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual Assessment

Assessment Type	Group Work	**% of Total Mark for Module**	40
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
Group Project

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Brian Clifton. (2008), Advanced Web Metrics with Google Analytics, Sybex, p.384, [ISBN: 978-0-470-25312-0].**

APPROVED

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	**Managerial Economics** 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. **Theory and Growth of Firms** 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.

	Finance and Investment Private investment - assessment of opportunities, appraisal techniques, uncertainty. Sources of finance - short term and long term. Public investment: cost benefit analysis. **Government and Industry** Historical development: multinationals: contemporary issues - globalisation and information economy. Role of government policy in relation to industry: role of state agencies. Industrial policy: Nationalised industries: Privatisation. Role and importance of small firms.
Learning and Teaching Methods	A variety of methods will be considered including lectures, tutorials, selfassessment, projects and prepared student presentations on topics.

Learning Outcomes

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

#	
MLO1	Apply microeconomic principles in business contexts.
MLO2	Discuss the functionality of competitive markets, including demand and supply mechanisms.
MLO3	Evaluate and utilize economic data, including consumer behaviour trends, to inform business decisions.
MLO4	Evaluate pricing and output decisions in imperfectly competitive markets.
MLO5	Assess the impact of government strategies, multinational corporations, and national macroeconomic policies on business operations and market dynamics.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	60
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 Formal, end of semester written examination			

Other Assessment(s)			
Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Course work			

Assessment Type	Online Quiz	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **John Sloman,Elizabeth Jones. Essential Economics for Business, 6th Edition. Education, [ISBN: 9781292304533].**

Supplementary Book Resources

- **Dermot McAleese. (2004), Economics for Business, Pearson Education, p.660, [ISBN: 9780273683988].**

APPROVED

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 NFQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Clare O Mahony
Module Coordinators:	• 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. 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. **Module aim** 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.

Indicative Syllabus	**Introduction to Finance** Identify and explain the basic concepts of finance. The role of the financial manager in companies. Corporate objectives. How is shareholder wealth maximised? Agency theory. Corporate governance. Ethical Behaviour. **Financial Environment** Organising the Business - Individuals, Companies, Private Vs Public. The Financial Markets - Primary and Secondary; Understand the workings of the stock exchange. **Introduction to Banking and Financial Institutions** What is a bank? Why do banks exist? Merchant versus Commercial Banks. Pensions, Savings and Insurance. The role of the Irish Central Bank. European Central Bank. Overview of Regulation. **Capital Markets, Market Efficiency and Ratio Analysis** Sources of Business Finance. Capital Markets. Capital Market Efficiency. Assessing Financial Performance. **Introduction to long-term sources of finance. Debt and equity finance** The stock exchange. Equity finance, loan stock and debentures. . Rights issue. Preference shares.
Learning and Teaching Methods	Formal lectures will present the core of the learning and teaching strategy. Group discussions, case studies, handouts and videos will be used where applicable.

Learning Outcomes

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

#	
MLO1	Categorise what is meant by finance and the role of finance in society and business
MLO2	Understand the fundamental finance concepts
MLO3	Recognise the distinction between accounting and finance and identify the role of economics in business decision making.

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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The end of year exam accounts for 70% of the student's total mark where students will have to appraise financial theory, and examine some practical problems

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The module will be assessed by a group project where students will track and analyse financial state of the company by using the knowledge obtained in the course and external sources of information (newspaper's publications, companies' web-sites, companies' financial reports, Datastream). This accounts for 30% of the overall grade.

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

- **Denzil Watson,Antony Head. (2007), Corporate Finance, Pearson Education, p.532, [ISBN: 9780273706441].**

Supplementary Book Resources

- **Richard A. Brealey,Stewart C. Myers,Franklin Allen. (2006), Principles of Corporate Finance, McGraw-Hill College, p.1072, [ISBN: 978-0072957235].**
- **Arthur J. Keown,John D. Martin,J. William Petty. (2016), Foundations of Finance, Prentice Hall, p.592, [ISBN: 0134083288].**
- **GLEN. LEWIS ARNOLD (DEBORAH.),Deborah Lewis. Corporate Financial Management 6th Edition, [ISBN: 1292140445].**

APPROVED

BUSL 2001: Business Law

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:	• 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	**Sources of Law** Outline of sources and development of Irish Law with particular emphasis on Legislation and European Union Law. **Contract** Formation, Terms and Exclusion Clauses, Validity: Mistake, Misrepresentations, Duress, Undue influence. Illegality. Restraint of Trade. Discharge: Performance, Agreement, Frustration and Breach. Remedies.

	Sale of Goods Contracts Implied terms. Transfer of possession and property. **Employment Contracts:** Contracts of service and for services. Unfair and wrongful dismissal. Redundancy. Remedies **Agency:** Relation between the principle and the agent and a third party. **Company Law** Share capital. Loan capital. Directors, Company Secretary, Auditor. Shareholders. Data Protection. **Tort** Negligence. Duty of care. Duty of possessor of skills. Liability. Companies Act 2014/2019; Relevant European Communities Legislation.
Learning and Teaching Methods	Lectures, cases and class discussions.

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	Understand the legal constraints within which business operates
MLO4	Assess when appropriate professional advice is required.

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	Not Online	**Pass/Fail**	No
Assessment Description to include problem/case style questions assessing the practical application of law			

Other Assessment(s)			
Assessment Type	Report	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Methods can include MCQ, Case (Moot Court) Presentations, Court Visit, topic summaries			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76

Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Doolan, Brian. Principles of Irish Law, Gill & Macmillan, [ISBN: 34009415].**

APPROVED

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:	• 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	**Introduction to eCommerce** 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. Identify and describe the unique features of e-commerce technology and discuss their business significance.

	Describe the major types of e-commerce. Understand the evolution of e-commerce from its early years to today. Describe the major themes underlying the study of e-commerce. **eCommerce Business Models & Concepts** Identify the key components of e-commerce business models. Describe the major B2C business models. Describe the major B2B business models. Understand key business concepts and strategies applicable to e-commerce. **eCommerce Infrastructure** The origins of, and the key technology concepts behind, the Internet. Explain the current structure of the Internet. Understand the limitations of today's Internet and the potential capabilities of the Internet of the future. Understand how the Web works. Describe how Internet and web features and services support e-commerce. Understand the impact of mobile applications. **eCommerce Security & Payment Systems** Understand the scope of e-commerce crime and security problems, the key dimensions of e-commerce security, and the tension between security and other values.

	Identify the key security threats in the e-commerce environment. Describe how technology helps secure Internet communications channels and protect networks, servers, and clients. Appreciate the importance of policies, procedures, and laws in creating security. Identify the major e-commerce payment systems in use today. Describe the features and functionality of electronic billing presentment and payment systems. **Building an eCommerce presence** Imagine your eCommerce presence Systemic building Choosing software eCommerce site tools
Learning and Teaching Methods	The module will be delivered through lecturer lead lectures in a computer lab environment.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Understand the dynamic environment in which eCommerce services are offered.
MLO2	Understand the key elements involved in developing and managing the technical infrastructure required for eBusiness/ecommerce.
MLO3	Plan, monitor and control an eBusiness/eCommerce project.
MLO4	Develop a web presence to address an eBusiness/eCommerce opportunity.
Requisites	

Module Content & Assessment	
Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Summative written exam			

Other Assessment(s)			
Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Web development project			

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

- **Laudon, K. (2021), Cover: E-Commerce 2021: Business, Technology and Society E-Commerce 2021: Business, Technology, and Society,, 16th. Pearson, Harlow, [ISBN: 9780136931829].**
- **Efraim Turban,Jon Outland,David King,Jae Kyu Lee,Ting-Peng Liang,Deborrah C. Turban. (2017), Electronic Commerce 2018, Springer, p.636, [ISBN: 978-3-319-58715-8].**

APPROVED

ECON 2007: Economy of Ireland

Module Details

Module Code:	ECON 2007
Module Long Title:	Economy of Ireland APPROVED
Banner Title:	Economy of Ireland
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 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	Historical perspective on Irish Economic performance Objectives of economic policy Fiscal policy and Public Finances Taxation Irish labour market

	Social Welfare and Inequality Industry and industrial policy Agriculture and environmental sustainability
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.

Learning Outcomes

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

#	
MLO1	Have a good analytical understanding of the development of the Irish economy.
MLO2	Review recent developments in the Irish Economy and how the Irish Economy has been impacted by overall global economic trends
MLO3	Understand the contemporary features of the Irish Economy
MLO4	Evaluate developments and policies in particular sectors of the Irish economy

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	ECON 9104 v.2 Introductory Economics [Approved]	Module

Assessment Threshold	A minimum of 25% in the examination is required.

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	25	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description One end of Semester examination			

Other Assessment(s)			
Assessment Type	Project	**% of Total Mark for Module**	60
Indicative Week	Week 2	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description may include oral and written discussions, essay			

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

- **John O'Hagan,Francis O'Toole,Ciara Whelan. (2021), The Economy of Ireland, Red Globe Press, p.0, [ISBN: 9781350933811].**

APPROVED

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 NFQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Louise O Sullivan
Module Coordinators:	• 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

	o Intangible assets o Non-current assets held for sale and discontinued operations o Reporting financial performance o Provisions, Contingent Liabilities & Contingent Assets o Disclosure of Accounting Policies o Goodwill o Events after the Reporting period o Government Grants o Research & Development o Inventories & Construction Contracts **Financial Accounts of Limited Companies:** Preparation of financial statements limited companies (excluding groups) for publication in accordance with the requirements of company law & international accounting standards. **Preparation & analysis of a statement of cash flows for a single company** Analysis & interpretation of financial statements: • Calculation of accounting ratios. • Interpretation of accounting ratios
Learning and Teaching Methods	Learners will be exposed to formal lectures & problem solving. Technical & problem solving abilities will be developed by individual problem solving both inside & outside class contact time. Students will subsequently have an opportunity to discuss their solution in class with a view to identifying & resolving any issues arising

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Prepare certain aspects of partnership ledger accounts & financial statements.
MLO2	Demonstrate an understanding of the international regulatory framework & standard setting process.

MLO3	Prepare financial statements for limited companies for publication in accordance with international generally accepted accounting practice.
MLO4	Apply & evaluate specified international accounting standards.
MLO5	Analyse financial reports by calculating & interpreting basic ratios.
MLO6	Demonstrate an ability to work in groups and be involved in the preparation and/or presentation of assessment material.

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**	2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This examination will constitute a conventional unseen timeconstrained test. The examination questions will be designed to assess a student's understanding of topics covered & their ability to select, apply & interpret the output from financial accounting techniques.

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	6
Assessment Threshold:	None	**Assessment Role**	Group

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This will consist of the preparation of a report to assess the students' knowledge & understanding of a topic previously covered in lectures & to apply that knowledge to a prescribed accounting situation. It will also involve a presentation of the report findings.

Assessment Type	Online Assessment	**% of Total Mark for Module**	10
Indicative Week	Week 11	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Online exam

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

APPROVED

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 NFQ level:	Level 8
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English

ECTS Credits::	10
Current Coordinator::	Wael Rashwan
Module Coordinators:	• 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	Indicative Module Content: Primitive types – declare, initialise and use variables. Basic input/output. Operators - arithmetic, equality, relational, assignment, increment/decrement, logical and bitwise. Operator precedence.

	Control structures: sequence, selection (if, if-else, if-else-if, switch, break and continue). Statement blocks. Scope. Control structures: iteration Collections Methods – scope, passing values to a method, returning a value from a method, call by value and call by reference. OOP – classes and objects; constructors; encapsulation – private, public, protected and friendly/package access; instance and class variables Web Application Development & Deployment Mobile Application Development: Mobile UI design, Basic Android App Development
Learning and Teaching Methods	The module assessment will be a mixture of lab-based exams and continuous assessment assignments requiring the participants to apply module learning in a structured manner that addresses the learning outcomes.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Demonstrate an ability to develop, test and debug Java programs using Eclipse.
MLO2	Apply OOP: classes, methods, constructors, encapsulation and access modifiers; instance versus class members, control structures, collections.
MLO3	Implement algorithmic solutions to problems
MLO4	Build basic Android applications
Requisites	

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Lab Activities	**% of Total Mark for Module**	100
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The module is assessed by means of 100% continuous assessment. This will take the form of assignments and lab exams.

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

- **Cay S. Horstmann. (2022), Core Java Volume I: Fundamentals, 12. Oracle Press Java.**
- **Cay S. Horstmann. (2022), Core Java: Advanced Features, Volume 2, 12. Oracle Press Java.**

Other Resources

- **Website, Runestone Academy. Runestone Academy, https://runestone.academy/ns/books/publi shed/csawesome/index.html**
- **Website, https://docs.oracle.com/javase/7/docs/ap i/. https://docs.oracle.com/javase/7/docs/ap i/, https://docs.oracle.com/javase/7/docs/ap i/**

APPROVED

ECON 2002: Macroeconomic Theory and Policy

Module Details

Module Code:	ECON 2002
Module Long Title:	Macroeconomic Theory and Policy APPROVED
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 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	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.
Indicative Syllabus	**Review of Basic Macroeconomic Theory:**
	Circular flow of income diagram. Aggregate demand / Aggregate supply analysis.

	Income / Expenditure analysis. The Cobb-Douglas production function.
	Growth Theory:
	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.
	Inflation and Unemployment:
	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.
	Modelling the economy in the long run:
	The Classical model of the Closed economy and the Small Open Economy. The market for loanable funds. The markets for loanable funds and foreign exchange in the small open economy. Case studies on changes in domestic fiscal policy and assessing their effects.
Learning and Teaching Methods	There is an emphasis on "learning by doing" i.e. the Socratic method in this module. Students are asked questions during lectures and are "encouraged" to participate. Each topic is developed from basic economic principles and, since it involves significant "block building" students are required in lectures to show both an understanding of the material developed in previous lectures and a capacity to apply this material in the further development of the topic. Students are also given problems to solve between lectures and then the students and lecturer jointly develop solutions in subsequent lectures. Part of the practical application of the theory will take the form of self-directed learning. The engagement with some prescribed research papers is a very important part of this self-directed learning. There is an examination in the first semester which test's the participant's ability to understand and critically evaluate these prescribed research papers.

Learning Outcomes

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

#	
MLO1	explain standard theory in Macroeconomics at an intermediate level

MLO2	explain the basic tools of Macroeconomic theory and be able to use these tools to illustrate problems that can occur in public policy
MLO3	demonstrate an understanding of a basic production function and be able to mathematically manipulate the function to show that it is consistent with basic economic principles
MLO4	illustrate and show an understanding of a basic model in growth theory and be able to calculate and graph the impact of changes on the model
MLO5	explain different theories of inflation and unemployment
MLO6	build a macroeconomic model with equations and graphs and be able to show the impact of exogenous changes on the model
MLO7	be able to demonstrate that engagement with the research papers is taking place

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	ECON 9104 v.2 Introductory Economics [Approved]	Module
Pre Requisite	ECON 9103 v.2 ECON 9103 Introductory Macroeconomics [Approved]	Module

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	Week 20	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Three hour sight unseen exam.

Other Assessment(s)

Assessment Type	On-line Examination	**% of Total Mark for Module**	30
Indicative Week	Week 10	**Learning Outcomes**	7
Assessment Threshold:	30	**Assessment Role**	Paired
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Examination based on research papers.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	54
Lecture	96
Hours (up to 100 for 5 ECTS credits)	150.00

Recommended Reading List

Recommended Book Resources

- **Mankiw, Gregory N. (2021), Macroeconomics, 11th. MacMillan International.**

APPROVED

ECON 2017: Microeconomics

Module Details

Module Code:	ECON 2017
Module Long Title:	Microeconomics APPROVED
Banner Title:	Microeconomics
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 (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	The topics covered include The theory of consumer behaviour, derivation of demand, applications of consumer theory. Behavioural economics insights. Theory of production: Productivity and costs, derivation of firm and market supply, returns to scale. Competitive markets. Welfare and the effects of public policy interventions. Market failure including environmental externalities. Economics of Information: Asymmetric information. Moral hazard.

Learning and Teaching Methods	Lectures, class discussions and online exercises.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Explain the behaviour of producers and consumers using microeconomic analysis
MLO2	Apply microeconomic techniques to analyse real-world scenarios.
MLO3	Evaluate competitive markets and public policy interventions in markets.
MLO4	Analyse the role of information in economic decision-making and its consequences.

Requisites		
Requisite Type	***Module Title***	***Type***
Pre Requisite	ECON 9104 v.2 Introductory Economics [Approved]	Module
Pre Requisite	ECON 9105 v.2 Introductory Micro Economics [Approved]	Module

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formal, end of semester Examination

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	40
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
Continuous Assessment Exercises

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Perloff, Jeffrey. Microeconomics: Theory and Applications, Pearson.**

Supplementary Book Resources

- **Browning, Edgar and Zupan, Mark. Microeconomics: Theory and Applications, Wiley.**
- **Besanko, David and Braeutigam, Ronald. Microeconomics, Wiley.**
- **Estrin,Saul, Laidler, David and Dietrich, Michael. Microeconomics, Pearson.**
- **Varian, Hal. Intermediate Microeconomics: A Modern Approach, Norton.**
- **Pindyck, Robert and Rubinfeld, Daniel. Microeconomics, Pearson.**

APPROVED

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	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. This module introduces some of the current techniques to manage software projects through the lifecycle of the project.

	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.
Indicative Syllabus	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. Total and Free Float and its application to Project Control. Resource scheduling using Block Graphs/ Gantt charts; Cost scheduling, cost slope, crash costs and Time-Cost Trade-Off; Risk Management, Uncertainty and Project Planning/Scheduling; Identifying, prioritising and managing risk Optimistic, most likely and pessimistic activity times, PERT Estimates and PERT (project evaluation and review technique) Activity on node networks with non standard types of dependency: Finish to finish, start to start and start to finish dependencies with time lags.
Learning and Teaching Methods	Lecture/discussion session supplemented with case studies and research

Learning Outcomes

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

#	
MLO1	Describe the lifecycle of a project, appreciate and analyse the role of the project manager and the project team during each phase of a project.
MLO2	Demonstrate the ability to estimate costs as part of the project management process
MLO3	Manage and Control projects through the application of management science techniques including create networks using the concepts from work breakdown structure. estimate task/activity times using PERT estimation techniques. determine the critical path in a network. apply networks to project planning problems. apply Gantt charts to resource scheduling problems. implement crashing to solve cost scheduling problems.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**

Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 14	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description End of semester exam			

Other Assessment(s)			
Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	40
Indicative Week	Week 7	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Take home assignment			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	26
Self Directed	74
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Supplementary Book Resources

- **Jack R. Meredith,Scott M. Shafer. Project Management in Practice, [ISBN: 978-1-119-70304-4].**
- **David Ray Anderson,Dennis J. Sweeney,Thomas Arthur Williams. An Introduction to Management Science, [ISBN: 9780314793218].**
- **Bernard W. Taylor. (2012), Introduction to Management Science, Pearson College Division, p.822, [ISBN: 0-13-275191-7].**

APPROVED

RETL 3000: Store Environments 1

Module Details

Module Code:	RETL 3000
Module Long Title:	Store Environments 1 APPROVED
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	**Module Description**: 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. **Module Aim**: 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.

Indicative Syllabus	Detailed Description of syllabus content covered in module. Building customer experiences; Why is store environments important? Modern consumer behaviour; Identifying customer needs Store Positioning; Concepts Definitions Elements of a retail image What is visual merchandising? VM – Store Exterior VM – Store Interior How VM Supports Sales, Evaluating Space Productivity, Balancing Space & Exposure Requirement How Consumers process VM messages Correct Choice of Layout, Allocation of Floorspace – Gridiron, Freeflow, Minimal, Combination Principles of Design; Visual Design Elements Presentation Strategies for Walls Displays Signage Lighting Window Display & Merchandising
Learning and Teaching Methods	**Lectures**: Traditional lectures supplemented with slide presentations, videos, and case studies to elucidate the principles of store environments and sensory merchandising. **Seminars**: Small-group discussions centered around specific topics provide students a platform to share and critically analyze insights.

	Workshops: Hands-on sessions focused on the 3D Virtual Reality software, enabling students to translate theoretical store concepts into visual representations. **Group Projects**: Collaborative design tasks where students create store environments, integrating the sensory elements and principles discussed in the module. Culminating in presentations for peer review. **Guest Speakers**: Invitations to retail and sensory merchandising professionals to share real-world experiences and case studies. **Field Trips**: Visits retail stores to observe and analyze real-world applications of the taught concepts, offering an immersive learning experience. **Self-study & Research Assignments**: Independent research tasks on specific topics, facilitating more profound understanding and exploration within the module's framework. **Interactive E-Learning Platforms**: Online platforms featuring quizzes, videos, and discussion forums to supplement and reinforce traditional learning.

Indicative Syllabus

1. n/a
1.1) n/a

Learning Outcomes

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

#	
MLO1	To Appreciate the Importance of Store Environments: Recognize the foundational role of store environments in shaping customer experiences and the overall success of a business.
MLO2	To Understand Sensory Influences in Retail: Delve into how consumers process sensory messages and how these sensory cues, such as visuals and sounds, influence shopping decisions and perceptions.
MLO3	To Familiarize with the Basics of Retail Design: Learn the primary principles and elements that constitute a store's design, ranging from its spatial configuration to its visual displays.
MLO4	To Analyze the Impact of Visual Merchandising: Critically evaluate successful cases of store interior and exterior visual merchandising. Understand how business concepts are translated into various elements like flooring, walls, presentations, advertising, fixtures, lighting, color, scent, and more, to create cohesive corporate identity statements.
MLO5	To Evaluate the Principles of Store Layout: Meet performance objectives by evaluating and understanding the importance of store format, layout, and spatial manipulation to optimize customer flow and experience.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%

Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Exam (Design Theory):

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students will be required to choose a specific retailer(s) and take images of one or more of their stores. The purpose of this assessment is to relate the theory and concepts covered inclass to actual design employed by retailers.

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

- **Dimitri Koumbis. (2021), An Introduction to Fashion Retailing, Bloomsbury Visual Arts, p.169, [ISBN: 9781350098275].**
- **Rosy Boardman,Rachel Parker-Strak,Claudia E. Henninger. (2020), Fashion Buying and Merchandising, Routledge, p.248, [ISBN: 9781138616325].**
- **Ghalia Boustani,Daniela Leonini. (2022), A Fashion Retailer's Guide to Thriving in Turbulent Times, Routledge, p.0, [ISBN: 9781003173212].**
- **Marina Toeters. Unfolding Fashion Tech, [ISBN: 9789493148147].**
- **Leanne Luce. (2018), Artificial Intelligence for Fashion, Apress, p.218, [ISBN: 9781484239308].**

APPROVED

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 NFQ 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	**Introduction:** Data types; need for data structures; derivation and specification of algorithms. **Abstract Data Types:** Definition; how to specify abstract data types (ADTs); **Algorithm Analysis**: Calculating the running time of a program; best, worst and average cases; asymptotic analysis; O notation; comparing analysis results. **List based Data Structures**: Arrays; lists; stacks, queues; priority queues; **Sorting**: Internal sorting; sample sorts with various complexities: bubble, selection, insertion, quick, and radix sort; comparison of sorting algorithms;

Learning and Teaching Methods	This module is delivered over four hours a week. There is a two hour lecture where students are taught the module content and two lab hours which gives the students the oppertunity to apply the knowledge learned in the lecture though the use of execerise sheets.

Learning Outcomes

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

#	
MLO1	Develop and produce algorithms using accepted notation.
MLO2	Formulate an abstract data type definition and convert it into software using appropriate object-oriented programming techniques.
MLO3	Identify the most common list based data structures and sorting algorithms and be aware of the various approaches to their implementation.
MLO4	Devise and design efficient approaches for the implementation of these data structures and algorithms.
MLO5	Demonstrate the ability to carry out such implementation using appropriate object-oriented programming techniques
MLO6	Evaluate and analyse the data structures and algorithms and determine how they can best be utilized.

Requisites

Requisite Type	***Module Title***	***Type***
Pre Requisite	INFS 1003 v.1 Object Oriented Software Development 1 [Approved]	Module

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written exam paper

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	15
Indicative Week	Week 7	**Learning Outcomes**	1,2,3,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Software problem which demonstrates knowledge of the associated learning outcomes.

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	15
Indicative Week	Week 13	**Learning Outcomes**	3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Software problem which demonstrates knowledge of the associated learning outcomes.

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students can achieve 10% if they attend greater than 80% of their lab classes.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24

Lab	24
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **John Lewis,Peter DePasquale,Joe Chase. (2016), Java Foundations, 4th. Pearson, p.1152, [ISBN: 978-0134285436].**

Supplementary Book Resources

- **Michael T. Goodrich,Roberto Tamassia,Michael H. Goldwasser. (2014), Data Structures and Algorithms in Java, 6th. John Wiley & Sons, p.736, [ISBN: 978-1-118-77133-4].**

APPROVED

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 NFQ 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;

Learning and Teaching Methods	This module will be taught using 2-hour weekly lectures and 2-hour practical sessions. 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

Indicative Syllabus

1. Overview of the role of data structures.
1.1) Definition and roles of data structures in programming.

2. Understanding and utilising collection API.
2.1) Understanding and using building block collection in Python such as List. Using this collection to implement the other collections/data structures.

3. Stack, Queue and List ADTs and their implementation
3.1) Presenting the structures and behavior/operations of the mentioned ADT. Implementing Stack and Queue using List and Linked List.

4. Iterations vs recursion
4.1) Presenting recursion thinking and recursion functions. The similarity and difference between iteration and recursion.

5. Sorting and searching
5.1) Different algorithms for sorting data with and without recursion. Linear search and binary search algorithms.

6. Algorithm complexity and O-notation
6.1) Analysis the complexity of algorithms using Big O- Notation

Learning Outcomes

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

#	
MLO1	Understand the need for a variety of data structures and be able to articulate their role
MLO2	Understand the essentials of algorithm analysis and O-notation.
MLO3	Formulate an Abstract Data Type definition
MLO4	Leverage maximum use from structures provided in the API of the implementing language
MLO5	Understand and implement a Stack ADT
MLO6	Understand and implement a Queue ADT
MLO7	Understand the nature of recursion and be able to implement and apply recursive solutions

MLO8	Correctly apply and implement searching and sorting algorithms

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 18	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The written examination at the end of the semester includes the questions that cover all the learning outcome of the module. The assessment test students about the knowledge provided in the module, the problem solving skill and programming skill.

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	30
Indicative Week	Week 7	**Learning Outcomes**	4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Practical assessments are taken place in the lab room, which aim to test students on the learning outcome focusing on programming skill, problem solving skill applied knowledge learnt.

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Check the attendance rate of students.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Lab	24
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Benjamin Baka. (2017), Python Data Structures and Algorithm, Packt Publishing, p.310, [ISBN: 9781786467355].**
- **Kenneth Lambert. (2019), Fundamentals of Python, 2nd. Cengage, p.432, [ISBN: 978-0-357-12275-4].**

Supplementary Book Resources

- **George T. Heineman. Designing Data Structures in Python, [ISBN: 9781491928622].**

APPROVED

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 NFQ 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	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. 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.
Indicative Syllabus	**Introduction:**

	Introduction to simulation; Random number generation; Discrete and continuous random variables; Summary measures of random variables; Law of large numbers; Central limit theorem; Confidence intervals; simulations for the single-server queue, and simple project management; Understanding the power and the limitations of simulation. **Input Modelling:** Understand how uniform random numbers are generated; Understand what is a Poisson process; Generate a Poisson process; Generate Normal random variables; how to use historical data to decide on simulation input; Make histogram, bar, and Q-Q plots to help decide on the appropriate input distribution; Estimate the input distribution parameters; Perform chi-square and Kolmogorov-Smirnov goodness-of-fit tests. **Discrete-Event Simulation:** Become familiar with the simulation software environment; understand the difference between terminating and steady-state simulations; Understand the challenges of steady-state simulation; Define a time average and an ensemble average; build a variety of simulation models; Verification and validation of simulation models. **Simulation output Analysis** Deciding on transient period, run length, and number of replications; Sensitivity Analysis; Design of experiment; **System Dynamics** Purpose and concepts of system dynamics; Problem definition and model purpose; building theory with causal loop diagrams; Mapping the stock and flow structure of systems; Dynamics of stocks and flows; linking feedback with stock and flow structure; Analysing Systems and Creating Robust Policies
Learning and Teaching Methods	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. The teaching methodology will apply a 30% teacher-centered to 70% student-centered learning approach which will assign significant responsibility to the student in the learning process, for example; in the modeling phase, the participant will analyse the business process and start modeling after learning the basics in the first lectures and from the gained experiences in a different context and practical examples/models. Evaluate the processing logic and taking responsibility for delivering an effective model will be the participant role under the lecture supervision

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

MLO1	Understand the broad applicability of process simulation to improve business processes
MLO2	Learn how to use simulation models to evaluate the consequences of different operational business decisions, and to select the best alternative
MLO3	Know the steps required to undertake a successful simulation project: modelling, data collection for input parameters, output analysis, verification and validation, and experimentation
MLO4	Learn analytical techniques for interpreting input data and output results pertinent to simulation models
MLO5	Learn to use simulation software tools to build simulation models
MLO6	Develop critical thinking and creativity skills through project and design of experiment

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Work-based Project	**% of Total Mark for Module**	100
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The assessment will be a 100% group assessment. The learner is required to achieve a simulation project for a real-life business firm under the community-based learning scheme. This project is to reflect the studied theories and concepts. A final product (Business Firm's interactive simulation model) of 50%, a comprehensive report of 30%, and an oral presentation of 20% are required by the end of the semester. This gives a chance for students to synthesise, criticise and demonstrate an understanding of the studied material along with developing the required communication, presentation, cooperation, and peer-learning skills.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lab	24
Lecture	48
Self Directed	130
Hours (up to 100 for 5 ECTS credits)	202.00

Recommended Reading List

Recommended Book Resources

- **Laguna, Manuel, and Johan Marklund. (2013), Business process modelling, simulation and design, CRC Press.**
- **Banks, J., J. S. Carson, and B. L. Nelson. DM Nicol. (2000), Discrete-Event System Simulation, Englewood Cliffs, NJ, USA: Prentice hall.**

Supplementary Book Resources

- **Wainer, Gabriel A., and Pieter J. Mosterman,. (2010), Discrete-event modelling and simulation: theory and applications, CRC Press.**
- **Ledolter, Johannes. (2013), Data mining and business analytics with R, John Wiley & Sons.**

Supplementary Article/Paper Resources

- **Jahangirian, Mohsen, et al.. (2010), Simulation in manufacturing and business: A review, European Journal of Operational Research, 203.1 (2010), p.1-13.**

APPROVED

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:	• 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	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 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.

Indicative Syllabus	HRM documentation and forms need to manage the large and small businesses/ organisations, Link the organisations Strategy, HRM operations and the role of analytics and report presentations Ability to use and apply appropriate statistical and analytical tools to understand key HRM organisational Issues: such as analyse wages, manpower requirements, leave etc. Use and application of Excel for statistical analysis Use and application of SPSS for statistical analysis Use and application of IT to present management reports Exploring social media tools and analytics for HR & Recruitment
Learning and Teaching Methods	Teaching methodology will apply a hybrid approach of teacher-centred and student-centred learning approaches which will assign a significant responsibility to the student in the learning process. The module will also incorporate a range of learning teaching methods including: lectures, class assignments, class discussions, Excel and IT laboratory classes, and case studies.
Rationale for Change :	As the system was unable to make the change itself!

Learning Outcomes

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

#	
MLO1	Have a comprehensive and up-to-date knowledge of HRM data and documentation requirements
MLO2	Recognise the strategic role of HRM documentation and analytics to all organisations
MLO3	Recognise the strategic role of HRM documentation and analytics to all organisations
MLO4	Demonstrate a critical understanding and ability to apply the statistical techniques and tools to analyse and evaluate the organisations HRM data
MLO5	Ability to analyse data and develop suitable management reports using IT
MLO6	Understand the impact of social media on recruitment and HR
MLO7	Obtain a basic understanding of SPSS, descriptive statistics and bivariate analysis

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

a. Derogations from General Assessment Regulations	A maximum of four attempts are permitted at this module
b. Module Assessment Thresholds	
c. Special Repeat Assessment Arrangements	A repeat examination which will constitute a conventional unseen time-constrained exam

Assessments

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	100
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The assessments will involve a combination of cases studies, and preparation of research reports, which will require the student to demonstrate an integrated understanding of a range of HRM analysis and management concepts and issues.

These assignments will comprise management research & analytics, case analysis, assessment of an industry context from a HRM analytics perspective, and presentation of results.

This will involve demonstrating critical insight into HRM analytics and data management, and relevant industry issues through business analysis, research and presentation exercises.

Assessment Breakdown – 100% CA

60% Individual
40% - Group

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

APPROVED

BUSL 2000: Business Law

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:	• 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	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. 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.
Indicative Syllabus	**Administration of the Law (incl. EU Law):**

	Nature and Sources of Law; Common Law and Equity; Crime and Civil Wrong; Court Structure and Administration of the Law. Judicial Precedent. EU laws applied to Accounting and Business **Contract:** Offer and Acceptance; Consideration; Intention to create legal relations; Contractual Capacity; Legality of Objects; Misrepresentation and Mistake; Public Policy; Contracts in Restraint of Trade; Contracts of Employment; Remedies for breach of Contract; Termination of Contract. Unfair Contract Terms. Postal rule. **Tort:** General Principles; Liability; Fault; Strict and Vicarious Liability; General Defences Nuisance; Negligence; Nuisance; Trespass; Liability for Defective Products; Occupiers Liability. **Agency:** Creation and Termination; Types of agency; Rights and duties of Principal and Agent; Liability of Principal for acts of Agent. **Partnership:** Creation; Types of Partnerships; Liability of partners; Termination of partnership; Partnership and Company contrasted. **Company Law:** Nature of a company; Company formation documents; Share capital and loan capital; Distinction between Private and Public registered companies; Definition of limited liability, ultra vires and 'lifting the veil'. Annual returns; Audits; Share Capital; Shares; Management of a company, Director's Duties (including fraudulent, reckless and criminal behaviour), Governance, Majority Rule and Minority Protection; Types of company meetings; Ordinary and Special Resolutions; protection of a Company by the Court; Examinership, Receivership, Liquidation. **Capital and Financing of Companies:** Share Capital, Loan Capital and Capital Maintenance and Dividends **Intellectual Property Law:** Patents; Copyright; Trademarks; Passing Off; E-Commerce; Data Protection. **Consumer Law:** Importance and impact of Consumer laws; Sale of Goods and Supply of Services Acts 1898-1980 (as amended); Consumer Information legislation; Consumer Credit legislation; Contract for sale of goods; Implied terms; Transfer of title; Retention of title; Credit Sales; Hire Purchase.

	Insurance: (Other than Marine) Insurable Interest; Duty of Disclosure; Warranties; Life and Property insurance; Subrogation; Contribution; Averaging; Valued Policies; Indemnity Policies. **Employment Law:** Contract of Service -v- Contract for Services; Unfair Dismissals Acts; Redundancy; Family leave. Safety Health & Welfare at Work Act, 2005. Equality **Industrial Relations:** Collective Agreements; Machinery for settlement of disputes; Conciliation and Arbitration. **Corporate, Fraudlent and Criminal Behaviour:** Fraudlent and Criminal Behaviour, Money Laundering and the Financing of Terrorism
Learning and Teaching Methods	Lectures, tutorials, assignments, group discussions and independent self-directed learning

Learning Outcomes

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

#	
MLO1	Demonstrate a thorough knowledge and comprehension of the legal principles of business
MLO2	Identify the legal problems which can arise in business, synthesis and evaluate the factual position and advise on the legal remedies which may be available.
MLO3	Analyse and make accurate predictions as to the legal consequences of any proposed plan of action, applying the applicable law(s).

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	65.00%
Other Assessment(s)	35.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	65
Indicative Week	Week 24	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)			
Assessment Type	In Class Test	**% of Total Mark for Module**	15
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Assessment Type	In Class Test	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	96

Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **GRAINNE. CALLANAN. (2022), INTRODUCTION TO IRISH COMPANY LAW 5ED., 5th. Clarus Press, Dublin, [ISBN: 9781911611622].**
- **Vaeni Mac Donnell. (2015), An Introduction to Business Law, 2nd. Chartered Accountants Ireland, Dublin, [ISBN: 978-1-910374-33-7].**
- **Anthony Thuillier,Cathy Macdaid. (2015), Business Law in Ireland, Clarus Press, Dublin, [ISBN: 978-1-905536-77-1].**

APPROVED

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:	• 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	**Sources of Law** Outline of sources inc. constitution, legislation, judicial precedent, EU law including Human Rights laws. Criminal and civil law system court structure inc. commercial court **Contract**

	Formation. Capacity Terms and Exclusion Clauses. Vitiating Factors-mistake, misrepresentation, duress, undue influence. Discharge of contract. Remedies. Electronic contracts **Sale of Goods** Consumer law: Sale of Goods Acts, National Consumer Agency Implied Terms Transfer of possession and property. **Employment Contracts:** Contracts of service and for services. Duties of employer and employee. Main rights of employees: including unfair and wrongful dismissal, redundancy, remedies Health & Safety legislation **Agency:** Nature, creation, authority of agent, liabilities of agent & principle. **Company Law** Formation of a company: Characteristics of a company including separate personality, corporate veil, limited liability and other characteristics. Types. Formalities for forming a company: documentation, promoters role & duties, corporate names, Share & Loan capital: capital, types of shares, prospectus, capital maintenance, share transfer, minority rights, debentures, capital maintenance, dividends Company administration: Director types, appointment, removal, role, duties, breach of duties, removal, director transactions, powers, restriction and disqualification orders.. Other officers: company secretary appointment, duties role. Auditors, appointment duties, role, removal Company meetings, types, requirements, resolutions. Shareholders types, rights. Annual return requirements. Insolvency: fixed & floating charges and priorities. Receivers, liquidators, examiners Governance: nature; legal and extra-legal regulations; fraudulent, insider trading, market abuse, money laundering, bribery, fraudulent & reckless trading **Data protection** **Other business forms** Partnership and sole traders **Tort** Negligence: duty of care, defences, professional negligence Other Torts including passing off **Property law** As may apply to role of professional e.g. accountant Landlord and Tenant, Planning law Companies Act 2014; Relevant European Union Legislation.

Learning and Teaching Methods	Lectures, Case-law and Class Discussion
Rationale for Change :	General improvement and updating recommended textbooks

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	Gauge the legal constraints within which business operates and be better able to assess when appropriate professional advice is required.
MLO4	Assess when appropriate professional advice is required.

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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of year written examination

Other Assessment(s)

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

Assessment Description
Continuous Assessment

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

- **Áine Keenan. Essentials of Irish Business Law, [ISBN: 1916019986].**
- **Anthony Thuillier,Cathy Macdaid. Business Law in Ireland, [ISBN: 978-1-905536-77-1].**
- **Fergus W. Ryan. Contract Law, [ISBN: 9781858001715].**
- **DOROTHY. DONOVAN. EMPLOYMENT LAW., [ISBN: 9780414102514].**
- **Irene Fisher. Tort, 3rd.**
- **Company Law, [ISBN: 9780414065093].**

APPROVED

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:	• 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	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. 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.
Learning and Teaching Methods	A variety of learning and teaching methods will be used, including: Lectures, class discussion, exercises, video material and case studies, in order to reflect key issues and challenges.

Indicative Syllabus

1. Introduction: A Business to Business marketing perspective

1.1) Understanding the structure and nature of b2b markets, customers and goods.
1.2) Identifying the distinguishing characteristics of business marketing, comparing business
1.3) and consumer marketing practices. The supply chain. The customer value proposition.

2. Organizational Buyer Behaviour:

2.1) The organizational buying process, and buying situations. Influences on the organisations
2.2) buying behaviour. The buying centre.

3. Customer relationship management:

3.1) Relationship marketing theory, managing customer relationships, and defining superior
3.2) value for customers. Online and offline CRM. Value Creation

4. Managing the Marketing Mix in a global Business to Business Context:

4.1) Managing products and brands: quality and value, managing product lines,
4.2) product strategy.
4.3) • Managing the business distribution channel: direct vs indirect channels,
4.4) participants in the channel, channel design and administration.
4.5) • The marketing communications mix:
4.6) Traditional MarCom: Advertising, direct marketing, trade show management;
4.7) sales promotion.
4.8) Digital Marketing Communications: website, search, online advertising, eCRM,
4.9) email and social media management.
4.10) • Managing pricing: the pricing process, pricing strategies and tactics, competitive
4.11) bidding.

Learning Outcomes

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

#	
MLO1	Compare and contrast Business to Business and Consumer Markets
MLO2	Analyse the business to business marketing environment
MLO3	Demonstrate an understanding of the process and influences on organisational buyers decision-making
MLO4	Demonstrate an understanding of B2B relationship theory and its role in value creation
MLO5	Demonstrate an understanding of the B2B marketing mix in theory and in practice

Requisites

Module Content & Assessment	
Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)			
Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
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	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76

Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Zimmerman and Blythe. (2022), Business to Business Marketing: A Global Perspective, Routledge, London.**
- **Hutt and Speh. (2017), Business Marketing Management, Cengage, Boston.**
- **Buttle. (2019), Customer relationship management, Routledge, New York.**

APPROVED

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	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. Electronic media is utilised throughout the module in much of the teaching, learning and student presentations. 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.
Indicative Syllabus	Mass Communication theories, International Communication theories, globalisation issues,

	dominant and hegemonic issues Frankfurt School Mass culture Popular culture Cultural imperialism Representation in the media Stereotypes and power Public disprogramme Embedded values Media, reality, truth
Learning and Teaching Methods	Module content will be delivered through: lectures, discussion, case study, debates, video, film, work-based learning, readings, project work, self-directed learning.

Learning Outcomes

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

#	
MLO1	Demonstrate a systematic and analytical understanding of communication theories, models and processes.
MLO2	Evaluate the key theories in International Communications, including the ethical and stakeholder dimensions.
MLO3	Utilise and demonstrate a range of oral and electronic communication skills for presentation and project delivery.
MLO4	Exercise judgement and analytical skills in the interpretation of media content, agendas, ideologies and messages.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Essay	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			
Assessment Type	Presentation	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			
Assessment Type	Report	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	72

Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **Ciaran McCullagh. (2002), Media Power, Palgrave Macmillan, p.230, [ISBN: 978-0333643419].**
- **Thomas L. McPhail,Steven Phipps. (2019), Global Communication, John Wiley & Sons, p.342, [ISBN: 978-1-119-52218-8].**

Supplementary Book Resources

- **Paul Brennan,Catherine de Saint Phalle. (1997), Arguing at the Crossroads, [ISBN: 9781874597544].**
- **Miriam Catterall,Pauline Maclaran,Lorna Stevens. (2000), Marketing and Feminism, Psychology Press, p.308, [ISBN: 9780415219730].**
- **John Downing,John D. H. Downing,Ali Mohammadi,Annabelle Sreberny. (1995), Questioning the Media, SAGE, p.546, [ISBN: 978-0803971974].**
- **Stuart Hall,Jessica Evans,Sean Nixon. (2013), Representation, SAGE Publications Limited, p.440, [ISBN: 9781849205634].**
- **Ziauddin Sardar,Merryl Wyn Davies. Why Do People Hate America?, [ISBN: 978-1567317213].**

APPROVED

LAW 1031: Company Law

Module Details

Module Code:	LAW 1031
Module Long Title:	Company Law APPROVED
Banner Title:	Company Law
Version:	1
Indicative NFQ 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

	4. Corporate Authority and Capacity 5.Directors – Governance issues 6. Directors Duties 7. Transactions with directors 8. Restriction and disqualification of directors 9. Fraudulent and reckless trading 10.Corporate Governance 11. Membership and shares 12. Protection of minorities 13. Corporate Borrowing 14. Receivership 15. Capital Maintenance 16. Liquidations 20. Realisation of Assets 21. Examinership
Learning and Teaching Methods	Lectures and Tutorials

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Describe the various types of corporate structure available in Ireland and the purposes for which each might be incorporated

MLO2	Critically assess the nature of separate legal personality and its consequences
MLO3	Outline and critically evaluate the limitations that may validly be placed on a company's authority and capacity.
MLO4	Describe the role of the company director, identify the limitations placed upon a directors powers of management and assess the remedies available for a breach of directors duties
MLO5	Explain the various ways in which a company may be capitalised and the restrictions on the variation of capital following incorporation
MLO6	Outline the rights of company members, the nature of membership and the remedies available to shareholders whose interests are being compromised by the actions of the company
MLO7	Discuss the forms of borrowing available to companies, how loans may be secures and the consequences for the company of default on loans.
MLO8	Distinguish between the various ways in which a company may enter liquidation and explain the difference between receivership, liquidation and examinership
MLO9	Critically assess the circumstances in which a company might enter examinership and the rules governing the process of examinership
MLO10	Develop well-reasoned solutions to novel problems in company law using appropriately selected sources and materials

Requisites

Module Content & Assessment

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

Derogations from the General Assessment Regulations

No more than four attempts are permitted

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)			
Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	Week 3	**Learning Outcomes**	1,2,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Thomas B. Courtney,G. Brian Hutchinson,Dáibhí O'Leary. (2016), The Law of Companies, Bloomsbury Publishing, p.2927, [ISBN: 1780438400].**
- **G. Brian Hutchinson,Ronan Keane. (2016), Keane on Company Law, Bloomsbury Publishing, p.897, [ISBN: 9781780435428].**

APPROVED

LAW 2501: Constitutional Law

Module Details

Module Code:	LAW 2501
Module Long Title:	Constitutional Law APPROVED
Banner Title:	Constitutional Law
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English

ECTS Credits::	10
Current Coordinator::	Deirdre McGowan
Module Coordinators:	• 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	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. Students engage in self-directed learning through research of the Constitution, legislation (as appropriate), case law and academic commentary.
Indicative Syllabus	

1. An overview of the Irish Constitution and Irish constitutional history
1.1) n/a

2. Constitutional interpretation
2.1) n/a

3. The roles of the Executive, the Legislature and the Judiciary and the separation of powers doctrine
3.1) n/a

4. The election and referenda processes
4.1) n/a

5. Locus standi and mootness
5.1) n/a

6. Article 26 and the Role of the President
6.1) n/a

7. Criminal Trial Rights
7.1) n/a

8. Personal rights under Article 40 of the Constitution
8.1) The rights of the person, the right to life, the right to a good name, the right to liberty, equality, and the freedoms of expression, assembly and association

Learning Outcomes

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

#	
MLO1	Discuss and evaluate judicial techniques used to interpret the Constitution.
MLO2	Describe the composition, functions and powers of each of the main institutions and functionaries of the State, and critically analyse their respective roles with particular reference to the division and separation of powers.
MLO3	Outline and discuss the legal character of the State as described in the Constitution, with particular reference to the concept of sovereignty and to the history and development of Irish constitutional law.
MLO4	Outline and appraise the main features of the fundamental rights guaranteed by the Constitution and, in particular, to delineate the respective importance and significance of each decision.
MLO5	Explain and critically analyse the judicial decisions interpreting and applying the provisions of the Constitution.
MLO6	Critically analyse the impact of constitutional principles, rules and judicial decisions upon the organs of State and upon private individuals and organisations.

MLO7	Recognise and accurately identify issues pertaining to Irish Constitutional law arising from unseen fact patterns, apply appropriate rules and principles to the relevant facts, and present logical arguments as to the probable outcomes of the issues.
MLO8	Comment critically upon the likely outcome of the application of law to a particular unseen fact pattern.
MLO9	Evaluate the impact of other legal sources of fundamental rights (such as the European Convention on Human Rights) on Irish constitutional law.
MLO10	Identify and locate available and relevant sources and materials to assist in the solution of legal problems in a variety of contexts (particularly where such problems are unanticipated or have not been considered by the student on previous occasions).

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	Week 26	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuing assessment which may take the form of a research essay, group project , quizzes or a combination thereof

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Gerard Hogan,Gerry Whyte,David Kenny,Rachael Walsh. (2018), Kelly: The Irish Constitution, Bloomsbury Professional, p.3072, [ISBN: 9781784516666].**
- **Michael Forde,David Leonard. (2013), Constitutional Law of Ireland, A&C Black, p.1097, [ISBN: 9781847667380].**
- **Dr Oran Doyle,Tom Hickey (Law teacher). (2008), Constitutional Law, [ISBN: 9781911611271].**

Supplementary Book Resources

- **Oran Doyle,Eoin Carolan. (2008), The Irish Constitution, [ISBN: 9781858005157].**
- **Ivana Bacik,Mary Rogan. (2016), Legal Cases that Changed Ireland, Clarus, Dublin, [ISBN: 978-1-905536-85-6].**
- **Gerry Whyte. (2015), Social Inclusion and the Legal System, [ISBN: 978-1-910393-05-5].**

APPROVED

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 NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Niamh Carruthers
Module Coordinators:	• 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	**Module Description:** This module builds on a foundation of the Marketing Research and presents students with a thorough grounding in primary data collection methods. **Module aim** 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.

Indicative Syllabus	Primary Research objectives and rationale Sampling theory and practice Quantitative Research Designs and Analysis Questionnaire Design Measurement and Scaling Data preparation for analysis Introduction to SPSS Survey, Observation and Experiments Fieldwork and Quality Control Qualitative Research Designs and Analysis Focus groups Projective Techniques Depth Interviews Reports and their presentation
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 student's own primary research needs and to demonstrate how professional researchers have approached these issues. Where available, video presentations and guest lecturers will illustrate the techniques as they are currently practiced. Weekly tutorials will be given to apply the theory in practical exercises along with workshops to assist in their assessment requirements. Workshops on questionnaire design, sampling will be undertaken, as will trial interviewing.

Learning Outcomes

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

#	
MLO1	Demonstrate how researchers develop and rationalize research objectives
MLO2	Design a qualitative research instrument
MLO3	Design a questionnaire
MLO4	Design an appropriate sampling procedure for their chosen topic within the Dublin region

MLO5	Implement both qualitative and quantitative fieldwork
MLO6	Prepare data for analysis
MLO7	Prepare and present primary research findings.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Online Assessment	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
40% On-line assessments (10%x 4 out of 5)

Assessment Type	Report	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
60% Marketing research final report (group)

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Naresh K. Malhotra,Daniel Nunan,David F. Birks. Marketing Research, [ISBN: 978-1292103129].**

Supplementary Book Resources

- **Christine Domegan,Declan Fleming. (2007), Marketing Research in Ireland, Gill & MacMillan, p.590, [ISBN: 0717142000].**
- **Barry J. Babin,William G. Zikmund. (2015), Exploring Marketing Research, Cengage Learning, p.656, [ISBN: 978-1305263529].**
- **Tom J. Brown,Tracy A. Suter,Gilbert A. Churchill. Basic Marketing Research (Book Only), [ISBN: 978-1337100151].**

APPROVED

INFS 2005: Database Fundamentals

Module Details

Module Code:	INFS 2005
Module Long Title:	Database Fundamentals APPROVED
Banner Title:	Database Fundamentals
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 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

#	
MLO1	Describe objectives of database management systems.
MLO2	Draw Entity Relationship diagrams.
MLO3	Apply the rules of normalization to tables.
MLO4	Create tables, relationships between them and data constraints.
MLO5	Design forms, queries and reports that facilitate comfortable and efficient data entry and lookup.
MLO6	Take a simple business problem, produce a data model, translate the model into normalized relations and create an appropriate database.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	40
Indicative Week	Week 10	**Learning Outcomes**	4,5,6

Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6
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	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **David M. Kroenke,David J. Auer. (2013), Database Processing, Prentice Hall, p.608, [ISBN: 978-0-13-305835-2].**

Supplementary Book Resources

- **Philip J. Pratt,Mary Z. Last. (2014), Concepts of Database Management, Cengage Learning, p.432, [ISBN: 978-1285427102].**
- **Matthew MacDonald. (2013), Access 2013: The Missing Manual, O'Reilly Media, Incorporated, p.608, [ISBN: 978-1449357412].**

APPROVED

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.

	The module explores how to effectively design and deliver training, learning and development to support organisational strategy, enhance individual and collective performance, and improve workplace skills. The learning, teaching and assessment of the module is underpinned by two mutually reinforcing themes. The first theme involves the systematic consideration of the conceptual frameworks and theoretical models grounding human resource development. This facilitates an exploration of the shaping influence of the four-stage learning and development cycle on organisational human resource development strategies, policies, procedures and practices. The second theme involves the operationalisation of such frameworks and models by locating an organisation's human resource development function, and its activities, at the centre of the business strategy. This facilitates an exploration of the design, delivery and evaluation of a variety of training, learning and development interventions to ensure that the function and activities of human resource development proactively meets the strategic needs of contemporary organisations.

Indicative Syllabus	Reflecting the module's themes, the following topics, *inter alia*, will be covered:
	
	• Contextualisation of organisational training, learning and development (learning organisation; strategic imperatives; local, regional, national and EU policy influences).
	• Identification of training, learning and development needs (motivating environment; knowledge, skills and attitudes; levels of assessment).
	• Design and development of training, learning and development interventions (organisational context and constraints; outcomes and objectives; best practice guidelines).
	• Delivery of training, learning and development interventions (methods; skills of in-person and virtual delivery).
	• Evaluation of training, learning and development interventions (approaches; models; measurement tools).
	• Transfer of learning from the classroom to the workplace (stakeholder partnership approach; enablers and inhibitors; transfer strategies).
	
	• Implementation of training, learning and development interventions for contemporary organisations, for example, for staff:
	  ○ Joining organisation (induction training)
	  ○ Managing the performance of others (coaching)
	  ○ Taking on c-suite roles and responsibilities (leadership and management development)
	  ○ Moving from one global location to another (international assignment training).
	  ○ Progressing proactively through the employee lifecycle (career management).

Learning and Teaching Methods	A variety of methods will be drawn upon, including, for example, discursive class-based lectures, in-class discussion, role-play, case studies, problem-solving exercises, individual, pair and team activities, and independent, self-directed reading.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Critique the conceptual frameworks and theoretical models of the design and delivery of training, learning and development identified in the literature to create and sustain learning organisations.
MLO2	Apply the conceptual frameworks and theoretical models of the design and delivery of training, learning and development to embed a culture that supports transformation and enhances capability in contemporary organisational settings.
MLO3	Analyse the impact of context and environment on the design and delivery of training, learning and development strategies, policies, procedures and practices in contemporary organisational settings.
MLO4	Assess and integrate stakeholder needs into the design and delivery of training, learning and development strategies, policies, procedures and practices in contemporary organisational settings.
MLO5	Design, deliver and evaluate situationally appropriate training, learning and development interventions in collaboration with stakeholders to support transformation and enhance capability in contemporary organisational settings.
MLO6	Develop strategies in partnership with stakeholders to translate the outcome from appropriately assessed, designed, delivered and evaluated training, learning and development interventions into transferable and sustainable practices in contemporary organisational settings.
Requisites	
Assessment Threshold	40% overall required to pass

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Essay	**% of Total Mark for Module**	20
Indicative Week	Week 13	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written individual reflective assignment requiring independent research and critical analysis of contemporary issues and challenges related to the design and delivery of training.

Assessment Type	Essay	**% of Total Mark for Module**	40
Indicative Week	Week 18	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written individual assignment requiring
independent research and critical analysis of contemporary issues and challenges related to the design and delivery of training, as applied in a specific organisational setting.

Assessment Type	Essay	**% of Total Mark for Module**	40
Indicative Week	Week 24	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written individual assignment requiring
independent research and critical evaluation of contemporary issues and challenges related to the design and delivery of training in a specific organisational setting, including developing contextually appropriate recommendations.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00
Part Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48

Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

APPROVED

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 NFQ level:	Level 8
Valid From:	Jan 2021 (January 2021)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	WENDY SHAW
Module Coordinators:	• 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	• Theoretical understanding of an E-Business framework • The role of the information architect • Digital revolution, its business environment, and organisational responses

	• Evaluate the impact Internet 2 will have on E-Business • Operating Systems and service level agreements • Theoretical understanding of the architecture and main functions of an operating system • Investigate data storage and access strategies • Compare and contrast Service Level Agreements • Cloud Computing • Theoretical background for cloud computing • Compare and contrast the advantages and disadvantages cloud computing has on business • Evaluate business strategies that incorporate cloud computing • Critically analyse cloud infrastructure models

Learning Outcomes

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

#	
MLO1	Understand the different hard and software technologies underlying an eBusinesss infrastructure, and evaluate the different approaches to managing the eBusiness applications infrastructure
MLO2	Understand the basic characteristics of relationship modelling and databases such as hierarchy, entity relationships, and organisation
MLO3	Critically review the cost implications for different service level agreements
MLO4	Explore and evaluate the architecture of cloud computing, distinguishing between its different business models.

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**	1,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Summative Exam			

Other Assessment(s)			
Assessment Type	Submission	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Formative assignment			

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

- **KENNETH. LAUDON LAUDON (JANE.),Kenneth C. Laudon,Jane Price Laudon. (2021), Management Information Systems, 17th. Pearson, [ISBN: 978-1292403281].**

APPROVED

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 NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
ECTS Credits::	5
Current Coordinator::	Justina Setkute
Module Coordinators:	• 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	Digital marketing fundamentals Digital macro and micro environment

	Digital marketing strategy Digital marketing mix Digital marketing platforms and channels Digital marketing measurement and evaluation
Learning and Teaching Methods	Course delivery will be lecture based. The learner will be provided with in-class activities, current digital marketing campaigns, links and references for digital marketing in practice. The assessment will require the learner to apply the theoretical concepts to a specific task and thereby reinforce the theory.
Rationale for Change :	

Learning Outcomes

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

#	
MLO1	Demonstrate an in-depth knowledge related to the concepts, tools and techniques of digital marketing.
MLO2	Explain how digital marketing can be integrated into overall business and marketing strategy.
MLO3	Evaluate the potential of various digital marketing platforms and channels.
MLO4	Assess the tools and techniques for measuring and evaluating digital marketing.

Requisites

Assessment Threshold	

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	100
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
Group project to develop digital marketing plan.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Chaffey, D. and Ellis-Chadwick, F.. (2019), Digital Marketing: Strategy, Implementation and Practice., 7th Edition. Pearson, Harlow.**
- **Chaffey, D. and Smith, PR. (2017), Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, 5th Edition. Routledge, London.**

Supplementary Book Resources

- **Hanlon, A.. (2022), Digital Marketing: Strategic Planning and Integration, 2nd Edition. Sage, London.**
- **Ryan, D.. (2020), Understanding Digital Marketing: A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns, 5th Edition. Kogan, London.**
- **Charlesworth, A.. (2018), Digital Marketing: A Practical Approach, 3rd Edition. Routledge, London.**

APPROVED

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:	• 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	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. 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. 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.

	Module Aim 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. This should allow for the development of core digital analytical skills expected by firms in the repertoire of modern marketing students
Indicative Syllabus	• Introduction and overview of data analytics • Data driven objective setting and measurement. • Digital marketing concepts and metrics. • Google Analytics. • Data management cycle. • Data analytics tools and techniques. • Data reporting and visualisation. • Google Adwords.
Learning and Teaching Methods	Classes will be in a lab-based setting; allowing for the usage of software tools such as Google Analytics, AdWords, Tableau and other relevant tools in a setting conducive to exploring web analytics with access to the lecturer and peer interaction as well as online resources The student will be tasked to develop an Insights and AdWords report within a group structure This task- based practical assignment will aim to generate managerially useful analyses, insights and recommendations in a real-world SME scenario. An element of self-directed study will also be a strong feature of the course with directed/suggested usage of web digital training resources particularly in the area of digital marketing e.g. Google Analytics academy, Google AdWords Academy, Google digital garage, Hubspot Academy etc. and to complete some of the short courses available on the sites.

Learning Outcomes

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

#	
MLO1	Appreciate the analytical and measurement tools and techniques associated with digital channels.
MLO2	Work effectively as a team operating to deadlines, in a structured way that delivers meaningful insights to a potential client firm.
MLO3	Develop a range of key insights and customised dashboards
MLO4	Comprehend the foundational aspects of social media, SEO, and PPC within the context of a digital marketing strategy.

MLO5	Understand the value of data and the importance of data management.
MLO6	To develop reflective skills.
MLO7	Demonstrate an interpretation of the key insights and how this drives digital marketing strategies.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In Class MCQ.

Assessment Type	Artefact	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	4,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Essay style Video development.

Assessment Type	Competency Tests	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Google Analytics certification

Assessment Type	Data Interpretation/Analysis	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,5,6,7
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The group assessment will be an applied project that explores a company's data using tools including Excel, Dashboards and Tableau. The project will centre on data collection, persona creation and subsequent adwords development.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Benjamin Mangold. (2015), Learning Google AdWords and Google Analytics.**
- **Ryan, D. and Jones. (2011), Understanding Digital Marketing : Marketing Strategies for Engaging the Digital Generation, New York : Palgrave Macmillan..**

Other Resources

- **Website, Google Analytics Academy, https://analytics.google.com/analytics/a cademy/**
- **Website, Hubspot. Hubspot, https://academy.hubspot.com/**
- **Website, AdWord Academy. AdWord Academy, https://adwordsacademy.withgoogle.com/**

- **Website, Digital Garage. Digital Garage, https://digitalgarage.withgoogle.com/**
- **Website, Data Studio. Data Studio, https://datastudio.google.com/**

APPROVED

INFS 2015: E-Business

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:	• 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	Introduction to the E-Business computer systems development lifecycle. Introduction to important Business Information systems analysis and development techniques, including Data-flow diagramming, entity-relationship modelling and normalization. Introduction to E-Business backend processing using Relational Database management system software. Practical database design and implementation in the computer laboratory using an EBusiness case study

Learning and Teaching Methods	The course will be delivered by a combination of lectures and practical computer laboratory classes. The course will also involve on-line learning, extensive project work and self-directed learning.

Learning Outcomes

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

#	
MLO1	Analyze business systems and communicate to users and technical users alike through using relevant accepted diagrams.
MLO2	Understand the backend E-Business systems and their evolution.
MLO3	Implement a business system solution using a relational database management system.

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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formal end of semester examination

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Practical Group Project
This will assess the students' ability to design and implement a relational database based on a real-world business case

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

APPROVED

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.

	Demand and supply and the determination of equilibrium price. Price Ceilings and Price Floors. Elasticity - Price Elasticity, Income Elasticity, Cross Price Elasticity and Supply Elasticity. Utility - Total Utility, Marginal Utility, Diminishing Marginal Utility Costs of Production in the short and long run. Profit maximisation Market Structures - Perfect Competition, Monopoly , Oligopoly and Monopolistic Competition Market failures. The Markets for Factors of Production. Government intervention and regulation. Inequality and poverty, taxes and the redistribution of income.
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

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

#	
MLO1	Demonstrate how a market functions through the price mechanism.
MLO2	Explain market distortions such as price controls and taxation.
MLO3	Analyse economic profits and costs.
MLO4	Demonstrate an understanding of market structures, including perfect competition, monopoly, oligopoly and monopolistic competition.
MLO5	Explain the reasons for state intervention in the economy such as externalities, monopoly power and inequality in a market economy

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 Semester examination			

Other Assessment(s)			
Assessment Type	Online Quiz	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description Online quiz tool will be used for continuous assessments			

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Gerard Turley,Maureen Maloney,Francis O'Toole. (2011), Principles of Economics, Gill Education, p.656, [ISBN: 0717149889].**

APPROVED

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 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	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	Historical perspective on Irish Economic performance Economic Growth: Celtic Tiger Years to the Current Economic Situation

	Irish Labour market: Employment and Unemployment Structure and Changes Role of the Government and Irish Taxation Policy Education Policy or Health Policy
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

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

#	
MLO1	A good analytical understanding of the development of the Irish economy
MLO2	To review recent developments in the Irish Economy and how the Irish Economy has been impacted by overall global economic trends
MLO3	To understand the contemporary features of the Irish Economy
MLO4	Will be able to critically analyse overall Irish economic development policy
MLO5	To evaluate developments and policies in particular sectors of the Irish economy

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Group Project			

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	124.00

Recommended Reading List

Recommended Book Resources

- **John O'Hagan,Francis O'Toole,Ciara Whelan. (2021), The Economy of Ireland, Red Globe Press, p.0, [ISBN: 9781350933811].**

Supplementary Book Resources

- **O'Grada,Cormac Ó Gráda. A Rocky Road, [ISBN: 0719045835].**
- **J. Peter Clinch,Frank J. Convery,Brendan M. Walsh. After the Celtic Tiger, [ISBN: 086278767X].**

Recommended Article/Paper Resources

- **ERSI. Quarterly Economic Commentary, Quarterly Economic Commentary.**
- **Central Bank of Ireland. Quarterly Bulletin, Quarterly Bulletin.**

Other Resources

- **Website, The Economist. The Economist, https://www.economist.com/**
- **Website, Irish Economic Association. Irish Economic Association, http://www.irisheconomy.ie**

APPROVED

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	**Human resource planning** The progression from Manpower Planning to Human Resource Planning Forecasting the supply and demand for employees Labour market trends and influences and environmental scanning Hard Human Resource Planning versus Soft Human Resource Planning

	People as a source of competitive advantage Alternative organisational models and atypical contracts and outsourcing Succession planning Staff retention strategies Managing attendance **Recruitment** Job design, job descriptions, person specifications and competency frameworks Recruitment sources and advertising media Drafting the job advert in compliance with Equality Legislation E recruitment **Selection** Selection method. Terms of Employment Information Act 1994 Employment contracts and reference checking **Talent management/Performance Management** Induction and socialisation, the communication of mission vision and value Managing the probation period Systems for performance measurement and development Talent management and succession planning strategies **Succession Planning**

	Flexible Work Arrangement Numerical and functional flexibility Atkinsons Model of flexibility **Employee release**
	Termination of Contract and relevant legislation, the Unfair Dismissals Act 1977-2001

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Demonstrate ability to draft supporting documentation: Job descriptions, person specifications and contracts of employment
MLO2	Choose effective and appropriate recruitment strategies for specific organisation roles
MLO3	Recommend strategies/procedure to undertake talent management activities
MLO4	Differentiate between historical approaches to manpower planning and the contemporary emphasis in Workforce Planning.
MLO5	Define succession planning and set out its potential advantages for organisations, including the major stages of a succession planning
MLO6	Lead/contribute to a programme of increased functional and numerical flexibility
MLO7	Recommend procedures for the termination of an employment relationship.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3,4,5,6,7
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,7
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Taylor, S. (2018), Resourcing and Talent Management, CIPD.**
- **Armstrong, M. (2020), Armstrong's Handbook of Strategic Human Resource Management.**

APPROVED

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	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.

Learning and Teaching Methods	The module combines formal lectures, problem based learning, task based learning activities, group work, case studies, to create a 'student-centric' learning experience. In addition, video presentations, guest speakers and contributors to the Irish Employment sector will be reviewed to illustrate key themes in the module.

Indicative Syllabus

1. Employment Law Course Content

1.1) 1. Introduction: Source of employment law
1.2) 2. Legislative framework – Workplace relations commission
1.3) 3. Work status -analysing the employee and independent contractor
1.4) 4. Statutory implied terms – Organisation of Working Time Act 1997– Payment of
1.5) Wages Act 1991-Terms of employment Information Act 1973
1.6) 5. Family Leave: Maternity, Adoptive, Parental and Paternity leave entitlements
1.7) 6. Atypical Employment: elimination of discrimination and prevention of abuse
1.8) (i) Part-Time work
1.9) (ii) Fixed-Term work
1.10) (iii) Agency work
1.11) 7. Equality at Work – Discriminatory grounds. Direct and Indirect Discrimination. Burden of Proof. Harassment. Adverse treatment. Redress 8. Termination of Employment – Fair and Unfair dismissal -constructive dismissal, Redress. Redundancy
1.12) 9. Privacy at Work: GDPR compliance; European Convention on Human Rights, Art. 8 and relevant case law

Learning Outcomes

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

#	
MLO1	Identify the role of the WRC and Labour Court, and distinguish between the Employment Right and Industrial relations function.
MLO2	Critically evaluate the various tests adopted in determining employment status & apply these tests in order to make an assessment on employment status
MLO3	Define unlawful discrimination under Irish employment law through application of the nine discriminatory grounds
MLO4	Analyse and develop policies and procedures to avoid claims for stress-related illness and bullying
MLO5	Critically evaluate the legal implications for atypical employment, specifically part-time and fixed term workers.
MLO6	Draft contracts of employment, employee handbooks and auxiliary documents
MLO7	Critical analyse case law and its application to differing types of dismissal
MLO8	Apply critical analysis skills and techniques, such as problem based learning to different summative and formative Employment law assessments.

MLO9	Appraise current employment law issues within a Human Resource Management context particularly having regard to COVID-19, remote working and work-life balance considerations.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of Year Exam

Other Assessment(s)

Assessment Type	Portfolio	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,9
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
30% (15% x 2)

Assessment Type	Presentation	**% of Total Mark for Module**	20
Indicative Week	Week 1	**Learning Outcomes**	8
Assessment Threshold:	None	**Assessment Role**	Not yet determined

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students are required to present one face to face presentation in semester 1 and one video presentation in semester 2.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	124.00

Recommended Reading List

Recommended Book Resources

- **Faulkner Mary. (2019), Essentials of Irish Labour Law, 3rd. Clarus Press, [ISBN: 9781911611646].**
- **Desmond Ryan. (2017), Redmond on Dismissal Law, 3rd Edition. Bloomsbury Professional.**
- **Ailbhe Murphy and Maeve Regan. Employment Law, 2nd Edition. Bloomsbury Professional.**

Other Resources

- **Online Journal, Irish Employment Law Journal, Thomson Round Hall, http://www.westlaw.ie**
- **Online Journal, Industrial Law Journal, Thomson Reuters, http://www.westlaw.co.uk**

APPROVED

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

	The design and architecture of large database installations The tools available to manage large databases – management, recovery Database objects – tables, indexes, constraints, sequences, triggers, stored procedures, functions, views and exception/error handling and testing of results The role of Data Administration and Database Administration in the Enterprise The role of the Data Dictionary Transaction Management and concurrency control Web/Server Database environment Database Backup and Recovery Database as a Service – Cloud hosting solutions and options The impact of Social, Mobile, Big Data, Cloud and the Internet of Things in data creation Privacy, Ethics and Security
Learning and Teaching Methods	The delivery of this course will be a combination of lectures and computer laboratory based work. The lecture/laboratory work will consist of 4 hours per week instructor-led learning with practical implementation. This will be supplemented by further unsupervised laboratory course work by the student to incorporate learning and assessment preparation

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Discuss the challenges in implementing large databases
MLO2	Identify the importance of physical database design
MLO3	Evaluate the legal, ethical, security issues of securing an organisations greatest asset, data
MLO4	Design and build a database
MLO5	Design and implement database integrity, rules and validation using SQL, Pl/SQL
MLO6	Define an organisations Disaster Recovery and backup strategy

MLO7	Assess an organisations readiness for new data source challenges – Social, Cloud, Big data and the Internet of Things
MLO8	Discuss the challenge of managing unstructured data
MLO9	Identify the challenges of 24/7 availability, transaction management
MLO10	Develop core application code to be made available through the DB Server – PL/SQL

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	Week 14	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Final Examination - a 2 hour exam paper demonstrates the student's understanding of theoretical aspects of module

Other Assessment(s)

Assessment Type	Lab Activities	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	4,5,10
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment –assessment of their practical skills and knowledge using SQL and PL/SQL code in SQL Developer environment.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lab	24
Lecture	24
Self Directed	50
Hours (up to 100 for 5 ECTS credits)	98.00

Recommended Reading List

Recommended Book Resources

- **Jeff Hoffer,Ramesh Venkataraman,Heikki Topi. (2015), Modern Database Management, 12. Prentice Hall, p.600, [ISBN: 978-0133544619].**

Other Resources

- **Website, Oracle.com. Website, USA, http://Http;//www.oracle.com**

APPROVED

BSMT 2000: Enterprise Development

Module Details

Module Code:	BSMT 2000
Module Long Title:	Enterprise Development APPROVED
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:	• 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	**Module Description** 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. **Module Aim** 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.

Indicative Syllabus	• **Development of the Business Concept.** • **Screening Criteria for New Business Ideas** • **Scanning the Macro Environment** • **Competitor Analysis.** • **Company Capability Analysis** • **Market Assessment & Analysis** • **The Marketing Plan** • **Enterprise Financing & Financial Forecasting** • **Financial Analysis** • **The Business Plan**
Learning and Teaching Methods	The module will be delivered using a variety of learning and teaching methods. Teaching methods will include lectures, case histories and laboratory analysis. Practical workshops will also permeate the module. Continuous assessment will be used for the assessment of practical competency by way of written assignments and oral presentations.

Learning Outcomes

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

#	
MLO1	Develop a screening process for potential new business ideas
MLO2	Critically Assess the Macro Context for the new business
MLO3	Assess the market feasibility of a new business idea.
MLO4	Assess the financial feasibility of a new business idea.
MLO5	Write a professional Business Plan
MLO6	Be capable of an oral defence of the feasibility of the proposed business plan.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	15
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Screening of Ideas and Choice of Business Idea with rationale

Assessment Type	Submission	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Environment & Industry Analysis

Assessment Type	Report	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Market Report

Assessment Type	Submission	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Financial Projections

Assessment Type	Plan	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	5

Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Business Plan 20%			

Assessment Type	Presentation	**% of Total Mark for Module**	15
Indicative Week	See Student Handbook	**Learning Outcomes**	6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Oral Presentation and Defence of Business Plan			

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Naresh K. Malhotra. (2020), Marketing Research, 7th. [ISBN: 978-1292265636].**
- **J. R. Dyson,Ellie Franklin. (2020), Accounting for Non-Accounting Students 10th Edition, 10th. [ISBN: 9781292286938].**

HEAD OF SCHOOL

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	**Module Description** 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. **Module Aim** 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.
Indicative Syllabus	• **Development of the Business Concept.** • **Screening Criteria for New Business Ideas** • **Scanning the Macro Environment** • **Competitor Analysis.**

	• **Company Capability Analysis** • **Market Assessment & Analysis** • **The Marketing Plan** • **Enterprise Financing & Financial Forecasting** • **Financial Analysis** • **The Business Plan**
Learning and Teaching Methods	The module will be delivered using a variety of learning and teaching methods. Teaching methods will include lectures, case histories and laboratory analysis. Practical workshops will also permeate the module. Continuous assessment will be used for the assessment of practical competency by way of written assignments and oral presentations.

Learning Outcomes

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

#	
MLO1	Develop a screening process for potential new business ideas incl. first draft / abstract / business model canvas
MLO2	Critically Assess the Macro Context for the new business via Market Research, frameworks, market feasibility assessment (e.g. product/market fit, gap in market) etc.
MLO3	Assess the financial feasibility of a new business idea.
MLO4	Compile a professional Business Plan document & present/pitch a summarised version of same to obtain investor/stakeholder buy-in

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	15
Indicative Week	Week 2	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Screening of Ideas and Choice of Business Idea with Rationale via Abstract/Overview

Assessment Type	Plan	**% of Total Mark for Module**	25
Indicative Week	Week 4	**Learning Outcomes**	2,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Business Plan Sections 1-3; Business Overview & Objectives, Market Research & Marketing Plan

Assessment Type	Plan	**% of Total Mark for Module**	25
Indicative Week	Week 8	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Business Plan Sections 4-7; Sales Plan, Financial Plan, Operations Plan, Personnel/Management Plan

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	Week 10	**Learning Outcomes**	
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
- Guest Speaker Participation & Attendance
- Workshop Participation & Attendance

Assessment Type	Presentation	**% of Total Mark for Module**	25
Indicative Week	Week 12	**Learning Outcomes**	
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Business Plan Pitch & Presentation plus defence of business rationale

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	12
Self Directed	76
Lab	12
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Naresh K. Malhotra. (2020), Marketing Research, 7th. [ISBN: 978-1292265636].**
- **J. R. Dyson,Ellie Franklin. (2020), Accounting for Non-Accounting Students 10th Edition, 10th. [ISBN: 9781292286938].**
- **Simon Bridge,Ken O'Neill. (2018), Understanding Enterprise, 5th. Red Globe Press, p.0, [ISBN: 9781137584540].**

APPROVED

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	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

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

#	
MLO1	Critically discuss the fashion industry in the current retail landscape.
MLO2	Identify and assess the different market levels of the fashion industry.
MLO3	Critically reflect on the effective strategies of fashion marketing and retailing as a means to create Brand DNA and engage with the consumer
MLO4	Explore the relevancy of sustainable practises to the industry.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Presentation	**% of Total Mark for Module**	50
Indicative Week	Week 7	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
50% Individual Assignment – Consumer Trends - Report

Assessment Type	Presentation	**% of Total Mark for Module**	50
Indicative Week	Week 11	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
50% Group Assignment – Brand Analysis & Focus - Presentation and Recommendation

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Corner, Frances. Why Fashion Matters. (2014), Why Fashion Matters, 1st. Thames and Hudson Ltd., United Kingdom.**
- **Jackson, T., & Shaw, D.. (2006), The Fashion Handbook, Routledge..**
- **Mair, Carolyn.. (2018), The Psychology of Fashion, 1st. Routledge..**
- **Thomas, Dana.. (2020), Fashionopolis: The Price of Fast Fashion--and the Future of Clothes, 1st. Penguin Publishing Group.**

APPROVED

FIN 2003: Finance 2

Module Details

Module Code:	FIN 2003
Module Long Title:	Finance 2 APPROVED
Banner Title:	Finance 2
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English

ECTS Credits::	10
Current Coordinator::	Jim Hanly
Module Coordinators:	• 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	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.
Indicative Syllabus	**Context of Financial Management** 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. **Financial Performance**

The relationship between financial management, management accounting and financial accounting. Financial Statement and Investor Analysis.

Management of Working Capital

Traditional and modern approaches to financing working capital. Cash conversion cycle The role and the operation of the treasury function and working capital ratios. The management and control of cash: cash forecasts; cash management models.

Investment Appraisal

Payback, Discounted Payback, Net Present Value, Internal Rate of Return and accounting rate of return.

Project appraisal under risk: probabilities; sensitivity analysis; simulation. Capital rationing. Effects of inflation and taxation.

Financial Markets

The nature and function of the money and the capital markets and the role of bank finance. T

he Efficient Markets Hypothesis and its relevance to decision-making and to financial management practice.

Sources of Short-Term Finance

The principles of investing short-term and types of investment.

The distinction between the coupon on debt and the yield to maturity.

Types of borrowing and the effect of short-term debt on gearing.

Sources of Long-Term Finance

Debt finance and Equity finance.

The concept of gearing: gearing ratios; the links between financial gearing and operating gearing.

The concept of financial risk and return. Interest rate arithmetic and the yield curve.

Weighted average cost of capital.

Portfolio Theory

Relationship between risk, uncertainty and reward. Risk Measurement. Concepts of diversifiable risk and systematic risk. CAPM.

Mergers and Takeovers, Key stakeholders, the market for corporate control. Link with Equity Valuation.

	Personal Finance Financial management process including regulatory guidelines. Personal investment within a risk return framework. Financial products and services. Fund Management and links with Portfolio Theory. Introduction to the academic financial literature.
Learning and Teaching Methods	Lectures based approach using written material, textbooks, research articles and various media sources including using web-based data sources. This will be supported by tutorials and lab work using up to date software. Formative project based work will contribute to the development of technical and communication skills and will focus on the key concepts and principles of business finance.
Rationale for Change :	Updated for Akari

Learning Outcomes

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

#	
MLO1	Explain the roles and objectives of the financial manager; in particular, the decision making role, the analytical and problem solving skills it requires, and the objective of balancing risk and return.
MLO2	Develop their analytical and problem solving capabilities in the core areas of corporate finance.
MLO3	Explain and critically appraise the theories underpinning modern decision-making models in finance making use of literature where appropriate.
MLO4	Appreciate the role of portfolio theory and asset pricing models in investment management and asset valuation.
MLO5	Critically evaluate, interpret and communicate financial information.

Requisites

Assessment Threshold	A maximum of four attempts are permitted at this module.

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
At the end of the semester, students will have to
complete an exam which will test their abilities to apply financial techniques and challenge financial decisions.

Other Assessment(s)			
Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students will complete a financial project that
deepens their knowledge of a key element of the syllabus.This may be group or individual.

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

- **Denzil Watson,Antony Head. Corporate Finance, [ISBN: 978-1292244310].**

Supplementary Book Resources

- **ivo welch. Corporate Finance, [ISBN: 978-0984004904].**

APPROVED

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 NFQ 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	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. 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

	financial statements, and the analysis and interpretation thereof. The second semester covers Management Accounting. The purpose of management accounting is to assist management in financial planning, controlling and making decisions by providing the relevant financial and non-financial information. As such, students will develop a knowledge of and appreciation of the purposes for which costs are used and applied for various purposes. They will gain an understanding of cost behaviour and apply overhead analysis techniques in order to determine accurate product/service costs. They will conduct analysis for decision making purposes and learn how budgets are used for financial planning, control and performance evaluation purposes.
Indicative Syllabus	Context of Finance/Accounting Introduction to organisations and their management. The nature, scope and form of financial and non-financial objectives. The relationship between financial management, management accounting and financial accounting. Purpose of financial accounting. The characteristics of useful financial information. The various forms of business structure. Sources of finance and the consequences of using each source. Financial statements: The users of financial statements and their uses of that information. Introduction to the terminology used in the primary financial statements. Comprehension of financial statements, the Income Statement, Balance Sheet and Cashflow statement. The concept of realised profit and the distribution of profits. Difference between profits and cash. The significance of fundamental accounting concepts, bases and policies. The regulatory framework within which financial statements are prepared and used. Identifying the limitations of financial information. Financial Analysis and Interpretation

	Preparation of relevant financial measures of performance (Ratios analysis) to interpretation of the financial performance and position of an organisation in terms of profitability, liquidity, gearing (risk) and efficiency. Management of Working Capital Traditional and modern approaches to financing working capital. Cash conversion cycle The role and the operation of the treasury function and working capital ratios. The management and control of cash: cash forecasts/ cash budgets. Investment Appraisal Payback, Discounted Payback, Net Present Value, Internal Rate of Return and accounting rate of return. Project appraisal under risk: probabilities; sensitivity analysis; simulation. Capital rationing. Weighted average cost of capital. Management Accounting The role of the Management accountant and the difference between management and financial accounting. Cost Terms and Concepts Fundamental Management Accounting concepts and terminology including Direct/indirect costs, fixed, variable, hybrid costs, etc. Accounting for overheads Objectives of primary costing techniques and their application – Full costing and ABC costing application. Determination of product/service costs, including cost plus pricing. Information for Management decision making Marginal costing compared with absorption costing. Cost volume profit analysis and break-even as a short-range decision-making tool; contribution theory and margin of safety. The concept of opportunity and

	relevant costs. Budgeting and Budgetary Control Purposes of budgeting; the role of the budget committee and the budget manual. Types of budgets; the master budget, cash budgets, ZBB. Preparation of functional budgets for operating and non-operating functions. Identification of the key budget factor and budget period.
Learning and Teaching Methods	Lectures based approach using written material, textbooks, research articles and various media sources including using web-based data sources. This will be supported by tutorials and lab work using up to date software. Formative project-based work will contribute to the development of technical and communication skills and will focus on the key concepts and principles of Finance and Accounting. The module will be delivered over 24 weeks (48 hours) and will require an additional 152 hours self-directed learning encompassing pre/post class readings, during module assignment and exam preparation.

Indicative Syllabus

1. Financial Management
1.1) Financial Management and Control

Learning Outcomes

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

#	
MLO1	On Completion of this module, the learner will be able to 1 Demonstrate an awareness of the nature, purpose and limitation of financial information for use by external and internal user 2 Evaluate a company's financial performance by analysing its financial statements 3 Differentiate between the different methods of measuring financial performance within a business 4 Apply relevant financial techniques for use in business decision making 5 Explain the purpose, approaches and limitations of the financial planning/control process 6 Apply investment appraisal techniques and evaluate the results.

Requisites

Assessment Threshold	40%

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Derogations from the General Assessment Regulations
A maximum of two attempts are permitted at this module

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Exam: At the end of the semester, students will have to complete an exam which will test their abilities to analyse financial information and apply relevant financial techniques for business decision making purposes.

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students will complete a financial project that deepens their knowledge of a key element of the syllabus. This may be group or individual. (Semester 1 CA = 30%)

Students will also complete MCQ in semester 2 = CA 10%)

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Hours (up to 100 for 5 ECTS credits)	48.00

Recommended Reading List

Recommended Book Resources

- **Peter Atrill,E. J. McLaney. Accounting and Finance for Non-Specialists, 12th. All, Pearson, London, p.600, [ISBN: 9781292334691].**

Supplementary Book Resources

- **Eddie McLaney,Peter Atrill. (2023), Accounting and Finance: An Introduction, 11th. All, Pearson, London, p.880, [ISBN: 9781292435527].**

APPROVED

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	1. Role of Financial Markets and Instruments: types of financial markets, types of securities, role of financial institutions. 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. 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.

	4. Money markets: features of money market securities, institutional investors, global integration of money markets. 5. Equity Markets: methods of valuing stocks, determination of required rate of return, factors affecting stock prices, risk measurement, performance measurement methods, portfolio theory, stock market efficiency, global stock markets, public private equity markets, initial public offerings, secondary offerings, and stock repurchases. 6. Debt Markets: different types of bonds, bond pricing, factors affecting bond pricing, investing in bond markets, international bond market. 7. Alternative investments: Derivative markets and products, Commodities, Real Estate investments, ETFs and other alternative investments. 8. Internationalisation of financial markets: Factors affecting financial market integration, globalization and regionalization, volatility in financial markets, historical review of global financial crises.
Learning and Teaching Methods	The module will be supported through lectures and workshops. Lectures aim to provide the tools that the participant will need in order to be able to apply theoretical models to real world situations. A dynamic approach will be taken in the presentation of the lectures, where the learner will have to interact, participate and discuss topics designed for the session. Workshops will be an essential tool for module delivery, where learners will perform financial modelling tasks using statistical softwares.
Rationale for Change :	streamlining and updating

Learning Outcomes

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

#	
MLO1	Explore and critique the role and function of financial markets, intermediaries, and institutions.
MLO2	Explain and critically analyse the theoretical underpinnings of economics and finance and how they support the financial markets.
MLO3	Distinguish among the principal classes of securities and alternative investments and apply valuation and modelling techniques to price these instruments.
MLO4	Analyse and assess the concepts and principles under which financial markets operate.
MLO5	Perform financial modelling techniques using a statistical software and communicate the results.

Requisites

Assessment Threshold	NA

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
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
end of the semester written exam.

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	20
Indicative Week	Week 7	**Learning Outcomes**	1,2,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Financial markets project with group presentation

Assessment Type	Practical Assignment	**% of Total Mark for Module**	20
Indicative Week	Week 11	**Learning Outcomes**	3,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Financial modelling assignment

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

- **Jeff Madura. Financial Markets and Institutions, 13th. Cengage, [ISBN: 139780357130797].**
- **David Hillier, D., Grinblatt, M., Titman, S.,. Financial Markets and Corporate Strategy, European Edition. McGraw Hill.**

Supplementary Book Resources

- **Moosa, I. International Finance: An Analytical Approach, 3rd. McGraw Hill.**
- **Power T, Walsh S and O"Meara. (2010), Financial Management, An Irish Text, 3rd. Gill and Macmillan.**

APPROVED

ACCT 9207: Financial Reporting

Module Details

Module Code:	ACCT 9207
Module Long Title:	Financial Reporting APPROVED
Banner Title:	Financial Reporting
Version:	2
Indicative NFQ 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.

Indicative Syllabus	**Financial Reporting Frameworks:** • Framework for the preparation and presentation of financial statements. • Regulatory framework including local GAAP. • International standard setting process. **International Financial Reporting Standards:** • Presentation and disclosure in financial statements. • Property, plant and equipment. • Impairment of non-current assets. • Investment properties. • Intangible assets. • Government grants. • Reporting financial performance. • Provisions, contingent liabilities, and contingent assets. • Events after the reporting period. • Basic earnings per share. • Current taxation. **Financial Statements:** • Preparation of financial statements, including Statements of Cash Flows of single entity companies for publication in accordance with the requirements of company law and International Financial Reporting Standards. **Analysis and Interpretation of Financial Statements:** • Interpretation of financial statements, including Statements of Cash Flows, together with other financial and non-financial information, to assess the performance and position of an entity, and to provide advice from the perspective of different stakeholders. • Calculation and interpretation of accounting ratios. • Benefits and limitations of accounting ratios. **Contemporary Issues Relevant to Financial Reporting:** • Current issues in financial reporting.

Learning and Teaching Methods	The module will be delivered through a combination of lectures and tutorials. Problem solving of previously assigned and new problems will take place in both lectures and tutorials. Students will be encouraged to participate in problem solving and class discussion. Lectures and tutorials will be supplemented with notes and practice questions online.
Rationale for Change :	SUSTAINABILITY – LO4 & LO5: LO4 extended: To emphasise 'non-financial information' is included in analysis of financial statements. This allows for sustainability / environmental considerations in interpretation style questions. LO5 added: To allow for contemporary issues relevant to Financial Reporting – including sustainability, to be considered. CONSOLIDATED FINANCIAL STATEMENTS REMOVED FROM LO3: As this is covered in *Advanced* Financial Reporting. READING LIST: Minor update.

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of the conceptual and regulatory frameworks for financial reporting.
MLO2	Apply and evaluate specified International Financial Reporting Standards.
MLO3	Prepare financial statements, including Statements of Cash Flows for single entity companies for publication in accordance with International Financial Reporting Standards.
MLO4	Analyse and interpret financial statements, together with other financial and non-financial information, to assess the performance and position of an entity, and to give advice from the perspective of different stakeholders.

MLO5	Develop an awareness of contemporary issues relevant to financial reporting.

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
Individual closed book, time limited exam.

Other Assessment(s)

Assessment Type	Short Answer Test	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual assessment may include interim tests and or assignments as advised by lecturer, or other appropriate assessments.

The assessment component may be delivered either in-class or online or it may be a combination of in-class and online assessments.

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

- **Alan Melville. International Financial Reporting, Latest Edition. Pearson Higher Ed.**

Other Resources

- **Website, Deloitte. https://www.iasplus.com/en/standards.**
- **Website, Chartered Accountants Ireland. https://www.charteredaccountants.ie/.**
- **Website, ACCA. https://www.accaglobal.com/gb/en.html.**
- **Website, CIMA. https://www.cimaglobal.com/.**
- **Website, IFRS Foundation. https://www.ifrs.org/.**
- **Website, The Financial Reporting Council. https://www.frc.org.uk/.**

APPROVED

ACCT 9207: Financial Reporting

Module Details

Module Code:	ACCT 9207
Module Long Title:	Financial Reporting APPROVED
Banner Title:	Financial Reporting
Version:	2
Indicative NFQ 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.

Indicative Syllabus	**Financial Reporting Frameworks:** • Framework for the preparation and presentation of financial statements. • Regulatory framework including local GAAP. • International standard setting process. **International Financial Reporting Standards:** • Presentation and disclosure in financial statements. • Property, plant and equipment. • Impairment of non-current assets. • Investment properties. • Intangible assets. • Government grants. • Reporting financial performance. • Provisions, contingent liabilities, and contingent assets. • Events after the reporting period. • Basic earnings per share. • Current taxation. **Financial Statements:** • Preparation of financial statements, including Statements of Cash Flows of single entity companies for publication in accordance with the requirements of company law and International Financial Reporting Standards. **Analysis and Interpretation of Financial Statements:** • Interpretation of financial statements, including Statements of Cash Flows, together with other financial and non-financial information, to assess the performance and position of an entity, and to provide advice from the perspective of different stakeholders. • Calculation and interpretation of accounting ratios. • Benefits and limitations of accounting ratios. **Contemporary Issues Relevant to Financial Reporting:** • Current issues in financial reporting.

Learning and Teaching Methods	The module will be delivered through a combination of lectures and tutorials. Problem solving of previously assigned and new problems will take place in both lectures and tutorials. Students will be encouraged to participate in problem solving and class discussion. Lectures and tutorials will be supplemented with notes and practice questions online.
Rationale for Change :	SUSTAINABILITY – LO4 & LO5: LO4 extended: To emphasise 'non-financial information' is included in analysis of financial statements. This allows for sustainability / environmental considerations in interpretation style questions. LO5 added: To allow for contemporary issues relevant to Financial Reporting – including sustainability, to be considered. CONSOLIDATED FINANCIAL STATEMENTS REMOVED FROM LO3: As this is covered in *Advanced* Financial Reporting. READING LIST: Minor update.

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of the conceptual and regulatory frameworks for financial reporting.
MLO2	Apply and evaluate specified International Financial Reporting Standards.
MLO3	Prepare financial statements, including Statements of Cash Flows for single entity companies for publication in accordance with International Financial Reporting Standards.
MLO4	Analyse and interpret financial statements, together with other financial and non-financial information, to assess the performance and position of an entity, and to give advice from the perspective of different stakeholders.

MLO5	Develop an awareness of contemporary issues relevant to financial reporting.

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
Individual closed book, time limited exam.

Other Assessment(s)

Assessment Type	Short Answer Test	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual assessment may include interim tests and or assignments as advised by lecturer, or other appropriate assessments.

The assessment component may be delivered either in-class or online or it may be a combination of in-class and online assessments.

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

- **Alan Melville. International Financial Reporting, Latest Edition. Pearson Higher Ed.**

Other Resources

- **Website, Deloitte. https://www.iasplus.com/en/standards.**
- **Website, Chartered Accountants Ireland. https://www.charteredaccountants.ie/.**
- **Website, ACCA. https://www.accaglobal.com/gb/en.html.**
- **Website, CIMA. https://www.cimaglobal.com/.**
- **Website, IFRS Foundation. https://www.ifrs.org/.**
- **Website, The Financial Reporting Council. https://www.frc.org.uk/.**

APPROVED

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	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. 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. 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.

Indicative Syllabus	**Legal Principles and Framework** • Irish health and safety legislation • EU health and safety directives • Employer's liability; Vicarious liability **In-Company Communication and Representation** • The Role of the Safety Representative • The Safety Statement • Communicating with Colleagues and Senior Management • Representing employees on health and safety **Managing Issues in Assessment and Prevention** • Identifying hazards and risk assessment • Workplace audits • Sources and uses of information • Occupational hygiene • Ergonomics • Safety technology • Workplace Stress **Understanding the Role and Implications of Regulatory Bodies and Procedures** Inspectors and Enforcement • The Role of the Occupational Health and Safety Authority • Accident Reporting and learning
Learning and Teaching Methods	The module combines formal lectures, problem-based learning, task-based learning activities, group work, and case studies, to create a 'student-cent learning experience. In addition, video presentations, guest speakers and contributors to the Irish Health & Safety sector will be reviewed to illustrate themes in the module.
Rationale for Change :	see above

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Explain Health and Safety legislation and apply it to providing a safe system of work
MLO2	Practically apply health and safety theory and research to the workplace

MLO3	Evaluate the various means by which organisations manage health and safety and the implications for all aspects of performance
MLO4	Proactively manage health, safety and welfare issues that arise in the workplace
MLO5	Reflect on the skills and knowledge needed to promote safe and health working practices, systems and training

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of term MCQ

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Paired
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Hazard identification and risk assessment audit

Assessment Type	Online Training	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Health and Safety Authority - online training modules and personal reflection on same

Module Activity

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

Part Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	18
Self Directed	82
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Kinsella, S. (2012), Health, Safety & Welfare Law in Ireland, 2nd. Gill Education, Dublin, [ISBN: 9780717152636].**
- **Quínn, R. (2020), Essential Safety and Health at Work in Healthcare, Boru Press, Dublin, [ISBN: 9781916019966].**

Recommended Article/Paper Resources

- **Health and Safety Review. Health and Safety Review Magazine, HSR.**

Other Resources

- **Website, Health and Safety Authority. HSA Website, Dublin, https://www.hsa.ie/eng/**
- **Website, Health and Safety Executive (UK). HSE, London, https://www.hse.gov.uk/**

- **Website, Chartered Institute of Personnel and Development. CIPD Website, https://www.cipd.ie/#gref**
- **Website, Institute of Occupational Safety and Health. IOSH, https://iosh.com/**
- **Website, European Agency for Health and Safety at Work. OSHA, https://osha.europa.eu/en**
- **Website, International Labour Organisation. ILO, https://www.ilo.org/global/lang--en/inde x.htm**

APPROVED

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	• Introduction to People Management (Personnel Management and Human Resource Management) • Human Resource Planning

	• Recruitment and Selection • Training and Development • Performance Management • Reward Management • Employment Relations
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, guidance on CA requirements, and preparation for the end of year assessment. It is also expected that there will be at least one visiting lecture/session taking place. Students will be encouraged to be candid and open in class discussion so as to ensure a greater synergy and enhanced learning dynamic. Students will also be encouraged to relate the key topics of the module to the management of the organisations which they are familiar with and to the problems managers may encounter. Students will be encouraged to develop their learning skills by self-directed study supported by the extensive resources (books, journals and databases) available through the library. Pre class readings and during module assignment will contribute positively to the teaching and learning on the module.

Learning Outcomes

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

#	
MLO1	Describe the nature and scope of Human Resource Management (HRM) and its importance to the effective management of organisations
MLO2	Describe the basic functional areas of HRM within a range of organisational contexts
MLO3	Apply their knowledge of HRM theory and practices to realistic business situations
MLO4	Identify and critically evaluate appropriate high-quality HR research and its relevance to real-world HR practice and cases
MLO5	Construct critical and persuasive arguments to a general management audience about HR-related issues

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Performance	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Semester 1 In-class Performance

Assessment Type	Performance	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Semester 2 In-class Performance

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4,5
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group-based project

Assessment Type	Case Study	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of year case study project

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Carbery, R. and Cross, C. (2019), Human Resource Management, 2nd. Red Globe Press, London, [ISBN: 9781352004021].**
- **Gunnigle, P., Heraty, N. and Morley, M. Human Resource Management in Ireland, 5th. Institute of Public Administration, Dublin, [ISBN: 978-1-910393-17-8].**

Supplementary Book Resources

- **Torrington, D., Hall, L., Taylor, S. and Atkinson, C. (2020), Human Resource Management, 11th. Pearson Education Limited, Harlow, [ISBN: 9781292261645].**

Recommended Article/Paper Resources

- **Wiley. HRMJ, Human Resource Management Journal.**
- **Wiley. HRM (US), Human Resource Management (US).**
- **Taylor and Francis. IJHRM, Human Resource Management Journal.**
- **Emerald. PR, Personnel Review.**
- **Emerald. ER, Employee Relations.**

Other Resources

- **Website, Charted Institute of Personnel and Development. CIPD, http://www.cipd.ie**
- **Website, Association of Business Schools. (2021), Chartered Association of Business Schools Academic Journal Guide, http://www.charteredabs.org**

APPROVED

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 NFQ 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	Description: This module offers an introduction to sustainable data analysis methodologies, featuring advanced Excel techniques and an introductory exploration of SPSS. 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. Where: The module is positioned in the 2nd year of the program building on that covered in 1st year. 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.
Indicative Syllabus	• Review of Excel basics from the 1st year • Data Types: numeric, string, date, and time. • Functions: logical, statistical, mathematical, and financial, integrating sustainability criteria

	• Conditional Formatting techniques for ease of use to quickly see trends and highlight critical criteria. • Cleaning Data to enable efficient and accurate processing • Array Formulas for sustainable modeling • Table/Database operations to simplify data modelling and reporting • SPSS Data importing procedures. • Data Transformation techniques • Data Manipulation strategies considering sustainable practices • Creating/modifying tables and charts again insisting on reusable worksheets • Performing data analysis with a focus on sustainability. • Interpreting SPSS output to improve analysis of data
Learning and Teaching Methods	The students are taught in a laboratory setting. After a brief exposition of conceptual and methodological material, the student will be required to complete exercises designed to reinforce his/her understanding of the concepts and to illustrate the application of the methods under consideration to realistic business problems.

Learning Outcomes

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

#	
MLO1	Develop resilient and sustainable Excel formulas to facilitate intricate calculations
MLO2	Navigate and manipulate diverse data types including numeric, textual, and temporal formats
MLO3	Utilize a spectrum of Excel functions spanning mathematical, logical, statistical, financial, and other domains
MLO4	Apply Excel functionalities to generate a variety of statistical analyses .
MLO5	Create durable models simulating authentic business scenarios, with an emphasis on promoting worksheet reusability
MLO6	Execute fundamental data analysis tasks using SPSS software
MLO7	Apply diverse descriptive statistical techniques proficiently
MLO8	Import Transform and manipulate data from various datasets
MLO9	Craft professional-grade tables and charts to effectively present data insights
MLO10	Generate and interpret SPSS output accurately and insightfully

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Lab Test	**% of Total Mark for Module**	20
Indicative Week	Week 6	**Learning Outcomes**	6,8,10
Assessment Threshold:	25	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
SPSS Lab Assessment 1

Assessment Type	Lab Test	**% of Total Mark for Module**	20
Indicative Week	Week 6	**Learning Outcomes**	1,2
Assessment Threshold:	25	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Excel Lab Assessment 1

Assessment Type	Lab Test	**% of Total Mark for Module**	30
Indicative Week	Week 13	**Learning Outcomes**	7,9,10
Assessment Threshold:	25	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
SPSS Lab Assessment 2

Assessment Type	Lab Test	**% of Total Mark for Module**	30

Indicative Week	Week 13	**Learning Outcomes**	3,4,5
Assessment Threshold:	25	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Excel Lab Assessment 2

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lab	42
Lecture	12
Self Directed	46
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Other Resources

- **http://www-01.ibm.com/, SPSS, http://www-01.ibm.com/software/analytics /spss/products/statistics/**
- **https://support.office.com/, Excel, https://support.office.com/en-ie/excel**

APPROVED

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:	• 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	1. Defining B2B Application Integration 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. 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 5 a. Xml and B2b Application Integration. b. Using Rosettanet for B2b Application Integration. c. Biztalk & B2 Application Integration

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Identify the main elements of supply chain management and their relationships to the value chain and the value network
MLO2	Assess the potential of information systems to support supply chain management and the value chain
MLO3	Evaluate the different technologies that can be deployed to manage elements of the supply chain within and beyond the organisation.
MLO4	Understand the different types of B2B application integration.
MLO5	Comprehend the different options available for developing middleware.
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**	70
Indicative Week	Week 1	**Learning Outcomes**	1,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative Exam

Assessment Type	Artefact	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description Formative assignment

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

- **Kenneth C. Laudon,Carol Guercio Traver. (2021), E-Commerce 2021-2022: Business. Technology. Society. , Global Edition, Pearson, Harlow, p.0, [ISBN: 9781292409313].**

APPROVED

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:	This module is delivered on the Higher Certificate in Business Management TU673/2 (DT324/2)... solely on this Program. It is an optional module where students may select this module or Introduction to Programming or Project Management
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 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. The importance of data analytics in business
2.1) The importance of data analytics in business with a focus on retail environments

3. Data Preparation
3.1) Understanding data; data quality; data preparation.

4. Levels of Analytics
4.1) Analytical maturity of organisations at four levels - increasing levels from descriptive, predictive, prescriptive, to autonomous

5. Analytical Tools and techniques
5.1) Hands – on applied use of analytical tools and techniques, including MS Excel and spreadsheet/ business analysis models.

6. Key Performance Indicators (KPI'S)
6.1) Key Performance indicators in business, applied to the analytics levels, focusing on retail contexts utilising Excel and SPSS at increasing levels of maturity

7. Data Visualisations
7.1) Visualising data including histograms, boxplots, scatter plots, grouped bar charts.

8. Business Decision Making
8.1) Making management decisions supported by business analysis and use of analytical tools and techniques

Learning Outcomes

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

#	
MLO1	Understand the role and importance of analytics in business, with a focus on retail environments
MLO2	Prepare data for analysis
MLO3	Understand Key Performance Indicators (KPI'S) as applied in a retail environment
MLO4	Make management decisions based on business analysis

Requisites

Module Content & Assessment

Assessment Breakdown	%

Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The learner will be required to demonstrate knowledge and understanding of module content via a hands-on based practical end of module exam that utilises analytical tools and techniques applied during the module (Excel and SPSS) in a lab based environment

Other Assessment(s)

Assessment Type	Data Interpretation/Analysis	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Retail data analysis project: the learner will have to use the knowledge learned in the module to analyse data and make business decisions on the basis of this analysis

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
• **Thomas Davenport,Jeanne Harris. Competing on Analytics: Updated, with a New Introduction, [ISBN: 9781633693722].**

APPROVED

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:	• 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	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. 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.
Indicative Syllabus	**1. Introduction to Operations Management**

	is Operations Management? Scope of Operations Management. The role of Operations Managers. Productivity. Global Environment. Competitive advantage and Operations Strategy) **2. Product & process Design** **3. Managing Capacity** **4. Forecasting Demand** is Forecasting? The strategic Importance of Forecasting. The major elements of simple forecasting techniques are covered with both statistical and judgmental approaches.) 5. **Managing Inventory** aspects of inventory control; costs of inventory; ordering, holding and stock-outs. Dependent and independent demand) **6. Operations & Supply Chain Management** **7. Improving Operations Performance** (improving strategies, approaches, elements, and tools) **8. Operations and Technology** (Digital manufacturing; 3D printing; Industry 4.0, …)
Learning and Teaching Methods	Learning and teaching will take place via lectures, tutorials, class assignments/pre-reading, class discussion, case studies (best practices) and group projects. Formal lectures are supplemented by structured classroom discussions while case studies provide a vehicle to integrate practical aspects of learning across all aspects of the module. Students will have ample time to consider the ideas and apply the discussed knowledge and skills in their projects.

Learning Outcomes

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

#	
MLO1	Recognise the key principles, concepts and techniques of operations management and use them to evaluate the performance of service and manufacturing organisations.
MLO2	Assess the fit between a given operations strategy and the internal and external firm environment.
MLO3	Demonstrate an understanding of the integrative role of operations management in designing business processes to achieve target outcomes.
MLO4	Interact and communicate effectively in a team to analyse and solve practical operations management problems using quantitative techniques and information technology.

Requisites

Module Content & Assessment	
Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formal Examination

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	20
Indicative Week	Week 1	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
MCQ

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Project - Case study

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

- **Nigel Slack,Alistair Brandon-Jones. (2019), Operations Management, Pearson, p.776, [ISBN: 9781292253961].**
- **Jay Heizer,Barry Render,Chuck Munson. Operations Management: Sustainability and Supply Chain Management, Global Edition, [ISBN: 9781292444833].**

Recommended Article/Paper Resources

- **Emerald. Supply Chain Management: An International Journal.**
- **Wiley. Journal of Operations Management.**
- **Emerald. International Journal of Operations & Production Management.**
- **Wiley. Production and Operations Management.**
- **Emerald. International Journal of Physical Distribution and Logistics.**

Other Resources

- **Web References, he Chartered Institute of Logistics and Transport, https://www.cilt.ie/ , https://www.ciltinternational.org/ , https://ciltuk.org.uk/**
- **Web References, The Supply Chain Management Institute, https://www.ipics.ie/**
- **Web References, Council of Supply Chain Management Professionals, https://cscmp.org/**

APPROVED

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:	• 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	Strategies for Problem Solving:- -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. Beginning Problem Solving Concepts for the Computer -An introduction to programming structure.-Constants & variables.-Data types -How the computer stores data. -Functions Operators Expressions & equations. Problem Solving & Control Statements -Understanding when to use a control statement. -Problem solving with Decision. -Problem solving with Case Logic Structure. -Problem solving with Loops. Evaluating Algorithmic Solutions-Apply test plans to algorithmic solutions. -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.

Learning Outcomes

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

#	
MLO1	Demonstrate problem solving capabilities.
MLO2	Express algorithmic solutions to defined problems using accepted documentation methods.
MLO3	LO3 Understand the basic components of programming,

Requisites

Module Content & Assessment	
Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Lab Activities	**% of Total Mark for Module**	100
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description The module is assessed by means of 100% continuous assessment. This will take the form of 10 lab exercises.			

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

- **Nathan George. (2019), Excel 2019 Macros and VBA, Gtech Publishing, p.168, [ISBN: 9781916211346].**

APPROVED

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	ndicative syllabus covered in the module and / or in its discrete elements 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.

Learning and Teaching Methods	Learning and teaching will take place via lectures, tutorials, class assignments/pre-reading, class discussion, case studies (best practices) and a group project. Formal lectures are supplemented by tutorials to analyse relevant examples / case studies, providing a forum for applying skills learned and interpreting the results.

Learning Outcomes

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

#	
MLO1	Demonstrate knowledge and understanding of: - the Project lifecycle, stakeholders and role / responsibilities, managing project risk. - the techniques used in planning and managing a project such as estimating the project budget and cost, developing a project plan, developing a project schedule, assessing risks, preparing project proposals, allocating project resources - the use of project management methodologies- PRINCE2 and PMBOK - the use of AGILE techniques in iterative projects (Discipline-specific Knowledge)
MLO2	Use project management software to plan and manage simple projects (Discipline-specific Skill)
MLO3	Interact and communicate effectively in a team to analyse project management scenarios (Teamwork; Communication; Critical Thinking/ Problem Solving)

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative assessment (end-of-term)

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	50

Indicative Week	Week 1	**Learning Outcomes**	2,3
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Solve a case-based project management problem using PM software.

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

- **Harold Kerzner. (2017), Project Management, 12th. John Wiley & Sons, p.848, [ISBN: 978-1119165378].**

Supplementary Book Resources

- **Project Management Institute. (2021), A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Seventh Edition and The Standard for Project Management (ENGLISH), 7th. Project Management Institute, p.368, [ISBN: 978-1628256659].**

DRAFT

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:	• 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	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. 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.
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. Facilities Decisions: Warehousing considerations, different types, role of Warehousing, location decisions, design. The role of technology in effective supply chain management: information flows, characteristics, order tracing and tracing. Logistics and SCM – key issues and challenges. Supply chain decision making.
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, company case histories and video presentations will be presented to illustrate key themes in the module. The delivery of this module will be of a blended learning nature, combining in-person and online delivery of lectures. 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 and self-directed exercises will serve to reinforce some of the learning on the module. In addition, company case histories and 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

#	
MLO1	Describe the main constituent parts of logistics and supply chain management.
MLO2	Understand the inter connectivity of logistics with other business functions including, marketing, information technology, quality management and operations
MLO3	Demonstrate an understanding of the role of logistics and supply chain management in relation to the overall business improvement process and competitiveness of an organisation
MLO4	Analyse the role of supply chain management in the global environment.

Requisites

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	In Class Test	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In class exams (min of 2 - max of 4 exams). These may be delivered online.

Assessment Type	Case Study	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Industry or case study research based applied essay and/ or presentation.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **John Mangan,Chandra Lalwani,Agustina Calatayud. (2020), Global Logistics and Supply Chain Management, John Wiley & Sons, p.341, [ISBN: 1119702992].**
- **Michael H. Hugos. (2018), Essentials of Supply Chain Management, John Wiley & Sons, p.368, [ISBN: 9781119461104].**

Supplementary Book Resources

- **Gianpaolo Ghiani,Gilbert Laporte,Roberto Musmanno. (2022), Introduction to Logistics Systems Management, John Wiley & Sons, p.612, [ISBN: 1119789397].**
- **Professor Edward Sweeney,Donald Waters. Global Logistics, [ISBN: 1398600008].**

APPROVED

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:	• 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	**Module Description:** 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.

	Module Aim: 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 overview of the importance of logistics and the supply chain process in determining the competitive success of an organization. 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 module areas to be examined in the logistics and supply chain management specialism of the overall degree programme.
Indicative Syllabus	Topics examined in the module include: □ 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. □ Inventory management. □ Facility location decisions. □ Collaborative supply chain management. □ Achieving customer service through SCM and logistics practices. □ The importance of information sharing and the role of technology in effective supply chain management: information flows, characteristics □ Current issues logistics and supply chain management. □ SCM in practice: case studies in logistics and supply chain management.
Learning and Teaching Methods	The module combines formal lectures, interactive presentations, case studies, participant activities and exercises to maximize 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, company case histories and 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

#	
MLO1	Understand the contribution of logistics to the performance of the business and the economy in general
MLO2	Describe the main constituent parts of logistics and supply chain management.
MLO3	Explain the role of supply chain management in relation to the overall business improvement process.

MLO4	Understand the basic concepts of inventory management, facility management, managing information, managing partnerships and collaborative relationships.
MLO5	Understand the interconnectivity of logistics with other business functions including marketing, information technology and customer service.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Presentation	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	3,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Christopher, M. (2016), Logistics and Supply Chain Management, Prentice Hall.**
- **Coyle, J.J., E.J. Bardi, C. J. Langley. (2003), The Management of Business Logistics: A Supply Chain Perspective, South-Western/Thomson Learning.**

Supplementary Book Resources

- **Wood, R. and Murphy, D. (2011), Contemporary Logistics, Prentice Hall.**

Recommended Article/Paper Resources

- **Supply Chain Management: An International Journal.**

Supplementary Article/Paper Resources

- **International Journal of Logistics – Research and Applications.**
- **European Journal of Purchasing and Supply Management.**

APPROVED

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 NFQ level:	Level 7
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	VICTORIA DOYLE
Module Coordinators:	• 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	***Introduction to Management:*** History of management theory and the role of the manager.

	The Environmental context of Management: The organisation and its environment. ***The Planning and Decision making Process:*** The planning and decision making process. ***The Leading Process:*** Teams in organisations. Employee motivation and leadership. Conflict and conflict resolution in organisations. ***The Organising Process***: Designing and grouping jobs. Authority and reporting relationships. Co-ordination of activities. Ma ***The Controlling Process:*** Types of control. Managing control in organisations.. Managing information
Learning and Teaching Methods	The learning and teaching strategies will include a combination of lectures, seminars and case studies. Students will be required to engage in independent learning in relation to the learning issues emerging from the course work and assessment

Learning Outcomes

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

#	
MLO1	Interpret theories relevant to behaviour and management including culture and leadership.
MLO2	Critique how sociology, psychology, and philosophy underpin the concept of organisational behaviour.
MLO3	Investigate the concepts of personality, character, attitude and perception and their role in Management Organisational Behaviour.
MLO4	Implement new learning from the module as part of a team and take responsibility for the work of others and allocate functions within groups.

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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of semester examination

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group assessment relating to the topic

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

- **Mullins, L, J.. (2016), Management and Organisational Behviour., 11th. Pearson.**

Supplementary Book Resources

- **Griffin, R.W.. (2010), Fundamentals of Management, Cengage.**
- **Quick and Nelson. (2013), Principles of Organisation Behaviour, Cengage, UK.**
- **Robbins and Judge. (2013), Organisation Behaviour, Pearson, UK.**
- **George and Jones. (2012), Understanding and Managing Organizational Behaviour., Pearson, UK.**
- **Griffin and Moorhead. (2010), Organisation Behaviour: managing people and organisations., Cengage.**
- **Mullins. (2011), Essentials of Organisational Behaviour, Prentice Hall, UK.**

APPROVED

ACCT 2002: Management Accounting

Module Details

Module Code:	ACCT 2002
Module Long Title:	Management Accounting APPROVED
Banner Title:	Management Accounting
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	10
Current Coordinator::	Ruth O Leary
Module Coordinators:	• 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	The role of management and cost accounting; Cost classifications and behaviour; Cost-volume-profit analysis;

	Information for decisions; Relevant Costing; Determination of product costs; Issues of overhead allocation including absorption costing, marginal costing and activity based costing; The budgeting process; Standard costing and variance analysis.
Learning and Teaching Methods	Learners will be exposed to formal lectures 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 and case work. Feedback and support will be given in order to identify and solve problems

Learning Outcomes

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

#	
MLO1	Have an appreciation of the differences between financial accounting and management accounting.
MLO2	Identify the language of management accounting and apply these concepts through all levels of the subject.
MLO3	Demonstrate an understanding of cost concepts, behaviour and classifications.
MLO4	Demonstrate an understanding of the techniques and issues in relation to overhead allocation.
MLO5	Use cost-volume-profit analysis and relevant costing to support decision making where appropriate.
MLO6	Demonstrate an understanding of the function and processes of budgeting and prepare functional and cash budgets.
MLO7	Demonstrate an understanding of and the role and application of standard costing and variance analysis.

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**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This examination will constitute a conventional unseen time-constrained test. The examination questions will be designed to assess a student's understanding of topics covered and their ability to select, apply and interpret the output from management accounting techniques.

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	30
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
This will consist of an interim assessment which will be designed to assess a student's knowledge and understanding of the topics covered in the first semester

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	78
Self Directed	122
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Cengage Learning,DRURY. MANAGEMENT COST ACCOUNTING 11E, Latest Edition. [ISBN: 978-1473773615].**

APPROVED

ACCT 9208: Management Accounting

Module Details

Module Code:	ACCT 9208
Module Long Title:	Management Accounting APPROVED
Banner Title:	Management Accounting
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Joe Molumby
Module Coordinators:	• 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:	Bachelor of Science (Honours) in Human Resource Management (TU906 / 2) Bachelor of Science (Honours) in Logistics & Supply Chain Management (TU907 / 2) Bachelor of Science (Honours) in Business Computing (TU914 / 2) Bachelor of Science Marketing (Honours) in Marketing (TU922 / 2)
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	
Learning and Teaching Methods	Learners 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.

Indicative Syllabus

1. Role of the management accountant

1.1) The role and operating environment of a management accountant.

2. Cost Classification

2.1) Classify costs according to their function, nature or behaviour
2.2) Understand the difference between product and period costs

3. Cost-Volume-Profit (CVP) Analysis

3.1) Distinguish between contribution and gross margin
3.2) Apply mark-up and margin principles to calculate the appropriate selling price
3.3) Apply basic cost separation and estimation techniques (including the high/low method)
3.4) Assumptions and limitations of CVP analysis
3.5) Compute breakeven activity, margin of safety and target profit (in both monetary and unit terms) for a single product

4. Overhead and expense accounting

4.1) Prepare an overhead analysis sheet (summary sheet) to allocate and apportion costs to production and service departments
4.2) Understand and apply the apportionment of service department costs using direct or step-down approaches
4.3) Calculate the overhead absorption rate for each production department
4.4) Calculate the over- and under-absorption of overheads

5. Job & Service Costing

5.1) Understand the principles of job costing and service costing
5.2) Compute costs for jobs and services using appropriate techniques

6. Absorption & Variable Costing

6.1) The principles of variable costing
6.2) Prepare profit statement using variable costing principles
6.3) Understand the principles of absorption costing
6.4) Prepare profit statements using absorption and costing principles
6.5) Reconcile profits recognised under variable costing to profits recognised under absorption costing

7. Functional Budgeting

7.1) Understand the process of business strategy formulation, its links to the budgetary process and the purposes of budgeting
7.2) Understand the budgetary process (the budgetary cycle)
7.3) Construct functional budgets for sales, materials, labour and overheads

Learning Outcomes

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

#	
MLO1	Explain the role and operating environment of a management accountant
MLO2	Classify costs according to their function, nature or behaviour.
MLO3	Apply Cost-Volume-Profit (CVP) analysis and breakeven analysis.
MLO4	Allocation of overhead expenses.
MLO5	Compute costs for jobs and services using job costing techniques.
MLO6	Prepare a profit statement using variable costing principles.
MLO7	Prepare a profit statement using absorption costing principles.
MLO8	Construct functional budgets.

Requisites

Module Content & Assessment

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

Derogations from the General Assessment Regulations

4 repeat attempts

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	15
Indicative Week	Week 8	**Learning Outcomes**	3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	In Class Test	**% of Total Mark for Module**	15
Indicative Week	Week 4	**Learning Outcomes**	1,2
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Details provided in student handbook

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Tutorial	12
Self Directed	48
Hours (up to 100 for 5 ECTS credits)	84.00

Recommended Reading List

Recommended Book Resources

- **Peter Atrill and Eddie McLaney. (2015), Management Accounting for Decision Makers, Eighth Edition. Pearson, [ISBN: 1292072431].**
- **Colin Drury. (2020), Management & Cost Accounting, 11th Edition. Cengage Learning, [ISBN: 147377361X].**

APPROVED

ACCT 2101: Management Accounting

Module Details

Module Code:	ACCT 2101
Module Long Title:	Management Accounting APPROVED
Banner Title:	Management Accounting
Version:	1
Indicative NFQ 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;

	Cost classifications and behaviours and overhead allocation; Cost-volume-profit analysis; Information / control for decision makers; Relevant costing; Determination of product costs; Preparation of budgets
Learning and Teaching Methods	Formal lectures, tutorials and problem solving. Problems will be worked on by learners in the class environment as well as externally. Continuous feedback and support will be given in order to identify problems where they arise. Students will also be assigned problems in advance of tutorial classes and will be required to apply cost and management accounting techniques for problem solving.

Learning Outcomes

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

#	
MLO1	Discuss the role of management and cost accounting in generating valuable information for management in a business context.
MLO2	Apply cost concepts including overhead allocation to products
MLO3	Use cost-volume-profit analysis, relevant costing and information for decision makers to support control and decision -making where appropriate.
MLO4	Use budgeting as a part of the planning and business process.

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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Final written examination This examination will constitute a conventional unseen time-constrained test. The examination questions will be designed to assess the student's understanding of topics covered & their ability to select, apply & interpret the output from management accounting techniques.

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Two in class exams - MCQ format. They will assess the material covered in that semester.

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

- **COLIN. DRURY. (2018), Cost and Management Accounting, 9th. Cengage, [ISBN: 9781473749054].**

Supplementary Book Resources

- **Peter Atrill,E. J. McLaney. (2018), Management Accounting for Decision Makers, 9th. Pearson, United Kingdom, p.577, [ISBN: 978-1292204574].**

APPROVED

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 NFQ 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 :	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. This can be reviewed in the future when a University based policy is developed to address the issues that arise.
Indicative Syllabus	

1. Cost and Management Accounting Framework

1.1) The relationship between cost accounting, management accounting and financial accounting.
1.2) The role of the management accountant in the management process.
1.3) Cost accounting as part of a management information system.
1.4) The design of a costing system.
1.5) Classification of costs and cost behaviour

2. Product cost determination

2.1) Material costs and control
2.2) Procedures and documentation necessary for ordering, receiving, storing and issuing materials from stock.
2.3) Ledger entries for stock movements and stock losses.
2.4) Stock valuation methods used in pricing stores issues and the effect on profit of the valuation method selected.
2.5) An introduction to cost control
2.6) Labour costs and control
2.7) Methods used to relate labour costs to work done.
2.8) Attendance and performance records.
2.9) Remuneration methods and incentive schemes.
2.10) Payroll routine and analysis of labour cost, treatment of overtime and idle time.
2.11) Measures of labour efficiency and labour turnover.
2.12) Ledger entries relating to labour costs.
2.13) Overhead costs and control
2.14) Nature, classification and analysis of overhead costs.
2.15) Allocation, apportionment and absorption of overheads including reciprocal service situations.
2.16) Establishment of overhead rates and treatment of under/over recovery; advantages of departmental rates.
2.17) Understanding activity- based costing and the concept of cost drivers.
2.18) Ledger entries relating to overhead costs.
2.19) Accounting for overheads using activity-based costing.

3. Cost Accounting Systems/ Design of a Cost System

3.1) Job, batch and contract costing:
3.2) Valuation of work completed and in progress.
3.3) Cost accounting appropriate to production based organisations and service industries.
3.4) Integrated and non-integrated accounting systems including their reconciliation.
3.5) Ledger entries for different costing methods.

4. Information for Decisions

4.1) Marginal costing compared with absorption costing; reconciliation of profits given by each method.
4.2) Cost volume profit analysis and break-even as a short range decision making tool; contribution theory and margin of safety
4.3) Contribution break-even charts and profit/volume graphs (single and multiple product)
4.4) The concept of opportunity and relevant costs and their use in special pricing decisions.

5. Planning and Control

5.1) Types of budgets and the budgeting process.
5.2) Purposes and benefits of budgeting.
5.3) Preparation of functional budgets for operating and non-operating functions.
5.4) Identification of the key budget factor and budget period.
5.5) Cash budgets; the master budget.
5.6) Long and short term planning.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Ascertain costs for activities, products and services.
MLO2	Evaluate the of the role of management accounting and the requirements of the management accounting system to generate different costs for different purposes in an organisation.
MLO3	Apply and evaluate relevant management accounting techniques in relation to stock valuation and profit measurement, decision making, and planning and control
MLO4	Record, analyse and interpret management accounting information.
Requisites	

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	100.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written examination. Closed book final exam.

Assessment Type	Written Examination	**% of Total Mark for Module**	30
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
Individual exam which may include in class tests.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Tutorial	24
Hours (up to 100 for 5 ECTS credits)	72.00

Recommended Reading List

Recommended Book Resources

- **Cengage Learning,DRURY. MANAGEMENT COST ACCOUNTING 11E, [ISBN: 978-1-4737-7361-5].**

Supplementary Book Resources

- **Lucey, T.. Costing, South-Western. Cengage Learning, London..**
- **Clarke. P.. Managerial Accounting: Costing, Decision Making & Control,, Institute of Chartered Accountants in Ireland,, Dublin.**
- **Horngren, C.T., Bhimani, A., Srikant, M.D. and Foster, G.. Management and Cost Accounting, Prentice-Hall International, London.**
- **Sheppard, G. Management Accounting A Practical Approach, Gill and MacMillan, London.**

APPROVED

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 NFQ level:	Level 6
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Robert Nolan
Module Coordinators:	• 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	**Module Description:** 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. **Module aim** 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

Indicative Syllabus	Description of syllabus content covered in module: 1. An introduction to management accounting 2. Elements of cost, including direct and indirect cost 3. Apportioning overhead cost 4. Calculating the full cost of a product or service 5. Modern approaches in product and service costing and the control of overhead cost 6. Cost behaviour, fixed, variable, step and semi variable cost, including the separation of semi variable components 7. Cost – volume – profit analysis, including breakeven charts 8. Relevant costs for decision making 9. Marginal costing for decision making 10. The budgetary process 11. Producing master budgets 12. Budget control statements
Learning and Teaching Methods	This module will be delivered through the medium of lectures, in a context that is relevant for marketing students, supported by an electronic learning environment. The learning and teaching methods employed will include, discussion, problem-solving exercises, case studies and self-directed learning.

Learning Outcomes

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

#	
MLO1	Describe the role of management accounting within an organisation
MLO2	Demonstrate an understanding of the nature and elements of cost within an organisation
MLO3	Demonstrate an understanding of the importance of overheads and apportion overhead cost
MLO4	Calculate the full cost of a product or service
MLO5	Demonstrate an understanding of cost behaviour and demonstrate its relevance in decision making

MLO6	Describe the relationship between cost – volume and profit and present the results of break-even analysis
MLO7	Apply the processes of relevant costing and marginal costing in decision making
MLO8	Describe the budgetary control process
MLO9	Apply budgeting principles to present accurate budgets and control statements

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**	1,2,3,4,5,6,7,8,9
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of year examination

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous assessment (Individual)

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Peter Atrill and Eddie McLaney. (2024), Accounting & Finance for Non-Specialists, 12th. Pearson, International, [ISBN: -139781292737652].**

APPROVED

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 NFQ level:	Level 6
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Ayman Tobail
Module Coordinators:	• 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	Description of syllabus content covered in the module: 1. Introduction to ICT/E-business

	2. Introduction to current technologies 3. Market Opportunity Analysis 4. E-Business Models 5. Internet Marketing Tactics and Strategy 6. Information/Knowledge Management 7. Customer Relationship Management 8. Supply Chain Management
Learning and Teaching Methods	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. The teaching methodology will apply a 30% teacher-centered to 70% student-centered learning approach which will assign significant responsibility to the student in the learning process, for example; in the modeling phase, the participant will analyse the business process and start modeling after learning the basics in the first lectures and from the gained experiences in a different context and practical examples/models. Evaluate the processing logic and taking responsibility for delivering an effective model will be the participant role under the lecture supervision

Learning Outcomes

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

#	
MLO1	Incorporate ICT and e-business strategy into an organisation’s goals and objectives.
MLO2	Identify organisational processes and relationships that may benefit from the application of technology.
MLO3	Understand the key challenges and criticisms relating to ICT and e-business strategy.
MLO4	Demonstrate critical reflective skills, reflecting upon current issues in business.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Community Based	**% of Total Mark for Module**	100
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
The assessment will be a 100% group assessment. The learner is required to achieve a project for a real-life business firm under the community-based learning scheme. This project is to reflect the studied theories and concepts. A final product (Business Firm online interactive Portal) of 50%, a comprehensive report of 30%, and an oral presentation of 20% are required by the end of the semester. This gives a chance for students to synthesise, criticise and demonstrate an understanding of the studied material along with developing the required communication, presentation, cooperation, and peer-learning skills.

Module Activity

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

Recommended Reading List

Supplementary Book Resources

- **Kenneth C. Laudon, Carol Guercio Traver. (2018), E-commerce 2018: business. technology. society, 14. Pearson.**
- **Dave Chaffey. (2019), Digital Marketing, 7. Pearson.**

APPROVED

MGMT 2013: Management Science

Module Details

Module Code:	MGMT 2013
Module Long Title:	Management Science APPROVED
Banner Title:	Management Science
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Catarina Marvao
Module Coordinators:	• 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	**Introduction:** The Management Science approach; problem definition, model formulation, data selection, solution, implementation. **Linear Programming :** Problem formulation. Graphical solution. Solver solution. Solution interpretation and sensitivity analysis. Applications. **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.

	Inventory Management: EOQ model, production lot-size model, quantity discounts, planned shortages. Stochastic models: re-order point with uncertain demand, determination of optimum safety stocks. **Decision Analysis:** Structuring the decision problem, pay-off tables and decision trees. Decision rules without probabilities……Minimax, Maximum, Maximax. Decision rules with probabilities…….Expected value approach. Sensitivity Analysis. Decision analysis with sample information and posterior probabilities. Value of perfect information, value of sample information. **Simulation:** Building a simulation model. Simulation with stochastic systems, generating random inputs. Simulation of inventory and queuing systems. Decision making. Spreadsheet simulation using Excel
Learning and Teaching Methods	The module will be taught using a combination of lectures, tutorials and laboratory sessions. Course notes and problem sheets will be supplied. Emphasis will be placed on problem recognition , model building, solution determination and decision making. Throughout the module examples and problems from a business environment will be used.

Learning Outcomes

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

#	
MLO1	Understand the concept of break-even analysis
MLO2	Formulate Linear Programming problems and solve graphically and using Solver.
MLO3	Understand decision making processes with and without probabilities
MLO4	Represent and analyse a sequential decision making process using decision trees.
MLO5	Draw network diagrams and analyse.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80

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 End of semester examination			

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Mid semester class test			

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

- **Bernard W. Taylor. (2012), Introduction to Management Science, Pearson College Division, p.822, [ISBN: 978-0-13-275191-9].**

Supplementary Book Resources

- **Xavier Pierron,Dennis Sweeney,David Anderson,Thomas Williams,Mik Wisniewski. (2017), An Introduction to Management Science, 3rd Edition, [ISBN: 9781473729322].**

APPROVED

MKRT 2025: Market Research

Module Details

Module Code:	MKRT 2025
Module Long Title:	Market Research APPROVED
Banner Title:	Market Research
Version:	1
Indicative NFQ 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

	Costs of information Developing the marketing research brief, proposal, schedule and budget **Secondary Research** Types of secondary data The use of secondary data Sources of secondary data (Internal and External sources) Evaluation of the benefits and limitations of secondary data **Primary Research – Qualitative Methods** Classification and evaluation of qualitative research designs Focus Groups In-depth Interviews Ethnography, netnography Projective Techniques Qualitative data analysis **Primary Research – Quantitative Methods** Classification and evaluation of research methods Quantitative data collection methods; survey, observation and experiments

	Survey methods; postal, personal, CATI/CAPI **Questionnaire Design** Questionnaire design Measurement scales, ordinal, nominal, interval and ratio levels Measurement of attitudes Reliability and validity issues Data protection and confidentiality **Field Work and Quality Control** Interviewing techniques Fieldwork supervision, organisation and control Data preparation, editing, coding and cleaning **Data Analysis** Quantitative data analysis Interpretation Statistical treatment of data Use of SPSS

	Reports and Their Presentation The written report The oral report Visual aids and their use
Learning and Teaching Methods	The module will be delivered using a variety of teaching methods; traditional lectures, workshops, computer lab sessions. This will also be complemented with a series of case studies and class discussions.

Learning Outcomes

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

#	
MLO1	Demonstrate that he/she has a working understanding of both qualitative and quantitative research methods through the implementation, analysis and dissemination of specific marketing research projects.
MLO2	Analyse both statistical and qualitative data using appropriate techniques
MLO3	Synthesise and communicate their findings in both oral and written formats

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Report	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
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	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Matthew Harrison, Julia Cupman, Paul Hague, Oliver Truman. (2016), Market Research in Practice, Kogan Page, p.328, [ISBN: 9780749475857].**
- **Naresh K. Malhotra. (2019), Marketing Research, [ISBN: 1292265639].**
- **Tom J. Brown, Tracy A. Suter, Gilbert A. Churchill. (2023), Basic Marketing Research, Cengage Learning, p.0, [ISBN: 0357901843].**

APPROVED

MKRT 9408: Marketing

Module Details

Module Code:	MKRT 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 (28 February 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	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.
Indicative Syllabus	**Introduction to Marketing:** Marketing defined. The marketing concept. The value creation process. Strategic marketing. **Evolution of Marketing:**

	The origins of marketing and development to date. Marketing as a philosophy. The changing landscape of marketing. **The Marketing Environment:** Environmental scanning. Micro and macro forces. **Marketing Research:** Marketing information. Introduction to marketing research and its role in marketing. the market research process. **Consumer Behaviour:** Analysing consumer behaviour online and offline. **Segmentation Targeting Positioning:** Approaches to identifying markets. Market segmentation bases. The process of segmentation, targeting and positioning. **The Marketing Mix:** The seven P's. Product strategy, pricing concepts and strategies, integrated marketing communications, marketing channels. Services marketing mix. **Ethical Issues in Marketing:** Marketing ethics. The concept of social responsibility. Ethical decision-making processes.
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. 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.
Learning Outcomes	

Upon successful completion of this module the learner will be able to	
#	
MLO1	Demonstrate an understanding og the fundamentals of marketing strategy and the role of marketing within the organisation.
MLO2	Evaluate the factors and trends that comprise the marketing environment.
MLO3	Demonstrate an awareness of the importance of ethical issues in marketing.
Requisites	

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1
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	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Philip Kotler, Gary Armstrong. Principles of Marketing, Global Edtion, Pearson, [ISBN: 1292341130].**

Supplementary Book Resources

- **David Jobber, Fiona Ellis-Chadwick. (2019), Principles and Practice of Marketing, McGraw-Hill, [ISBN: 152684723X].**

APPROVED

MRKT 1073: Marketing 1

Module Details

Module Code:	MRKT 1073
Module Long Title:	Marketing 1 APPROVED
Banner Title:	Marketing
Version:	2
Indicative NFQ 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	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.
Indicative Syllabus	**Introduction to Marketing:** Marketing defined. The marketing concept. The value creation process. Strategic marketing. Marketing's role in facilitating sustainable production and consumption.

	Evolution of Marketing: The origins of marketing and development to date. Marketing as a philosophy. The changing landscape of marketing. **The Marketing Environment:** Environmental scanning. Micro and macro forces. **Marketing Research:** Marketing information. Introduction to marketing research and its role in marketing. the market research process. **Consumer Behaviour:** Analysing consumer behaviour online and offline. Understanding the sustainable consumer. **Segmentation Targeting Positioning:** Approaches to identifying markets. Market segmentation bases. The process of segmentation, targeting and positioning. **The Marketing Mix:** The seven P's. Product strategy, pricing concepts and strategies, integrated marketing communications, marketing channels. Services marketing mix. **Ethical Issues in Marketing:** Marketing ethics. The concept of social responsibility. Ethical decision-making processes.
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. 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 TU Dublin's virtual learning environment, Brightspace.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Understand the fundamentals of marketing strategy and the role of marketing in the organisation, the marketplace and also in society in terms of addressing sustainability priorities and challenges.
MLO2	Evaluate the factors and trends that comprise the marketing environment.
MLO3	Demonstrate an awareness of the importance of ethical issues in marketing
Requisites	

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Group

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	34
Self Directed	66
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Philip Kotler,Gary Armstrong,Lloyd C. Harris,Hongwei He. (2019), Principles of Marketing, 8th European Ed.. Pearson Higher Education, p.720, [ISBN: 9781292269566].**

APPROVED

MRKT 2320: Marketing Practice

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:	• 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	**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. **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.
Indicative Syllabus	**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 sevices. **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 **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.
Learning and Teaching Methods	Active and experiential learning will be encouraged to enable the student to draw on their linguistic, logical and interpersonal intelligences. Formal Lectures Student presentation and class discussion.

Learning Outcomes

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

#	
MLO1	Analyse a market situation for a brand
MLO2	Evaluate market potential for a brand
MLO3	Discriminate between communication and media alternatives for a brand
MLO4	Develop a fully integrated brand campaign for a product or service in a profit or not-for-profit sector.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Project	**% of Total Mark for Module**	100
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment (group)
Students are required to select, critically evaluate and present a marketing campaign from different sectors of marketing.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Sargeant Adrian. (2005), Marketing Management for Non profit organizations,, 2ND. Oxford University press.**

APPROVED

MRKT 2020: Marketing Research

Module Details

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:	• 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	**Primary Research objectives and rationale** **Fieldwork and Quality Control**

	Quantitative Research Designs and Analysis • Measurement and Scaling • Sampling theory and practice • Questionnaire Design • Survey, Observation and Experiments • Data preparation for analysis • Introduction to SPSS **Qualitative Research Designs and Analysis** • Focus groups • Projective Techniques • Depth Interviews **Marketing research reports and presentation**
Learning and Teaching Methods	While much of the subject matter will be presented by using lectures, the essential thrust of this course is to focus on the student's own primary research needs and to demonstrate how marketing researchers have approached these issues. Where available, video presentations and lab lectures will be used.

Learning Outcomes

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

#	
MLO1	Describe the process of marketing research.
MLO2	Identify marketing research problems.
MLO3	Differentiate between primary data and secondary data.
MLO4	Recognise and apply the quantitative and qualitative approaches to marketing research.
MLO5	Apply theories into their marketing research project

Requisites

Module Content & Assessment	
Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%
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**	60
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 Formal, end of semester exam			

Other Assessment(s)			
Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description CA 1(Group project)			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*

Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Naresh K. Malhotra. (2019), Marketing Research - An Applied Orientation: Global Edition, 7. [ISBN: 978-1292265636].**

Supplementary Book Resources

- **Christine Domegan,Declan Fleming. (2007), Marketing Research in Ireland, Gill & MacMillan, p.590, [ISBN: 0717142000].**
- **Marcus J. Schmidt,Svend Hollensen. (2006), Marketing Research: An International Approach, Pearson Education, p.638, [ISBN: 978-0273646358].**

APPROVED

MRKT 2421: Marketing Research

Module Details

Module Code:	MRKT 2421
Module Long Title:	Marketing Research APPROVED
Banner Title:	Marketing Research
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
ECTS Credits::	5
Current Coordinator::	Jade Kim
Module Coordinators:	• 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.

Indicative Syllabus

1. Introduction to Marketing Research
1.1) n/a

2. Research Design and the Research process
2.1) n/a

3. Secondary Research - sources, evaluation
3.1) n/a

4. Irish Government and commercial research available
4.1) n/a

5. Primary Research objectives and rationale
5.1) n/a

6. Sampling theory and practice
6.1) n/a

7. Quantitative Research Designs and Analysis
7.1) Questionnaire Design
7.2) Measurement and Scaling
7.3) Data preparation for analysis

8. Survey, Observation and Experiments
8.1) n/a

9. Qualitative Research Designs and Analysis
9.1) Focus groups
9.2) Projective Techniques
9.3) Depth Interviews
9.4) Qualitative Data Analysis

10. Marketing Research Reports and their Presentation
10.1) n/a

Learning Outcomes

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

#	
MLO1	Critically analyse practical examples of marketing research
MLO2	Identify and evaluate secondary research sources

MLO3	Plan and conduct a secondary research project
MLO4	Generate and rationalise primary research objectives based on secondary data analysis
MLO5	Plan and conduct a primary research project
MLO6	Present and interpret primary research findings.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Marketing Research Project (Presentation + Written Report)

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Malhotra, M.K. (2021), Marketing Research - An Applied Orientation, 7th. Pearson.**

Supplementary Book Resources

- **Domegan, C., Fleming, D.. (2007), Marketing Research in Ireland, 3rd. Gill and Macmillan, Dublin.**
- **Saunders, Lewis, and Thornhill. (2021), Research Methods for Business Students, 8th. Pearson.**

APPROVED

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 NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Ravshan Khaydarov
Module Coordinators:	• 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** • Solutions of Equations • Elimination Methods • Cramer's Rule. • Application to National Income models and input-output analysis.

	Calculus • Derivatives of Exponential and Logarithm Functions. • Partial derivatives, First and Second order. • Implicit and Total Differentiation. • Optimisation Rules. • Homogenous Functions, Euler's Theorem. • Proportionate Differential and Growth Accounting, Log-Linear Functions. • Integration of Natural Exponential Function. Integration by substitution and parts. Approximation Rules. • Present value of a Continuous Income Stream. • Application to Probability Density Functions. • First order Linear Differential Equations with applications in Financial Maths. • Difference Equations: Solutions and Applications. **Derivatives Introduced** • Futures, Options, Types of Traders. • Interest rates, conversion from discrete time to continuous time. • Calculating forward rates and derivation of formula. • Forward pricing, value of a Forward contract. • Calculating zero interest rates from fixed-income instruments. • Bond pricing, Bond yield, Bond duration. • Using calculus to derive Duration and Convexity formulae
Learning and Teaching Methods	The module will be taught using a combination of lectures, tutorials and laboratory sessions. Emphasis will be placed on problem solving and business applications

Learning Outcomes

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

#	
MLO1	Use matrix algebra in the context of Input-Output analysis and National Income models.
MLO2	Integrate using substitution and parts.
MLO3	Calculate partial derivatives and solve optimization problems involving two variables.

MLO4	Calculate futures prices, value of a futures contract, forward rates, zero rates, bond prices, bond duration and design interest rate and currency swaps.

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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Conventional Unseen End of year examination

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	10
Indicative Week	Week 4	**Learning Outcomes**	1
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	Week 8	**Learning Outcomes**	2,3
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	Week 11	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description Brightspace			

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

- **Ian Jacques. Mathematics for Economics and Business, 9th Edition. Pearson, [ISBN: 9781292191713].**
- **JOHN. HULL. (2021), Options, Futures, and Other Derivatives, Global Edition, 11th. Pearson, [ISBN: 1292410655].**

Supplementary Book Resources

- **Knut Sydsaeter,Peter Hammond,Arne Strom,Andrés Carvajal. (2021), Essential Mathematics for Economic Analysis, 6th Edition. Pearson, p.0, [ISBN: 9781292359281].**
- **Teresa Bradley. (2013), Essential Mathematics for Economics and Business, John Wiley & Sons, p.688, [ISBN: 1118358295].**
- **Larry J. Goldstein,David I. Schneider,David C. Lay,Nakhle H. Asmar. Calculus and Its Applications, Global Edition, 14th Edition. [ISBN: 9781292229041].**

- **James H. Stock,Mark W. Watson. Introduction to Econometrics, Global Edition, Pearson, [ISBN: 1292264454].**
- **Michael Rees. (2018), Principles of Financial Modelling, John Wiley & Sons, p.546, [ISBN: 9781118904015].**

Other Resources

- **Website, Central Bank of Ireland, http://www.centralbank.ie**
- **Website, European Central Bank, http://www.ecb.int**
- **Website, The Economist, http://www.economist.com**
- **Website, Mood's Analytics, http://www.economy.com**
- **Website, International Monetary Fund, http://www.imf.org**

APPROVED

MRKT 2324: Media Communications

Module Details

Module Code:	MRKT 2324
Module Long Title:	Media Communications APPROVED
Banner Title:	Media Communications
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2019 (September 2019)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Orla Hayes
Module Coordinators:	• 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	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). 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.
Indicative Syllabus	**Mass Mediated Communication** Mass Media Environment: 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

	practices. The main media institutions, relationships between publishers, consumers and advertisers and issues in media consumption are explored, as is the regulatory environment. Changing Media Environment: The explosion in new media channels in recent years has led many commentators to predict a fundamental shift in the relationships and sites of power in the media world. This section will review new media consumption, the growth in power of the media consumer, and the challenge facing traditional advertising media. **Communication Skills** Business Writing: Students will be required to produce a business report to a professional standard. Presentation Skills: Presentation skills developed at a foundation level in the module "Essentials of Communications" are built upon in this module. Advanced skills are explored via the introduction of audio-visual aids and students are required to present group-work material, thus integrating theoretical learning about groups with the skills to work in such a setting.
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

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

#	
MLO1	Critically reflect on the social and business impact of social and mass media communications
MLO2	Explore current issues in the media landscape
MLO3	Approach media output and consumption via a media literacy framework
MLO4	Critically evaluate ethical issues in various media sectors
MLO5	Deconstruct the development processes and relationships within and between various media sectors and genres
MLO6	Understand the various relationships between the main media institutions and owners, and patterns of cross industry ownership
MLO7	Analyse changing audience consumption patterns in the international and Irish media environments
MLO8	Utilise the conventions for persuasive and analytic business writing in the presentation of a business report on the media landscape
MLO9	Deliver a complex business presentation on a media topic prepared with a group using software for visual presentation

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	25
Indicative Week	Week 7	**Learning Outcomes**	1,3,4,7,8,9
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Work Report on aspect of media environment

Assessment Type	Journal/Reflective Journal	**% of Total Mark for Module**	15
Indicative Week	Week 4	**Learning Outcomes**	1,3,4,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual Media Diary

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Joseph Turow. (2022), Media Today, 8th. Routledge, p.504, [ISBN: 9780367680299].**

APPROVED

MRKT 2322: Microeconomics

Module Details

Module Code:	MRKT 2322
Module Long Title:	Microeconomics APPROVED
Banner Title:	Microeconomics
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Alan Murray
Module Coordinators:	• 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	**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, opportunity cost and utility. Factors influencing the demand and supply of a product and the determination of equilibrium price in the market. The consequences of the imposition of price controls on the market. Elasticity - including price elasticity, income elasticity and cross price elasticity. Costs of production in the short and long run. The achievement of profit maximization for firms. Models of market structure - including perfect competition, monopoly, oligopoly and monopsony. Government intervention and regulation in the market. Market failures - including externalities, public goods, monopoly and incomplete information. The market for factors of production - land, labour, capital and enterprise. Inequality and poverty in society. Taxes, benefits and the redistribution of income in society.
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

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

#	
MLO1	Analyse how a market functions through the price mechanism.
MLO2	Explain market distortions such as price controls and taxation.
MLO3	Understand economic profits and costs.
MLO4	Evaluate market structures, including perfect competition, monopoly, oligopoly and monopolistic competition.
MLO5	Outline the reasons for state interventions such as externalities, monopoly power and inequality in a market economy.

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
Semester examination

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
On-line quiz tool will be used for continuous assessments

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24

Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Gerard Turley,Maureen Maloney,Francis O'Toole. (2011), Principles of Economics, Gill Education, p.656, [ISBN: 0717149889].**

APPROVED

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**

Small firms in the Irish economy, Problems faced by small companies, Types of entrepreneurs and innovators, Myths of entrepreneurship

2. **Generating the Business Idea**

   Models for new ventures, Idea generation, Screening ideas, Business analysis, and Feasibility studies

3. **Business Plan**

   Purpose and benefits, Design of a business plan, Layout and content, Focused recipient, Approaching potential investors.

4. **New Business Assistance**

   Enterprise Ireland, FAS, City/County Enterprise Boards, BIC, BIM, Bolton Trust, First Step, ICE, SPADE, etc

5. **Legal Aspects**

   Sole trader, Partnership, Limited company, Franchising, Licensing, Patents, Trademarks, and Copyrights

6. **Sources of Finance**

   Seed funding, Venture capital, Loans, Grants, Equity, Debt Financing, Business Expansion Scheme, VAT, PRSI, PAYE, ratio analysis, Promotion within SME's, Pricing to the target market, Channels of distribution

	7. **Operations** People and premises, Managing key resources, Buying the right capital equipment, Recruitment and selection of staff, Fulfilling skill needs 8. **Marketing Activities** Identifying target markets, promotional activities, pricing strategies, channels of distribution 9. **Success is a Choice** Building personal capability, Setting goals for yourself, Making things happen, Personal mastery
Learning and Teaching Methods	The learning and teaching methods employed will include lectures, discussions, problem-solving exercises, reading, and self-directed learning. In addition, formal lectures and workshops are supported by guest lecturers from practitioners in the area. In addition to the reading list, supplemental readings will be continually provided to ensure that students are aware of current academic developments and emerging practitioner issues.

Learning Outcomes

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

#	
MLO1	demonstrate an increased awareness of the importance of enterprise in Ireland
MLO2	apply relevant information on sources of assistance
MLO3	develop an understanding of key issues in setting-up and running a small business
MLO4	write a well-structured Business Plan and create a Business Pitch to support it

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	35
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description New Venture Creation Report			
Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Business Plan			
Assessment Type	Presentation	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Business Plan Presentation			
Assessment Type	Performance	**% of Total Mark for Module**	5
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description Performance Assessment (incl. Peer Review)

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Paul Burns. (2018), New Venture Creation: A Framework for Entrepreneurial Start-ups, 2nd. Palgrave.**
- **Blundel, R., Lockett, N., & Wang, C.. (2017), Exploring entrepreneurship, Sage.**

Supplementary Book Resources

- **Osterwalder, A. and Pigneur, Y.. (2010), Business model generation: a handbook for visionaries, game changers, and challengers, John Wiley & Sons.**
- **Burk Woods, Marian. (2014), Essential Guide to Marketing Planning, 5th. FT Prentice Hall.**
- **Friend, G. and Zehle, S.. (2009), Guide to business planning, Bloomberg Press.**

Recommended Article/Paper Resources

- **O'Gorman, C.. (2015), The study of entrepreneurship in Ireland, The Irish Journal of Management, 34(1), p.14.**
- **Blank, S.. (2013), Why the lean start-up changes everything, Harvard Business Review, 91(5), 63-72.**

Other Resources

- **Report, Fitzsimons, P. and O'Gorman. (2017), Entrepreneurship in Ireland 2016: global entrepreneurship monitor (GEM), http://www.gemireland.com/wp-content/upl oads/2014/06/GEM-2016.pdf**

APPROVED

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	• 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.

Learning and Teaching Methods	The learning methods used for this module will be a combination of lectures, problem-solving exercises, and project work. The project work will involve the construction of functioning software applications, with the design being documented using appropriate UML notation.

Learning Outcomes

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

#	
MLO1	Develop software applications with user interfaces using a wide variety of user interface components.
MLO2	Demonstrate an understanding of the principles of event-driven programming by ensuring the correct functioning of these GUI-based applications.
MLO3	Show an understanding of the principles of usability by being able to analyse the strengths and weaknesses of these and other GUI-based applications with regard to user-friendliness.

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	INFS 1003 v.1 Object Oriented Software Development 1 [Approved]	Module

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	90
Indicative Week	Week 7	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Class Participation	**% of Total Mark for Module**	10

Indicative Week	Week 12	**Learning Outcomes**	1,2,3
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	
Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	124.00

Recommended Reading List

Recommended Book Resources

- **Bruce Eckel. (2006), Thinking in Java, Pearson Education, p.1521, [ISBN: 978-0131872486].**

Supplementary Book Resources

- **Deitel & Deitel. (2014), Java how to Program, [ISBN: 9788120350649].**
- **Khalid Azim Mughal,Rolf W. Rasmussen. (2003), A Programmer's Guide to Java Certification, Addison-Wesley Professional, p.674, [ISBN: 9780201728286].**
- **Kathy Walrath,Mary Campione,Alison Huml,Sharon Zakhour. (2004), The JFC Swing Tutorial, Addison-Wesley Professional, p.790, [ISBN: 9780201914672].**
- **Marc Loy,Robert Eckstein,Dave Wood,James Elliott,Brian Cole. (2002), Java Swing, "O'Reilly Media, Inc.", p.1278, [ISBN: 9780596004088].**
- **Wilbert O. Galitz. The Essential Guide to User Interface Design, John Wiley & Sons, [ISBN: 9780470053423].**

APPROVED

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:	• 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.

Indicative Syllabus	
Learning and Teaching Methods	
Rationale for Change :	

Indicative Syllabus
1. Operations Management: An Overview 1.1) n/a
2. Operations Performance 2.1) n/a
3. Operations Strategy 3.1) n/a
4. The Structure and Scope of Operations 4.1) n/a
5. Process Design 5.1) n/a

6. Planning and Control
6.1) n/a

7. Capacity Management
7.1) n/a

8. Introduction to Supply Chain Management
8.1) n/a

9. Operational and Supply Chain Resilience
9.1) n/a

10. Inventory Management
10.1) n/a

11. Quality Management
11.1) n/a

12. Process Improvement: Lean Thinking
12.1) n/a

13. Forecasting
13.1) n/a

Learning Outcomes

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

#	
MLO1	Understand operations performance and be able to critique the application of OM improvement strategies in product and service companies.
MLO2	Analyse the current trends and applications of world-class OM strategies.
MLO3	Apply, analyse and evaluate the tools and techniques used to improve people, processes and resources in OM.
MLO4	Evaluate the strategic importance of OM as a competitive weapon for both manufacturing and service industries.

Requisites

Assessment Threshold	

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Derogations from the General Assessment Regulations

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 14	**Learning Outcomes**	3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Combination of Problem-solving and Essay Questions in Exam.

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	Week 5	**Learning Outcomes**	1
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Presentation	**% of Total Mark for Module**	20
Indicative Week	Week 5	**Learning Outcomes**	2
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Nigel Slack,Alistair Brandon-Jones,Nicola Burgess. (2022), Operations Management, 10. Pearson Education Limited, [ISBN: 978-1-292-40824-8].**
- **Jay Heizer,Barry Render,Chuck Munson. (2020), Operations Management, 13. Pearson, [ISBN: 1-292-29503-1].**

Supplementary Book Resources

- **David Alan Collier,James R. Evans. (2021), Operations and Supply Chain Management, 2. Cengage Learning, Inc., p.560, [ISBN: 978-0-357-13169-5].**

APPROVED

MGMT 2007: Organisational Behaviour

Module Details

Module Code:	MGMT 2007
Module Long Title:	Organisational Behaviour APPROVED
Banner Title:	Organisational Behaviour
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:	• 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	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.

	The two main objectives of the module are to: • Introduce key concepts and frameworks in organisational behaviour to increase knowledge and understanding of human behaviour in organisations and; • Foster an understanding of how to be more effective in organisational settings through applying these concepts through engaging in problem solving activities.
Indicative Syllabus	1. Introduction to organisational behaviour 2. The individual – perception, learning, attitudes, personality etc. 3. Motivation concepts and applications 4. Groups, the nature of work groups, group processes and behaviours 5. The role of culture in an organisation 6. Leadership 7. Power and politics 8. Change Management and leadership
Learning and Teaching Methods	To accomplish the module's aims, a variety of learning methods and activities will be utilised, including cases, discussions, videos, classroom activities and out-of-class reading of texts and articles. Learning will be interactive and class session will require your participation.
Rationale for Change :	Module has been updated

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Exhibit a systematic understanding and a thorough knowledge of the key elements of organisational behaviour theory
MLO2	Apply concepts and skills directly to management and business challenges and dilemmas

MLO3	Evaluate and analyse the implications of particular behaviours and strategies for managerial action
MLO4	Evaluate how organisational performance could be improved, considering both individual and group factors.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

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	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	20
Indicative Week	Week 1	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual Continuous assessment assessing students knowledge of course content

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4

Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group project consisting of written report and presentation on a problem-based assignment

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Arnold, J., et al. (2020), Work Psychology: Understanding Human Behaviour in the Workplace, 7th. Pearson/Prentice Hall.**
- **Robbins, S.P., & Judge, T. A. (2022), Organizational Behavior, 19th. Pearson/Prentice Hall.**

Recommended Article/Paper Resources

- **Academy of Management Journal.**
- **Academy of Management Review.**
- **European Journal of Work and Organizational Psychology.**
- **Harvard Business Review.**
- **Journal of Applied Psychology.**
- **Journal of Occupational and Organizational Psychology.**
- **Journal of Organizational Behavior.**
- **Journal of Vocational Behaviour.**
- **Organizational Behavior and Human Decision Processes.**
- **Personnel Psychology.**

Other Resources

- **CIPD. www.cipd.co.uk, http://www.cipd.co.uk**

APPROVED

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:	• 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	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. 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.
Indicative Syllabus	Academic Writing: Note-taking; Effective Reading; Time Management/Procrastination; Learning Styles; Assignment Writing

	Critical Thinking & Writing Skills: critical reading; critical writing; 'Critical Process' of writing Professional Development: goal-setting; professional development action plan Teamwork skills
Learning and Teaching Methods	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. Lectures will be supported with guest speakers, pragmatic workshops, in-class discussion, group projects and student participation.

Learning Outcomes

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

#	
MLO1	Illustrate academic writing skills
MLO2	Apply critical thinking skills
MLO3	Show ability to work as part of a team, exhibiting professional conduct to include: team-management, time-management, goal-setting, and conflict resolution capability
MLO4	Demonstrate research capabilities and presentation skills

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Assessment:

Students will work as a group to develop a comprehensive presentation to be delivered to class lecturer and peers. Students will be assessed on their teamwork & group management skills, time management skills, research and oral presentation skills

Assessment Type	Competency Tests	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Throughout the semester students will complete individual assignments to assess their academic writing and critical thinking skills

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

- **Creme, P. & Lea, M.. (2008), Writing at University: a guide for students, Open University Press.**
- **McDaniel, A.. (2012), The Young Professional's Guide to the Working World: Savvy Strategies to Get In, Get Ahead and Rise to the Top, The Career Press.**

APPROVED

LAW 2503: Property Law

Module Details

Module Code:	LAW 2503
Module Long Title:	Property Law APPROVED
Banner Title:	Property Law
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2020 (September 2020)
Language of Instruction:	English

ECTS Credits::	10
Current Coordinator::	Ruth Cannon
Module Coordinators:	• 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	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. **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
Learning and Teaching Methods	Interactive lectures Self-directed learning Group study and group discussion Presentations

	Guest lecturers

Indicative Syllabus

1. The nature of Land Law and its historical background.

1.1) n/a

2. Finding. Determining ownership of objects found on land, including treasure trove.

2.1) n/a

3. The Doctrine of Estates.

3.1) n/a

4. The Influence of Equity. The Concept of the Use. The Statute of Uses (Ireland), 1634. Effects of the Statute of Uses today and the Modern Trust. The Concept of Equitable Interests and Estates.

4.1) n/a

5. Co-ownership - Joint Tenancy and Tenancy in Common.

5.1) n/a

6. Adverse Possession.

6.1) The Origins and Requirements of Adverse Possession. The Effect on Title and the Concept of Parliamentary Conveyance. Meaning of Possession and Animus Possidendi. The Statute of Limitations. Retention for Future Use. Adverse
6.2) Possession of Leasehold Property.

7. Licences and Proprietary Estoppel.

7.1) The Concept of a Licence.
7.2) Bare Licences. Licence coupled with an Interest. Contractual Licences. Proprietary Estoppel. Requirements and Recent Developments. Third Parties. Rights of Residence, their Nature and Effect.

8. The Concept of a Licence. Bare Licences. Licence coupled with an Interest. Contractual Licences. Proprietary Estoppel. Requirements and Recent Developments. Third Parties. Rights of Residence, their Nature and Effect.

8.1) a. Legal and Equitable Mortgages. Registered and Unregistered
8.2) Land. The Position of the Parties under Mortgages. The Doctrine of Consolidation. The Doctrine of Marshalling. Priorities.
8.3) b. Judgment Mortgages. Nature and Effects. The Judgment Mortgage (Ireland) Acts, 1850-1858. Registration and Well Charging Orders.

9. Settlements of Land. Origins and Purpose

9.1) The Settled Land Act 1882-1890. The Definition of Settled Land. Powers and duties of the Tenant for Life. Trustees of the Settlement. Overreaching Effect of Sale. Trusts for Sale.

10. Family Property.

10.1) Trusts of the Family Home. Direct and Indirect Contributions. The Presumption of Advancement. Family, Matrimonial and Co-owned Property. The Family Home Protection Act, 1976. The Meaning of Conveyance, the Family Home and Consent. The Family Law Act, 1995 and the Family Law (Divorce) Act, 1996. Property Adjustment Orders. Impact of divorce and family breakdown.

11. Landlord and Tenant.

11.1) Nature of relationship. Creation and termination. Assignment and subletting. Agreements and covenants.

12. Registered and Unregistered Land.

12.1) Registered Land and the Registration of Title Act, 1964. Voluntary and Compulsory Registration. Classes of Title. Conclusiveness of Register. Overriding interests.
12.2) Unregistered Land. The Registration of Deeds (Ireland) Act, 1707. The Registry of Deeds and Documents Registrable. Searches. Priorities. The Doctrine of Notice. Effect of the Bona Fide Purchaser Defence.

13. Incorporeal Hereditaments

13.1) Easements and Profits a Prendre. Nature and Essential Features of Easements and Profits. Similar Concepts. Acquisition. Extinguishment.

14. Covenants.

14.1) The Position at Common Law and in Equity. The Rule in Tulk v Moxhay. Discharge and Modification.

15. Succession Law.

15.1) The Succession Act, 1965. Wills - requirements for a valid will. Operation of wills. Construction of wills. Testamentary freedom. Intestacy.

16. Disabilities.

16.1) n/a

Learning Outcomes

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

#	
MLO1	Display an understanding of the legal terminology employed in Irish real property law
MLO2	Identify and describe the different interests which can be held in land and the features of such interests
MLO3	Critically analyse hypothetical legal problems in Irish property law, recognising the legal issues arising in a given fact pattern, applying the legal rules and principles to the relevant facts, and presenting logical arguments as to the probable outcomes of the issues based on those principles
MLO4	Identify, explain and analyse the key legislative measures and judicial decisions arising in Property Law and in particular, to delineate the respective importance and significance of each measure or decision
MLO5	Explain and comment upon the basic processes involved in land law transactions
MLO6	Demonstrate an ability accurately to identify legal issues in various scenarios so as to engage and instruct legal advisors in the relevant area of law, with a view to preparing legal strategies and solutions thereto.
MLO7	Demonstrate an ability to formulate workable solutions to unseen legal problems, and to develop strategies designed to promote best legal practice in the workplace
MLO8	Recognise and identify the core legal issues arising from unseen fact patterns arising in a variety of legal contexts
MLO9	Recognise and apply principles that arise in one legal discipline to legal problems that arise in the course of studying other inter-related disciplines such as the law of Equity
MLO10	Comment critically upon the likely outcome of the application of law to a particular fact pattern.

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 Is permitted

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	Week 25	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	Week 12	**Learning Outcomes**	3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	146
Tutorial	6
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **J C W Wylie. (2021), Wylie on Irish Land Law, Bloomsbury Publishing, p.1452, [ISBN: 9781526513496].**
- **ANDREW. LYALL. LYALL ON LAND LAW., [ISBN: 9780414066342].**
- **Ruth Cannon. (2020), Land Law Nutshell, 2nd. Round Hall.**
- **Robert A. Pearce,John Mee. Land Law, [ISBN: 9781858005928].**

Supplementary Book Resources

- **J. C. W. Wylie. (1984), A Casebook on Irish Land Law, Butterworths, p.723, [ISBN: 9780862050641].**
- **J. C. W. Wylie,John Farrell (M.A., S.C.). Landlord and Tenant Law, [ISBN: 9781854758217].**

APPROVED

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	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. It focuses on utilising appropriate quantitative analysis in the context of business and on the practical uses of the techniques.
Indicative Syllabus	**Probability**

	The concept of Probability. Mutually exclusive events, independent and dependent events. **Sampling** Understanding methods of sampling and sampling design. The central limit theorem, standard error, sampling distribution, point estimates, confidence intervals and their application to sampling. Determination of sample size. **Probability Distributions - 1** Understanding, calculating and interpreting discrete and continuous distributions. Description of the normal distribution graphically and with parameters. The conditions which give rise to a normal distribution. Calculating standard values and finding areas under the normal curve. **Probability Distributions – 2** Importance of probability distributions. Recognise a binomial situation. Calculate probabilities for binomial and Poisson distributions. **Hypothesis Testing** Understanding hypothesis testing, level of significance, P values, Type I and II error. Testing for a population means and proportions. Relationship Analysis Assessment of the relationship between variables, testing for the independence of variables. Interpretation of results. Use of Chi-square to test for independence. Calculate and analyse data for differences between observed and expected measurements of categorical data.
Learning and Teaching Methods	Total Contact Hours 24 hours Tutorials 10 hours Total Self-Directed Learning Hours 24 hours

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

MLO1	Demonstrate an understanding of quantitative analysis techniques.
MLO2	Identify and analyse problems using quantitative techniques and devise appropriate solutions.
MLO3	Interpret and communicate the findings from quantitative analysis.
MLO4	Apply quantitative techniques to real world scenarios using discipline specific and cross discipline knowledge.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	40
Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
3 x quiz

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Burton G., Carroll G. and Wall S.. (2002), Quantitative Methods for Business and Economics, 2nd. Financial Times Prentice Hall, Harlow.**

Supplementary Book Resources

- **Reilly J.. (1997), Understanding Statistics and it's applications in business, science and engineering, Folens, Dublin.**
- **Francis A.. (2004), Business Mathematics and Statistics, 7th. Cengage Learning, Andover.**
- **Curwin J., Slater R. and Eadson D.. (2013), Quantitative Methods for Business Decisions Cengage Learning, Andover, Cengage Learning, Andover.**
- **Anderson D., Sweeney D. and Williams T.. (2013), Statistics for Business and Economics,, Cengage Learning, Kentucky.**

APPROVED

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 NFQ 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.

3. Sampling:
3.1) Methods of sampling and sampling design. Confidence intervals and their application to sampling.

4. Hypothesis Testing:
4.1) Tests for population parameters and a differences in population parameters, using normal and t-distributions.

5. Chi-Square distribution:
5.1) Hypothesis testing for categorical data, tests for independence and goodness-of-fit.

6. Decision Analysis:
6.1) Risk and uncertainty, payoff tables, value of perfect and imperfect information, decision trees.

7. Portfolio Analysis:
7.1) Risk and return of securities. Covariance and correlation between securities. Analysis of a two-stock portfolio.

8. Stock control:
8.1) Economic Order Quantity, quantity discounts, gradual replenishment.

9. Linear Programming:
9.1) The formulation of linear programming problems. Solution to two-variable linear programming problems including shadow prices, sensitivity analysis, alternative optima and degeneracy.

Learning Outcomes

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

#	
MLO1	Solve problems using basic probability theory and apply to risk. Recognise situations for which common probability distributions are suitable models and solve problems applying these distributions.
MLO2	Estimate population parameters and construct confidence intervals. Undertake hypothesis tests using normal, t, and chi-square distributions.
MLO3	Make decisions in situations with uncertain outcomes
MLO4	Utilize mathematical techniques to inform business decisions.
MLO5	Apply mathematical techniques to analyze data sets and interpret results.
MLO6	Employ Excel or similar software in solving statistical and decision-making problems and interpret the obtained results.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	60
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 Formal, end-of-year written examination			

Other Assessment(s)			
Assessment Type	Submission	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description Coursework including class tests, and portfolio of problems submitted throughout the year			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	90
Self Directed	110
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Terence Lucey,Terry Lucey. (2002), Quantitative Techniques, 6th Edition. Thomson Learning Emea, p.558, [ISBN: 1844801063].**
- **Michael Barrow. Statistics for Economics, Accounting and Business Studies, 7th Edition. [ISBN: 9781292118703].**

Supplementary Book Resources

- **Mark L. Berenson,David M. Levine,Kathryn A. Szabat,David F. Stephan. (2019), Basic Business Statistics, Global Edition, Pearson, [ISBN: 9781292265032].**
- **Andre Francis,Ben Mousley. Business Mathematics and Statistics, 7th Edition. [ISBN: 1408083159].**
- **Clare Morris. (2011), Quantitative Approaches in Business Studies, 8th Edition. Financial Times/Prentice Hall, p.520, [ISBN: 0273738720].**

APPROVED

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	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. 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.
Indicative Syllabus	1.Retail Management Overview Definition and scope of Retailing Economic Importance of Retailing Emerging Retail Formats

	2. Path to purchase The Consumer & Shopper Journey Framework (C&SJ) Understanding the consumer buying decision framework 3. Retail Technology Global Standards & Radio-Frequency Identification (FRID) Assessing on-shelf-availability Reducing shrinkage 4. Omnichannel Retailing Growth & trends in omnichannel retailing Challenges of omnichannel retailing & Lifetime value of omnichannel customers Mobile-Commerce & Social-Commerce 5. Adding value through customer service Introduction of the SERVQUAL model Using information for strategy development 6. Merchandising in retailing Management of financial performance and development of KPIs

	Space management decision and assessing profitability Merchandising and Category Management
Learning and Teaching Methods	The module will be delivered through lectures and tutorials. Guest lecturers and presenters from industry will be introduced. Case studies will be utilised.

Learning Outcomes

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

#	
MLO1	Appreciate the complexities of retailing and assess its economic and societal impact (Knowledge & Problem Solving)
MLO2	Acknowledge and apply concepts with regards to the retailer / consumer interaction in the consumer's 'path to purchase'
MLO3	Be able to apply the concept of a retail strategy and how they relate to sustainable competitive advantage (Knowledge)
MLO4	Understand the importance of managing vendor relationships in achieving competitive advantage (Knowledge)
MLO5	To jointly develop and implement a merchandising plan (Skill, Teamwork)

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Artefact	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formative Assessment (2 individual pieces of assessment) 40% 1,2,3,5

Assessment Type	Artefact	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative Assessment 60% 1,2,3,4,5,

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

- **Barry R. Berman,Joel R. Evans,Patrali M. Chatterjee. (2017), Retail Management, Global Edition, Pearson Higher Ed, Harlow, United Kingdom, p.593, [ISBN: 9781292214689].**

Recommended Article/Paper Resources

- **International journal of retailing and : Retail & distribution management.**

APPROVED

MRKT 2425: Sales

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:	• 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	The strategic sales organisation The linkages between corporate, marketing and sales strategy. Role of the salesperson in the value creation process.

	The sales process. Organizational buying behaviour. Business-to-business selling. Key account selling and management Selling in to international markets Relationship selling Sales negotiation strategies and tactics Sales force automation – process and tools.
Learning and Teaching Methods	The learning and teaching strategies will include a combination of lectures, case studies, and guest lectures. Students will be required to engage in independent learning in relation to the learning issues emerging from the course work and assessment.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Analyse the decision-making processes and units in organisational buying situations and deliver appropriate communication responses.

MLO2	Construct sales presentations for different business sectors and types of organisations.
MLO3	Understand the importance of selling in the achievement of corporate strategy.
MLO4	Predict key accounts and design appropriate sales proposals for them.
MLO5	Choose appropriate sales force automation tools for supporting selling.
MLO6	Develop effective and efficient self-directed study skills.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	40
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
3 Problem Based Assignments on the content covered weekly in the lectures.

Assessment Type	Practical Assignment	**% of Total Mark for Module**	60
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Desktop Research Assignment covering the complete module, including the sales process, 4 steps of the sales process to be included.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	34
Self Directed	34
Lab	32
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Dixon, M and B. Adamson. (2011), The Challenger Sale, First. Penguin, London.**
- **O'Gorman J and R. Collis. (2010), The B2B Sales Revolution, ASG Press Group, Dublin.**
- **McGowan, M, (2010. (2010), Rules of the Road for the Sales Team, First. DEI, USA.**
- **Paul O Dea. (2009), The Business Battlecard, First. Oak Tree Press, Cork, Ireland.**
- **Paul O Dea. (2004), Select Selling, First. First, Oak Tree Press, Cork.**
- **Piercy,N. Lane, N. (2009), Strategic Customer Management, First. Oxford University Press, UK.**
- **Jobber, D.. (2020), Selling and Sales Management, 8th. Harlow, Prentice Hall., UK.**

APPROVED

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	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.

Indicative Syllabus	**An Introduction to the Services Sector** • 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 **Understanding Services** • What is a service – and why does it warrant study? • Unique characteristics and definition of services • Service categories and the expanded marketing mix **Focus on People** • Interconnection between staff and customers as co-creators of services • Consumer behaviour and models of consumption • Role and management of expectations **Strategic Issues in Services** • Market segmentation, targeting and positioning • Sustainable business models in the service industry • Service Profit Chain • The role of ethics in the design and management of Services **Developing New Service Propositions** • Designing and developing new service propositions • Process Improvement and innovation • The function and use of Blueprinting in the design and redesign of sustainable services. **Expanded Marketing Mix for Services** • Understanding the unique issues within the distribution and service delivery, • Pricing and revenue management • Promotion of services and education of staff and customers using the communication mix • Digital Services Marketing
Learning and Teaching Methods	The module will consist of weekly lectures and workshops with an emphasis on student participation and group discussion. Weekly student activities including digital based activities and presentations which will ensure that the module contains a significant element of active learning through the application of students' own experience as a method of engaging with theory.

Rationale for Change :	To ensure alignment with the University wide focus on sustainability.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Define services and their national and global importance in transforming societies and creating modern service driven economies.
MLO2	Demonstrate a critical appreciation for the different categories of service and the varied management practices required to address the challenges posed by the unique characteristics of each type of service.
MLO3	Illustrate a deep understanding of the fundamental principles underpinning services marketing and the differences which exist between service and goods marketing with particular reference to the expanded services marketing mix.
MLO4	Demonstrate a thorough understanding of contemporary issues within services marketing which impact consumer behaviour and drive the opportunities for development and design of the sustainable services of the future.
MLO5	Work effectively in a group to demonstrate a thorough understanding of a particularly relevant point of services theory applied in a real life context.
MLO6	Work and learn independently

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Exam takes place in the standard exam schedule at the end of Semester 1.

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Project to design a sustainable service using Services Case Studies as a framework for the identification and analysis of best practice.

Assessment Type	Online Quiz	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Online Multiple Choice Questionnaires * 2

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	72
Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **Jochen Wirtz,Christopher H Lovelock,Patricia Chew. (2022), Essentials of Services Marketing, Global Edition, 5. Pearson Higher Ed, p.680, [ISBN: 9781292425160].**

Supplementary Book Resources

- **Wirtz, Jochen and Lovelock, Christopher.. (2018), Essentials of Services Marketing (3rd or 4th editions), 4. Pearson..**
- **Zeithaml, Bitner, Gremler,. Services Marketing: Integrating Customer Focus Across The Firm, (4th, 5th or 6th editions), 6. McGraw-Hill..**
- **Hoffman D., Bateson J.. Hoffman D., Bateson J.. Essentials of Services Marketing: Concepts, Strategies and Cases., 3. Thomson Learning., 3. Thomson Learning..**

APPROVED

INFS2022: Spreadsheet Modelling 1

Module Details

Module Code:	INFS2022
Module Long Title:	Spreadsheet Modelling 1 APPROVED
Banner Title:	Spreadsheet Modelling 1
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	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. 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. 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.

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. Part 1 - Statistics and Data Analysis

1.1) 1. Exploring the structure of business decisions from an input, model, output structure.
1.2) 2. Understanding how to categorise and measure data.
1.3) 3. Exploring how to structure of datasets.

2. Part 2 - Spreadsheet Engineering

2.1) 1. Decision modelling using spreadsheets.
2.2) 2. Engineering effective and efficient spreadsheet workbooks.
2.3) 3. Performance Dashboard building.
2.4) 4. Data storytelling using infographics.

Learning Outcomes

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

#	
MLO1	Recognise and correctly define a problem given a real-world supply chain/operations context.
MLO2	Appreciate and interpret the structure and nature of a decision model
MLO3	Demonstrate an ability to correctly design and spreadsheet model.
MLO4	Demonstrate a familiarity with a given range of excel formulae.
MLO5	Clean and store large datasets, aggregated using pivot tables.
MLO6	Interpret good solutions based on model scenario analysis.
MLO7	Create and maintain a portfolio of work that is documented and presented clearly through an interactive performance dashboard.
MLO8	Explore the use of data storytelling through infographics.

Requisites

Module Content & Assessment

Assessment Breakdown	%

Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	70
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous assessment in the form of problem scenarios and case studies. The student builds a portfolio of work throughout the course of the module and is responsible for storing, maintaining and presenting this work.

Assessment Type	In Class Test	**% of Total Mark for Module**	15
Indicative Week	Week 15	**Learning Outcomes**	2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In class excel test, examining all excel skills covered in the module.

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	15
Indicative Week	Week 8	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
MCQ test on spreadsheet model building.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24

Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Stephen G. Powell,Kenneth R. Baker. (2013), Management Science: The Art of Modeling with Spreadsheets, 4th. Wiley, p.544, [ISBN: 9781118582695].**

Supplementary Book Resources

- **James R Evans. (2013), Statistics, Data Analysis, and Decision Modelling, 3rd. Pearson, New Jersey.**
- **Barry Render,Ralph M. Stair,Michael E. Hanna. (2012), Quantitative Analysis for Management, 11th Edition. Pearson, p.667, [ISBN: 0273752863].**

APPROVED

MATH 2420: Statistics

Module Details

Module Code:	MATH 2420
Module Long Title:	Statistics APPROVED
Banner Title:	Statistics
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2023 (September 2023)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Alan Murray
Module Coordinators:	• 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.

	Business Forecasting – Time series analysis. Index numbers. Theory and application of Sampling Theory (confidence intervals). Statistical Decision Theory - Hypothesis testing for large and small samples. Generalising from sample surveys – Chi-square test for goodness of fit and contingency tables, ANOVA
Learning and Teaching Methods	A variety of learning methods will be used in presenting this module. In short, the strategy is one of directing the student into a practitioner mode and encouraging a confidence and interest in the techniques and tools by presenting career relevant examples and tasks. It will center on lectures, simulations and problem-solving exercises.

Learning Outcomes

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

#	
MLO1	Select appropriate techniques for particular business situations
MLO2	Calculate and interpret these statistical techniques correctly
MLO3	Make informed decisions regarding the significance of these data
MLO4	Critically evaluate and interpret data produced from probability samples

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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description End of year closed book exam			

Other Assessment(s)			
Assessment Type	Online Quiz	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description Continuous Assessments utilising the on-line quiz tool.			

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

- **Mark L. Berenson,David M. Levine,Kathryn A. Szabat. (2014), Basic Business Statistics, Pearson College Division, p.812, [ISBN: 9780321870025].**

APPROVED

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	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. 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. Facilities Decisions: Different types of distribution channels- functions and roles of participants. Location screening and analysis. Warehousing principles and design. consolidation & transhipment. 3rd party logistic service providers.

	Transportation Choices in the Supply Chain: Factors affecting choice in transportation, characteristics of alternative transport modes, choice of logistics operator, choice of supply chain/ distribution channel structure, assessment of materials handling. Information and Communication Technology: The role of information in.the Supply Chain . Trading using the internet. Order tracking and tracing. Manufacturing & its Impact on Logistics: Introduction to manufacturing processes- process type versus product type. Materials Requirements Planning. Implications of supply-side constraints for retailers. The role of environmentalism, and greening the supply chain, and value added. Supply chain management key issues and challenges in the twenty first century.
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, company case histories and 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

#	
MLO1	Describe the main constituent parts of logistics and supply chain management.
MLO2	Explain the role of supply chain management in the global environment.
MLO3	Identify the effect that the external environment has on SCM activities.
MLO4	Understand the importance of SCM in Customer Service.
MLO5	Appreciate the important role of IT in SCM.
MLO6	Identify application of SCM concepts in the real world.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

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**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)			
Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

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

Recommended Reading List

Recommended Book Resources
• **Kuldeepak Singh. (2021), A Handbook on Supply Chain Management, Notion Press, p.100, [ISBN: 9781638508878].**

APPROVED

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 tend
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

1.7) Forecasting : Univariate procedures – Exponential Smoothing, Box-Jenkins and Holt-Winters forecasting procedures
1.8) Introduction to Bivariate processes

Learning Outcomes

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

#	
MLO1	Apply basic Time Series Theory for series containing a tend
MLO2	Understand the Probability Models for Time Series
MLO3	Explain the estimation in the time domain including autocorrelation
MLO4	Use simple Time Series forecasting techniques
MLO5	Apply bivariate processes including cross-correlation and cross-covariance

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5
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	
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

- **Chatfield, C.. (2003), The Analysis of Time Series, 6th Ed.. Chapman and Hall.**

Supplementary Book Resources

- **Wei, W.. (2006), Times Series Analysis Univariate and Multivariate Methods, 2nd Ed.. Pearson.**
- **Montgomery Et. Al. (2015), Introduction to Time Series Analysis and Forecasting, Wiley.**

APPROVED

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	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. 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. 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.
Indicative Syllabus	The total distribution concept. The costs of distribution, total systems management, external and internal forces impacting channel strategy, inter-departmental conflicts, suboptimality.

	Green distribution and sustainable logistics. Channel and coverage requirements, assessing channel effectiveness, identifying gaps, channel relationships. Developing the distribution plan. Distribution planning horizons, distribution missions, distribution planning cycles, demand management, delivery plan. Distributions requirements planning. Logistics requirements planning, organisational barriers, logistics productivity improvement, customer service. Channels of distribution. Channel type and structure, channel selection, out sourcing versus own-account distribution. International distribution. Legal aspects, operational factors, mode characteristic, selection methods, multimodal, evaluating different international channel structures, managing multiple channels, shipment options, building hybrid channels, global coordination and local management. Channel partners and managing the ongoing relationship. Forces of change, manufacturing and distributor differences, changes in distributor operations, changes in manufacturer and distributor relationships, evaluating each other, improving channel effectiveness. Developments in sustainability and their affect the distribution function and channel relationships
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, company case histories and 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

#	
MLO1	Recognise and explain key internal and external variables which may impinge on a firms management of the distribution function.
MLO2	Appraise servqual factors relevant for transport and distribution.
MLO3	Identify distribution management best practice in the global environment.
MLO4	Evaluate potential channels of distribution for a specific firm.

MLO5	Assess the importance of green distribution and sustainable logistics.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Class Participation	**% of Total Mark for Module**	20
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
n/a

Assessment Type	In Class Test	**% of Total Mark for Module**	30
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
n/a

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Alan Rushton,Phil Croucher,Dr Peter Baker. (2022), The Handbook of Logistics and Distribution Management, 7. Kogan Page, UK, [ISBN: 9781398602045].**

APPROVED

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 NFQ level:	Level 6
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Clare O Mahony
Module Coordinators:	• 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	**Debt and Equity Valuation** What is the share price? What is the bond price? Introduction to the discount cash flow models for the ordinary share and bond valuation. **Investment Appraisal Methods.**

	The main investment appraisal techniques. The payback method. The return on capital employed method. The net present value method. The internal rate of return method. Profitability index and capital rationing. **Cost of capital and its importance.** Cost of different sources of finance. The weighted average cost of capital and its application. Limitations with use of the weighted average cost of capital. **Introduction to Portfolio Theory** The measurement of risk. The concept of diversification. Investor attitudes to risk. Main aspects of the portfolio theory. **Introduction to Risk management** Interest and exchange rate risk. Internal risk management. External risk management. Introduction to the derivatives (forwards, futures, and options). Introduction to the forward and money market hedging strategies.
Learning and Teaching Methods	The module will be assessed by a group project where students model finance topics using spreadsheet. This could be in the area of Fixed Income. Also students will be asked to acquaint themselves with a relevant literature. This accounts for 20% of the overall grade. The end of year exam accounts for 80% of the student's total mark and students will have to be able to appraise financial theory, examine, and prove practical problems.

Learning Outcomes

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

#	
MLO1	Understand the fundamental finance concepts.
MLO2	Demonstrate a theoretical knowledge of the various areas of finance.
MLO3	Analyse and appraise investments using the discounted cash flow models.
MLO4	Understand the benefits of diversification for the investment decision-making.
MLO5	Understand the sources of the different risks faced by the companies.
MLO6	Evaluate the simple hedging strategies available for the corporate risk management.
MLO7	Model Finance problems in spreadsheet.

Requisites

Module Content & Assessment

Assessment Breakdown	%

Formal Examination	80.00%
Other Assessment(s)	20.00%

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**	80
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description End of year Exam			

Other Assessment(s)			
Assessment Type	Project	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Continuous Assessment			

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

- **Denzil Watson,Antony Head. (2007), Corporate Finance, Pearson Education, p.532, [ISBN: 9780273706441].**

Supplementary Book Resources

- **Richard A. Brealey,Stewart C. Myers,Franklin Allen. (2006), Principles of Corporate Finance, McGraw-Hill College, p.1072, [ISBN: 978-0072957235].**
- **Arthur J. Keown,John D. Martin,J. William Petty. (2016), Foundations of Finance, Prentice Hall, p.592, [ISBN: 0134083288].**
- **GLEN. LEWIS ARNOLD (DEBORAH.),Deborah Lewis. Corporate Financial Management 6th Edition, [ISBN: 1292140445].**

APPROVED

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	1. Review of Micro Principles 2. Horizontal Boundaries of the Firm 3. Vertical Boundaries of the Firm 4. Competitors and Competition

	a. Perfect Competition b. Monopoly c. Monopolistic Competition d. Oligopoly - Cournot and Bertrand models 5. Entry and exit a. Limit Pricing b. Predatory Pricing c. Frequency Analysis 6. Competition Policy and Regulation a. Government Intervention b. Collusion c. Mergers d. State Aid
Learning and Teaching Methods	Lectures, class discussions and online exercises using Brightspace.

Learning Outcomes

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

#	
MLO1	Apply economic analysis to particular industries or sectors
MLO2	Appraise the appropriateness of particular models, and indeed the economic paradigm itself, in analysing business issues
MLO3	Analyse, interpret and apply data and information and present reasoned conclusions.
MLO4	Undertake a detailed and critical analysis of a firm's activities.

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	ECON 9104 v.2 Introductory Economics [Approved]	Module

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formal, end of semester written Examination

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment Exercises

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

- **David Dranove,David Besanko,Mark Shanley,Scott Schaefer. (2017), Economics of Strategy, 7. John Wiley & Sons, p.544, [ISBN: 978-1-119-04231-0].**

APPROVED

INFS 2007: Advanced Databases

Module Details

Module Code:	INFS 2007
Module Long Title:	Advanced Databases APPROVED
Banner Title:	Advanced Databases
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 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	Advanced Entity Relationship diagrams (20%) • Different notations used on Entity Relationship diagrams. • Strong/weak entities. • Generalisation/specialisation relationships. Semantic Object Diagrams (30%)

	• Unified Modelling Language (UML). • Class diagrams. • Data objects/classes. • Associations/Relationships. Structured Query Language (30%) • Data manipulation language (DML). • Data definition language (DDL). • Data control language (DCL). Management of Multiuser Databases (20%) • Concurrency control. • Serializability. • Transactions. • Resource locking.
Learning and Teaching Methods	This module is taught through a combination of lecture and laboratory sessions.
Rationale for Change :	Thanks for the feedback, David. As requested, I have expanded with further details under each heading of the indicative syllabus.

Learning Outcomes

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

#	
MLO1	Draw complex data models using Entity Relationship diagrams.
MLO2	Draw Semantic Object Diagrams.
MLO3	Create queries using Structured Query Language.
MLO4	Identify and discuss issues that arise in multi user environments as well as describe solutions that are used to negate these issues such as resource locking, user roles and database logs.
MLO5	Take a realistic business problem, produce an appropriate data model as well as implement and document a working application.

Requisites

Requisite Type	*Module Title*	*Type*

Pre Requisite	INFS 2005 v.1 Database Fundamentals [Approved]	Module

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Practical Assignment	**% of Total Mark for Module**	30
Indicative Week	Week 13	**Learning Outcomes**	1,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Lab Test	**% of Total Mark for Module**	20
Indicative Week	Week 7	**Learning Outcomes**	3
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	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **David M. Kroenke,David J. Auer. (2013), Database Processing, Prentice Hall, p.608, [ISBN: 978-0-13-305835-2].**

Supplementary Book Resources

- **Philip J. Pratt,Mary Z. Last. (2014), Concepts of Database Management, Cengage Learning, p.432, [ISBN: 978-1285427102].**
- **Matthew MacDonald. (2013), Access 2013: The Missing Manual, O'Reilly Media, Incorporated, p.608, [ISBN: 978-1449357412].**

APPROVED

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 NFQ 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.

Learning and Teaching Methods	This module will be taught using 2-hour weekly lectures and 2-hour practical sessions. 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

Indicative Syllabus

1. Multidimensional arrays
1.1) Present multidimensional list, in particularly 2D list, storing data in 2D list, accessing, retrieving , and calculating data.

2. Graph theory
2.1) Presenting graph collection, multiple graph types, different traversal techniques on graphs, finding shortest path algorithms.

3. Binary search trees; rotations in trees for optimisations
3.1) Presenting Binary search tree (BST) structures, its operations and implementation. Balancing BST, AVL tree, rotation techniques. Applications of tree structure.

4. Multi-way search trees and B-Trees
4.1) Introduction of low order multi way search tree, structure and operations.

5. Basic concepts and algorithms associated with data mining such as classification, association and cluster analysis.
5.1) Introduction to knowledge discovery. Presenting different data mining techniques and algorithms, applying these techniques for analysing different data set.

Learning Outcomes

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

#	
MLO1	Represent and analyse multi-dimensional data.
MLO2	Implement and optimise a binary search tree.
MLO3	Formulate solutions for low order multi-way search trees.
MLO4	Formally specify a Graph ADT and implement graph applications such as depth first / breath first searching and solving the shortest path problem
MLO5	Apply the Greedy approach to optimisation.
MLO6	Utilise decision trees as a classification technique
MLO7	Understand the basics of association analysis

MLO8	Understand the basics of cluster analysis

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	DATA2000 v.1 Algorithms and Data Structures 1 [Approved]	Module

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The examination includes theoretical and practical/programming questions to test students against the learning outcomes.

Other Assessment(s)

Assessment Type	Lab Test	**% of Total Mark for Module**	20
Indicative Week	Week 26	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In lab test on multidimensional list, greedy algorithms, tree and graph collection.

Assessment Type	Project	**% of Total Mark for Module**	10

Indicative Week	Week 28	**Learning Outcomes**	6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Data analysis project in which students use the data analysis techniques to analyse a data set of student choice.

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

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

- **Benjamin Baka. (2017), Python Data Structures and Algorithm, Packt Publishing, p.310, [ISBN: 9781786467355].**
- **Kenneth Lambert. Fundamentals of Python, 2nd. p.432, [ISBN: 978-0-357-12275-4].**
- **Jiawei Han, Micheline Kamber & Jian Pei. (2012), Data Mining: Concepts and Techniques, 3rd. Morgan Kuffman, [ISBN: 978-0-12-381479-1].**

Supplementary Book Resources

- **Richard Neapolitan. (2014), Foundations of Algorithms, Jones & Bartlett Learning, p.694, [ISBN: 1284049191].**

APPROVED

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	**Searching:** Searching sorted lists; self-organising lists; sequential searching; binary search; dictionary; hashing and hash tables. **External processing and external sorting:** File handling; using indexes; transaction processing; external sorting: merge sorting. **Trees:**Dynamic memory allocation; data structures for representing trees; binary trees; binary search trees; balanced trees; general trees; multi-way search trees; B-Trees.

	Graphs and Hashmaps: Data structures for representing graphs and hashmaps;
Learning and Teaching Methods	This module is delivered over four hours a week. There is a two hour lecture where students are taught the module content and two lab hours which gives the students the oppertunity to apply the knowledge learned in the lecture though the use of execerise sheets.

Learning Outcomes

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

#	
MLO1	Apply and articulate the options for search algorithms across a variety of data structures.
MLO2	Code data structures which require dynamic memory allocation using pointers.
MLO3	Efficiently code and use tree structures, graph structures and their associated algorithms.
MLO4	Implement the most appropriate types of data files given a problem.
MLO5	Demonstrate profeciency in applying each of the above learning outcomes using the programming languages supported by the module.

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	INFS 1003 v.1 Object Oriented Software Development 1 [Approved]	Module

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4,5

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written exam paper.

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	15
Indicative Week	Week 19	**Learning Outcomes**	1,2,3,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Software problem which demonstrates knowledge of the associated learning outcomes.

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	15
Indicative Week	Week 27	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Software problem which demonstrates knowledge of the associated learning outcomes.

Assessment Type	Class Participation	**% of Total Mark for Module**	10
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
Students can achieve 10% if they attend greater than 80% of their lab classes.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lecture	24
Lab	24
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Tenenbaum, Aaron, M.. (2019), Data Structures in C, 1. Pearson, [ISBN: 978-9332543546].**

Supplementary Book Resources

- **Michael T. Goodrich,Roberto Tamassia,Michael H. Goldwasser. (2014), Data Structures and Algorithms in Java, John Wiley & Sons, p.736, [ISBN: 978-1118771334].**
- **Rajat Mehta. (2017), Big Data Analytics with Java, 1. Packt Publishing, p.418, [ISBN: 978-1787288980].**

APPROVED

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:	• 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	**Module Description:** 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. **Module Aim**

	The aim of the module is to apply course work theory to real-life situations in the business environment. Students will analyse an organisational problem and use models, concepts and analytical skills to identify and arrive at an appropriate solution to an organisational problem. Understanding both a company's internal and external environment are also important elements in this module. In-class discussion, group cases and presentations will play a significant part in the development of the student's presentation skills.
Indicative Syllabus	Functions of Management Macro environment Micro environment Ethics Organisation culture and diversity Leadership Motivation
Learning and Teaching Methods	Learning and teaching methods will include a combination of lectures and learning through the case study method. Group presentations and understanding and questioning class member's contributions. Extensive use of case studies will be utilised as a means of discussing and analysing management decisions. This will facilitate learners in developing and applying their understanding of management concepts and strategies in today's organisations.

Learning Outcomes

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

#	
MLO1	To demonstrate an understanding of a company's internal and external environment and identify its key features
MLO2	To identify key managerial issues and explain proposed solutions
MLO3	To describe relevant management theories and their application to real life business situations.
MLO4	To work as part of a team and take responsibility for the work of others and allocate functions within groups
MLO5	To communicate proposed solutions effectively, both verbally and non-verbally.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	40.00%

Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written examination: students will analyse and make decisions on an unseen case study (40%).

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Assessment will consist of analysing of analysing real life case studies (60%).

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	100
Hours (up to 100 for 5 ECTS credits)	100.00

APPROVED

BSST6008: Behavioural Economics

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	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. 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.

	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.
Indicative Syllabus	• Introduction to Behavioural Economics • Experiments and Evaluating Empirical Research • Decision Making under Certainty and under Uncertainty • Probability Theory, Heuristics, and Biases • Prospect Theory, Reference Dependence, and Mental Accounting • Social Preferences • Nudging • Sludge and Ethics • Behavioural Economics and Wellbeing
Learning and Teaching Methods	Lectures will introduce the key concepts and empirical findings from behavioural economic research and provide the tools required to critically evaluate empirical research. Lectures will be interactive with group discussions, polls, and where possible replication of classic behavioural economics experiments. Self-directed Learning: Students will be required to complete assigned readings in advance of lectures. Other materials such as short videos and blog posts may also be provided for revision purposes. Lecture slides, reading lists, and associated course materials will be posted on Brightspace. The Continuous Assessment will also facilitate independent learning and will comprise of an applied group project.

Learning Outcomes

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

#	
MLO1	Understand key theoretical concepts in behavioural economics
MLO2	Evaluate empirical research that demonstrates systematic aspects of human decision making and behaviour
MLO3	Identify when and how individuals deviate from rational choices
MLO4	Critically evaluate the role of behavioural research in informing public policy, and sustainable and ethical business practices

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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)			
Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Project			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76

Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Angner, Erik. (2016), A Course in Behavioral Economics.**
- **Thaler and Sunstein. (2009), Nudge: Improving Decisions about Health, Wealth and Happiness.**
- **Kahneman, Daniel. (2011), Thinking, Fast and Slow.**

APPROVED

DATA 2004: Big Data Concepts

Module Details

Module Code:	DATA 2004
Module Long Title:	Big Data Concepts APPROVED
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

1. Introduction to Big Data Analytics

1.1) Defining Advanced Analytics as a Discovery Mission
1.2) Defining Big Data Via the Three Vs
1.3) Defining Big Data Analytics

2. The State of Big Data Analytics

2.1) Big Data Analytics Adoption
2.2) Benefits of Big Data Analytics
2.3) Barriers to Big Data Analytics

3. Organizational Issues

3.1) Ownership and Control of Big Data Analytics
3.2) Big Data Analytics Can Have a Departmental Focus
3.3) Job Titles for Big Data Analytics

4. Best Practices in Big Data Analytics

4.1) Volume Growth of Analytic Big Data
4.2) Managing Analytic Big Data
4.3) Data Types for Big Data
4.4) Refresh Rates for Analytic Data
4.5) Replacing Analytics Platforms

5. Tools, Techniques, and Trends for Big Data Analytics

5.1) Potential Growth versus Commitment for Big Data Analytics Options
5.2) Trends for Big Data Analytics Options
5.3) Vendor Products for Big Data Analytics

Learning Outcomes

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

#	
MLO1	Tackle the problem of real-time large-scale data gathering from multiple sources
MLO2	Devise solutions for "big data" analytics
MLO3	Understand how these analytics aid in business decision making
MLO4	Provide recommendations for organizational adoption
MLO5	Demonstrate awareness of ethical issues

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Project	**% of Total Mark for Module**	100
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

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 Article/Paper Resources

- **Russom, P. (2011), Big Data Analytics, TDWI best practices report, Fourth Quarter.**
- **C.L. Philip Chen, Chun-Yang Zhang. (2014), Data-intensive applications, challenges, techniques and technologies: A survey on Big Data, Information Sciences, Volume 275, 10 August 2014, p.314.**
- **Karthik Kambatla, Giorgos Kollias, Vipin Kumar, Ananth Grama. (2014), Trends in big data analytics, Journal of Parallel and Distributed Computing, Volume 74, Issue 7, July 2014, p.2561.**
- **Enrico Barbierato, Marco Gribaudo, Mauro Iacono. (2014), Performance evaluation of NoSQL big-data applications using multi-formalism models, Future Generation Computer Systems, Volume 37, July 2014, p.345.**
- **Ray M. Chang, Robert J. Kauffman, YoungOk Kwon. (2014), Understanding the paradigm shift to computational social science in the presence of big data, Decision Support Systems, Volume 63, July 2014, p.67-80.**
- **Han Woo Park, Loet Leydesdorff. (2013), Decomposing social and semantic networks in emerging "big data" research, Journal of Informetrics, Volume 7, Issue 3, July 2013, p.756.**

- **Rahul Sharan Renu, Gregory Mocko, Abhiram Koneru. (2013), Use of Big Data and Knowledge Discovery to Create Data Backbones for Decision Support Systems, Procedia Computer Science, Volume 20, 2013, p.446.**
- **Marcos D. Assunção, Rodrigo N. Calheiros, Silvia Bianchi, Marco A.S. Netto, Rajkumar Buyya. (2014), Big Data computing and clouds: Trends and future directions, Journal of Parallel and Distributed Computing, Available online 27 August.**
- **Ibrahim Abaker Targio Hashem, Ibrar Yaqoob, Nor Badrul Anuar, Salimah Mokhtar, Abdullah Gani, Samee Ullah Khan. (2015), The rise of "big data" on cloud computing: Review and open research issues, Information Systems, Volume 47, p.98.**

APPROVED

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:	• 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	**Overview of the Irish Taxation System** **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.

	Corporation Tax. Scope and territoriality including company residence, Tax computation including tax rates, disallowed expenses, and differences from Income Tax, administration of CT and selfassessment. **VAT.** General principles, charge to VAT, supplies of goods and services, place of supply, rates of VAT, exempt supplies, registration, calculation of VAT, input credits. Cross-border trade, selfassessment and administrative requirements, rights obligations and role of Revenue.
Learning and Teaching Methods	Learners will be exposed to formal lectures & problem solving. Technical & problem solving abilities will be developed by individual problem solving both inside & outside class contact time. Students will subsequently have an opportunity to discuss their solution in class with a view to identifying & resolving any issues arising.

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of the Irish taxation system;
MLO2	Apply the rules of income tax to tax computations for individuals, married couples and sole traders;
MLO3	Determine and compute the corporation tax liability of companies;
MLO4	Discuss the VAT implications of the supply of goods and services, and calculate VAT for taxable persons;
MLO5	Explain the administrative requirements of the self-assessment system including pay and file dates.

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
The closed book end of year examination will consist of a two-hour written exam.

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment:
May include in-class or online test, participation portfolio assessment, or other appropriate individual assessment.

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

APPROVED

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:	This module is run by the School of Marketing & Entrepreneurship and is also delivered to students in School of Retail and School of Management. Addtional codes that can be combined - MRKT3002, MRKT2338
Campus:	City Campus
Module Overview	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. 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.

Indicative Syllabus	Module Content The module will cover the following areas; • Introduction to and understanding of the business marketing perspective and how it differs from the consumer perspective • Organizational buyer behaviour and the purchasing organisation • Customer Relationship Management Strategies for Business markets • Segmentation strategies in Business Marketing • Applying the marketing mix in a business context; developing and managing products, managing business marketing channels, integrated marketing communications, pricing and negotiating for value o Managing Products for Business Markets. o Managing Innovation and New Industrial Product Development o Managing Business Marketing Channels o E-Commerce Strategies for Business Markets o Supply Chain Strategies o Pricing Strategy for Business Markets o Business Marketing Communications: Advertising and Sales Promotion o Business Marketing Communications: Managing the Personal Selling Function. • Managing Services for Business Markets • Marketing Performance Measurement: understanding the metrics for measuring the impact of marketing strategy decisions on firm performance. • Developing and managing Strategic Alliances
Learning and Teaching Methods	Primary delivery of the course content will be lecture based. In addition given the working experience of the students in class, cases study followed by discussion will be used to bring the topic to life. A minimum of one exercise will be case study preparation where students will be required to apply the theory to a practical setting.

Learning Outcomes

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

#	
MLO1	On completion of this module, the learner will be able to understand the unique dynamics at play in business marketing and how these differ to consumer marketing.
MLO2	Understanding the nature, structure and distinguishing characteristics of the industrial market should give the student a broader strategic orientation specifically suited to the business marketing environment.
MLO3	Students should overall emerge as better prepared managers for a business to business marketing environment.

Requisites

Assessment Threshold	40%

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 15	**Learning Outcomes**	1,2,3

Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Semester Examination 50% •

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	50
Indicative Week	Week 8	**Learning Outcomes**	1,2,3
Assessment Threshold:	50	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The assessment for this programme includes a review of a chosen business to business case, an application of theory and a reflective logbook.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Ford D. et al (2001, 2006). (2006), The Business Marketing Course: Managing in Complex Networks, 2. Wiley, 2001, 2006, New York & Chichester.**
- **IMP Group (1982). (1982), "An Interaction Approach", in International Marketing and Purchasing of Industrial Goods, , pp. 10 – 27., Wiley, Chichester.**
- **Ford D. (ed) (2002). (2002), Understanding Business Marketing & Purchasing : An Interaction Approach / The Industrial Marketing and Purchasing Group..**

Recommended Article/Paper Resources

- **McLoughlin, D. & Horan, C.. (2002), Markets-as-Networks: notes on a unique understanding, Journal of Business Research, 55.**
- **McLoughlin, D. & Horan, C.. (2000), Business Marketing: Perspectives from the Markets-as-Networks Approach, Industrial Marketing Management, 29.**

- **Hines P. (1993), Integrated Materials Management: The Value Chain Redefined, International Journal of Logistics Management, 4.**
- **Webster, F. E.. (1992), The Changing Role of Marketing in the Corporation, Journal of Marketing, 56.**
- **Porter M.E.. (1979), How Competitive Forces Shape Strategy, Harvard Business Review, March-April 1979.**
- **Loasby B.J. (1967), Management Economics and the Theory of the Firm, The Journal of Industrial Economics.**
- **Handy C.. (2002), What's a Business For?, Harvard Business Review, Dec 2002.**

Other Resources

- **Website, IMP Group. (2023), IMP Group Website, http://www.impgroup.org**
- **Economist. (2017), Businesses can and will adapt to the age of populism, Economist.**

APPROVED

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 NFQ level:	Level 8
Valid From:	Sept 2021 (September 2021)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Niall Kearney
Module Coordinators:	• 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	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. 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.
Indicative Syllabus	Introduction to Irish, European and International Commercial and Transport Law. 2. Sources of Irish, European and International Commercial and Transport Law. 3. Legal Institutions & Dispute Resolution Bodies/Fora.

	4. Legal Aspects of Tendering and Outsourcing. 5. Law of Contract. 6. INCOTERMS 7. International Trade and International Sale of Goods. 8. E-Commerce. 9. Carriage of Goods and Persons by Air, Rail, Road and Sea.
Learning and Teaching Methods	To achieve the module aims a combination of methods will be employed including lectures, in class discussion, independent readings, case studies and problem solving exercises.

Learning Outcomes

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

#	
MLO1	Identify the various sources of Irish, European and International Commercial and Transport Law, indicating the significance of each source relative to other sources of law.
MLO2	Demonstrate an understanding of the Irish, EU and International dispute resolution bodies/fora that are relevant to the logistics and supply chain sector.
MLO3	Identify, discuss and broadly apply the main principles of Commercial and Transport Law in case study scenarios.

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

Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Exam			

Other Assessment(s)

Assessment Type	Portfolio	**% of Total Mark for Module**	15
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Portfolio			

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	15
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description 15% in-class Multiple choice Questions.			

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	48
Hours (up to 100 for 5 ECTS credits)	72.00

Recommended Reading List

Recommended Book Resources

- **Keenan Aine,. (2021), Essentials of Irish Business Law, 7th. Boru Press.**
- **Faulkner & Mac Cárthaigh. (2022), Essentials of Irish Law, 1st. Clarus Press.**

APPROVED

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.

	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. 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. 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. Short Term Sources of Finance Strengths, weaknesses and application of a variety of short-term sources of finance: overdrafts, factoring, hire purchase, leasing, loans. Long Term Sources of Finance An understanding of bonds, ordinary shares and preference shares; calculation of value of each type of finance. Managing of Working Capital Controlling techniques for inventories, receivables and payables; working capital cycle; cash management and cash cycle.
Learning and Teaching Methods	The module will incorporate a range of teaching and learning methods including lectures, class discussion and e-learning. The learning environment will be practical and integrative, using the theory to develop solutions to real world problems.

Learning Outcomes

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

#	
MLO1	Analyse the performance of Investments and organisations, using a range of investment appraisal techniques.
MLO2	Apply the sources of finance that are available to the Financial Manager and the 'matching principle' that affects the choice of the financing method with the rationale and the Investment opportunity.
MLO3	Have an appreciation of ethics, corporate social responsibility and sustainability from a financial perspective.
MLO4	Appreciate and discuss the nature of financial policy and financial management.

Requisites

Assessment Threshold	None

Module Content & Assessment

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

Derogations from the General Assessment Regulations
N/A

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Exam at end of semester This will require the learner to demonstrate knowledge and understanding of module content.			

Other Assessment(s)			
Assessment Type	Online Assessment	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Individual assignment requiring the student to explore and research a topic in depth through self-directed learning			

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
• **Denzil Watson,Antony Head. Corporate Finance Principles and Practice, 8th. Pearson, [ISBN: 978-1292244310].**

APPROVED

LANG 2421: Cultural Studies

Module Details

Module Code:	LANG 2421
Module Long Title:	Cultural Studies APPROVED
Banner Title:	cultural studies
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Jan 2023 (January 2023)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	Laurence Anne Paveau
Module Coordinators:	• 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	This module of cultural studies is aimed at second year students of the BSc in Marketing. The module develops concepts introduced in first year communications and provides a knowledge of intercultural studies necessary to students of marketing. It is delivered through lectures, practical case studies and self-learning.
Indicative Syllabus	1 Culture and people 2 Communication and culture

	3 Value Orientation and Behaviour 4 Verbal and Non Verbal Communication and Culture 5 Working in a culturally environment 6 Effective intercultural communication in a global society
Learning and Teaching Methods	lectures, case studeis, in class discussions, self-directed learning.

Indicative Syllabus

1. Cultural studies
1.1) n/a

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of the key issues involved in intercultural studies
MLO2	evaluate and integrate the key theoretical contributions in cultural studies
MLO3	Identify and evaluate suitable solutions for cultural issues in the workplace

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
The case is given a few weeks before the end of semester and the questions are given on a given day. The students have to answer within 2 hours

Assessment Type	Group Work	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Oral presentation

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	25
Indicative Week	Week 1	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Shuang Liu,Zala Volcic,Cindy Gallois. (2019), Introducing Intercultural Communication, SAGE Publications Limited, p.0, [ISBN: 9781526431691].**
- **Martin J. Gannon,Rajnandini Pillai. (2013), Understanding Global Cultures: Metaphorical Journeys Through 31 Nations, Clusters of Nations, Continents, and Diversity, SAGE, p.681, [ISBN: 9781412995931].**
- **Barry Maude. (2016), Managing Cross-Cultural Communication, 1,2,4,5,6,7,10,11, Red Globe Press, p.0, [ISBN: 9781137507464].**
- **Edward T. Hall. (1990), The Silent Language, Anchor, p.228, [ISBN: 0385055498].**
- **Edward T. Hall. (1989), Beyond Culture, Anchor, p.324, [ISBN: 0385124740].**
- **Edward Twitchell Hall. (1984), The Dance of Life, Anchor, p.264, [ISBN: 0385192487].**

APPROVED

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 NFQ 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

1.1) Types of data. Sources of data. Economic classification systems.
1.2) Data collection and cleaning. Organisation of datasets.
1.3) Revisiting Excel basics. Data manipulation.
1.4) Storytelling with data.
1.5) Working with micro-level data.
1.6) Data visualisation techniques and presentation of data.
1.7) Undertaking statistical analysis using Excel. Regression. Forecasting
1.8) Creating and formatting pivot tables.
1.9) Reviewing and protecting workbooks

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Collect, clean, manipulate and organise economic and financial data.
MLO2	Employ necessary statistical methods and spreadsheet operations to maximise value of data
MLO3	Apply data visualisation tools for the effective reporting of data.
MLO4	Critically evaluate the use of data analysis and statistics in a real-world context.
MLO5	Automate repetitive spreadsheet tasks to maximise productivity.

Requisites	
Assessment Threshold	40% of the total grade

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Portfolio	**% of Total Mark for Module**	30
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
Students will be required to submit a number of tasks as part of their portfolio

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	30
Indicative Week	Week 8	**Learning Outcomes**	2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Time-constrained, in-class, problem based, lab assignment

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
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

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

- **Gary Koop. (2013), Analysis of Economic Data, John Wiley & Sons, p.277, [ISBN: 978-1-118-47253-8].**
- **John Walkenbach. (2015), Excel 2016 Bible, John Wiley & Sons, p.1153, [ISBN: 978-1119067511].**
- **Microsoft Corp.. (2016), Microsoft Official Academic Course for Excel 2016, Wiley, [ISBN: 978-1-11-927299-1].**

Supplementary Book Resources

- **Gary M. Klass. (2012), Just Plain Data Analysis, Rowman & Littlefield Publishers, p.202, [ISBN: 978-1-4422-1509-2].**
- **J. Carlton Collins, CPA. Microsoft Excel: What's new in Excel 2019, 226. Journal of Accountancy, p.9.**
- **Julio Cesar Rodriguez Martino. Hands-On Machine Learning with Microsoft Excel 2019, [ISBN: 978-1789345377].**
- **Alexander Loth. (2019), Visual Analytics with Tableau, John Wiley & Sons, p.288, [ISBN: 978-1-119-56020-3].**

APPROVED

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 NFQ level:	Level 8
Valid From:	Jan 2020 (January 2020)
Language of Instruction:	English
ECTS Credits::	5
Current Coordinator::	Plamen Petkov
Module Coordinators:	• 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	***Revisiting Excel basics*** • Navigate the Excel User Interface • Use Excel commands, Excel data types - numbers, text, date, etc. • Relative vs Absolute Cell Referencing

- Creating and copy basic statistics formulas – Totals, Average Min, Max, St.Dev, etc.

Data Preparation and Manipulation

- Importing data from various sources
- Insert, delete, and adjust cells, columns, and rows
- Move and copy data between cells
- Link cells to external worksheets
- Formatting cells and workbooks
- Removing duplicating data
- Using advanced formulas to merge, split and reorganize data.
- Control data entry via data validation rules

Data Analysis and Forecasting

- Introduction to logical functions
- Retrieving data using composite logical and LOOKUP Functions
- Use Data Tables and Scenarios to project potential outcomes
- Use Goal Seek to calculate outcomes
- Solving optimisation problems with “Solver” tool pack for Excel
- Creating and interacting with Pivot Tables
- Format, sort, and filter data using Pivot Tables
- Use conditional formatting to identify duplicates, highlight, sort and filter key data

Data Visualisation and Reporting

- Review of the main Chart types of Excel 2016+
- Create and modify Charts. Use advanced Chart features
- Add Trendlines to Charts to visualise and forecast trends
- Using Sparklines to create a visual summary of data
- Creating and formatting Pivot Charts

Reviewing and Protecting Workbooks

- Protect workbook access. Protect worksheets and cell content
- Add and edit comments. Prepare a workbook for distribution
- Modify Excel's default settings

Using Macros to Automate Workbook Functionality

	• Create Macros via recording. Run Macros via buttons and shortcuts • Assign Macros to the Quick Access Toolbar and Ribbon. View Macro code ***Beyond MS Excel.*** • Exploring other industry recognised analytical tools. • Overview of Tableau platform, purposes, capabilities, and differences
Learning and Teaching Methods	The module employs a blended approach of delivery - with a mix of face-to-face and asynchronous activity. Learning is largely collaborative but would also require individual commitment. The mix includes laboratory classes, online content and other resources, tutorial support, class discussion and problem-solving. Formative assessment by means of one individual assessment and one group project are an integral part of delivery where students are required to individually model real world business cases as well as able to analyse and efficiently present data in professional group environments.
Rationale for Change :	**The rationale behind this change is the pressure of industry to receive higher quality data-literate graduates(especially in accountancy domain) who would feel confident in using spreadsheet software and would start generating value to industry in a rather short time. Another reason for this change is the fact that the Relational Databases subject-matter(part of the formal Syllabus) is taught in Year 2 of the H.Dip of Business Studies (TU674), which is a transitional programme. This means that TU674 students who choose to transition to the BSc in Accounting and Finance programe (TU910) would not have to repeat the same Relational Database material covered during their TU674 studies.**

Learning Outcomes

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

#	
MLO1	Collect, clean, manipulate and analyse economic and financial data using spreadsheet software.
MLO2	Employ necessary statistical methods and spreadsheet operations to maximise value of data.
MLO3	Improve decision making using Analytical tools and advanced formulas of Excel.
MLO4	Visually and verbally present data and statistical data in multiple ways.
MLO5	Automate repetitive spreadsheet tasks to maximise productivity.

Requisites

Assessment Threshold	40%

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	Lab Test	**% of Total Mark for Module**	40
Indicative Week	Week 8	**Learning Outcomes**	2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual time limited, problem based, lab assessment

Assessment Type	Group Work	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Practical Group Project (40%) + Presentation (20%)

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

- **Microsoft. (2016), Microsoft Official Academic Course - EXCEL 2016, Wiley.**
- **Gary Koop. (2013), Analysis of Economic Data, John Wiley & Sons, p.277, [ISBN: 978-1118472538].**

Supplementary Book Resources

- **Wayne Winston. (2016), Microsoft Excel Data Analysis and Business Modeling, Microsoft Press, p.984, [ISBN: 978-1509304219].**
- **Julio Cesar Rodriguez Martino. Hands-On Machine Learning with Microsoft Excel 2019, [ISBN: 978-1789345377].**
- **Alexander Loth. (2019), Visual Analytics with Tableau, John Wiley & Sons, p.288, [ISBN: 978-1-119-56020-3].**
- **J. Carlton Collins, CPA. (2018), Microsoft Excel: What's new in Excel 2019, 226(9). Journal of Accountancy, p.9.**

Other Resources

- **Library, TU Dublin Library. All essential and supplement Readings Database, https://library-cc.tudublin.ie//**
- **Website, Kaggle.com. Over 50,000 Open Access Datasets, Kaggle, https://www.kaggle.com/**
- **Website, Microsoft. Excel Help and Learning centre, https://support.microsoft.com/en-us/exce l**

APPROVED

INFS 3030: Dynamic Programming Languages

Module Details

Module Code:	INFS 3030
Module Long Title:	Dynamic Programming Languages APPROVED
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	Overview of the role and function of dynamic typing Overview of client-side versus server-side architecture & technologies Review of the JavaScript Model: data types, expressions, operators, statements, loops, conditions, arrays, objects and functions Linking HTML, CSS and JavaScript to create a front-end application

	Overview of JavaScript frameworks and JavaScript libraries Manipulate JavaScript DOM objects and handling events Creating a web application development using JavaScript

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.
MLO4	Justify the difference between the client side and the server side.
MLO5	Choose how HTML (web page content), CSS (web page presentation) and JavaScript (web page behaviour) all work together on the client side.
Requisites	

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)			
Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	25
Indicative Week	Week 7	**Learning Outcomes**	1,2,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Programming Assignment			

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	25
Indicative Week	Week 9	**Learning Outcomes**	3,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Programming Assignment

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	40
Indicative Week	Week 12	**Learning Outcomes**	3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Project

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Class Participation & Attendance.

Module Activity

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

Recommended Reading List

Recommended Book Resources
• **David Flanagan. (2020), JavaScript: the Definitive Guide, O'Reilly Media, p.706, [ISBN: 9781491952023].**
Other Resources
• **Website, JavaScript Tutorial, w3schools., https://www.w3schools.com/js/**

APPROVED

INFS 2100: eBusiness

Module Details

Module Code:	INFS 2100
Module Long Title:	eBusiness APPROVED
Banner Title:	eBusiness
Version:	1
Indicative NFQ level:	Level 6
Valid From:	Jan 2024 (January 2024)
Language of Instruction:	English

ECTS Credits::	5
Current Coordinator::	WENDY SHAW
Module Coordinators:	• 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	**Introduction to eCommerce** 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.

	Identify and describe the unique features of e-commerce technology and discuss their business significance. Describe the major types of e-commerce. Understand the evolution of e-commerce from its early years to today. Describe the major themes underlying the study of e-commerce. **eCommerce Business Models & Concepts** Identify the key components of e-commerce business models. Describe the major B2C business models. Describe the major B2B business models. Understand key business concepts and strategies applicable to e-commerce. **eCommerce Infrastructure** The origins of, and the key technology concepts behind, the Internet. Explain the current structure of the Internet. Understand the limitations of today's Internet and the potential capabilities of the Internet of the future. Understand how the Web works. Describe how Internet and web features and services support e-commerce. Understand the impact of mobile applications. **eCommerce Security & Payment Systems**

	Understand the scope of e-commerce crime and security problems, the key dimensions of e-commerce security, and the tension between security and other values. Identify the key security threats in the e-commerce environment. Describe how technology helps secure Internet communications channels and protect networks, servers, and clients. Appreciate the importance of policies, procedures, and laws in creating security. Identify the major e-commerce payment systems in use today. Describe the features and functionality of electronic billing presentment and payment systems. **Building an eCommerce presence** Imagine your eCommerce presence Systemic building Choosing software eCommerce site tools
Learning and Teaching Methods	The module will be delivered through lecturer lead lectures in a computer lab environment.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Appreciate the dynamic environment in which eBusiness operate.
MLO2	Recognise the key elements involved in developing and managing the technical infrastructure required for eBusiness.
MLO3	Plan, monitor and control an eBusiness/eCommerce project.
MLO4	Develop a web presence to address an eBusiness/eCommerce opportunity.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative written exam

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Web development project

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

- **Laudon, K. (2021), E-Commerce 2021: Business, Technology, and Society, 16th. Pearson, Harlow, [ISBN: 9780136931829].**
- **Efraim Turban,Jon Outland,David King,Jae Kyu Lee,Ting-Peng Liang,Deborrah C. Turban. (2017), Electronic Commerce 2018, Springer, p.636, [ISBN: 978-3-319-58715-8].**

APPROVED

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	**Macroeconomics:** Objectives of macroeconomic policy. **Measuring Economic Activity:** National Income Accounts. GDP/GNP. The Circular Flow of Income. **Control of Aggregate Demand and Aggregate Supply** **Monetary policy:** Role of money. European Monetary Union. The Money Multiplier. The European Central Bank. **Fiscal Policy:** the Government Multiplier. Automatic Stabilisers. The effectiveness and limitations of fiscal policy.

	Objectives of Government: Macroeconomic objectives of Government. Conflicts and Trade-offs. Socio-economic policy. **Irish Industrial Policy:** Tracing policy from 1960s to present day. **Theories of International Trade:** The Law of Absolute and Comparative Advantage. **The Labour Market:** Employment / Unemployment. Inflation and Unemployment: **Topical Issues:** National Debt. Balance of Payments. Exchange Rates.
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

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

#	
MLO1	Measure economic activity in a given year using GDP and GNP measures and the growth of an economy over time.
MLO2	Measure and calculate inflation.
MLO3	Model the aggregate goods and money markets using the classical model and other models.
MLO4	Explain the main issues of macroeconomics and the different policies that can be used to achieve these objectives including fiscal and monetary policy.

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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of year formal examination

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	30
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
Online quizzes will be used for continuous assessment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Gerard Turley,Maureen Maloney,Francis O'Toole. (2011), Principles of Economics, Gill Education, p.656, [ISBN: 0717149889].**

APPROVED

ECON 2011: Economics of the EU

Module Details

Module Code:	ECON 2011
Module Long Title:	Economics of the EU APPROVED
Banner Title:	Economics of the EU
Version:	3
Indicative NFQ 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	**Historical evolution of the European Union (EU)** Developments after the Second World War. European Institutions.

	Trade through International Relations The relationship between politics and economics: the debate on the US as an economic power. From protectionism to free trade. Protectionist measures, barriers to trade. Market structures (introduction). International economic institutions. Economic globalisation and a changing role for states. **The Internal Market** The development of the European Community as a customs union. The completion of the internal market. **European Monetary Union** Historical context and early developments: The European Monetary System. **EU Policies** The Common Agricultural Policy. Competition Policy in the EU. Common Foreign and Security Policy. **Challenges facing the EU** Global trading relationships. European Enlargement.
Learning and Teaching Methods	A variety of methods will be considered including lectures, tutorials, self-assessment, projects and prepared student presentations on topics.

Indicative Syllabus

1. Historical evolution of the European Union (EU)

1.1) Developments after the Second World War.
1.2) Treaty developments.
1.3) European Institutions.

2. European Monetary Union

2.1) Historical context and early developments.
2.2) The Eurozone and the 'Eurozone crisis'.
2.3) Current developments.

3. Trade through International Relations

3.1) The EU as a trade power.
3.2) Shaping the contents of EU trade policy - international developments.
3.3) Actors in EU trade policy.
3.4) The global trade regime.

4. EU Policies and Trends

4.1) Common Foreign and Security Policy - Geopolitics
4.2) Common Security and Defence Policy - Defence
4.3) Environment and Energy Policy - UN SDGs, Green Deal

Learning Outcomes

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

#	
MLO1	Explain the evolution of the EU, the key treaty developments supporting this, and its institutions.
MLO2	Identify the issues involved in trade through international relations.
MLO3	Assess the effectiveness of EU policies, and their impact on Member States.
MLO4	Describe how the EU has been affected by global economic, political and environmental trends.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%

Other Assessment(s)	40.00%

Assessments

Formal Examination			
Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Formal, end of semester Examination			

Other Assessment(s)			
Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3
Assessment Threshold:	None	**Assessment Role**	Paired
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Course work			

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

- **Joseph Grieco,G. John Ikenberry,Michael Mastanduno. (2018), Introduction to International Relations, Red Globe Press, p.0, [ISBN: 1352004224].**
- **Neill Nugent. (2017), The Government and Politics of the European Union, Red Globe Press, p.0, [ISBN: 1137454083].**

Supplementary Book Resources

- **Marian Gorynia,Barbara Jankowska,Katarzyna Mroczek-Dąbrowska. (2023), Brexit and the Future of the European Union, [ISBN: 9781032041667].**
- **Stefan Auer. (2022), European Disunion, Hurst Publishers, London, [ISBN: 9781787386846].**
- **Tim Oliver. (2018), Understanding Brexit: A Concise Introduction, Policy Press, London, [ISBN: 978-1447346388].**
- **Krisztina Arató,Boglárka Koller,Anita Pelle. (2021), The Political Economy of the Eurozone in Central and Eastern Europe, Routledge, London, [ISBN: 9780367202774].**
- **Joseph Stiglitz. (2017), The Euro: And its Threat to the Future of Europe, Penguin Press, p.304, [ISBN: 9780141983240].**

APPROVED

FNCE2100: Enterprise Finance

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	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. 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.
Indicative Syllabus	Introduction to the Financial Environment Analysis and interpretation of published financial statements of public limited companies (Plc's)/ Ratio Analysis Sources of finance for business, Investment Evaluation Techniques - Payback, NPV, IRR, Discounted cash flows and valuation, Evaluation of the Cost of Capital in a company Management of Working Capital - Inventory, Receivables, Payables, and importance of cash conversion cycle in retail environments
Learning and Teaching Methods	Formal lectures, tutorials and problem solving. Problems will be worked on by learners in the class environment as well as externally. Continuous feedback and support will be given in order to identify problems where they arise. Students will be assigned problems in advance of tutorial classes and will be required to present their solutions during the tutorial.
Learning Outcomes	

Upon successful completion of this module the learner will be able to	
#	
MLO1	Describe the nature, role and scope of financial management.
MLO2	Evaluate published financial statements of Plcs, critically analyse and interpret those statements, carry out performance evaluation and ratio analysis.
MLO3	Outline the various sources of finance available to businesses, and describe the role of financial institutions in the provision of finance
MLO4	Explain the nature and importance of capital investment decision-making, and use and interpret the various investment appraisal methods used to inform management in the investment decision-making process.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

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	Not Online	**Pass/Fail**	No

Assessment Description
Final written exam This examination will constitute a conventional unseen time constrained test. The examination questions will be designed to assess a student's understanding of topics covered & their ability to select, apply & interpret the output from financial management theory and techniques.

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	20
Indicative Week	Week 6	**Learning Outcomes**	1,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Team Based Assessment . In a team of three or four students will be required to research and present a written paper on a pre-defined financial management topic. An example is for a Plc of your choice select an Investment and the matched finance for this Investment

Assessment Type	Group Work	**% of Total Mark for Module**	20

Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Team Based Assessment . In a team of three or four students will be required to research and present a written paper on analysis and evaluation of Financial Statements . An example is for a Plc of your choice conduct ratio analysis of their Financial Statement to determine trends in the financial performance (the three recent years of Financial Statements are used for trend analysis) with a supporting team based report of the findings. Excel may be used for the ratio analysis.

Assessment Type	In Class Test	**% of Total Mark for Module**	10
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual In Class Test forming 10% of the overall module assessment scheduled for late in the module.

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

- **Denzil Watson,Antony Head. (2013), Corporate Finance, 8th. Financial Times/Prentice Hall, p.490, [ISBN: 9780273762744].**

APPROVED

EUFK 2003: EU Integration

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	[illegible] policies of the European Union and a review of their effect on Ireland. This module is aimed at
Indicative Syllabus	Historical evolution of the EU The decision-making institutions of the EU Recent Developments: The Lisbon Treaty, Brexit and Beyond The Long Road to Economic and Monetary Union Economic and Monetary Union : Role of the European Central Bank and the EuroZone Crisis Common Foreign and Security Policy
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

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

#	
MLO1	Be able to analyse and evaluate EU policies and their impacts on member states
MLO2	To review recent developments in EU and how the EU has been impacted by overall global economic trends
MLO3	To understand and be able to critically evaluate the impact of EU membership on Ireland
MLO4	To understand the main challenges facing the EU both internally and externally
MLO5	To review the establishment of the 'EuroZone' and current challenges faced by the 'EuroZone'

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
n/a

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lecture	24
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	124.00

Recommended Reading List

Recommended Book Resources

- **Susan Senior Nello. The European Union, [ISBN: 9780077129668].**

Supplementary Book Resources

- **Richard E. Baldwin,Charles Wyplosz. (2019), The Economics of European Integration, McGraw-Hill Education / Europe, Middle East and Africa, p.520, [ISBN: 9781526847218].**
- **Ali M. El-Agraa. (2011), The European Union, Cambridge University Press, p.514, [ISBN: 9781107400115].**
- **Michael Artis,Mike Artis,Frederick Nixson. (2007), Economics of the European Union, Oxford University Press, p.460, [ISBN: 9780199298969].**
- **Frank McDonald,Stephen Dearden. (2005), European Economic Integration, Pearson Education, p.444, [ISBN: 0273679082].**

Other Resources

- **website, European Union. European Union, http://www.europa.eu**
- **website, European Central Bank. European Central Bank, http://www.ecb.int**
- **website, The Economist. The Economist, http://www.economist.com**

APPROVED

ACCT 2009: Finance

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:	• 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	**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. **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. **Leverage** Break even analysis. Leverage analysis, operating leverage, financial leverage and combined leverage. **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. **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. **Short Term Sources of Finance** Strengths, weaknesses and application of a variety of short term sources of finance: overdrafts, factoring, hire purchase, leasing, loans. **Long Term Sources of Finance** An understanding of bonds, ordinary shares and preference shares; calculation of value of each type of finance. **Cost of Capital** Cost of debt finance and equity finance. Weighted average cost of capital.
Learning and Teaching Methods	The module will incorporate a range of teaching and learning methods including lectures, class discussion and e-learning. The learning environment will be practical and integrative, using the theory to develop solutions to real world problems

Learning Outcomes

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

#	
MLO1	Understand the theory of investment appraisal, apply appraisal techniques and evaluate the results.
MLO2	Understand the relationship between risk and return
MLO3	Demonstrate an understanding of the financial markets and their influence on investment decisions.
MLO4	Understand break even analysis and leverage analysis
MLO5	Identify the nature and sources of both short and long term sources of finance and have the capacity to evaluate the suitability and mix of each element in financing a business
MLO6	Understand and compute WACC.
MLO7	Determine the financial value of a business by reference to a range of valuation methods
MLO8	Have an appreciation of corporate governance, ethics, corporate social responsibility and sustainability from a financial perspective

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**	1,2,3,4,5,6,7,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Conventional Unseen End of year examination

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	15
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In class examination

Assessment Type	In Class Test	**% of Total Mark for Module**	15
Indicative Week	See Student Handbook	**Learning Outcomes**	3,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In class examination II

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

APPROVED

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. 1. Lectures: Teach concepts. 2. Discussions: Encourage understanding. 3. Projects: Apply concepts to problems. 4. Labs: Provide hands-on experience.

	5. Case studies: Illustrate real-world applications

Learning Outcomes

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

#	
MLO1	Apply Basic Autoregressive Integrated Moving average (ARIMA) Models
MLO2	Design and employ Transfer Function Intervention Models
MLO3	Construct Multivariate Time series Models.
MLO4	Analyse and Apply Bayesian Methods in Forecasting
MLO5	Develop Vector Time Series Models

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students work in groups to solve a forecasting problem using the techniques learned in the course.

Assessment Type	Lab Test	**% of Total Mark for Module**	50
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
An in-class MCQ test is a multiple-choice test administered during class time that assesses students' understanding of the forecasting techniques covered in the course.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Montgomery Et. Al. (2015), Introduction to Time Series Analysis and Forecasting, Wiley.**
- **Wei, W.. Times Series Analysis Univariate and Multivariate Methods, 2. Pearson.**

Other Resources

- **Website, https://finance.yahoo.com/?guccounter=1. Yahoo Finance datasets, https://finance.yahoo.com/?guccounter=1**
- **Website, https://otexts.com/fpp3/. otexts.com, https://otexts.com/fpp3/**

APPROVED

HRMG 3033: Future of Work

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	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 aimas to address these requirements. 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. 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: 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 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

	enabling students to bring fresh thinking and new ideas to organisations that have been unable to take up 'future of work' opportunities using unique and innovative industry case studies to highlight best-practices This module will enable graduates to comprehend the impact of technical, social and market changes on the future of work and initiate change within organisations.
Indicative Syllabus	1. Introduction to the future of work: global perspectives and models for future work 2. Trends and influences on the way people work - current state play in Ireland and internationally 3. Technologies and how they are used to support new ways of working 4. Git hub - case study (65% virtual workforce) & Shopify case study (completely virtual workforce) 5. La Collaboradora case study (co-working hub, collective working, social centre) and the growth of the freelancer/gig economy 6. Management systems that work - industry based practices 7. HR systems and structures that support the future of work 8. Legal requirements and considerations 9. What is it like to work remotely? Personal experience and the individual and organisational implications 10. Self-management for virtual workers 11. Researching, applying and securing a virtual job role 12. Learning and Development for remote and non-traditional workers 13. Soft-skills for the future of work; communicating within virtual teams
Learning and Teaching Methods	The module consists of a series of lectures delivered by exteranl subject matter experts - the Future of Work masterclass series - coupled with in-depth case studies and assessments that challenge the student to meet the learning outcomes using methods and techniques that are grounded in current higher education and industry practices. This module will be delivered through a blended learning approach which mixes face-to-face and online delivery to the benefit of the student

Learning Outcomes

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

#	
MLO1	Understand the Irish and international context for new types of employment and work environments, including how to source and apply for virtual work opportunities.
MLO2	Describe the key technologies, trends and influences that inform the future of work
MLO3	Identify current challenges and limitations around implementing new ways of working
MLO4	Comprehend effective virtual working including: key skills, structure, requirements, self-management and wellness for both individuals and management
MLO5	Understand how to plan for employee and organisational learning and development in virtual world
MLO6	Explain and examine best practices from industry leaders who have implemented virtual work

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**	25
Indicative Week	Week 6	**Learning Outcomes**	1,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assessment of learning outcomes 1 and 3

Assessment Type	Review	**% of Total Mark for Module**	75
Indicative Week	Week 13	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Review of the literature and best practices.
Personal Reflection

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	100
Hours (up to 100 for 5 ECTS credits)	100.00

Part Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	100
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Mónica Santana,Ramón Valle-Cabrera. (2021), New Directions in the Future of Work, Emerald Group Publishing, United kingdom, p.224, [ISBN: 9781800712980].**
- **palgrave macmillan. (2023), The Future of Work, Springer Nature, Ireland, p.162, [ISBN: 978-3-031-31494-0].**

Supplementary Book Resources

- **Peter Cheese. (2021), The New World of Work, Kogan Page, London, p.400, [ISBN: 9781398602090].**

Recommended Article/Paper Resources

- **International Labour Organisation. International Labour Review, [ISSN: 1564-913X], http://onlinelibrary.wiley.com**

Other Resources

- **Deloitte. Human Capital Trends, Deloitte, http://www2.deloitte.com**
- **Website, World Economic Forum. Future of Jobs Reports, World Economic Forum, http://www3.weforum.org**
- **Website, Gartner. Reports, Gartner, http://www.gartner.com**
- **Website, OECD. Reports, OECD Library, http://www.oecd.ilibrary.org**
- **Website, Western Development Commission. Remote Working in Ireland Reports, Ireland, Western development Commission, http://www.westerndevelopment.ie**

APPROVED

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:	• 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	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. 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.
Indicative Syllabus	**Overview and introduction** – introduction to Human Resource Management; contrasting Personnel Management and Human Resource Management **Acquiring human resources** – human resource planning, jobs and people, job analysis, recruitment and selection procedures **Employee motivation** – addressing motivation in the workplace, content theories of motivation, process theories of motivation **Rewarding employees, Performance Appraisal** – introduction to performance management systems, performance based pay, collective bargaining **Training and Development** – employee training and development, focusing on the personal growth of the employee, training design and delivery, training evaluation **Health and Safety** – employer and employee duties, the HR manager's role **Current developments in HRM** - considered within the other topics listed above
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

#	
MLO1	Explain the nature and scope of Human Resource Management.
MLO2	Describe the basic functional areas of Human Resource Management.
MLO3	Adapt the theories and knowledge of Human Resource Management to the practical needs of organisations.
MLO4	Demonstrate individual knowledge and understanding of the skills and tools used in the management of people in organisations.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

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:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formal, end of year written examination. This examination is two hours in length.

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group assignment - written

Assessment Type	Presentation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individually assessed presentation linked to group project

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual activities linked to key topics over the duration of the module (4 x 2.5%)

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Carbery, R. and Cross, C. (2019), Human Resource Management, 2nd. Red Globe Press, London, [ISBN: 9781352004021].**
- **Torrington, D. Hall L., Taylor, S. and Atkinson, C. (2020), Human Resource Management, 11th. Pearson Education Limited, Harlow, [ISBN: 9781292261645].**

Supplementary Book Resources

- **Gunnigle, P., Heraty, N. and Morley, M. (2017), Human Resource Management in Ireland, 5th. Institute of Public Administration, Dublin, [ISBN: 978-1-910393-17-8].**
- **Armstrong, M. and Taylor, S. (2023), Armstrong's Handbook of Human Resource Management Practice, 16th. Kogan Page, London, [ISBN: 9781398606630].**

Recommended Article/Paper Resources

- **Wiley. As prescribed, Human Resource Management Journal.**
- **Wiley. As prescribed, Human Resource Management (USA).**
- **Taylor and Francis. As prescribed, International Journal of Human Resource Management.**
- **Emerald Insights. As prescribed, Personnel Review.**
- **Emerald Insights. As prescribed, Employee Relations.**

Other Resources

- **Website, Chartered Institute of Personnel and Development (Ireland. CIPD, http://www.cipd.ie**

- **Website, Chartered Institute of Personnel and Development. CIPD, London, http://www.cipd.co.uk**
- **Website, Chartered Association of Business Schools. (2021), Academic Journal Guide, http://www.charteredabs.org**

APPROVED

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:	• 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	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. 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. This module will address both theoretical and practical employer and employee issues, emphasising throughout the stragetic, corporate and integrated nature of HRM. It will enable students to understand the character and range of HRM.
Indicative Syllabus	• 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.

	Students will be encouraged to be actively participate in class discussion so as to ensure a greater synergy and enhanced learning dynamic. Students will also be encouraged to reflect the best practices as identified during the module onto their own / actual experiences. Students will be encouraged to develop their learning skills by self-directed study supported by the extensive resources (books, journals and databases) available through the library. Pre class readings and during module assignment will contribute positively to the teaching and learning on the module.

Learning Outcomes

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

#	
MLO1	Describe the nature and scope of HRM and its importance to the effective management of organisations
MLO2	Demonstrate an understanding of HRM theories and practices
MLO3	Demonstrate an understanding of the key functional areas of HRM and of the degree of integration between these areas
MLO4	Apply their knowledge of the skills and tools used in the management of human resources to evaluate HRM practices

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

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:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
2 hour exam

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	50
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group case study

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Gunnigle et al. Human Resource Management in Irleand, Gill & MacMillan.**
- **Carberry & Cross. Human Resource Management: A Concise Introduction, Plagrave MacMillan.**

Other Resources

- **Website, CIPD. Chartered Institute of Personnel & Develoment website, http://www.cipd.co.uk**

APPROVED

MATH 2004: Inferential Statistics

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	Discrete probability distributions and continuous distributions: Binomial, Poisson, Geometric, Normal distribution, standard normal, uniform and exponnetial 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. Sampling: Methods of sampling and sampling design. The central limit theorem, confidence intervals and their application to sampling. 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. Chi-Square distribution: Its application to contingency tables, tests for independence and goodness-of-fit tests. Analysis of Variance: Experimental Design, ANOVA tables, randomized block design, one-factor and two-factor ANOVA tests.
Learning and Teaching Methods	This module will be taught using 2-hour weekly lectures and 1-hour tutorial sessions. The lectures will provide theoretical material which will be underpinned by many examples to demonstrate the use of this material. The practical sessions will provide students with supervised practice time using appropriate exercises.
Learning Outcomes	

Upon successful completion of this module the learner will be able to	
#	
MLO1	Distinguish between different types of probability distributions: continuous and discrete
MLO2	Formulate and test statistical hypotheses
MLO3	Choose the appropriate hypothesis test for the problem presented
MLO4	Understand, explain and apply statistical regression and correlation
MLO5	Be able to test a hypothesis that compares to multiple populations apply the Chi-squared distribution
MLO6	Perform an analysis of Variance in one way and two-way analysis

Requisites

Requisite Type	***Module Title***	***Type***
Pre Requisite	MATH 1006 v.1 Basic Statistics [Approved]	Module

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	90.00%
Other Assessment(s)	10.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 13	**Learning Outcomes**	2,3,4,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of semester exam

Assessment Type	Written Examination	**% of Total Mark for Module**	15
Indicative Week	Week 6	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment-1

Assessment Type	Written Examination	**% of Total Mark for Module**	15
Indicative Week	Week 1	**Learning Outcomes**	4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment- 2

Other Assessment(s)

Assessment Type	Other (Inactive)	**% of Total Mark for Module**	10
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Attendance

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Statistics for Managers using Microsoft Excel, by David M. Levine, Mark L. Berenson & David Stephan.. (2017), Statistics for Managers using Microsoft Excel, 8th. Pearson, [ISBN: -13978-0-13-597019-5].**

Supplementary Book Resources

- **Berenson, Levine, Szabat & Stephan. Basic Business Statistics: Concepts and Applications, 14th.**
- **Ron Larson. (2023), Elementary statistics, 8th. Pearson.**

APPROVED

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:	• 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	Introduction to both Business Model Canvas. Exploring different Revenue Models and on-line payments systems available to businesses. Practical demonstration and application of Internet services in the computer laboratory. Introduction to Web design via HTML and industry web development tools. Introduction to Digital marketing and Web Analytical tools Cybersecurity for business.
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

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

#	

MLO1	On completion of this module, students will be able to understand the fundamentals of Internet technology used by modern Businesses.
MLO2	Appreciate the importance of on-line security and the necessary software.
MLO3	Describe the Revenue Models and Payment Systems available to businesses.
MLO4	Develop a website using industry tools.
MLO5	Apply concepts of digital marketing in eBusiness environments.

Requisites	
Assessment Threshold	40%

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	100
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
This group project involves:
A develompment of an online business presence - 50%
A documentation and reflection the of Information technologies used to develop and maintain and promote the website/business - 30%
A presentation of work done - 20%
A contribution table is required for all members included the group work.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

APPROVED

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:	• 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	**Module Description:** 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. 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. 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. **Module aim** 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.
Indicative Syllabus	**1 Nature & Significance of International Marketing** **The Evolution of a Global Economy**

	Alterations in the patterns of world trade, new economic alliances, the Euro, the consolidation of European trade, trade without frontiers; Ireland's role in World Trade; the World-Wide-Web and International Marketing. **Determinants of International Trade: Economic and Financial Forces Patterns of world trade.** Trade theories of the firm in international markets. Limitations of trade theory. Trade Restrictions. Balance of Payments. International Agencies - IMF, World Bank, EMS, GATT. Economic Integration. **2 The International Marketing Environment** **The Socio-Cultural Forces in International Marketing** Analytical approaches to cultural factors. Characteristics and elements of culturelanguage, religion, values, communication, education. Operating in multi-cultural environments. Cultural influences on the international firm and implications for marketing strategy. **The Political and Legal Environment of International Marketing** Home and host country political forces and actions. Importance of political stability. Political risk assessment. Risk reduction strategies. International Law. Conflict resolution, dispute settlement and litigation. Regulatory environment (EU & WTO). **3 Analysing International Marketing Opportunities International Market Screening and Selection** Screening international market opportunities. Market selection decision techniques. Regional market characteristics. Marketing in transitional economies less developed markets (LDC's) and emerging markets. **International Marketing Information Systems and Market Research** Overview of Marketing Information Systems. Current issues in international research - complexity, costs, co-ordination, comparability. **Competitive Analysis & Strategies** Industry analysis forces influencing competition. National and firm competitive advantage. Identifying and analysing international competitors. **4 International Marketing Strategy: Entering International Markets** **Market Entry & Expansion Strategies** Exporting as strategy for international market entry. Determinants of export behaviour. The export decision process. Assessing export competitiveness. Entering markets through foreign direct investment (FDI). Trends in FDI. conditions for success in FDI. **Co-operative Strategies and Global Strategic Partnerships** Nature of strategic partnerships & alliances. Key success factors. Co-operative strategies – Japan. 5 **The International Marketing Programme Managing the International Marketing Mix** Product: Product design considerations. Geographic expansion & strategic alternatives available. New products in international markets. Price: Environmental influences on pricing, International pricing objectives and strategies, policy alternative. Promotion: Standardisation v.'s adaptation debate. Developing, managing and implementing international brand strategies. **The Services Firm in International Markets** Growth in services trade world-wide. Issues in the International marketing of services. Internationalising the service firm and market entry modalities for services. **The Industrial Products Firm in International Markets** Nature of industrial markets. Selling & promoting industrial products. Network perspective on internationalising business firms. **The impact of e commerce on International Marketing** The development of e commerce and its effects on international marketing. Impact of e commerce on the marketing programme and entry strategies and market modalities. Components of the electronic value chain. **Personal Selling & Negotiations** Selling in International markets, the international selling sequence. Understanding cross cultural communications, recruitment and management of an international sales force. Cross-cultural negotiations. **6 Implementing the International Marketing Programme** Managing International Distribution Channels. Nature of international channels of distribution. Structure, function and effectiveness of channels. Channels objectives and constraints – consumer, industrial and service firms. Channel innovation. **Managing International Marketing Operations** Organisation structures. Operational control of the international marketing effort. Managing the assessment of marketing performance.
Learning and Teaching Methods	Lectures, case study analysis and presentation, as well as guest lecturers will be used to develop students' awareness and understanding of the increasing internationalisation and globalisation of markets and the challenges associated with marketing at this level. Students will be required to prepare case study materials for use in class, read prescribed journal articles and complete individual and group project work as prescribed.
Learning Outcomes	
Upon successful completion of this module the learner will be able to	

#	
MLO1	Demonstrate an understanding of the key issues involved in International Marketing theory
MLO2	Examine and appreciate the components and issues of relevance to the development of international marketing strategies for firms in the manufacturing, service and industrial sectors.
MLO3	Evaluate and integrate the key theoretical contributions from the literature and apply these to the examination and analysis of management problems facing international companies,
MLO4	Identify, select and evaluate appropriate courses of action and business strategies for the firm competing in European and Global markets

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Semester examination. 50%. This exam format will reinforce learning outcomes number 1, 2 and 3.

Other Assessment(s)

Assessment Type	Submission	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous assessment(s) 50%,
These group assessments will focus on examining and analysing the inter national marketing practices of Irish and international companies through case studies and secondary data collection. Course work will reinforce learning outcomes number 2, 3 and 4.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	76
Lecture	24
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Article/Paper Resources

- **Ghemawat. (2001), Distance Still Matters – The Hard Realities of Global Expansion, Harvard Business Review, Sept 2001.**
- **Hagen. (2000), Educator Insights: Ben & Jerry's – Japan: Strategic Decision by an Emergent Global Marketer, Journal of International Marketing, Vol 8.**
- **Solberg, C.A.. (1997), A Framework for Analysis of Strategy Development on Globalizing Markets, Journal of International Marketing, Vol 5.**
- **Webster F.E.. (1992), The Changing Role of Marketing in the Corporation, The Journal of Marketing, 56.**
- **Levitt, T.. (1983), The Globalisation of Markets, Harvard Business Review, May-June.**
- **Porter, M.. (1979), How Competitive Forces Shape Strategy, Harvard Business Review, March-April.**
- **Bagozzi R.P. (1975), Marketing as Exchange, Journal of Marketing, 39.**
- **Loasby B.J. (1967), Management Economics and the Theory of the Firm, The Journal of Industrial Economics, 1967.**

Other Resources

- **www.economist.com, Economist. (2017), In retreat -The multinational company is in trouble. Global firms are surprisingly vulnerable to attack, Economist.**
- **www.economist.com, Economist. (2017), Multinationals - The retreat of the global company. The biggest business idea of the past three decades is in deep trouble, Economist, Economist.**
- **www.economist.com, Economist. (2019), Slowbalisation – A new pattern of world commerce is becoming clearer – as are its costs, Economist, Economist.**

APPROVED

MRKT 2427: International Marketing

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:	• OLIVIA FREEMAN (27 February 2023 to 28 February 2023) • Aileen Kennedy (28 February 2023 to ---)
School Responsible:	School of Marketing & Entrepreneurship
Module Overview	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.
Indicative Syllabus	**1 Nature and Significance of International Marketing** 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. **2 Supporting Firms in International Markets**

	Change agents in international markets. The role, function and services of main agencies supporting exporting and international marketing; Enterprise Ireland, Bord Bia. Relevant change agents; Irish Exporters Association, International Chambers of Commerce, the commercial banks, the Ireland-China organisation etc. **3 The Impact of Culture on International Marketing** Characteristics and elements of culture; language, religion, values, communication, education, social institutions and material culture. Contextual backgrounds of various cultures; high and low context cultures. Operating in multi-cultural environments; business customs and practices. Cultural influences and implications for marketing strategy. **4 Multinational Market Regions and Market Groups** Patterns of multinational co-operation. Forms of economic integration; free trade area; customs union; common market; economic union; political union. The European Union and expansion policies. Building business in the EU accession states; opportunities and challenges. Future multinational market groupings. Strategic implications for conducting trade and engaging in international marketing activities. **5 Developing Consumer Products for International Markets** Product: Product design considerations. Product constituents and branding. International Product Life Cycle. Standardisation and adaptation considerations for product strategy. Branding decisions and brand strategies in international markets. **6 Pricing for International Markets** Setting export prices. Factors influencing price escalation. Approaches to managing price escalation. Price dynamics; skimming and penetration pricing. Differential pricing strategies. Pricing terms; transfer pricing; dumping; counter-trades. Grey marketing and parallel imports. **7 International Advertising and Promotion** Promotion: Standardisation versus adaptation debate. Creative challenges of international advertising. Media planning and analysis. The international communications process. Developing, managing and implementing international brand strategies. **8 The International Distribution System**
	Nature of international channels of distribution. Determinants of channel structure and relationships. Channels design considerations. The impact of the Internet on distribution options and management. Level of exporter involvement in international sales; indirect and direct exporting options. Characteristics of alternative middlemen choices; export management company, agents and distributors. Selection criteria and contractual concerns**.**
Learning and Teaching Methods	Lectures, case study analysis and presentation, as well as guest lecturers will be used to develop students' awareness and understanding of the increasing internationalisation of markets and the challenges associated with marketing in this context.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Recognise the key issues facing firms operating in the international business environment
MLO2	Comprehend the components and issues of relevance to the development of international marketing strategies for firms
MLO3	Critically evaluate alternative courses of action and marketing mix strategies for firms competing internationally and globally
MLO4	Apply theoretical constructs to the firms' strategic and tactical activities
MLO5	Demonstrate team working skills through group work activities

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Closed book formal invigilated exam

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	40
Indicative Week	Week 8	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Case study analysis of international marketing activities and marketing mix/business decisions facing firms

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Ghauri P. & Cateora P.. (2021), International Marketing, 5th Global Edition. Mc Graw Hill Education, UK, [ISBN: 15268485979781526848598].**

APPROVED

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	Evolution of international trade and globalisation International trade theories. World Trade Organisation, multilateralism Foreign Direct Investment, multinational corporations, global value chains Issues of globalization, for example - migration, energy, inequality
Learning and Teaching Methods	Lectures, discussion, case study or video, data analysis or review exercises (possibly online), readings.

Learning Outcomes

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

#	

MLO1	Describe and explain historical and current international trade patterns.
MLO2	Examine theories of international trade
MLO3	Appraise trade policy and the impact of international economic organizations
MLO4	Distinguish newer trade forms related to the existence of Multinational Corporations
MLO5	Debate some impacts of globalization

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	ECON 2017 v.2 Microeconomics [Approved]	Module

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	25	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formal, end of semester written Examination

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	20
Indicative Week	Week 8	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Test online

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	Week 3	**Learning Outcomes**	1,2,3,4,5

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
may include oral or written discussions, short essay

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

- **Charles van Marrewijk. (2017), International Trade, Oxford University Press, p.519, [ISBN: 9780198753759].**
- **Robert C Feenstra,Alan M Taylor. International Trade, [ISBN: 9781319218454].**

APPROVED

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	Overview of the Internet The Internet and the World Wide Web. History of the Internet and the World Wide Web. Transmission across the Internet. TCP/IP and Domain Names. Basic services from FTP to the WWW. Uniform Resource Locators (URLs). Intranets and Extranets. Content of the Internet. Web Design Issues. Internet Future. Web Standards What are Web standards? Advantages of Web standards. Design strategies for varying accessibility needs. Create interactive web sites in accordance with W3C Standards.

	Implementing Web standards. Basic HTML and XHTML HTML, XML and XHTML. Basic tags Lists. Rules and Breaks. Special characters. Links and Link tags. Images and Image tags Tables. Optimisation SEO Accessibility. Usability Speed. Forms and Form Tags Introduction Form Structure. Elements. Tags. Layout and Design. Cascading Style Sheets (CSS) Introduction. Style Tags. Inline Styles. Internal Style Sheets. External Style Sheets. Selectors/Properties/Values. Workarounds. Resets. Classes/IDs. Layout Responsive design. Inheritance Positioning. Floats Block vs inline elements. Introduction to JavaScript What is JavaScript. Output Escape sequences. Variable declaration. Dialogs. Arithmetic. Equality and Relational Operators JavaScript Control Structures Keywords Assignment Operators Increment and Decrement Operators Logical Operators Sequence Structures Selection Structures Repetition Structures JavaScript Functions Introduction to functions. Math object function. Scope rules. Global functions. Recursion. Deployment

	Cloud FTP/SFTP. Deployment methodology. Advanced Topics Emerging trends/standards in web design.
Learning and Teaching Methods	- Lectures and labs with presentations and demonstrations. - Practical experimentation learning. - Collaborative class discussions.

Learning Outcomes

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

#	
MLO1	Have detailed knowledge of current and legacy web standards.
MLO2	Have a specified knowledge of the use of HTML, HTML 5, CSS and JavaScript in the design and creation of web pages.
MLO3	Evaluate and apply appropriate approaches to design problems.
MLO4	Evaluate and use appropriate deployment methodologies.
MLO5	Understand the issues involved in uploading videos and images to eCommerce sites.
MLO6	Design and build and user friendly eCommerce website using XHTML, JavaScript and CSS which is fully SEO.

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**	5
Indicative Week	Week 3	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
HTML in-class test.

Assessment Type	Artefact	**% of Total Mark for Module**	5
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5,6

Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Attendance			

Assessment Type	Project	**% of Total Mark for Module**	10
Indicative Week	Week 6	**Learning Outcomes**	1,2,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description HTML Quiz			

Assessment Type	Project	**% of Total Mark for Module**	15
Indicative Week	Week 9	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description CSS and HTML Quiz			

Assessment Type	Project	**% of Total Mark for Module**	10
Indicative Week	Week 3	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description SEO Quiz			

Assessment Type	Group Work	**% of Total Mark for Module**	25
Indicative Week	Week 7	**Learning Outcomes**	2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Group assessment combining their knowledge of HTML, CSS, responsive design, and SEO.			

Assessment Type	Portfolio	**% of Total Mark for Module**	30
Indicative Week	Week 11	**Learning Outcomes**	2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual e-portfolio demonstrating their knowledge of HTML, CSS, and Javascript.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	72
Self Directed	200
Hours (up to 100 for 5 ECTS credits)	272.00

Recommended Reading List

Recommended Book Resources

- **Paul J. Deitel, Harvey M. Deitel, Abbey Deitel.. (2012), Internet & World Wide Web How to Program, 5/e, Prentice Hall.**

APPROVED

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:	• 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	Data Analysis: Data modelling using Entity Relationship diagrams. Entity, attribute, relationship, candidate key, primary key, foreign key. Database Design: Using Entity Relational models to produce normalized tables; Implement one to one, one to many and many to many relationships. 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. Database software objectives. Independence, integrity, minimal redundancy, data sharing, control. Overview of current DBMS software facilities. Laboratory work using a current DBMS: Creating tables. Creating relationships. Implementing Integrity constraints and validation rules. Join properties: Referential Integrity. Cascade update and delete. Creating the user interface: forms and subforms.

	Querying the database select, parameter, and total queries. Creating user views. Generating reports.
	Normalization: The aims of normalization. Functional Dependency and normalization to Boyce-Codd normal form.
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

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

#	
MLO1	Understand the objectives of database management systems
MLO2	Design and build queries and reports based on existing database systems
MLO3	Produce a Entity Relationship diagrams
MLO4	Apply the rules of normalisation to tables
MLO5	Be able to take a simple business problem, produce a data model, translate the model into normalised relations and create an appropriate database.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Lab Activities	**% of Total Mark for Module**	100
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
10 formative in lab assignment 100% 1 to 5

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lab	36

Self Directed	64
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Thomas M.. Connolly,Carolyn E.. Begg. (2014), Database Systems, 6th Ed. Pearson Education, [ISBN: 1292061189].**
- **David M. Kroenke,David J. Auer,Robert C. Yoder,Scott L. Vandenberg. (2018), Database Processing, 15th Ed. Pearson, p.688, [ISBN: 978-0134802749].**

APPROVED

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	**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. **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) **Single European Market** Background to the Single European Market, Competition Policy with in the EU, Harmonisation within the EU. The Enlargement of EU, Brexit and its Implications **Transport Documentation and Control** Overview of export documentation, Transport conventions, Bills of Lading, Waybills, Carrier's Liability, **Finance of International Trade** Business Finance, International payment methods, Letters of credit, Money laundering, Health and safety. **Sustainability in Customs and International Trade Environment**
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

	technological changes and reduction of trade barriers helped transform the world economy. Tariffs, antidumping and countervailing duties, government procurement policies, preferential trading arrangements, trade with developing countries and emerging markets, and the World Trade Organization are examined. In addition, company case histories will be presented to illustrate key themes in the module. 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 technological changes and reduction of trade barriers helped transform the world economy. Tariffs, antidumping and countervailing duties, government procurement policies, preferential trading arrangements, trade with developing countries and emerging markets, and the World Trade Organization are examined. In addition, company case histories will be presented to illustrate key themes in the module.

Indicative Syllabus

1. Customs Law
1.1) 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.

2. Trade Documents & Processes
2.1) 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)

3. Single European Market
3.1) Background to the Single European Market, Competition Policy with in the EU, Harmonisation within the EU. The Enlargement of EU, Brexit and its Implications

4. Transport Documentation and Control
4.1) Overview of export documentation, Transport conventions, Bills of Lading, Waybills, Carrier's Liability,

5. Finance of International Trade
5.1) Business Finance, International payment methods, Letters of credit, Money laundering, Health and safety.

6. Sustainability in Customs and International Trade Environment
6.1) n/a

Learning Outcomes

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

#	
MLO1	Be familiar with International Trade and Customs documentation and import/export procedures.
MLO2	Analyse the role Customs has on International Trade
MLO3	Evaluate the role, function and impact of the World Trade Organisation (WTO) and World Customs Organisation(WCO)
MLO4	Analyse how Customs policy impacts on world trade, regulations and law enforcement.

Requisites

Assessment Threshold	Overall threshold of 40% over examination and other activities combined. Quiz x2 - short questions with definitive correct answers. To give the students learning motivation. Essay - presentation of an understanding of the topic and information provided in class and a coherent argument in response to the stimulus/question, and to persuade the reader that your position is credible. Examination - written questions, with an option to address three out of four options. Assesses their learning knowledge over the entire period of course.

Module Content & Assessment

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

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	30
Indicative Week	Week 19	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	50	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written assignment

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	20
Indicative Week	Week 5	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	50	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
set questions

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	Week 3	**Learning Outcomes**	1,2,4
Assessment Threshold:	50	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
1500 word written essay on set topic

Assessment Type	Online Quiz	**% of Total Mark for Module**	20
Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	50	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description Set questions

Module Activity

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

Part Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	100
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Jonathan Reuvid and Jim Sherlock.. (2011), Kogan Page, 3rd. 25, Kogan Page, UK and US, p.486, [ISBN: 9180 7494 62376].**

APPROVED

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

3. European Union policies & trends
3.1) Geopolitics - Common Foreign and Security Policy, Security and Defence Policy
3.2) Environmental - Introduction to the UN SDGs; Environmental and Energy Policy, European Green Deal

Learning Outcomes

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

#	
MLO1	Explain the evolution of the EU and the treaty developments supporting this.
MLO2	Review recent developments in the EU, and how the EU has been affected by global economic, political and environmental trends.
MLO3	Analyse and evaluate EU policies and their impact on member states.
MLO4	Understand the main challenges facing the EU, both internally and externally.
MLO5	Review the establishment of the 'EuroZone' and current challenges faced by the 'EuroZone'.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	65.00%
Other Assessment(s)	35.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	65
Indicative Week	Week 13	**Learning Outcomes**	1,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
One end of Semester examination

Other Assessment(s)

Assessment Type	Critique	**% of Total Mark for Module**	35
Indicative Week	Week 4	**Learning Outcomes**	2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	124.00

Recommended Reading List

Recommended Book Resources

- **Joseph Grieco,G. John Ikenberry,Michael Mastanduno. (2018), Introduction to International Relations, Red Globe Press, London, p.0, [ISBN: 1352004224].**
- **Neill Nugent. (2017), The Government and Politics of the European Union, Red Globe Press, London, p.0, [ISBN: 1137454083].**

Supplementary Book Resources

- **Richard Baldwin,Charles Wyplosz. (2022), The Economics of European Integration, 4. McGraw Hill, London, [ISBN: 1526849437].**
- **Marian Gorynia,Barbara Jankowska,Katarzyna Mroczek-Dąbrowska. (2023), Brexit and the Future of the European Union, Routledge, London, [ISBN: 9781032041667].**
- **Stefan Auer. (2022), European Disunion, Hurst Publishers, London, [ISBN: 9781787386846].**
- **Tim Oliver. (2018), Understanding Brexit: A Concise Introduction, Policy Press, London, [ISBN: 978-1447346395].**
- **Krisztina Arató,Boglárka Koller,Anita Pelle. (2021), The Political Economy of the Eurozone in Central and Eastern Europe, Routledge, London, [ISBN: 9780367202774].**
- **Joseph Stiglitz. (2017), Euro, Penguin Press, London, p.304, [ISBN: 9780141983240].**
- **Douglas Webber. (2018), European Disintegration?, Red Globe Press, London, p.0, [ISBN: 9781137529466].**
- **Kelly-Kate S. Pease. (2019), International Organizations, Routledge, London, [ISBN: 9780815380467].**

DRAFT

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:	• 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	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. 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.
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.

	Facilities Decisions: Warehousing considerations, different types, role of Warehousing, location decisions, design. The role of technology in effective supply chain management: information flows, characteristics, order tracing and tracing. Logistics and SCM – key issues and challenges. Supply chain decision making.
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, company case histories and video presentations will be presented to illustrate key themes in the module. The delivery of this module will be of a blended learning nature, combining in-person and online delivery of lectures. 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 and self-directed exercises will serve to reinforce some of the learning on the module. In addition, company case histories and 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

#	
MLO1	Describe the main constituent parts of logistics and supply chain management.
MLO2	Understand the inter connectivity of logistics with other business functions including, marketing, information technology, quality management and operations
MLO3	Demonstrate an understanding of the role of logistics and supply chain management in relation to the overall business improvement process and competitiveness of an organisation
MLO4	Analyse the role of supply chain management in the global environment.

Requisites

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	In Class Test	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In class exams (min of 2 - max of 4 exams). These may be delivered online.

Assessment Type	Case Study	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Industry or case study research based applied essay and/ or presentation.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **John Mangan,Chandra Lalwani,Agustina Calatayud. (2020), Global Logistics and Supply Chain Management, John Wiley & Sons, p.341, [ISBN: 1119702992].**
- **Michael H. Hugos. (2018), Essentials of Supply Chain Management, John Wiley & Sons, p.368, [ISBN: 9781119461104].**

Supplementary Book Resources

- **Gianpaolo Ghiani,Gilbert Laporte,Roberto Musmanno. (2022), Introduction to Logistics Systems Management, John Wiley & Sons, p.612, [ISBN: 1119789397].**
- **Professor Edward Sweeney,Donald Waters. Global Logistics, [ISBN: 1398600008].**

APPROVED

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	User experience design • 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

	• Beyond the web: reaching devices effectively • Convergence.
Learning and Teaching Methods	- Labs and lectures. - Practical presentations. - Class discussions.

Learning Outcomes

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

#	
MLO1	Demonstrate an in-depth knowledge of what user experience is, the philosophy of user experience, the tools user experience designers use, their processes and their methods of assessment.
MLO2	Developed content writing skills, based on what makes good content through understanding the elements of reading, writing and how the web influences those activities.
MLO3	Understand the complexity of web content and the web content landscape: content strategy, semantic web, multimedia content, SEO and SEM.
MLO4	Display extensive understanding of the current web technology environment (e.g. CMS, blogging platforms etc.): who uses them, to what end, how to assess a web technology and make the decision on whether or not to use it.

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**	20
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	Week 10	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Essay	**% of Total Mark for Module**	20
Indicative Week	Week 8	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description			
n/a			

Assessment Type	Report	**% of Total Mark for Module**	30
Indicative Week	Week 5	**Learning Outcomes**	1,2
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	
Activity Type	*Duration (Hours)*
Lab	36
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	136.00

Recommended Reading List

Recommended Book Resources

- **Ben Shneiderman,Catherine Plaisant,Maxine Cohen,Steven Jacobs. Designing the User Interface: Pearson New International Edition, [ISBN: 9781292023908].**
- **Kelly K.. (2010), What Technology Wants, Viking.**
- **Krug S. Don't Make me Think, New Riders, 2nd.**
- **Dan Saffer. (2010), Designing for Interaction, New Riders, p.241, [ISBN: 978-0321643391].**
- **Kristina Halvorson,Melissa Rach. (2012), Content Strategy for the Web, Voices That Matter, p.0, [ISBN: 978-0321808301].**

APPROVED

ECON 9103: Introductory Macroeconomics

Module Details

Module Code:	ECON 9103
Module Long Title:	Introductory Macroeconomics APPROVED
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	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

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

#	
MLO1	Explain the basic concepts and tools of macroeconomic analysis
MLO2	Evaluate the determinants of economic activity

MLO3	Demonstrate an understanding of the main macroeconomic issues facing an economy
MLO4	Discuss the impact of alterative macroeconomic policies on economic outcomes.
MLO5	Identify the different dimensions of sustainable economic development

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
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
End of year formal examination

Other Assessment(s)

Assessment Type	Submission	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual assessment through online/in-class tests and quizzes or assignments.

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

- **Gerard Turley,Maureen Maloney,Francis O'Toole. (2011), Principles of Economics, Gill Education, p.656, [ISBN: 0717149889].**
- **N. Mankiw, M. Taylor,. (2020), Macroeconomics, 5th. Cengage, [ISBN: 9781473768567].**
- **CORE Econ Team. (2017), The Economy 1.0, 1st. CORE Econ, Open Access e-book Available at: https://www.core-econ.org.**

Supplementary Book Resources

- **David Begg,Gianluigi Vernasca,Rudiger Dornbusch,Stanley Fischer. (2020), Economics, 12th. Mc Graw Hill, Europe, [ISBN: 978-1526847393].**
- **John Sloman,Dean Garratt,Jon Guest. (2022), Economics, 11th. Pearson, UK, [ISBN: 9781292405407].**
- **N. Gregory Mankiw,Andrew Ashwin,Mark P. Taylor. (2016), Business Economics, 2nd. Cengage, [ISBN: 978-1473722446].**
- **Michael Parkin,Melanie Powell,Kent Matthews. (2017), Economics, 10th. Pearson, UK, [ISBN: 978-1292147826].**
- **CORE Econ Team. (2024), The Economy 2.0: Macroeconomics, 2nd. CORE Econ, Open Access e-book Available at: https://core-econ.org/the-economy/..**

APPROVED

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

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

#	
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.

MLO5	Evaluate different policy solutions to the economic challenges posed by climate change.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End-of-year examination

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assessment through online/in-class tests and quizzes or assignments

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

- **Mankiw, N. and M. Taylor. Economics, Latest. Cengage.**
- **The CORE Econ Team. (2023), The Economy 2.0: Microeconomics, Open-access, https://core-econ.org/the-economy/.**
- **Turley, G., M. Maloney and F. O'Toole. Principles of Economics: An Irish Text,, Gill and Macmillan.**

Supplementary Book Resources

- **Begg, D., S. Fischer and R. Dornbusch. Economics, Latest. McGraw-Hill..**
- **Mankiw, N., M. Taylor and A. Ashwin. Business Economics, Cengage Learning.**
- **Parkin, M., M. Powell and K. Matthews. Economics, Latest European edition. Addison-Wesley, Pearson.**
- **Sloman, J., A. Wride and D. Garratt. Economics, Latest. Pearson.**

APPROVED

ECON 4002: Labour Economics

Module Details

Module Code:	ECON 4002
Module Long Title:	Labour Economics APPROVED
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	[redacted]
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

Upon successful completion of this module the learner will be able to	
#	
MLO1	Distinguish the key determinants of employment and wages and understand the roles of workers, firms and Government in reaching labour market equilibrium.
MLO2	Examine the roles of trade unions and minimum wages in the labour market and be aware of labour market discrimination issues.
MLO3	Evaluate the causes of unemployment and understand the role of human capital in the labour market.
MLO4	Summarize key aspects of the Irish labour market.

Requisites

Requisite Type	***Module Title***	***Type***
Pre Requisite	ECON 2017 v.2 Microeconomics [Approved]	Module

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	Week 14	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	Week 8	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The course will be assessed with a formative assessment usually in the form of an individual or group literature review with a weighting of 30%, part of this 30% may be distributed by way of a group presentation of the project, but this may vary year on year.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Tutorial	12
Self Directed	64
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **George J. Borjas. (2024), Labor Economics, 9th. McGraw-Hill, USA, [ISBN: 1264201419].**

Supplementary Book Resources

- **Tito Boeri,Jan van Ours. (2021), The Economics of Imperfect Labor Markets, Third Edition, 3rd. Princeton University Press, USA, p.732, [ISBN: 9780691206363].**
- **Pierre Cahuc,Stephane Carcillo,Andre Zylberberg. (2014), Labor Economics, second edition, 2nd. MIT Press, MIT,USA, p.1081, [ISBN: 9780262027700].**
- **P. Richard G. Layard,Richard Layard,S. J. Nickell,Richard Jackman. (2005), Unemployment, Oxford University Press, USA, p.686, [ISBN: 9780199279166].**

APPROVED

MRKT 2332: Macroeconomics

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	**Introduction** Objectives of macroeconomic policy. Methods of measuring economic activity. Relevant statistics for the Irish economy **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
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

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

#	
MLO1	Understand the role of macroeconomic policy in managing an economy.

MLO2	Demonstrate an understanding of how to measure economic activity in a given year using GDP/GNP figures.
MLO3	Apply the AD/AS Model in determining national income and changes in the price level.
MLO4	Understand the main objectives of macroeconomic policy and assess the different policy measures 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
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of semester exam

Other Assessment(s)

Assessment Type	Online Quiz	**% of Total Mark for Module**	30
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
Continusous assessment using quiz tools

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Gerard Turley,Maureen Maloney,Francis O'Toole. (2011), Principles of Economics, Gill Education, p.656, [ISBN: 0717149889].**

DRAFT

ACCT 9208: Management Accounting

Module Details

Module Code:	ACCT 9208
Module Long Title:	Management Accounting DRAFT
Version:	1
Valid From:	Jan 2023 (January 2023)
ECTS Credits::	5
Current Coordinator::	Robert Nolan
Module Coordinators:	• OLIVIA FREEMAN (27 February 2023 to 28 June 2023) • Roger Sherlock (28 June 2023 to 30 June 2023) • OLIVIA FREEMAN (30 June 2023 to 11 April 2024) • Robert Nolan (11 April 2024 to ---)
School Responsible:	School of Marketing & Entrepreneurship

Learning Outcomes

No learning outcomes provided

Requisites

Assessments

Module Activity

APPROVED

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:	• 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	**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. **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.
Indicative Syllabus	Review of basic statistics Probability distributions Introduction to statistical inference Estimation Hypothesis testing Non-parametric distributions Analysis of variance (ANOVA) The use of SPSS to compute statistical tests (as outlined above) The Application of statistical tests to marketing research problems Reports and their presentation

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 student's own research needs and to demonstrate how professional researchers have approached these issues. Bimonthly tutorials will also be provided.

Learning Outcomes

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

#	
MLO1	Identify and assess a variety of statistical techniques available to the marketing researcher.
MLO2	Choose an appropriate statistical technique for a given data set.
MLO3	Interpret findings of statistical tests in order to answer the research question
MLO4	Input primary data (collected in semester 3) into SPSS.
MLO5	Manipulate SPSS to compute relevant statistical tests
MLO6	Comment on the validity of data collected in semester 3 based on the project work in semester 4.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Module examination

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Research Project

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

- **Malhotra, N, D. and Birks D. Marketing Research: An Applied Approach, 2nd European ETU Edition. Financial Times Management, London 2003..**

Supplementary Book Resources

- **omegan, C. and Fleming, D., Marketing Research in Ireland, 2nd ETU Edition, Gill and Macmillan, Dublin 2003.. Marketing Research in Ireland.**
- **Chisnall, P., Marketing Research, 6th ETU Edition, McGraw Hill, London 2001.. Chisnall, P., Marketing Research,.**
- **Diamantopoulos, A. and Schlegelmilch, B.. aking the Fear out of Data Analysis, The Dryden Press, 1997.**

Other Resources

- **Web site. Web links to further online resources are contained in the website designed for this class group..**

APPROVED

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	**Branding and Marketing Communications** The nature of branding, positioning and brand equity The role of marketing communications in brand development **The Marketing Communications Mix** The role and contribution of advertising, sales promotions, direct marketing, public relations, sporsorship and personal selling **Media Developments and Disruptions** Distinguish between paid, owned and earned media online and offline Identify main platforms and their strengths and weaknesses **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
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

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

#	
MLO1	Demonstrate understanding of brands, branding and marketing communications strategies used in key consumer sectors in Ireland and internationally
MLO2	Explain the differences between the main marketing communications tools, their strengths, weaknesses and applications i.e. Advertising, Sales Promotions, Direct Marketing, Public Relations, Sponsorship, Social Media Marketing
MLO3	Critically evaluate the disruptive nature of digital marketing communications and the key differences between paid, owned and earned media online and offline
MLO4	Understand the main marketing communications agency functions and the nature of client relationships in professional services environments
MLO5	Apply learning to the analysis of branding and marketing communications strategies and tactics in a specific product or service category
MLO6	Present a professionally written and designed business report
MLO7	Deliver a business presentation on a relevant and applied marketing communications topic

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	Week 7	**Learning Outcomes**	5,6,7
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Report analysis of branding and marketing communications strategies and tactics in a specific product or service category
Presentation of Case History

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Fill, Chris and Turnbull, Sarah. (2023), Marketing Communications - fame, influencers and agility, 9th. About 15/26, Pearson, London, [ISBN: 139781292400327].**

APPROVED

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:	• 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	**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. **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
Indicative Syllabus	An Introduction to Marketing Management The marketing process and the extended marketing process 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 Building Customer Relationships and connecting with the customer Building Strong Brands Creating Competitive Advantages

	Marketing Plans Marketing in the 21st century will be explored and an introduction to the concept of marketing management will be presented. The role of marketing in the implementation of business strategy and as a foundation of business strategy will be discussed. Scanning the Environment in Ireland and Beyond Strategic Marketing Planning The creation of customer value, satisfaction and loyalty will all be discussed. Analysis of consumer markets and identification of segments will be explored. The design and execution of marketing plans will be explored. The process of analysing competitors will be discussed and various competitive strategies and positions will be explored The process of gathering information and scanning the environment will be explored. The marketing research process will be examined. The role and importance of brands will be discussed. Brand equity and brand positioning will be explored together with the concept of new product and brand development
Learning and Teaching Methods	12 x 2 hour lectures 12 x 1 hour lectures

Learning Outcomes

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

#	
MLO1	demonstrate: Critical thinking
MLO2	demonstrate A knowledge of the importance of value creation through the development of customer relationships and customer retention through customer satisfaction
MLO3	Facilitate an understanding of the business environment in Ireland and beyond and appreciate the key emerging trends occurring within the industry and the managerial implications of these trends
MLO4	demonstrate A depth of understanding of the marketing management discipline within an organisational context.
MLO5	Understand the concept of competitive advantage and alternative competitive strategies
MLO6	Understand branding, brand equity and the development of successful brands
MLO7	Understand the process of strategic business planning and marketing planning and the interaction of both.
MLO8	Understand the discipline of marketing management and the key concepts underpinning the discipline.

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**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Examination

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	30
Indicative Week	Week 8	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

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

APPROVED

MRKT 2330: Marketing Planning

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:	• 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	**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 modules explores what marketing planning is and how it works, how to carry out a marketing auTU 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. **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.
Indicative Syllabus	**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. **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. **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. **Developing the communication plan: Advertising and Sales promotion**

	The difference between personal and impersonal communications. Methods for deciding on the mix. The preparation of an advertising plan. Advertising objectives how to set them and use them. How to prepare and set a sales promotion plan. **Developing the communication plan: The Sales plan** Role and importance of personal selling in the marketing mix. Setting quantitative and qualitative sales objectives, improving sales force productivity, managing a sales force. Preparing a sales plan and integrating marketing communications. **The Pricing Plan**. Pricing approaches. Portfolio management, life cycle analysis, product positioning and pricing implications. Pricing for channels, for competitive advantage. How to prepare a pricing plan. **The Distribution and Customer Service Plan** Components of the distribution mix, routes to market (channels) including electronic options. Reconfiguring the market map. Selecting the most appropriate channels. Components of customer service. **Marketing information, forecasting and organising for marketing planning** Marketing research; approaches, budgets. Marketing information systems (MIS). Data warehousing; mining. Customer Relationship Management (CRM). Forecasting techniques. Organisational structures for marketing planning.
Learning and Teaching Methods	The core steps of the marketing planning process will be delivered in lecture format. Guest lectures from companies engaged in the marketing planning process will also be invited to address participants.

Learning Outcomes

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

#	
MLO1	Appreciate the steps involved in the strategic marketing planning process
MLO2	Recognise the appropriate marketing diagnostic tools, structures and frameworks to use at each stage of the process.
MLO3	Be able to prepare a practical logical strategic marketing plan for an organisation.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	100
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The module is based on the preparation of a marketing plan for a company either in the industrial (B2B), consumer (B2C), services sector, non profit examples or company active in international marketing activities. It is based on extensive secondary data

sources exclusively. Aim is to build on, extend and integrate the student's knowledge in these areas gained through previous exposure to these topics in preceding modules. Real world examples will help the students to see how strategic marketing plans are developed and implemented by actual companies (large and small) and this project based focus will effectively illustrate how companies are applying marketing planning in current, real life situations.

The module is 100% group assessment based. This includes the presentation of a completed written marketing plan, and an oral presentation of same. The assessment design reinforces learning outcomes number 1, 2 and 3.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Wood, Marion. (2005), Marketing Planning.**

APPROVED

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	**The Fundamentals of Matrix Algebra** • 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. **Calculus of Multivariate Functions** • Partial derivatives, Second order partial derivatives. • Implicit and Total Differentiation. • Elasticity .Utilities. Marginal product of capital and labour.

	• Indifference curves and Isoquants. M.R.C.S and M.R.T.S. • Constrained Optimisation, Lagrange multipliers. • Rules of Integral Calculus • Initial Conditions and boundary conditions • Integration by substitution and parts • Financial and economic applications • Area under a curve • The definite integral • Present value of Cash flows • Consumer and producer surplus **Derivatives Introduced.** • Futures, Options, Types of Traders. • Interest rates, conversion from discrete time to continuous time. • Calculating forward rates and derivation of formula. • Forward pricing, value of a Forward contract. • Calculating zero interest rates from fixed income instruments • Bond pricing, Bond yield, Bond duration • Using calculus to derive Duration and Convexity formulae • Mechanics of interest rate swaps. • Valuation of Interest Rate and Currency Swaps **Regression and Correlation** • Multiple regression. • Confidence intervals for regression coefficients, hypothesis tests. • Prediction intervals. • Regression packages.
Learning and Teaching Methods	The module will be taught using a combination of lectures, tutorials and laboratory sessions.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Perform basic Matrix operations;
MLO2	Solve Macroeconomic models and Input/Output models using matrix algebra;
MLO3	Calculate partial derivatives and solve optimization problems involving two variables.
MLO4	Calculate: Bond prices and Bond yield, Zero rates from Bond prices, future prices and value of a futures contract;
MLO5	Design interest rate swaps and currency swaps;

MLO6	Use Excel for simple and multiple regression analysis;
MLO7	Calculate confidence intervals for regression coefficients;
MLO8	Calculate prediction intervals using regression models.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

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**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Brightspace

Assessment Type	In Class Test	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not 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**	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

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

- **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].**

Other Resources

- **website, http://www.economy.com.**
- **website, http://www.derivatives.com.**
- **website, http://www.economist.com.**
- **website, http://www.economist.com.**
- **website, ttp://www.imf.org.**
- **website, http://www.centralbank.i.**
- **website, http://www.ecb.int.**
- **Journal of Finance.**
- **Econometrica.**

APPROVED

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	• 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

1. Syllabus
1.1) Differences between single-threaded and multi-threaded processes:
1.2) Process and thread life cycles
1.3) Implementing threads: varying models of implementing threads, allocating priorities to threads, thread scheduling.
1.4) 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).
1.5) 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.
1.6) Appropriate UML diagrams for threaded applications.
1.7) Input/Output: Notions of files and streams, low-level and high-level streams, readers and writers.
1.8) Performing sequential and random access on files.
1.9) Object serialization

Learning Outcomes

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

#	
MLO1	Develop GUI-based threaded software applications.
MLO2	Demonstrate an understanding of the principles of threading by ensuring the correct functioning of these applications in terms of ensuring synchronisation and the avoidance of deadlock.
MLO3	Analyse and discuss the concepts of synchronisation and deadlock in multi-process systems.

Requisites

Assessment Threshold	The continuous assessment grade must be at least 40%.

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	90
Indicative Week	Week 1	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	Week 1	**Learning Outcomes**	1,2,3

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	
Activity Type	*Duration (Hours)*
Lecture	24
Lab	24
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	148.00

Recommended Reading List

Recommended Book Resources

- **Bruce Eckel. (2003), Thinking in Java, Prentice Hall Professional, p.1156, [ISBN: 0131002872].**

APPROVED

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	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.
Indicative Syllabus	• 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

	psychometric exercises will be undertaken during tutorials. All students will have access the web-based support tool *Brightspace* in order to source class notes, preparatory readings, wikis and reflective questions.

Learning Outcomes

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

#	
MLO1	Define and describe the field of organisational behaviour.
MLO2	Students will identify key factors influencing human behaviour in the workplace and have an understanding of how their application can enhance the performance of organisations
MLO3	Identify, critically analyse, assess and deal with the managerial and organisational implications of OB issues at the individual, interpersonal/group, and organisational levels of analysis.
MLO4	Apply OB knowledge to issues relevant to business organisations and practicing managers.
MLO5	Communicate analyses, conclusions and recommendations in a professional manner

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Laurie Mullins. (2023), Management and Organisational Behaviour, 13. Pearson, p.656, [ISBN: 1292422386].**
- **Mullins, L.. (2020), Organisational Behaviour in the Workplace, 12/E, 12.**

APPROVED

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:	• 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	**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:**

	Expectancy theory, needs and equity. Reward systems. **Control and Management:** The control Process. Types of control. Characteristics of Effective Controls. Process re-design and reengineering. **Ethics and Business:** Perspectives on ethics and business decision making. The Stakeholder approaches. Social responsibility
Learning and Teaching Methods	Instruction will be primarily through lectures and class discussion of salient issues in management, which will lead to an exposition of the fundamentals of best management practice. Self-directed learning will be applied to facilitate an awareness of current theory and practice. Case and scenario examples will be used to illustrate a range of managerial situations. The delivery of this module will be of a blended learning nature, combining in-person and online delivery of lectures, using a combination of lectures, case studies scenarios, video, class discussion, problem solving exercises and self directed learning Practicing the tasks of managerial analysis and decision-making via use of case studies, scenarios analysis/ discussion.

Learning Outcomes

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

#	
MLO1	Comprehend the fundamental concepts of management and have 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 understanding of this knowledge

Requisites

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	Theory Assessment	**% of Total Mark for Module**	100
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Types of assessment include:
- Multiple Choice Questions (MCQs)
- Web based assessments
- Case Study, Scenarios
The assessment strategy for this module will be kept under review each year to ensure that emerging topics are dealt with.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	72
Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **Stephen P. Robbins,Mary A. Coulter. (2021), Management, Global Edition, 15. Pearson, [ISBN: 9781292340883].**
- **Laurie Mullins and Gary Rees. (2023), Management and Organisational Behaviour, 13. Pearson, [ISBN: 978-1-910393-17-8].**
- **Ricky W. Griffin. (2016), Management, Cengage Learning, p.720, [ISBN: 1305501292].**
- **Siobhan Tiernan and Michael J. Morley. (2019), Modern Management, Gill Education, [ISBN: 9781910393277].**
- **John R. Schermerhorn,Daniel G. Bachrach. (2020), Management, 14. [ISBN: 978-1-119-49772-1].**

Supplementary Book Resources

- **Gareth R. Jones,Jennifer M. George. (2022), Contemporary Management, 12. [ISBN: 9781260735154].**
- **Patrick Gunnigle, Nooren Hearty and Michael J. Morley. (2017), Human Resource Management in Ireland, 5th. [ISBN: 978-1-910393-17-8].**

APPROVED

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:	• 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	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. 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.
Indicative Syllabus	Academic Writing: Note-taking; Effective Reading; Time Management/Procrastination; Learning Styles; Assignment Writing Critical Thinking & Writing Skills: critical reading; critical writing; 'Critical Process' of writing Professional Development: goal-setting; professional development action plan Teamwork skills
Learning and Teaching Methods	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. Lectures will be supported with guest speakers, pragmatic workshops, in-class discussion, group projects and student participation.
Learning Outcomes	
Upon successful completion of this module the learner will be able to	

#	
MLO1	Illustrate academic writing skills
MLO2	Apply critical thinking skills
MLO3	Show ability to work as part of a team, exhibiting professional conduct to include: team-management, time-management, goal-setting, and conflict resolution capability
MLO4	Demonstrate research capabilities and presentation skills

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Assessment:

Students will work as a group to develop a comprehensive presentation to be delivered to class lecturer and peers. Students will be assessed on their teamwork & group management skills, time management skills, research and oral presentation skills

Assessment Type	Competency Tests	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Throughout the semester students will complete individual assignments to assess their academic writing and critical thinking skills

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

- **Creme, P. & Lea, M.. (2008), Writing at University: a guide for students, Open University Press.**
- **McDaniel, A.. (2012), The Young Professional's Guide to the Working World: Savvy Strategies to Get In, Get Ahead and Rise to the Top, The Career Press.**

APPROVED

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	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. 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.
Indicative Syllabus	1.Retail Management Overview Definition and scope of Retailing Economic Importance of Retailing Emerging Retail Formats 2. Path to purchase The Consumer & Shopper Journey Framework (C&SJ) Understanding the consumer buying decision framework 3. Retail Technology Global Standards & Radio-Frequency Identification (FRID) Assessing on-shelf-availability Reducing shrinkage 4. Omnichannel Retailing Growth & trends in omnichannel retailing Challenges of omnichannel retailing & Lifetime value of omnichannel customers Mobile-Commerce & Social-Commerce

	5. Adding value through customer service Introduction of the SERVQUAL model Using information for strategy development 6. Merchandising in retailing Management of financial performance and development of KPIs Space management decision and assessing profitability Merchandising and Category Management
Learning and Teaching Methods	The module will be delivered through lectures and tutorials. Guest lecturers and presenters from industry will be introduced. Case studies will be utilised.

Learning Outcomes

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

#	
MLO1	Appreciate the complexities of retailing and assess its economic and societal impact (Knowledge & Problem Solving)
MLO2	Acknowledge and apply concepts with regards to the retailer / consumer interaction in the consumer's 'path to purchase'
MLO3	Be able to apply the concept of a retail strategy and how they relate to sustainable competitive advantage (Knowledge)
MLO4	Understand the importance of managing vendor relationships in achieving competitive advantage (Knowledge)
MLO5	To jointly develop and implement a merchandising plan (Skill, Teamwork)

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Artefact	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formative Assessment (2 individual pieces of assessment) 40% 1,2,3,5

Assessment Type	Artefact	**% of Total Mark for Module**	60

Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description

Summative Assessment 60% 1,2,3,4,5,

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

- **Barry R. Berman,Joel R. Evans,Patrali M. Chatterjee. (2017), Retail Management, Global Edition, Pearson Higher Ed, Harlow, United Kingdom, p.593, [ISBN: 9781292214689].**

Recommended Article/Paper Resources

- **International journal of retailing and : Retail & distribution management.**

APPROVED

RETL 2002: Retail Marketing

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:	• 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

3.1) Retail marketing planning, segmentation targeting and retail positioning will be explored

4. Customer Loyalty
4.1) The various conceptualisations of loyalty will be examined and their implications for modern customer loyalty programmes. The role and effectiveness of customer loyalty programs in building customer loyalty will also be examined.

5. Branding and Retailers' Own Brand Strategy
5.1) The nature of brands and brand equity will be explored within the context of the growth and development of Retailer Brands. The development of retailers' own bands will be explored together with a review of retailers' own-brand strategies and consumer response to own brands. The future direction for own brands will be explored.

6. Retail Marketing Communication strategies
6.1) The marketing communications mix will be explored with particular focus on digital and social media marketing communications strategies used within the retail industry.

Learning Outcomes

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

#	
MLO1	Demonstrate a strong theoretical and practical insight into the principles of retail marketing, branding and communication strategies and the evolution and role of retail marketing within the retail organisation.
MLO2	Facilitate an understanding of the key features of the environment of the retail industry in Ireland and appreciate the key emerging trends occurring within the industry, and the impact of these trends on retailers.
MLO3	Demonstrate an understanding of the complexities of customer loyalty and retention issues and challenges of loyalty programmes.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Ongoing group activities and presentations throughout the semester

Assessment Type	Essay	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Individual

Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Literature Review and Reflection			

Assessment Type	Online Quiz	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No
Assessment Description Online Multiple Choice Quiz			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	136.00

Recommended Reading List

Recommended Book Resources

- **Philip Kotler,Gary Armstrong,Lloyd C. Harris,Hongwei He. (2019), Principles of Marketing, 8th. 20, Pearson Higher Education, London, UK, p.720, [ISBN: 9781292269566].**
- **Helen Goworek,Peter J. McGoldrick. (2015), Retail Marketing Management, 1. 13, Financial Times/Prentice Hall, UK, p.0, [ISBN: 9780273758747].**

APPROVED

MRKT 2425: Sales

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:	• 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	The strategic sales organisation The linkages between corporate, marketing and sales strategy. Role of the salesperson in the value creation process. The sales process. Organizational buying behaviour. Business-to-business selling. Key account selling and management Selling in to international markets Relationship selling Sales negotiation strategies and tactics

	Sales force automation – process and tools.
Learning and Teaching Methods	The learning and teaching strategies will include a combination of lectures, case studies, and guest lectures. Students will be required to engage in independent learning in relation to the learning issues emerging from the course work and assessment.

Learning Outcomes

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

#	
MLO1	Analyse the decision-making processes and units in organisational buying situations and deliver appropriate communication responses.
MLO2	Construct sales presentations for different business sectors and types of organisations.
MLO3	Understand the importance of selling in the achievement of corporate strategy.
MLO4	Predict key accounts and design appropriate sales proposals for them.
MLO5	Choose appropriate sales force automation tools for supporting selling.
MLO6	Develop effective and efficient self-directed study skills.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	40
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
3 Problem Based Assignments on the content covered weekly in the lectures.

Assessment Type	Practical Assignment	**% of Total Mark for Module**	60
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Desktop Research Assignment covering the complete module, including the sales process, 4 steps of the sales process to be included.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	34
Self Directed	34
Lab	32
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Dixon, M and B. Adamson. (2011), The Challenger Sale, First. Penguin, London.**
- **O'Gorman J and R. Collis. (2010), The B2B Sales Revolution, ASG Press Group, Dublin.**
- **McGowan, M, (2010. (2010), Rules of the Road for the Sales Team, First. DEI, USA.**
- **Paul O Dea. (2009), The Business Battlecard, First. Oak Tree Press, Cork, Ireland.**
- **Paul O Dea. (2004), Select Selling, First. First, Oak Tree Press, Cork.**
- **Piercy,N. Lane, N. (2009), Strategic Customer Management, First. Oxford University Press, UK.**
- **Jobber, D.. (2020), Selling and Sales Management, 8th. Harlow, Prentice Hall., UK.**

APPROVED

MRKT 2423: Search Engine Marketing

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	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	1. **SEO Architecture** 2. **SEO Content and Link Building Core Concepts** 3. **PPC Concepts** a. Bidding b. Keywords c. Ad Groups

	d. Ad Copy e. Geo Targeting f. Landing Pages g. Other Targeting Options h. Content Networks a. Demographic Targeting j. Search Re–targeting k. PPC l. ROI Tracking m. Video/Mobile PPC 4. **Google AdWords** a. Google AdWords, b. Conversion Optimizer c. PPC Reporting d. Website Optimizer e. Conversion Tracking f. Google AdWords Tools (Opportunities) g. Google AdWords and Google Analytics 5. **SEO Key Performance Indicators** a. Experiments and Testing b. Measuring SEO ROI c. Using Analytics for SEO d. Optimizing PPC Campaigns e. Success in Content Targeting f. 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. The learner will work on a search Marketing brief from a company and run a live campaign which will provide data for analysis, planning, implementation, and control of the search activity.

Learning Outcomes

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

#	
MLO1	Understand the foundations of SEO and PPC as part of a digital marketing strategy

MLO2	Have an appreciation for a web site's architecture for SEO and PPC
MLO3	Identify the success factors to plan and implement PPC marketing and optimisation changes
MLO4	Set up and manage a search marketing campaign
MLO5	Optimise the campaign for lead generation and customer acquisition
MLO6	Develop reports to track PPC performance

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Community Based	**% of Total Mark for Module**	100
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The assessment will be a 100% group assessment. The learner is required to select a company and run a search campaign.
Two reports will be required.
A Pre-campaign report will involve an overview and audit of the client's digital marketing activities. 15%
A post-campaign report will detail the campaign results, the evolution of the campaign, and reflections on group and client dynamics. 60%
It will also require the learner to do an oral presentation. 25%

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lab	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Clifton, Brian. (2012), Advanced Web Metrics with Google Analytics, John Wiley.**
- **Carter, Brian. (2012), The Like Economy: How Businesses make Money with Facebook, Pearson.**
- **Dann, Stephen and Susan Dann. (2011), E-marketing: Theory and application, Palgrave Macmillan.**
- **Ryan. Damian and Calvin Jones. (2012), Understanding Digital Marketing: Marketing strategies for engaging the digital generation, 2. KoganPage.**

APPROVED

MRKT 2337: Search Marketing

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:	• 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	

Upon successful completion of this module the learner will be able to	
#	
MLO1	Understand the foundations of SEO and PPC as part of a digital marketing strategy
MLO2	Have an appreciation for a website's architecture for SEO and PPC
MLO3	Identify the success factors to plan and implement PPC marketing and optimisation changes
MLO4	Set up and manage a search marketing campaign
MLO5	Optimise the campaign for lead generation and customer acquisition
MLO6	Develop reports to track PPC performance

Requisites	
Assessment Threshold	

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	100
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The assessment is group assignment.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76

Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Supplementary Book Resources

- **Smith Nick. (2023), The Ultimate Digital Marketing Book : Succeed at SEO and Search, Master Mobile Marketing, Get to Grips with Content Marketing.**
- **Wilson Lee. (2016), Tactical SEO : the theory and practice of search marketing.**

Other Resources

- **Website, Search Engine Land. Search Engine land.**
- **Website, Google. Google Search Console.**

APPROVED

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	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.
Indicative Syllabus	**An Introduction to Service Design and Synchronization** • Understanding service processes and fail-proofing operations • Balancing supply and demand • Inventory demand and queue systems • Management of consumer perceptions **Management of the Service Environment** • Understanding the purposes of the service environment • Shaping consumer expectations and experience using the environment • Dimensions of the service environment

	• Incorporating sustainable and ethical design standards into the Service Environment. **Focus on People and Relationships** • Managing people for service advantage • Understanding the role of the customer as a partial employee • The role of human resource management in developing service culture, climate, and leadership • Developing relationships and customer loyalty focusing on ethical treatment of employees and customers. **Managing Service Failure and Recovery** • Understanding the differences and links between service quality, customer satisfaction, loyalty and productivity • Service failures and customer complaining behaviour • Sustainable and ethical approaches to effective service recovery and service guarantees • Developing customer satisfaction and long term loyalty using world class service organisations
Learning and Teaching Methods	This will consist of live lectures and workshops with an emphasis on student participation and group discussion. (2 Hours Per Week) Weekly student activities including Digital based activities and presentations will ensure that the module contains a significant element of active learning through the application of students' own experience as a method of engaging with theory.
Rationale for Change :	See above.

Learning Outcomes

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

#	
MLO1	Define key theories in services and demonstrate a deep understanding of the challenges and approaches appropriate to related marketing activities, including the synchronization of supply and demand, influencing consumer behavior through the service environment, managing people and relationships, service quality, service recovery, and the integration of sustainability and ethical practices.
MLO2	Demonstrate an understanding of the unique ethical issues which are relevant to the management of people, relationships and loyalty in the Services sector.
MLO3	Employ appropriate strategies to analyse the challenges encountered in the services sector based on a comprehensive knowledge of the theory and practice of services marketing
MLO4	Work effectively in a group to create and present a Digital Learning Object and Group Case response to illustrate a particularly relevant point of services theory.
MLO5	Demonstrate a keen ability to relate current market issues to theory and demonstrate this understanding through individual and class participation, discussion and formal questions.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Digital Learning Object presentation. Groups will identify an example of Services Marketing theory in practice and present and explain it to the class.

Assessment Type	Online Quiz	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
2 MCQs delivered through Brightspace.

Assessment Type	Presentation	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Presentation based on Individual Case reports.

Assessment Type	Case Study	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual Case Paper

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	26
Self Directed	74
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Jochen Wirtz,Christopher H Lovelock,Patricia Chew. (2022), Essentials of Services Marketing, Global Edition, 4. Pearson Higher Ed, p.680, [ISBN: 9781292425160].**

Supplementary Book Resources

- **Wirtz, Jochen and Lovelock, Christopher, Pearson,. (2018), Essentials of Services Marketing 2nd or 3rd editions, 3. Pearson.**
- **Zeithaml, Bitner, Gremler. Services Marketing: Integrating Customer Focus Across The Firm, 4th, 5th or 6th editions,, 6. McGraw-Hill.**
- **Lovelock C., Vandermerve S., Lewis B.,. Services Marketing – A European Perspective, Prentice Hall.**
- **Hoffman D., Bateson J.. Essentials of Services Marketing: Concepts, Strategies and Cases, 3. Thomson Learning..**

APPROVED

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	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.
Indicative Syllabus	**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

Government Policy and Small Business
Small firms in the Irish economy, the role of government intervention, an evaluation of policy and its problems, enterprise culture in Ireland, government policy

People
People and the small firm, changing context of industrial relations, managing people in small firms, HRM

Internationalisation
SMEs and internationalisation, stimulating internationalisation, barriers to internationalisation, policy and institutional support

Entrepreneurial Capabilities
Resource based theory and the entrepreneurial organisation. Overcoming resource disadvantages. Managing contingencies and changing contexts

Networking
Defining networks, alternative perspectives on networks, conceiving of small firm networks, research into networks

Choosing a Direction
Entrepreneurial vision and mission; Developing, shaping, and communicating vision and mission; Business strategy process; Controlling strategy process; Entrepreneurial entry strategies, Entrepreneurial strategy heuristics

Small Business Growth, Success and Failure
Different stages of growth, types of growth, characteristics of fast-growth firms, reasons for failure

Strategy
Strategy and the small firm, success strategies in small firms, strategy making in small firms, strategic problems of small businesses

SimVenture Evolution (Business Simulation Software)

- Running multiple business simulation exercises:
  - on an individual and a group basis

- Simulations will focus on:

	• specific functional areas of an enterprise (e.g. organisation, operation, sales and marketing, and research and development) • problems, issues & dilemmas (e.g. profitability, cash-flow, efficiency, moral, etc.) • Business phases (start-up, growth maturity, decline, re-invention)
Learning and Teaching Methods	The learning and teaching methods employed will include lectures, discussions, problem-solving exercises, reading, and self-directed learning. In addition, formal lectures and workshops are supported by guest lecturers from practitioners in the area. In addition to the reading list, supplemental readings will be continually provided to ensure that students are aware of current academic developments and emerging practitioner issues.

Learning Outcomes

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

#	
MLO1	Evaluate the key elements of entrepreneurship and critically analyse its interdisciplinary relationship with various aspects of small business management.
MLO2	Apply relevant techniques to examine the managerial challenges and opportunities within key functional areas of a small business, such as organisation, operation, sales and marketing, and research and development.
MLO3	Synthesise information from intricate, comprehensive case studies to pinpoint central issues and problems, propose alternative strategies, and substantiate recommendations for future actions that capitalise on each phase of the entrepreneurial and managerial process in a business simulation setting.
MLO4	Compare the complexities of business ownership and assess its viability as a potential career path.

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**	25
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
SimVenture Simulations (both individual and group-based)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Market Trader Project			

Assessment Type	Journal/Reflective Journal	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Personal Reflection Paper			

Assessment Type	Performance	**% of Total Mark for Module**	5
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Performance Assessment (incl. Peer Review)			

Module Activity

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

Recommended Reading List

Supplementary Book Resources

- **Burns, P. and Dewhurst, J.. (2016), Small business and entrepreneurship, Macmillan International Higher Education.**
- **Hatten, T. S.. (2015), Small business management: Entrepreneurship and beyond, Nelson Education.**
- **Zimmerer, T. W., & Scarboroug, N. M.. (2016), Essentials of entrepreneurship and small business management, Global ed..**

Recommended Article/Paper Resources

- **O'Gorman, C.. (2015), The study of entrepreneurship in Ireland, The Irish Journal of Management, 34(1), p.14.**

Other Resources

- **Report, Fitzsimons, P. and O'Gorman. (2017), Entrepreneurship in Ireland 2016: global entrepreneurship monitor (GEM), http://www.gemireland.com/wp-content/upl oads/2014/06/GEM-2016.pdf**

APPROVED

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	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. 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. 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.
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

2. Simulation modelling
2.1) Design of Experiments
2.2) Interpreting simulation model output, precision control and accuracy
2.3) Optimisation in simulation, running multiple input values, simulation and sensitivity analysis
2.4) Complexity and simulation

Learning Outcomes

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

#	
MLO1	Recognise and correctly diagnose a problem given a real-world supply chain/operations context.
MLO2	Correctly classify the problem type given the case/scenario.
MLO3	Demonstrate an ability to correctly formulate various classes of optimisation/simulation problems in order to solve or run them.
MLO4	Interpret good solutions based on model sensitivity analysis.
MLO5	Demonstrate a familiarity with a given range of excel formulae.
MLO6	Specify appropriate distributions based on experimental data.
MLO7	Explain whether results are precise depending on statistical significance.
MLO8	Create and maintain a portfolio of work that is documented and presented clearly through the use of graphics and tables.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

4 attempts

Assessments

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	100
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Assessment of the course is 100% continuous assessment in the form of problem scenarios and case studies. The student builds a portfolio of work throughout the course of the module and is responsible for storing, maintaining and presenting this work.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Stephen G. Powell,Kenneth R. Baker. (2013), Management Science: The Art of Modeling with Spreadsheets, 4th. Wiley, p.544, [ISBN: 9781118582695].**

Supplementary Book Resources

- **Barry Render,Ralph M. Stair,Michael E. Hanna. (2012), Quantitative Analysis for Management, 11th Edition. Pearson, p.667, [ISBN: 0273752863].**

APPROVED

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

	consumers perceptions and experiences. Fieldtrips: students to visit stores and shopping centres to relate course content to real-world retail design

Learning Outcomes

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

#	
MLO1	To understand how consumers process store environments messages and cues.
MLO2	To understand how the journey and experience of the store unfolds for consumers.
MLO3	To learn how retail image and brand communicate effectively to consumers.
MLO4	To appreciate how retailers develop environments liable to trigger appropriate cognitive and emotive responses.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Artefact	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Group Assessment - FIELD TRIP - RETAIL CONCEPTS

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual Assessment -
REFLECTIVE PIECE
BEST PRACTISE APPROACHES

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Fiore, A.M.. (2010), Understanding Aesthetics for the Merchandising & Design Professional., Fairchild Books., NEW YORK.**
- **Grant, J. (1995), The Budget Guide to Retail Store Planning & Design, LONDON.**

Recommended Article/Paper Resources

- **Baker, J, Levy, M and Grewal, D. (1992), An Experimental Approach to Making Retail Store Environmental Decisions., Journal of Retailing, 68(4.**
- **Bitner, M. (1992), Servicescapes: The Impact of Physical Surroundings on Customers and Employees. 57-71, Journal of Marketing, 56(April), p.57-71.**

APPROVED

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:	• 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	• 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.

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, company case histories and 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

#	
MLO1	Understand the contribution of logistics to the performance of the business and the economy in general.
MLO2	Describe the main constituent parts of logistics and supply chain management.
MLO3	Explain the role of supply chain management in the global environment, and its contribution to value added and competitiveness.
MLO4	Understand the interconnectivity of logistics with other business functions.
MLO5	Identify and the opportunities for developing competitiveness.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

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**	60
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
This examination will constitute a conventional unseen time constrained exam (two hours).

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2,4,5

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
CA – Project
This will consist of an assignment to assess the students' ability to Identify and assess SCM operations in the real world

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Kuldeepak Singh. (2021), A Handbook on Supply Chain Management, Notion Press, p.100, [ISBN: 9781638508878].**

APPROVED

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	Business Modelling Linear programming: its use in resource allocation. Formulation of problems in terms of objective function and constraints including examples from Investment Portfolio Analysis, Blending Problems, Time Scheduling and Media Selection; Shadow (or dual) values; Alternate Optima and degeneracy; Duality; Post-optimality (sensitivity) analysis. Differential Calculus Use of functions, including polynomial, logarithmic and the exponential functions. Rules of differentiation. Evaluation and interpretation of derivatives, stationary points and marginal analysis. Application of derivatives to problems in profit and revenue maximisation, cost minimisation and break-even analysis. Inventory Planning and Control The functions of inventory Nature and cost aspects of stock control; Deterministic Models: Economic order quantity; Gradual Replenishment; Discounts;

	Stock outs/Shortages; Materials Requirement Planning and Just in Time. Stochastic models: Reorder Level Approach, Service Level Approach and Periodic Review Approach;. Use of packages such as excel.
Learning and Teaching Methods	The module will be delivered using a discussion session approach

Indicative Syllabus

1. Supply Chain Methods
1.1) The course covers a range of techniques from management science that have a practical relevance to supply chain methods.

Learning Outcomes

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

#	
MLO1	Model business problems using linear programming formulation techniques
MLO2	apply differential calculus to various deterministic inventory models
MLO3	use differential calculus to solve optimisation problems in economics/accounting such as profit, revenue maximisation, and cost minimisation
MLO4	apply probabilistic methods to stochastic inventory models

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In person Exam

Other Assessment(s)			
Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	20
Indicative Week	Week 5	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Take home assignment			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	26
Tutorial	13
Self Directed	61
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Supplementary Book Resources

- **David Ray Anderson,Dennis J. Sweeney,Thomas Arthur Williams. An Introduction to Management Science, [ISBN: 0314793216].**
- **Larry J. Goldstein,David C. Lay,David I. Schneider,Nakhle H. Asmar. Calculus and Its Applications, [ISBN: 0134437772].**
- **Barry Render,Ralph M. Stair,Michael E. Hanna. Quantitative Analysis for Management, [ISBN: 0273752863].**

APPROVED

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	Business Modelling Linear programming: its use in resource allocation. Formulation of problems in terms of objective function and constraints including examples from Investment Portfolio Analysis, Blending Problems, Time Scheduling and Media Selection; Shadow (or dual) values; Alternate Optima and degeneracy; Duality; Post-optimality (sensitivity) analysis. Differential Calculus Use of functions, including polynomial, logarithmic and the exponential functions. Rules of differentiation. Evaluation and interpretation of derivatives, stationary points and marginal analysis. Application of derivatives to problems in profit and revenue maximisation, cost minimisation and break-even analysis. Inventory Planning and Control The functions of inventory Nature and cost aspects of stock control; Deterministic Models: Economic order quantity; Gradual Replenishment; Discounts;

	Stock outs/Shortages; Materials Requirement Planning and Just in Time. Stochastic models: Reorder Level Approach, Service Level Approach and Periodic Review Approach;. Use of packages such as excel.
Learning and Teaching Methods	The module will be delivered using a discussion session approach

Indicative Syllabus

1. Supply Chain Methods
1.1) The course covers a range of techniques from management science that have a practical relevance to supply chain methods.

Learning Outcomes

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

#	
MLO1	Model business problems using linear programming formulation techniques
MLO2	apply differential calculus to various deterministic inventory models
MLO3	use differential calculus to solve optimisation problems in economics/accounting such as profit, revenue maximisation, and cost minimisation
MLO4	apply probabilistic methods to stochastic inventory models

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In person Exam

Other Assessment(s)			
Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	20
Indicative Week	Week 5	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Take home assignment			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	26
Tutorial	13
Self Directed	61
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Supplementary Book Resources

- **David Ray Anderson,Dennis J. Sweeney,Thomas Arthur Williams. An Introduction to Management Science, [ISBN: 0314793216].**
- **Larry J. Goldstein,David C. Lay,David I. Schneider,Nakhle H. Asmar. Calculus and Its Applications, [ISBN: 0134437772].**
- **Barry Render,Ralph M. Stair,Michael E. Hanna. Quantitative Analysis for Management, [ISBN: 0273752863].**

APPROVED

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	Sustainability, The Green Deal and Transport Operations Management. 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. 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. 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. 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.

Learning and Teaching Methods	As this module seeks to identify the most effective and efficient management techniques for transport operations, lectures will guide participants to existing and potential best practise, however to establish professional calibre, self study, team working, case study, internet and video material and its associated follow up sessions will be essential.

Learning Outcomes

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

#	
MLO1	Evaluate the affects of the 6 drivers of change for transport management operations; Policy, Demography & Society, Energy & Environment, Technology, Economics and Finance.
MLO2	Identify the strategies and steps which transport operators can take to embrace the opportunities from and challenges of sustainability.
MLO3	Identify the contribution of recent technology developments for the management of transport operations.
MLO4	Evaluate the various types of freight services offered by each mode of transport.
MLO5	Discuss the various operating and commercial practices involved in moving goods by each mode.
MLO6	Appraise the key role and problems associated with international transport in the management of the supply chain.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Alan Rushton,Phil Croucher,Dr Peter Baker. (2022), The Handbook of Logistics and Distribution Management, 7. Kogan Page, UK, [ISBN: 9781398602045].**

APPROVED

MGMT 4408: Workplace Wellbeing

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	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. 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. 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.
Indicative Syllabus	• 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 sup0port 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

	• Organisational culture, behaviour and psychosocial factors • Ottawa Charter and the settings approach to workplace wellbeing • Evaluating organisational health research
Learning and Teaching Methods	Learning and teaching methods used on this module will include a blend of lecture-style and self-directed learning, including case studies, critical evaluation exercises, videos and formative assessments.

Learning Outcomes

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

#	
MLO1	Explain the physical, mental and social dimensions of wellbeing
MLO2	Describe the impact of the work environment on health - explore why wellbeing, resilience and mental health are critical to business success
MLO3	Describe organisational culture and leadership style in the context of the settings approach to decent work and wellbeing
MLO4	Recognise the impact of health and wellbeing on organisational performance - does this enable informed action to be taken to protect and promote workers' health and wellbeing?
MLO5	Critically evaluate physical environments and their impact on quality of working life, health and wellbeing (e.g. safe work, work patterns, technology) using evidence and data to support your position
MLO6	Consider psychosocial factors in organisations and their impact on quality of working life, health and wellbeing (e.g. secure work, emotional labour, job in-security, trust, bullying)
MLO7	Reflect on the skills and knowledge you need to succeed and improve organisational effectiveness by fostering an organisational culture which focuses on employee health and wellbeing

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	30
Indicative Week	Week 7	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Essay	**% of Total Mark for Module**	70

Indicative Week	Week 12	**Learning Outcomes**	3,4,5,6,7
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	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

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

Recommended Reading List

Recommended Book Resources

- **Hodgins, Fleming & Griffiths. (2016), Promoting health and well-being in the workplace, Plagrave, London.**
- **Lowe. (2010), Creating healthy organisations: How vibrant workplaces inspire employees to achieve sustainable success, University of Toronto Press, Canada.**

Supplementary Book Resources

- **Wall, Cooper & Brough. (2021), The SAGE Handbook of Organizational Wellbeing, Sage, London.**
- **Bowling & Ebrahim. (2010), Handbook of Health Research Methods: Investigation, Measurement & Analysis, OUP, Milton Keynes.**
- **Cartwright & Cooper. (2008), The Oxford Handbook of Organizational Well Being, OUP, Milton Keynes.**
- **O'Donnell. (2017), Health Promotion in the Workplace, 5. Delmar Thomson Learning, New York.**
- **Pfeffer. (2018), Dying for a Paycheck, HarperBusiness, US.**
- **Scriven & Hodgins. (2011), Health Promotion Settings: Principles & Practice, Sage, London.**

Recommended Article/Paper Resources

- **(2016), Report of the Inter-agency and expert group on sustainable development goal indicators, E/CN.3/2016/2/Rev.1.**

Other Resources

- **Website, CIPD. Wellbeing, https://www.cipd.ie/knowledge/world-work /well-being**
- **Website, CIPD UK. (2016), Employee wellbeing, https://www.cipd.co.uk/Images/moving=-em ployee-well-being-agenda-forward_2016_tc m18-15556.pdf**
- **Website, UN. Sustainable development goals, https://unstats.un.org/sdgs/metadata/**

APPROVED

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	**Financial Reporting Environment** • Regulatory Framework of Accounting • IFRS & National GAAP • Annual Reports • Contemporary issues in Financial Reporting including recent developments in Sustainability Reporting **Accounting Standards** • Presentation of Financial Statements • Inventory • Accounting Policies, Changes in Accounting Estimates and Errors

- Events after the Reporting Period
- Taxation in financial accounts
- Property, Plant and Equipment
- Borrowing Costs
- Related Party Disclosures
- Financial Instruments
- Impairment of Assets
- Provisions, Contingent Liabilities and Contingent Assets
- Intangible Assets
- Investment Property
- Operating Segments
- Revenue
- Foreign currency
- Leases
- Basic and Diluted Earnings per share

Consolidated Financial Statements

- Fair Value and Acquisition Adjustments, including acquisition during the accounting period, intra-group transfer of assets and dividends, calculation of non-controlling interests, goodwill and any related impairment
- Associates and Joint Ventures

Analysis and Interpretation of Financial Information

From both a financial and non-financial perspective

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 theory. Class and group discussions to develop skills in critical evaluation and to 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
2.1) Presentation of Financial Statements
2.2) Inventory

2.3) Accounting Policies, Changes in Accounting Estimates and Errors
2.4) Events after the Reporting Period
2.5) Taxation in financial accounts
2.6) Property, Plant and Equipment
2.7) Borrowing Costs
2.8) Related Party Disclosures
2.9) Financial Instruments
2.10) Impairment of Assets
2.11) Provisions, Contingent Liabilities and Contingent Assets
2.12) Intangible Assets
2.13) Investment Property
2.14) Operating Segments
2.15) Revenue
2.16) Foreign currency
2.17) Leases
2.18) Basic and Diluted Earnings per share

3. Consolidated Financial Statements
3.1) Fair Value and Acquisition Adjustments, including acquisition during the accounting period, intra-group transfer of assets and dividends, calculation of non-controlling interests, goodwill and any related impairment
3.2) Associates and Joint Ventures

4. Analysis and Interpretation of Financial Statements
4.1) From both a financial and non-financial perspective

Learning Outcomes

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

#	
MLO1	Explain and evaluate the regulatory framework governing the preparation of financial statements including recent developments in sustainability reporting.
MLO2	Prepare financial statements for individual entities and for groups
MLO3	Demonstrate a knowledge of IFRS and its application in the preparation and presentation of published financial statements
MLO4	Evaluate financial statements from a financial and non-financial perspective and prepare a concise comprehensive report on the results of the analysis
MLO5	Demonstrate an understanding of the main ethical issues facing the accountant
MLO6	Discuss the impact of contemporary developments relevant to corporate reporting in Ireland and Internationally including those relating to sustainability reporting.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80
Indicative Week	Week 21	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Conventional closed book end of year examination will consist of a three-hour written test designed to assess the student's understanding of the context and content of the module. The exam will include both computational, and discussion questions.

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	20
Indicative Week	Week 11	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group project whereby students will be required to analyse and interpret the financial statements of an assigned company, and prepare a report on their analysis.

Students will be required to prepare a reflection on their experience of the project and the learning achieved

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

- **Alan Melville. (2022), International Financial Reporting, 8th Edition (Book), 8th Edition. Pearson, Harlow, UK, [ISBN: 978-1-292-43942-6].**

Supplementary Book Resources

- **Kaplan. ACCA Financial Reporting (FR) - Study Text, Kaplan Publishing, Berkshire, UK, [ISBN: 978-1-83996-363-6].**
- **Margaret D'Arcy. (2019), An Introduction to Financial Accounting 2nd Edition, Chartered Accountants Ireland, Dublin, [ISBN: 978-1-912350-28-5].**
- **Barry Elliott,Jamie Elliott. (2022), Financial Accounting and Reporting 20th Edition, 20th Edition. Pearson, Harlow, UK, [ISBN: 978-1-292-39980-5].**

- **Ciaran Connolly. (2023), INTERNATIONAL FINANCIAL ACCOUNTING AND REPORTING. 6th Edition, 6th Edition. Chartered Accountants Ireland, Dublin, [ISBN: 978-1-913975-60-9].**
- **John Casey and Clare Kearney. (2012), Case Studies in Advanced Financial Reporting, Chartered Accountants Ireland, Dublin, [ISBN: 978-1-907214-93-6].**

Recommended Article/Paper Resources

- **Carol Adams. Sustainability Accounting, Management and Policy Journal, https://www-emerald-com.tudublin.idm.ocl c.org/insight/publication/issn/2040-8021**
- **Cririca l Perspectives on Accounting. Cririca l Perspectives on Accounting, https://www-sciencedirect-com.tudublin.i dm.oclc.org/journal/critical-perspective s-on-accounting**
- **The Irish Accounting Review. The Irish Accounting Review, https://research-ebsco-com.tudublin.idm. oclc.org/c/sr37fs/search/advanced/public ations/U0X?selectedDb=bthjnh&db=bth**
- **Accounting, Auditing and Accountability Journal. Accounting, Auditing and Accountability Journal, https://www-emerald-com.tudublin.idm.ocl c.org/insight/publication/acronym/aaaj**

Other Resources

- **website, Chartered Accountants Ireland. Chartered Accountants Ireland, https://www.charteredaccountants.ie/**
- **website, Institute of Chartered Accountants of Scotland. Institute of Chartered Accountants of Scotland, https://www.icas.com/**
- **website, Institute of Chartered Accountants in England and Wales. Institute of Chartered Accountants in England and Wales, https://www.icaew.com/**
- **website, ACCA. ACCA, https://www.accaglobal.com/gb/en.html**
- **website, IFRS. IFRS, https://www.ifrs.org/**
- **website, Deloitte. Deloitte, https://www.iasplus.com/en**
- **website, GRI. GRI, https://www.globalreporting.org/**
- **website, Financial Times. Financial Times, https://www.ft.com/**
- **website, Irish Times. Irish Times, https://www.irishtimes.com/**

APPROVED

ACCT 3003: Advanced Financial Reporting

Module Details

Module Code:	ACCT 3003
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 (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	
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

2.1) • Presentation of Financial Statements
2.2) • Inventory
2.3) • Accounting Policies, Changes in Accounting Estimates and Errors
2.4) • Events after the Reporting Period
2.5) • Taxation in financial accounts
2.6) • Property, Plant and Equipment
2.7) • Borrowing Costs
2.8) • Related Party Disclosures
2.9) • Financial Instruments
2.10) • Impairment of Assets
2.11) • Provisions, Contingent Liabilities and Contingent Assets
2.12) • Intangible Assets
2.13) • Investment Property
2.14) • Operating Segments
2.15) • Revenue
2.16) • Foreign currency
2.17) • Leases
2.18) • Basic and Diluted Earnings per share

3. Consolidated Financial Statements
3.1) • Fair value and acquisition adjustments, including acquisition during the accounting period, intra-group transfer of assets and dividends, calculation of non-controlling interests, goodwill and any related impairment
3.2) • Associates and Joint Ventures

4. Analysis and Interpretation of Financial Statements
4.1) From both a financial and non-financial perspective

Learning Outcomes

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

#	
MLO1	Explain and evaluate the regulatory framework governing the preparation of financial statements, including recent developments in sustainability reporting.
MLO2	Prepare financial statements for individual entities and for groups.
MLO3	Demonstrate a knowledge of IFRS and its application in the preparation and presentation of published financial statements.
MLO4	Evaluate financial statements from a financial and non-financial perspective and prepare a concise comprehensive report on the results of the analysis
MLO5	Demonstrate an understanding of the main ethical issues facing the accountant.
MLO6	Discuss the impact of contemporary developments relevant to corporate reporting in Ireland and Internationally including those relating to sustainability reporting.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%

Other Assessment(s)	20.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80
Indicative Week	Week 28	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of year exam

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	20
Indicative Week	Week 11	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group project whereby students will be required to analyse and interpret the financial statements of an assigned company, and prepare a report on their analysis.

Students will be required to prepare a reflection on their experience of the project and the learning achieved

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

- **Alan Melville. (2022), International Financial Reporting, 8th Edition (Book), Pearson, Harlow, UK, p.528, [ISBN: 978-1-292-43942-6].**

Supplementary Book Resources

- **ACCA. (2023), ACCA Financial Reporting (FR) Study Text, Kaplan Publishing, Berkshire, UK, [ISBN: 978-1-83996-363-6].**
- **Margaret D'Arcy. (2019), An Introduction to Financial Accounting, 2nd Edition. Chartered Accountants Ireland, Dublin, [ISBN: 978-1-912350-28-5].**
- **Barry Elliott,Jamie Elliott. (2022), Financial Accounting and Reporting, 20th. Pearson, Harlow, UK, [ISBN: 978-1-292-39980-5].**

- **Ciaran Connolly. (2023), INTERNATIONAL FINANCIAL ACCOUNTING AND REPORTING., 6th Edition. Chartered Accountants Ireland, Dublin, [ISBN: 978-1-913975-60-9].**
- **John Casey, Clare Kearney. (2012), Case Studies in Advanced Financial Reporting, Chartered Accountants Ireland, Dublin, [ISBN: 978-1-907214-93-6].**

Recommended Article/Paper Resources

- **Carol Adams. Sustainability Accounting, Management and Policy Journal, https://www-emerald-com.tudublin.idm.ocl c.org/insight/publication/issn/2040-8021**
- **Critical Perspectives on Accounting. Critical Perspectives on Accounting, https://www-sciencedirect-com.tudublin.i dm.oclc.org/journal/critical-perspective s-on-accounting**
- **The Irish Accounting Review. The Irish Accounting Review, https://research-ebsco-com.tudublin.idm. oclc.org/c/sr37fs/search/advanced/public ations/U0X?selectedDb=bthjnh&db=bth**
- **Accounting, Auditing and Accountability Journal. Accounting, Auditing and Accountability Journal, https://www-emerald-com.tudublin.idm.ocl c.org/insight/publication/issn/0951-3574**

Other Resources

- **website, Chartered Accountants Ireland. Chartered Accountants Ireland, https://www.charteredaccountants.ie/**
- **website, Institute of Chartered Accountants of Scotland. Institute of Chartered Accountants of Scotland, https://www.icas.com/**
- **website, Institute of Chartered Accountants in England and Wales. Institute of Chartered Accountants in England and Wales, https://www.icaew.com/**
- **website, ACCA. ACCA, https://www.accaglobal.com/gb/en.html**
- **website, IFRS. IFRS, https://www.ifrs.org/**
- **website, Deloitte. Iasplus, Deloitte, http://www.iasplus.com**
- **website, GRI. GRI, GRI, https://www.globalreporting.org/**
- **website, Financial Times. Financial Times, Financial Times, https://www.ft.com/**
- **website, Irish Times. Irish Times, Irish Times, https://www.irishtimes.com/**

APPROVED

ECON 2002: Macroeconomic Theory and Policy

Module Details

Module Code:	ECON 2002
Module Long Title:	Macroeconomic Theory and Policy APPROVED
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 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	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.
Indicative Syllabus	**Review of Basic Macroeconomic Theory:**
	Circular flow of income diagram. Aggregate demand / Aggregate supply analysis. Income / Expenditure analysis. The Cobb-Douglas production function.
	Growth Theory:
	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.
	Inflation and Unemployment:
	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.
	Modelling the economy in the long run:
	The Classical model of the Closed economy and the Small Open Economy.

	The market for loanable funds. The markets for loanable funds and foreign exchange in the small open economy. Case studies on changes in domestic fiscal policy and assessing their effects.
Learning and Teaching Methods	There is an emphasis on "learning by doing" i.e. the Socratic method in this module. Students are asked questions during lectures and are "encouraged" to participate. Each topic is developed from basic economic principles and, since it involves significant "block building" students are required in lectures to show both an understanding of the material developed in previous lectures and a capacity to apply this material in the further development of the topic. Students are also given problems to solve between lectures and then the students and lecturer jointly develop solutions in subsequent lectures. Part of the practical application of the theory will take the form of self-directed learning. The engagement with some prescribed research papers is a very important part of this self-directed learning. There is an examination in the first semester which test's the participant's ability to understand and critically evaluate these prescribed research papers.

Learning Outcomes

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

#	
MLO1	explain standard theory in Macroeconomics at an intermediate level
MLO2	explain the basic tools of Macroeconomic theory and be able to use these tools to illustrate problems that can occur in public policy
MLO3	demonstrate an understanding of a basic production function and be able to mathematically manipulate the function to show that it is consistent with basic economic principles
MLO4	illustrate and show an understanding of a basic model in growth theory and be able to calculate and graph the impact of changes on the model
MLO5	explain different theories of inflation and unemployment
MLO6	build a macroeconomic model with equations and graphs and be able to show the impact of exogenous changes on the model
MLO7	be able to demonstrate that engagement with the research papers is taking place

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	ECON 9104 v.2 Introductory Economics [Approved]	Module
Pre Requisite	ECON 9103 v.2 ECON 9103 Introductory Macroeconomics [Approved]	Module

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	Week 20	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Three hour sight unseen exam.

Other Assessment(s)

Assessment Type	On-line Examination	**% of Total Mark for Module**	30
Indicative Week	Week 10	**Learning Outcomes**	7
Assessment Threshold:	30	**Assessment Role**	Paired
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Examination based on research papers.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	54
Lecture	96
Hours (up to 100 for 5 ECTS credits)	150.00

Recommended Reading List

Recommended Book Resources

- **Mankiw, Gregory N. (2021), Macroeconomics, 11th. MacMillan International.**

APPROVED

ITEC 3004: Mobile/ Social e-commerce

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	Mobile commerce: concepts, landscape, attribute, drivers, applications and benefits. Technical infrastructure: components and services of mobile computing Mobile computing software and services Understanding the Android OS platform Architecture of Android-based devices Understanding basics of Kotlin Architecture of Android-based devices Building basic applications with Kotlin Understanding Android application structure Updating Android applications

Learning and Teaching Methods	The module will be delivered through lecturer lead lectures in a computer lab environment.

Learning Outcomes

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

#	
MLO1	Evaluate the value added attributes, benefits and fundamental drivers of m-commerce
MLO2	Understand the technologies and potential applications of m-commerce
MLO3	Describe the software technologies and architectures for mobile computing.
MLO4	Develop mobile applications using the Android platform.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Submission	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formative Assignment

Assessment Type	Submission	**% of Total Mark for Module**	65
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formative Assignment

Assessment Type	Lab Activities	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Engagement and Participation

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	164
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Marsha Collier. (2012), Social Media Commerce For Dummies, For Dummies, p.336, [ISBN: 978-1-118-29793-3].**
- **Alex Forrester,Eran Boudjnah,Alexandru Dumbravan. (2021), How to Build Android Apps with Kotlin, [ISBN: 9781838984113].**

APPROVED

ECON 4001: Public Economics

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	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. The role of public policy interventions in a market economy, their possible forms and consequences, are examined both theoretically and empirically.
Indicative Syllabus	**Introduction** Evolving role of government in a market economy. **Institutions and Governance** **Social Justice concepts** Social Insurance and income maintenance **Collective decision-making** Voting **Inequality in distribution of income and wealth** Major social expenditure programmes such as health, education, housing

	Market Failure Aspects of market failure including public goods, externalities, common resources Environmental economics and policy. Coase Theorem. Pollution and climate change **Taxation** Taxation theory and policy. Efficiency and equity. Optimal taxation. Tax evasion and avoidance
Learning and Teaching Methods	This module will use a combination of learning and teaching methods. These methods involve lecturing, that in the class contact time, is combined with discussion and problem-solving.

Learning Outcomes

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

#	
MLO1	analyse the theoretical foundations of public policy analysis
MLO2	appreciate the rationale for major categories of public spending and forms of taxation
MLO3	analyse the constraints on government action

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	ECON 2017 v.2 Microeconomics [Approved]	Module

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	
Assessment Threshold:	None	**Assessment Role**	Individual

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Each participant will have to complete an end of year examination. This examination will test the participant's understanding of Public economics concepts and applications principally in essay style.

Other Assessment(s)

Assessment Type	Project	**% 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
Discussions or projects.

Assessment Type	Presentation	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Presentations and Report Work

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

Supplementary Book Resources

- **Stiglitz, Joseph E,Rosengard, Jay K. (2015), Economics of the Public Sector, W. W. Norton & Company, p.20, [ISBN: 9780393937091].**
- **Jonathan Gruber. Public Finance and Public Policy, [ISBN: 9781319281106].**
- **David N Hyman. (2020), Public Finance: A Contemporary Application of Theory to Policy, Cengage Learning, p.0, [ISBN: 9780357442159].**

APPROVED

RSHP 4000: Research Project

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	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. 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. 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. 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.
Indicative Syllabus	**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. **Literature Review and Analysis** Rational for literature reviews, the literature search, literature review approaches, functions and typologies, issues in reading, presentation and writing skills. **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.

Learning and Teaching Methods	Use will be made of formal lectures, tutorials and statistical laboratory sessions as appropriate. However, there will be an emphasis upon interactive learning via workshops and discussion groups. There may be presentations on the various research methods and guest lecturers will be invited to present their research work and to lead the discussions on the choice of methodology adopted. In addition students will have a number of computer laboratory sessions on the use of various software packages. While formal lectures and tutorial sessions will be utilised, there will be an emphasis upon self study and problem based learning. In addition students will have a several computer laboratory sessions on the use of the various software packages that can be utilised for research purposes

Learning Outcomes

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

#	
MLO1	Identify research questions in Economics or Finance;
MLO2	Conduct a literature review on selected topic in Economics or Finance;
MLO3	Critically review the extant literature relevant to the chosen topic and;
MLO4	Design research methods appropriate to the investigation of selected questions.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	100
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description

The module is assessed entirely through the submission of a completed research project and the research method component of the course is not separately assessed. The length of dissertations/case studies shall be in the range determined by the Course Committee as being appropriate for the nature of the project, but should not normally exceed 15,000 words (excluding tabulated data and diagrams). The following criteria will be employed, where relevant, in assessing the quality of the dissertation/case study:

- Theoretical analysis and development;
- Design, planning and organisation;
- Procedure and technique;
- Interpretation and;
- Quality of conclusions/recommendations.

Marks may be allocated (up to 10% of the final grade) for prior submissions (e.g. proposals, literature reviews). This may vary year on year.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	32
Self Directed	168
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **M. N. K. Saunders,Adrian Thornhill,Philip Lewis. (2019), Research Methods for Business Students, 8. Pearson, [ISBN: 9781292208787].**

Supplementary Book Resources

- **L. Blaxter, Christina Hughes, Malcolm Tight. (2010), How to Research, 4. Open University Press, [ISBN: 9780335238675].**
- **John W. Creswell,J. David Creswell. (2018), Research Design, 5. SAGE Publications, Incorporated, p.304, [ISBN: 1506386709].**
- **Svend Brinkmann,Steinar Kvale. (2014), InterViews, 3. SAGE Publications, Incorporated, p.424, [ISBN: 9781452275727].**
- **Gary Koop. (2006), Analysis of Financial Data, 1. John Wiley & Sons Incorporated, p.260, [ISBN: 9780470013212].**
- **Murray. (2017), How to Write a Thesis, 4. Open University Press, p.408, [ISBN: 0335262066].**
- **Bob Ryan,Robert William Scapens,Michael Theobald. (2002), Research Method and Methodology in Finance and Accounting, 2. Cengage Learning Business Press, p.243, [ISBN: 9781861528810].**
- **Mark N. K. Saunders,Philip Lewis. (2017), Doing Research in Business and Management, 2. Pearson, [ISBN: 129213352X].**
- **Peter Stopher. (2012), Collecting, Managing, and Assessing Data Using Sample Surveys, 1. Cambridge University Press, p.561, [ISBN: 9780521863117].**
- **Robert K. Yin. (2017), Case Study Research and Applications, 6. SAGE Publications, Incorporated, p.352, [ISBN: 9781506336169].**

APPROVED

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:	• 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	**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. **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;

	Labour: rate and efficiency; Variable overhead: expenditure & efficiency variances; Fixed overhead: expenditure and volume variances, capacity and efficiency variances; Sales: price and volume: mix and quantity; Revision of standards, planning and operating variances; Reconciliation of actual and budgeted profit. Standard cost book-keeping. Interpretation of variances. **Performance Measurement and Control** Principles of an effective management control system. Financial and non-financial performance measures. Divisional economic and managerial performance measurement including return on investment, residual income and economic value added. Transfer pricing. **Strategic Management Accounting** Strategic management accounting - the concept and its evolution. Strategic performance management (including the balanced scorecard). Strategic cost management and value creation (including value chain analysis, target costing, bench-marking and life-cycle costing) **Accounting for Sustainability** Role of the management accountant in supporting sustainable practices within organisations. Challenges in accounting for sustainability within organisations. Application of management accounting techniques for environmental management accounting (including life-cycle costing, activity based management and input/output analysis). Environmental cost reports.
Learning and Teaching Methods	Students will be exposed to formal lectures and will also engage in problem solving to apply the concepts introduced and to develop critical abilities. Formative feedback will be provided by assessing and discussing students solutions to assigned problems.

Learning Outcomes

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

#	
MLO1	Prepare and interpret management accounting information which is tailored to meet the particular needs of management in a range of specific decision making contexts.
MLO2	Evaluate approaches to standard costing and interpret, as well as calculate, suitable variances.
MLO3	Analyse and discuss the behavioural implications of performance targets and control systems.
MLO4	Competently apply relevant mathematical techniques to support management control and decision making.
MLO5	Discuss and demonstrate how management accounting information may be applied to support strategic management.
MLO6	Discuss the management accountant's role in supporting sustainability within organisations and demonstrate how management accounting techniques may be applied in this context.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80
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
End of year closed book examination

This examination will constitute a conventional unseen timeconstrained test (three hours). The examination will be designed to assess students' ability to apply, analyse, and integrate management accounting concepts and information. It will also
assess students' ability to make judgements.

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	15
Indicative Week	Week 11	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In class test examining content covered in semester 1

Assessment Type	Journal/Reflective Journal	**% of Total Mark for Module**	5
Indicative Week	Week 24	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Over the course of the academic year students will be required to prepare a portfolio of their attempts at prescribed questions and their reflections on their performance in these questions (after having an opportunity to correct their work and discuss it in class on designated dates).

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

- **Mike Tayles. (2024), Colin Drury Management & Cost Accounting, 12th. Cengage Learning, [ISBN: 978-1-4737-9124-4].**

Supplementary Book Resources

- **Horngren, C.T., Bhimani, A., Srikant, M.D., & Foster, G.. Management and Cost Accounting, Pearson Education, London.**
- **Seal W, Garrison RH, and Noreen EW. Management Accounting, Berkshire: McGraw-Hill Education.**

APPROVED

LAW 3500: Administrative Law

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	***1. Introduction to Administrative Law*** Control of the activities of the State. Concept of Judicial Review; ***2. The scope of Administrative Law*** The Concept of the State : Contract v. Judicial Review; What is a 'public' body? ***3. Control of Discretionary Powers*** Jurisdiction; The *Wednesbury* principles: Reasonableness, Good faith, Use of relevant criteria; the doctrine of *ultra vires,* the abuse of discretionary powers, the doctrine of proportionality (*Meadows* Case) ***4. Public policy and the role of the courts: Are certain powers beyond review?*** ***5. Constitutional/Natural Justice*** Bias - *nemo iudex in causa sua*; Fair Procedures - *audi alteram partem;* Duty to give reasons

	6. Legitimate Expectations ***7. Judicial review procedures and remedies*** ***8. Right of access to Justice*** ***9. EU law aspects of administrative law in Ireland*** ***10. Impact of EU Charter of Fundamental Rights***
Learning and Teaching Methods	Instruction on the module will be through the following channels: 1. **Lectures:** a weekly lecture. Lecture notes and presentation slides will be posted online in advance of the lecture. 2. **Tutorials:** Details of dates/time/place of tutorials will be circulated separately. Students will be furnished in advance of each tutorial with notes and other relevant material posted on Brightspace. 3. **On-line Socrative quizzes and other interactive learning tools**. Details will be provided through announcements on Brightspace and in class.

Indicative Syllabus

1. Administrative Law in Ireland
1.1) 1. Introduction to Administrative LawControl of the activities of the State. Concept of Judicial Review; Constitutional judicial review.
1.2) 2. The scope of Administrative Law
1.3) The Concept of the State : Contract v. Judicial Review; What is a 'public' body?
1.4) 3. Control of Discretionary Powers
1.5) Jurisdiction; The Wednesbury principles: Reasonableness, Good faith, Use of relevant criteria; the doctrine of ultra vires, the abuse of discretionary powers, the doctrine of proportionality (Meadows Case)
1.6) 4. The non-delegation doctrine
1.7) 5. Constitutional/Natural Justice
1.8) Rule against Bias - nemo iudex in causa sua; Fair Procedures - audi alteram partem;
1.9) 6. The Duty to Give reasons
1.10) 7. Legitimate Expectations
1.11) 8. Judicial review procedures
1.12) 9. Judicial review remedies
1.13) 10. Right of access to Justice
1.14) 11. EU law aspects of administrative law in Ireland
1.15) 12. Impact of EU Charter of Fundamental Rights
1.16) 13. Impact of European Convention on Human Rights Act 2003

Learning Outcomes

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

#	
MLO1	Distinguish between a body to which the rules of judicial review apply and that to which these rules do not apply; i.e. outline and explain the distinction between a public functionary and a solely private/voluntary or commercial venture

MLO2	Outline and apply the legal requirements placed upon bodies and persons performing discretionary powers on the authority of the State
MLO3	Outline and apply the rules relating to ultra vires, the abuse of discretionary powers, fair procedures and legitimate expectations
MLO4	Explain and comment critically upon the main remedies available in judicial review proceedings
MLO5	recognise legal issues in a given fact pattern,
MLO6	apply legal rules and principles to the relevant facts
MLO7	comment upon the likely outcome of the application of law to facts
MLO8	appraise the reasons for and the background to the several rules and doctrines of contemporary administrative law
MLO9	locate available and relevant sources and materials to assist in the solution to legal problems

Requisites

Module Content & Assessment

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

Derogations from the General Assessment Regulations

A maximum 4 attempts are necessary.

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,7,8,9
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Three hour timed examination during the Examination period at the end of Semester 2.

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	20
Indicative Week	Week 20	**Learning Outcomes**	5,6,7,8,9
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Case note or other written assessment coursework. To be notified on Brightspace

Assessment Type	Online Quiz	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,9
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Partcipation in online quizzes

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

- **David Gwynn Morgan,Gerard W. Hogan,Paul Daly. (2019), Administrative Law in Ireland, 5th. Round Hall, Dublin, p.1382, [ISBN: 9780414071834].**
- **Fiona J. L. Donson,Darren O'Donovan. (2015), Law and Public Administration in Ireland, 1. 16, Clarus Press, Dublin, [ISBN: 978-1-905536-70-2].**

Other Resources

- **website, Government of Ireland. (2023), Constitution of Ireland/Bunreacht na hÉireann, Ireland, http://www.taoiseach.gov.ie/eng/Historic al_Information/The_Constitution/**

APPROVED

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:	• 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	Structured Query Language:- Introduction to SQL Evolution of SQL Writing SQL Commands Data Definition Language Data Manipulation Language Advanced SQL:- SQL Access Control Views Integrity Enhancement Features of SQL Advanced Data Definition, Query Optimisation:- DBMS File Management Internal DBMS Tuning Query Optimisation using SQL Transaction Management:- Transaction Support Concurrency Control Database Recovery Transaction Management using SQL Distributed Databases:- Concepts Overview of Networking DDBMS Characteristics Distributed Processing Vs. Parallel Processing Functions and Architecture of a DDBMS Transparencies in a DDBMS Distributed Relational Database Design Types of DDBMS
Learning and Teaching Methods	The module is delivered through a combination of lectures, and the tutor leads IT labs. Additionally, various e-learning aids are used. 1. Lectures: Cover fundamental database concepts and theories.

	2. Hands-on Exercises: Reinforce lecture material with individual or group work. 3. Group Project: A collaborative database development project. 4. Online Resources: Provide additional learning materials and support. 5. Assessments: Evaluate understanding with quizzes, tests, and assignments.

Learning Outcomes

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

#	
MLO1	Understand database systems theory, concepts, technical issues, and applications.
MLO2	Demonstrate knowledge of SQL, Query Optimization, Transaction Management, and Distributed Databases.
MLO3	Apply the client/server paradigm to connect to a database on a web server using current web technologies.
MLO4	Design and implement solutions for well-defined problems using a database for persistent data.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Lab Activities	**% 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
lab-based exam 50%

Assessment Type	Group Work	**% 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
Group project

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

- **Ramez Elmasri,Sham Navathe. (2021), Fundamentals of Database Systems, 7th. Pearson, [ISBN: 0133970779].**
- **Oppel, Andrew J.. (2011), Databases demystified, 2nd. McGraw-Hill.**
- **Date, C. J.,. (2012), SQL and relational theory: how to write accurate SQL code, 2. O'Reilly,.**

Other Resources

- **Website, Oracle Academy, https://education.oracle.com/database**
- **Website, W3Schools, https://www.w3schools.com/sql/**

APPROVED

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	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. 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.
Indicative Syllabus	Introduction to management accounting Cost classification and cost behaviour patterns Accounting for material, labour, and overhead costs Product and service costing using absorption costing techniques Product and service costing using activity-based costing techniques Job, batch and process costing systems (including normal losses, abnormal losses/gains and equivalent units)

	Marginal costing techniques (including comparing absorption with marginal costing, inventory valuation and profit reconciliation) Break-even analysis Short-term decision making using relevant costing Pricing decisions Performance measurement Current issues in management accounting
Learning and Teaching Methods	The learning and teaching methods employed will be achieved through lectures, discussions, video-learning, problem solving exercises, in-class tests, practical questions, and self-directed learning. Students will also receive feedback on their learning by marking their own solutions to problems against suggested solutions presented in class by the lecturer.

Learning Outcomes

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

#	
MLO1	Understand the organisation’s environment in which management accounting operates
MLO2	Understand the nature, source and purpose of management accounting information
MLO3	Understand the critical role of management accounting information within planning, control and decision-making scenarios of organisations
MLO4	Understand cost classification and cost behaviour patterns
MLO5	Be conversant with the various concepts, techniques and methodologies utilised within managment accounting.
MLO6	Demonstrate an understanding of the main management accounting techniques and evaluate their suitability to particular business circumstances
MLO7	Prepare and interpret cost-volume-profit analysis
MLO8	Apply relevant costing and appreciate the qualitative issues to resolve decision-making scenarios
MLO9	Be able to analyse and appraise enterprise performance measurement and be capable of managing in a competitive environment
MLO10	Apply relevant costing to resolve both long and short term decision-making scenarios

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**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Formal End of Year Examination
This will be a time-constrained, on-campus, on-line, invigilated, closed book examination. The examination will be designed to assess the students' understanding of the context and content of the module. It will assess their ability to apply, analyse and integrate management accounting techniques and information. It will also assess students' ability to make judgements.

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,10
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
May include online, in-class, or other appropriate individual assessment. Online/in-class assessment may be either open or closed book. They are designed to assess students' ability to collect and analyse information and present findings in a cogent and understandable way.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	54
Hours (up to 100 for 5 ECTS credits)	54.00

Recommended Reading List

Recommended Book Resources

- **Drury, C. (2021), Management and Cost Accounting, Eleventh. Cengage Learning.**

Supplementary Book Resources

- **Kaplan Publishing. (2022), Management Accounting (MA) Study Text, Kaplan Publishing.**
- **Clarke, P. (2016), Managerial Accounting – Costing, Decision Making and Control, Third. Chartered Accountants Ireland.**
- **Horngren, C., Sundem, G. L., Burgstahler, D. and Schatzberg, J. (2021), Introduction to Management Accounting, Sixteenth. Pearson.**

- **Sheppard, G.. (2011), Management Accounting a Practical Approach, First. Gill Education.**

APPROVED

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	Balancing Risk and Return, Risk Classifications – Operating Risk and Retail cost structures; Financial Risk – debt/equity/ gearing and Business Risk Business Risk and Working Capital policies – aggressive, conservative, moderate and retail implications; 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 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 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 Performance Appraisal/ Ratio Analysis; Key Performance Indicators and use of FAME data base for retail company comparison Respective software and tools of analysis, commonly used in a retail setting for management of the above area
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.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Evaluate the role of the accounting and finance function in a retail context from the perspective of management of risk – business risk, financial risk and operating risk.
MLO2	Appraise working capital management (inventory, receivables, payables, and cash management) when applied to a retail setting
MLO3	Apply Accounting and Finance information for decision making in retail contexts
MLO4	Interpret Accounting and Finance information for performance appraisal/ ratio analysis and key performance indicators for retail companies, assisted by the use of analytical tools/ Excel and the FAME database.

Requisites	
Assessment Threshold	N/A

Module Content & Assessment

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

Derogations from the General Assessment Regulations
N/A

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual conventional unseen time-constrained test. The examination questions will be designed to assess a student's understanding of topics covered and their ability to select, apply and interpret the output from accounting and finance techniques. The examinations will consist of a 'case' type assessment.

Other Assessment(s)

Assessment Type	Data Interpretation/Analysis	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Assessment consisting of an interim assessment that is designed to assess a student's knowledge and understanding of the topics covered. Ratio Analysis/Evaluation of Financial Performance. This will entail selection of a retail company by each student on the FAME database (no student can take same company as another) and analysis of financial performance over a number of years supported by research on goals, key performance indicators and risks/opportunities for the retail/business context.

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

- **PETER. ATRILL. (2020), Financial Management for Decision Makers 9th Edition, 9th. Pearson, [ISBN: 9781292311432].**

APPROVED

ACCT 3004: Auditing

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	**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 **Ethical Framework** Display an awareness of the ethical framework in which auditors perform their duties **Audit Standard Setting Process** Understand the audit standard setting process, including the scope and authority of FRC / IAASA publications and announcements **Audit Process** The need to plan and perform audits with an attitude of professional scepticism Understanding the business & internal control Concept of materiality

	Assessment of the risks of material misstatement Developing responses to risks at financial statement and assertion levels Audit testing Audit completion Communication with those charged with governance **Risk Assessment Process** Understanding the business and related business risk Obtaining an understanding of the system of internal control (to include evaluating the design of the controls and determining whether they have been implemented) Assessing the risks of material misstatement Developing overall responses to risks Developing responses to risks at the assertions level **Evidence** Apply evidence gathering principles and procedures Explain the distinction between the testing of controls and substantive testing, including analytical procedures Identify circumstances where control tests, tests of details and analytical procedures are appropriate Describe the factors which influence judgements about the extent of substantive testing (i.e. sampling) **Audit Procedures** Obtain an understanding of typical systems of internal control Identify the critical risks and related controls within those systems Select and apply appropriate tests to identified controls Select and apply appropriate substantive audit tests to typical financial accounts captions, which address identified risks at the assertions level Describe the use of big data in IT auditing to include the impact of artificial intelligence on auditing and to understand the audit implications for emerging technologies such as blockchain Describe the types of audit evidence available to support accounting estimates Select and apply audit procedures to typical/simple accounting estimates **Audit Work Conclusions** Demonstrate a clear understanding of the appropriate framework for concluding an area of audit work Distinguish between specific issues which can arise when concluding on an area of audit work: • Disagreement over amount of an account caption or relating to the adequacy of a disclosure • Limitation of scope where evidence ought reasonably to be available to the auditor but is unavailable • Significant uncertainty, where the auditor is required to make a professional judgement based on the evidence available. • Describe the potential financial statement implications of the issues above, where appropriate • Formulate the appropriate double entry for proposed adjustments **Audit Reports**

	Have an appreciation of the principles underpinning audit reports, with reference to the relevant standards and legislation Display an appreciation of the differences between unqualified, modified & qualified audit reports Identify typical scenarios in which audit reports may need to be modified/qualified
Learning and Teaching Methods	The learning and teaching methods employed will include, lectures, tutorials, discussion, problemsolving exercises, readings, self-directed learning.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Explain the respective responsibilities of directors and auditors in the context of corporate governance and statutory audit
MLO2	Evaluate and advise on ethical issues and regulatory requirements
MLO3	Explain how the auditor obtains an understanding of the entity and its environment
MLO4	Assess the risk of a client engagement
MLO5	Explain the stages involved in the audit process
MLO6	Appreciate evidence gathering principles and procedures
MLO7	Assess specific systems of internal control with a view to identifying the critical risks and related controls.
MLO8	Select and apply appropriate audit procedures to various account balances
MLO9	Explain the use of big data in IT auditing
MLO10	Draw appropriate conclusions based on a description of audit evidence available
MLO11	Advise on the matters that do not affect the auditor's opinion (i.e. significant uncertainty resulting in emphasis of matter)
MLO12	Advise on the matters that do affect the auditor's opinion (i.e. scope limitation and disagreement with management)
MLO13	Conclude on the most likely circumstances where, in practice, audit reports may need to be modified / qualified

Requisites	
Assessment Threshold	Examination

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**	1,2,3,4,5,6,7,8,9,10,11,12,13
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Final Examination

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	72
Self Directed	144
Hours (up to 100 for 5 ECTS credits)	216.00

Recommended Reading List

Recommended Book Resources

- **Christine Nangle. External Auditing and Assurance, Fourth Edition. [ISBN: 978-1-913975-25-8].**
- **ACCA. Audit and Assurance (AA) - EPUB., Kaplan, [ISBN: 978-1-83996-188-5].**
- **Alan Millichamp,John Taylor. Auditing, Cengage Learning, [ISBN: 9781473778993].**

Supplementary Book Resources

- **Iain gray, Stuart Manson, Loiuse Crawford. The Audit Process, Cengage Learning, [ISBN: 9781473760189].**

Other Resources

- **Website, Chartered Accountants Ireland. CAI Website, http://www.charteredaccountants.ie**
- **Website, Association of Chartered Certified Accountants. ACCA website, http://www.accaglobal.com**

- **Website, Certified Public Accountants. CAP webiste, http://www.cpaireland.ie**

APPROVED

BUS 3007: Business Analytics

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:	• 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 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.

4. Exploratory Analysis I
4.1) Descriptive analysis of individual variables.

5. Exploratory Analysis II
5.1) Correlation analysis, Cross tab & chi square analysis, Anova.

6. Predictive Data Analysis
6.1) Regression analysis, Forecasting, Classification analysis and Cluster analysis.

7. Business Decision Making
7.1) The types of decision data analysis can support; using data analysis to make business decisions; data analysis in practice.

8. Data Visualisations
8.1) Visualising data including histograms, boxplots, scatter plots, grouped bar charts.

Learning Outcomes

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

#	
MLO1	Understand the role and importance of analytics in retail
MLO2	Carry out a comprehensive analysis of retail data
MLO3	Make management decisions based on retail analysis
MLO4	Effectively communicate management decisions.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)			
Assessment Type	Data Interpretation/Analysis	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students will work within teams on projects in which the students will be required to analyse a data set and make recommendations on the basis of that analysis.

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

- **Evans, J.. (2021), Business analytics: methods, models, and decisions, International Edition. Pearson Education Limited, Harlow, Essex.**
- **Cox, E,. (2011), Retail analytics – the secret weapon, Wiley.**
- **Few, S.. (2009), Simple visualisation techniques for quantitative analysis, Analytics Press.**

APPROVED

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	**Decision Making:** • Decision Trees. • Decision Rules of Thumb. • Dealing with uncertainty. • Bayesian analysis. • Expected value of perfect and imperfect information. **Multicriteria Decision-Making (MCDM):** • The Analytical Hierarchy Process. • Pairwise Comparison. Synthesisation. • Ranking. • Recent Trends in Multicriteria. • Decision Analysis (MCDA) and MCDM. **Forecasting:** • Probability models for time series. • Univariate and multivariate Approaches to Forecasting. • Evaluation of Forecasting.

	• Forecasting Error. • Scenario Planning. **Simulation:** • The Monte Carlo Process. • Building a Simulation Model. • Continuous Probability Distributions. • Statistical Analysis of Simulation Results. • Model Verification. • Areas of Application of Simulation.
Learning and Teaching Methods	The module will be delivered primarily through lectures, tutorials and laboratory work.

Indicative Syllabus

1. Decision Making
1.1) Expected Value, Payoff Tables, Opportunity Loss Tables, Maximax, Maximin and Minimax rules, Decision Trees

2. Dealing with uncertainty and perfect infromation
2.1) Revising probabilities using Bayesian analysis.
2.2) Expected value of perfect and imperfect information.

3. Multicriteria Decision-Making (MCDM
3.1) Goal programing
3.2) The Analytical Hierarchy Process.
3.3) Pairwise Comparison.
3.4) Synthesisation.
3.5) Ranking.
3.6) Consistency

4. Simulation
4.1) The Monte Carlo Process.
4.2) Building a Simulation Model.
4.3) Continuous Probability Distributions. Statistical Analysis of Simulation Results. Model Verification. Areas of Application of Simulation.

Learning Outcomes

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

#	
MLO1	Use Payoff and Opportunity Loss tables to aid in decision making given uncertain economic conditions
MLO2	Use decision trees to assess business decisions with and without probabilities.
MLO3	Apply decision making techniques such as min-max regret to aid the decision process. Understand the value of information in decision making.
MLO4	Revise probabilities using Bayesian analysis
MLO5	Use Multi-Criteria Decision Making techniques to model more complex business decisions.

MLO6	Use simulation techniques to model the consequences of business decision and predict best case scenarios.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of semester exam

Other Assessment(s)

Assessment Type	Lab Test	**% of Total Mark for Module**	40
Indicative Week	Week 6	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Bernard Taylor. (2019), Introduction to Management Science,, 13th. Pearson.**
- **Barry Render, Ralph M. Stair, Michael E. Hanna, & Trevor S. Hale T. (2019), Quantitative Analysis for Management, 13th edition. Pearson.**

APPROVED

BSMT 9045: Business Intelligence

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	**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. 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.
Indicative Syllabus	Introduction to Business Intelligence From Data to Knowledge Supporting Business Decision Making Business Intelligence Infrastructure & Applications Gathering Requirements

	Data Warehousing Dimensional Modelling ETL (Extract Transform Load) Data Reporting Services Data Visualization Data Mining Data Mining methodologies Data Mining algorithms
Learning and Teaching Methods	Lectures, labs, discussions and presentations

Indicative Syllabus

1. Business Intelligence Infrastructure
1.1) Understanding Business Intelligence Infrastructure from data to knowledge

2. Business Intelligence Applications
2.1) Understanding the business decision making process

3. Business Intelligence Process
3.1) Gathering Requirements
3.2) Data Warehousing
3.3) Dimensional Modelling
3.4) ETL (Extract Transform Load) Data
3.5) Reporting Services
3.6) Data Visualisation

4. Data Mining
4.1) Data Mining methodologies
4.2) Data Mining algorithms

Learning Outcomes

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

#	
MLO1	Understand the competitive advantages provided by BI & Discuss gathering requirements for BI
MLO2	Describe the components of a BI Infrastructure & Plan for a Data Warehouse
MLO3	Design dimensional data models & Understand the issues of ETL (Extract Transform Load)
MLO4	Understand the role of data mining in BI & Plan reporting services and data visualization

MLO5	Discuss different data mining methodologies & Apply different data mining algorithms

Requisites	
Assessment Threshold	The combined examination and continuous assessment grades must be at least 40%.

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	45
Indicative Week	Week 1	**Learning Outcomes**	2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Class Participation	**% of Total Mark for Module**	5
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Lab	24
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	148.00

Recommended Reading List

Recommended Book Resources

- **Foster Provost,Tom Fawcett. (2013), Data Science for Business, Oreilly & Associates Incorporated, p.384, [ISBN: 1449361323].**

APPROVED

BSMT 4003: Business Sustainability

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:	• 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	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". 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. 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.
Indicative Syllabus	**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]

	Innovation for Sustainable Development: Organisational SDG Commitments. Sustainability Competencies. Futures and Systems Thinking. Organisational Sustainability Initiatives. Placed Based Learning and Living Lab Approaches. Design Thinking. Role of Reciprocal Partnerships between Higher Education, Enterprise and community in Achieving the SDGs LO3, LO5].
Learning and Teaching Methods	The module is largely based around the flipped classroom teaching and learning approach where the students are expected to engage in pre-work. Classes will take a form of interactive debates, workshops (such as SDG indicators and targets, design thinking) and a series of guest lectures by local business and sustainability communities. A strong evidence-based approach underpins this module, in which its curriculum is informed by the latest scientific evidence and policy formulation in education for business sustainability. For delivery, the module comprises three broad content areas: [1] sustainability literacy, [2] business-sector sustainability and [3] innovation processes for sustainable development.

Learning Outcomes

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

#	
MLO1	Demonstrate transformation in sustainability literacy - knowledge, skills and mindsets to become committed to building a more sustainable future – and its application to the business sector.
MLO2	Critically analyse and apply the concept of sustainability and its function to a relevant business and function within the sector, those identifying sustainable business opportunities to gain a competitive advantage.
MLO3	Apply design-thinking, living laboratory and circular economy principles to business challenges, premised on collaborative experimentation that integrates stakeholders as co-creators of business sustainability knowledge and action.
MLO4	Demonstrate the ability to establish a professional network of connections within a progressive business community, committed to changing how people think about sustainability in business.
MLO5	Make evidence-based recommendations that will influence future of business education and practice that will contribute to and accelerate achievement of the UN's Sustainable Development Goals.

Requisites

Assessment Threshold	In line with the GAR

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

None

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	20
Indicative Week	Week 5	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	80
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5
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	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Rareworth, K.. (2017), Doughnut Economics: Seven Ways to Think Like a 21st Century Economist., Chelsea Green Publishing.**

Supplementary Book Resources

- **Robertson, M. (2021), Sustainable Business: Key Issues, Routledge.**
- **Figueres, C. and Rivett-Carnac, T.. (2020), The Future WE Choose, Manilla Press.**

Recommended Article/Paper Resources

- **Draper, S.. (2019), Creating the Big Shift: System Innovation for Sustainability., Forum for the Future, https://www.forumforthefuture.org/Handle rs/Download.ashx?IDMF=5092e413-2f97-43bf -bd7f-9f770d213ce8**

Supplementary Article/Paper Resources

- **Social Justice Ireland. (2023), Measuring Ireland's Progress: Sustainable Progress Index, https://www.socialjustice.ie/publication /measuring-irelands-progress-sustainable -progress-index-2023**

Other Resources

- **Website, Ellen Mac Arthur Foundation. Circular Economy, https://www.ellenmacarthurfoundation.org /circular-economy/concept**
- **Website, European Commission. (2022), Corporate Sustainability Reporting, https://finance.ec.europa.eu/capital-mar kets-union-and-financial-markets/company -reporting-and-auditing/company-reportin g/corporate-sustainability-reporting_en**
- **Website, Cambridge Institute for Sustainable Development. (2021), Targeting net zero: A strategic framework for business action, University of Cambridge, https://www.cisl.cam.ac.uk/resources/low -carbon-transformation-publications/targ eting-net-zero**
- **Website, Government of Ireland. (2023), Climate Action Plan, https://www.gov.ie/en/publication/7bd8c- climate-action-plan-2023/**

APPROVED

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:	• 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	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. 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. The module explores how organisation can simplify and innovate business while becoming more global, connected and competitive enterprises. This module includes case studies about digital transformation, guest speakers from industry and a live-consultancy project.
Indicative Syllabus	Introduction to business technology landscape. 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. The emerging Web 3.0 – Big data, AI, semantic web, cloud computing, cybersecurity, ethical considerations. Social Media – user generated content, monitoring, management, marketing, research. Big Data – concepts & characteristics, platforms, analytics, applications. Cloud Computing – technical, collaboration, impact, security, case. Mobile - geo-location, cross-platform design, analytics, voice control, wearables, emerging trends. Cyber security – security tools, information assurance, cryptography & blockchain, digital forensics. Management & Technology – 4th Industrial revolution, the role of the CTO, regulation & governance, digital transformation strategy.
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

	inclusion of real consultancy project provides the opportunity to engage with, and apply these tools and practices in a business environment. Outside class contact time, the students may access material or post contributions to a dedicated online resource, namely TU DUBLIN's use of the online learning platform, Brightspace.

Learning Outcomes

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

#	
MLO1	Discuss the range of technologies and applications as they relate to management practice.
MLO2	Explain the management challenges and opportunities presented by the advancement of business technologies.
MLO3	Develop strategy for integration of business technology – to innovate, automate and simplify via case study analysis and/or live projects.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
MCQs

Assessment Type	Presentation	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Presentations – video presentations with peer discussion on Brightspace platform.

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Consultancy Project

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Dr John S Sheldrake. (2014), Technology, Business and the Market, Gower Publishing, Ltd., p.120, [ISBN: 1472404289].**
- **Rim Jallouli,Mohamed Anis Bach Tobji,Hamid Mcheick,Gunnar Piho. (2021), Digital Economy. Emerging Technologies and Business Innovation, Springer, p.279, [ISBN: 3030929086].**
- **Sabine Baumann. (2022), Handbook on Digital Business Ecosystems, Edward Elgar Publishing, p.736, [ISBN: 9781839107184].**

APPROVED

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:	• 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	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. 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.
Learning and Teaching Methods	A variety of learning and teaching methods will be used, including: Lectures, class discussion, exercises, video material and case studies, in order to reflect key issues and challenges.

Indicative Syllabus

1. Introduction: A Business to Business marketing perspective
1.1) Understanding the structure and nature of b2b markets, customers and goods.
1.2) Identifying the distinguishing characteristics of business marketing, comparing business
1.3) and consumer marketing practices. The supply chain. The customer value proposition.

2. Organizational Buyer Behaviour:

2.1) The organizational buying process, and buying situations. Influences on the organisations
2.2) buying behaviour. The buying centre.

3. Customer relationship management:
3.1) Relationship marketing theory, managing customer relationships, and defining superior
3.2) value for customers. Online and offline CRM. Value Creation

4. Managing the Marketing Mix in a global Business to Business Context:
4.1) Managing products and brands: quality and value, managing product lines,
4.2) product strategy.
4.3) • Managing the business distribution channel: direct vs indirect channels,
4.4) participants in the channel, channel design and administration.
4.5) • The marketing communications mix:
4.6) Traditional MarCom: Advertising, direct marketing, trade show management;
4.7) sales promotion.
4.8) Digital Marketing Communications: website, search, online advertising, eCRM,
4.9) email and social media management.
4.10) • Managing pricing: the pricing process, pricing strategies and tactics, competitive
4.11) bidding.

Learning Outcomes

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

#	
MLO1	Compare and contrast Business to Business and Consumer Markets
MLO2	Analyse the business to business marketing environment
MLO3	Demonstrate an understanding of the process and influences on organisational buyers decision-making
MLO4	Demonstrate an understanding of B2B relationship theory and its role in value creation
MLO5	Demonstrate an understanding of the B2B marketing mix in theory and in practice

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5

Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
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

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Zimmerman and Blythe. (2022), Business to Business Marketing: A Global Perspective, Routledge, London.**
- **Hutt and Speh. (2017), Business Marketing Management, Cengage, Boston.**
- **Buttle. (2019), Customer relationship management, Routledge, New York.**

APPROVED

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

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

Learning and Teaching Methods	This module is taught through a combination of lecture and laboratory sessions

Indicative Syllabus

1. Overview
1.1) Overview of client side technologies versus server side technologies

2. Technologies
2.1) Standards of client-side web development languages: HTML, CSS and JavaScript

3. Design
3.1) Using Bootstrap to easily build responsive website designs

4. JS Model
4.1) Review of the JavaScript Model: data types, arrays, loops, conditions, JSON

5. DOM
5.1) Manipulate JavaScript DOM objects and handle form elements

6. Frameworks
6.1) Overview of currently available JavaScript frameworks and JavaScript libraries

7. Development
7.1) Web application development using one of the JavaScript frameworks and/or JavaScript libraries

8. Devops
8.1) Building and deploying web projects using task automation tools/package managers

Learning Outcomes

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

#	
MLO1	Implement and understand client side technologies versus server side technologies
MLO2	Describe and understand how HTML, CSS, bootstrap and JavaScript all work together to support modern responsive websites
MLO3	Use JavaScript frameworks/libraries are understand how they improve the efficiency and quality of a web application.
MLO4	Build responsive web client application using a popular JavaScript scripting framework and/or JavaScript scripting libraries.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

4 attempts

Assessments

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	100
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Project and Assessments

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lab	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Marijn Haverbeke. (2018), Eloquent JavaScript, 3rd Edition, No Starch Press, p.474, [ISBN: 978-1593279509].**
- **David Flanagan. (2020), JavaScript, O'Reilly Media, p.0, [ISBN: 978-1491952023].**

Other Resources

- **Website, React. React, https://react.dev/**
- **Website, W3Schools. W3Schools, https://www.w3schools.com/js/**

APPROVED

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:	• 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	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. 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. 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. 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.

Indicative Syllabus	This module covers contemporary issues in the five key activities of human resource management (employee resourcing, employee performance, employee reward, employee development and employee relations), including, but not limited to: - HRM in changing times. - Psychological contract. - Downsizing and redundancy. - Managing underperformance, including absence management. - Knowledge workers and talent development. - Reward systems. - Careers, flexibility and empowerment. - Social media. - Workplace harassment and bullying. - Workplace stress. - Work-life balance. - Ethical considerations.
Learning and Teaching Methods	Statements about the various types of learning and teaching methods that are used in the delivery of the module The lectures focus on contemporary, sometimes controversial, theories and research in the subject, with discussion, analysis and application encouraged in class. Students are expected to participate in class, through self-directed learning, advance preparation and in-class break out groups.
Rationale for Change :	Changed as per CIPD and validation

Learning Outcomes

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

#	
MLO1	Discuss the current issues in HRM including relevant theories, key literature, contemporary research and challenges in the area.
MLO2	Instil the value of keeping abreast of current issues in HRM in order to increase organisational effectiveness through appropriate people management.
MLO3	Discuss and critique rhetoric with practice.
MLO4	Assess if successful HR practices may be applicable across diverse organisations and in different situations.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%

Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Report/Presentation on current issues in HRM

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

- **Beardwell, J., & Clayton, T. (2014), Human Resource Management: A Contemporary Approach, 7th. Prentice Hall.**
- **Redman, T., & Wilkinson, A. (2016), Contemporary Human Resource Management: Text and Cases, 5th. Prentice Hall.**
- **Taylor, S. (2011), Contemporary Issues in Human Resource Management, OUP.**

Supplementary Book Resources

- **Armstrong, M. & Taylor, S. (2023), Armstrong's Handbook of Human Resource Management Practice: A Guide to the Theory and Practice of People Management, Kogan Page.**
- **Holland, P. (2019), Contemporary HRM Issues in the 21st Century, Emerald Publishing Limited.**

- **Bothma, R., et al. (2012), Contemporary Issues in Human Resource Management, 4th. OUP.**

Recommended Article/Paper Resources

- **Academy of Management Journal.**
- **Academy of Management Review.**
- **Harvard Business Review.**
- **Human Relations.**
- **Human Resource Management (US).**
- **Human Resource Management Journal (UK).**
- **Human Resource Management Review.**
- **Journal of Organizational Behavior.**
- **Journal of Vocational Behavior.**
- **New Technology, Work and Employment.**
- **Work, Employment and Society.**

Other Resources

- **CIPD. CIPD.co.uk.**

APPROVED

FNCE 3004: Corporate Finance

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:	• 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	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.
Indicative Syllabus	**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. **Market Efficiency** Efficient Markets Hypothesis, Empirical Evidence including Value vs. Growth investment, Contrarian investment and the case for a New Finance. **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. **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. **Investment Appraisal** Implementation and critical assessment of appraisal methods. Estimating project cash flows. Accounting for uncertainty and flexibility in the appraisal process.

	Working Capital Management The concept of working capital and the cash conversion cycle. Methods for managing stock, debtors and creditors. Methods for managing cash. **The Market for Corporate Control** Mergers and Acquisitions and links between ownership and control. Corporate diversification. **Portfolio Theory** Incorporates modern portfolio theory, asset pricing, CAPM, APT and issues relating to market efficiency. **Risk Management** Basic derivative securities. Hedging. Risk metrics including Value at Risk. **Finance and Strategy** Examines the relationship between financial strategy and whether it can affect firm value. **Behavioural Corporate Finance** Behavioural foundations, Valuation, Capital Budgeting, Perceptions about Risk and Returns, Inefficient Markets and Corporate Decisions, Capital Structure, Dividend Policy, Agency Conflicts and Corporate Governance, Group Process, Mergers and Acquisitions
Learning and Teaching Methods	This module is taught using the following techniques: 1. Traditional teaching supported by white board explanations 2. Online material 3. Problem based learning, based on case studies and class discussions 4. Written essays and practical questions This course is focused on corporate finance theory and research, and the implementation of financial models. Consequently the learning style will facilitate students in engaging with academic and practitioner journals, as well as undertaking practical financial processes.

Indicative Syllabus

1. Investment Appraisal
1.1) Forecasting project cash flows. Appraising projects using NPV, IRR, MIRR, Payback Period and ARR. Accounting for uncertainty. Capital rationing. Asset replacement. Empirical research.

2. Long-Term Financing
2.1) Types of equity and debt. Valuing equity and debt.

3. Cost of Capital
3.1) Models and methods for calculating cost of equity and cost of debt. Weighted average cost of capital.

4. Capital Structure
4.1) MM Irrelevancy Theory. Theories of capital structure. Empirical research.

5. Dividend Policy
5.1) MM Irrelevancy Theory. Theories of dividend policy. Other distribution methods. Empirical research.

6. Working Capital Management
6.1) The nature of working capital and working capital cycle. Managing inventory, trade receivables, trade payables and cash.

7. Short- and Medium-term Sources of Financing
7.1) Bank financing. Inventory financing. Money markets. Lines of credit. Leasing and hire purchase.

8. Capital Markets and Market Efficiency
8.1) Stock exchange. Financial intermediaries. Efficient Market Hypothesis. Behavioural finance. Empirical research.

Learning Outcomes

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

#	
MLO1	Demonstrate knowledge of the financial academic literature
MLO2	Critically analyse the current state of research in the main areas of financial theory of corporate finance
MLO3	Apply the methodology of financial research
MLO4	Appreciate the importance of research and its role in shaping financial policy
MLO5	Apply traditional and current financial models to solve problems
MLO6	Elaborate on critical discussions and analysis based on implementation of financial models
MLO7	Offer critical assessments based on current trends in the field

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

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**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of Semester Exam

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	20
Indicative Week	Week 9	**Learning Outcomes**	5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Project

Assessment Type	In Class Test	**% of Total Mark for Module**	20
Indicative Week	Week 8	**Learning Outcomes**	1,2,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual In Class Test

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 Article/Paper Resources

- **Journal of Corporate Finance. Journal of Corporate Finance.**
- **Journal of Applied Corporate Finance. Journal of Applied Corporate Finance.**
- **Financial Management. Financial Management.**
- **Journal of Business Finance & Accounting. Journal of Business Finance & Accounting.**

APPROVED

FNCE 3016: Corporate Finance

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	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.
Learning and Teaching Methods	Face to Face Teaching Lecture-based approach using PowerPoint slides and practical exercises and various media sources. Online Teaching Live online classes and recorded screencasts will be used to supplement in-class face to face lectures. 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.

Indicative Syllabus
1. Investment Appraisal 1.1) Implementation and critical assessment of appraisal methods. Estimating project cash flows. Accounting for risk and uncertainty in the appraisal process. Empirical research findings.
2. Cost of Capital 2.1) Types of long-term financing. Capital Asset Pricing Model. Weighted average cost of capital.
3. Capital Structure 3.1) MM Irrelevancy Theory. Theories of capital structure. Empirical research findings
4. Dividend Policy 4.1) MM Irrelevancy Theory. Theories of dividend policy. Other distribution methods. Empirical research findings.
5. Financial Markets and Market Efficiency 5.1) Primary and secondary markets. Financial intermediaries. Efficient Market Hypothesis. Behavioural finance. Empirical research findings.

Learning Outcomes

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

#	
MLO1	Apply and appraise a range of decision-making tools, with particular focus on investment, financing, and distribution decisions
MLO2	Demonstrate knowledge of the nature of financial markets and their role in corporate financial management
MLO3	Critically appraise the fundamental theories underpinning corporate financial management practice
MLO4	Demonstrate knowledge of the role of academic research in the development of corporate financial management theories and practices
MLO5	Analyse academic papers on corporate financial management, with a view to carrying out critical reviews of literature

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

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**	80

Indicative Week	Week 19	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Review	**% of Total Mark for Module**	20
Indicative Week	Week 13	**Learning Outcomes**	4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Review of Corporate Finance Literature

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

- **ANNE MARIE. WARD. FINANCE: Theory and Practice, Latest ed. Chartered Accountants, [ISBN: 978-1-912350-36-0].**
- **GLEN. LEWIS ARNOLD (DEBORAH.),Deborah Lewis. Corporate Financial Management, Latest ed. Pearson, [ISBN: 9781292140445].**

Supplementary Book Resources

- **Richard A. Brealey. Principles of Corporate Finance, Latest ed. McGraw Hill, [ISBN: 9781264080946].**
- **Denzil Watson,Antony Head. Corporate Finance: Principles and Practice, Latest ed. Pearson, [ISBN: 978-1292244310].**

Supplementary Article/Paper Resources

- **Journal of Corporate Finance. Journal of Corporate Finance.**
- **Journal of Applied Corporate Finance. Journal of Applied Corporate Finance.**
- **The Journal of Finance. The Journal of Finance.**
- **Financial Management. Financial Management.**

APPROVED

ACCT 3010: Corporate Finance

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:	• 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	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. 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
Indicative Syllabus	**The module will concentrate on main themes as follows:** **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. **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. **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. **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. **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. **Dividend Policy**

	Corporate function of dividends. The role and rationale of dividend policy. Irrelevancy and Relevancy theory. Dividend policies. Conflicts with the dividend decision. **Corporate Governance** History of corporate governance. The combined code. The responsibilities of the Directors of an organisation. The Audit function. Corporate social responsibility. Shareholder activism.
Learning and Teaching Methods	Learning will be facilitated through a blended approach of conventional lectures, problem-based sessions and reflection on current practice in retailing.

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of the financial markets and their influence on the management of business operations
MLO2	Evaluate, using a range of techniques, the performance of investments and organisations
MLO3	Demonstrate an understanding of the process of working capital management
MLO4	Apply their knowledge of finance to make effective decisions for individuals and organisations.

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
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative assessment – worth 70% of the total – will be based on a three hour written paper containing a combination of reflective theory-based questions and problem-based questions to examine the learning outcomes.

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	10
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
A sight-unseen test for 10% mid way through the academic year

Assessment Type	Group Work	**% of Total Mark for Module**	20
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
A group project (case study) on a real business issue that will enable students to apply their knowledge.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	54
Self Directed	146
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Glen Arnold. (2012), Corporate Financial Management, 5. Financial Times/Prentice Hall, p.992, [ISBN: 9780273758839].**
- **Denzil Watson,Antony Head. (2010), Corporate Finance, FT Press, p.473, [ISBN: 9780273725251].**

APPROVED

LAW 1502: Criminal Law

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:	• 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

2.6) 5. Infancy
2.7) 6. Provocation
2.8) 7. Duress and necessity
2.9) 8. Self-defence and defence of others.
2.10) 9. The impact of intoxication on criminal liability
2.11) 10. Inchoate offences
2.12) 11. Strict liability offences

3. Offences
3.1) Murder and manslaughter.
3.2) 13. Offences contrary to sections 2 to 15 (inclusive) of the Non-Fatal Offences Against the Person Act, 1997.
3.3) 14. Rape, sexual assault, and incest.
3.4) 15. Offences contrary to sections 2 and 3 of the Criminal Law (Sexual Offences) Act 2006 as amended by the
3.5) Criminal Law (Sexual Offences) (Amendment) Act 2007
3.6) 16. Theft
3.7) 17. Robbery and burglary
3.8) 18. Handling and possessing stolen property.
3.9) 19. Public order offences.
3.10) 20. Criminal damage

Learning Outcomes

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

#	
MLO1	Explain and comment upon the fundamental differences between civil and criminal law.
MLO2	Explain and identify the conceptual basis for criminal offences and the impact of possible successful defences
MLO3	Read and analyse fact patterns from a prosecution or defence perspective.
MLO4	Identify, explain and analyse the key legislative measures and judicial decisions arising in Criminal Law and in particular, to delineate the respective importance and significance of each measure or decision
MLO5	Appraise the reasons for, the policies behind and the background to the several rules and doctrines of Criminal Law in a variety of contexts
MLO6	Demonstrate an ability accurately to identify legal issues in various scenarios so as to engage and instruct legal advisors in the relevant area of law, with a view to preparing legal strategies and solutions thereto
MLO7	Demonstrate an ability to formulate workable solutions to unseen legal problems, and to develop strategies designed to promote best legal practice in the workplace
MLO8	Recognise and identify the core legal issues arising from unseen fact patterns arising in a variety of legal contexts
MLO9	Recognise and apply principles that arise in one legal discipline to legal problems that arise in the course of studying other inter-related disciplines
MLO10	Comment critically upon the likely outcome of the application of law to a particular fact pattern
MLO11	Identify and locate available and relevant sources and materials to assist in the solution of legal problems in a variety of contexts (particularly where such problems are unanticipated or have not been considered by the student on previous occasions).

Requisites

Module Content & Assessment

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

Derogations from the General Assessment Regulations

Only 4 attempts are permitted

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10,11
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	4,5,6
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	146
Tutorial	6
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **CRIMINAL LAW IN IRELAND 2ND EDITION, [ISBN: 978-1-911611-40-0].**
- **Peter Charleton,Paul Anthony McDermott,Ciara Herlihy,Stephen Byrne. (2020), Charleton and Mcdermott's Criminal Law and Evidence, Bloomsbury Professional, p.0, [ISBN: 9781845922313].**
- **David Ormerod,Karl Laird. (2021), Smith, Hogan, and Ormerod's Criminal Law, Oxford University Press, p.1223, [ISBN: 9780198849704].**
- **Conor Hanly. (2015), An Introduction to Irish Criminal Law, Gill & MacMillan, p.400, [ISBN: 9780717159734].**
- **Jeremy Horder. (2022), Ashworth's Principles of Criminal Law, Oxford University Press, USA, p.608, [ISBN: 9780192897381].**
- **Jonathan Herring. (2022), Criminal Law, Oxford University Press, USA, p.920, [ISBN: 9780192855923].**
- **Nicola Monaghan. (2022), Criminal Law Directions, Oxford University Press, p.533, [ISBN: 9780192855374].**
- **Liz Campbell,Andrew Ashworth,Mike Redmayne. (2019), The Criminal Process, Oxford University Press, USA, p.527, [ISBN: 9780198818403].**

Other Resources

- **Law Reform Commission. (2019), Report on Knowledge or Belief Concerning Consent in Rape Law.**
- **Law Reform Commission. (2016), Report on Harmful Communications and Digital Safety.**
- **Law Reform Commission, (2013), Report on Sexual Offences and Capacity to Consent.**
- **Law Reform Commission, (2009), Report on Defences in Criminal Law.**
- **Law Reform Commission, (2008), Report on Homicide: Murder and Involuntary Manslaughter..**

APPROVED

INFT 9003: Database Systems

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	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.
Indicative Syllabus	Theory of Database Systems 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 Data Analysis Data modelling using entity-relationship diagrams Entity, attribute, relationship, cardinality Normalisation Definition and purpose of normalization Functional dependency and normalization to 3NF or Boyce-Codd normal form

	Database Design Using entity-relationship models to produce normalized tables Primary keys & foreign keys Implementation of one-to-one, one-to-many and many-to-many relationships in a relational DBMS Laboratory Work (using a contemporary DBMS) Creating tables Creating relationships Implementing integrity constraints and validation rules Querying the database: select, action, parameter & total queries Join properties: referential integrity, cascade update and delete Generating reports & mail merge Creating the user interface: forms and subforms Creating user views
Learning and Teaching Methods	The module will be taught using lectures, laboratory work and problem sets/cases requiring the student to engage in self-directed learning.

Learning Outcomes

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

#	
MLO1	Understand key database systems concepts and methodology
MLO2	Understand the objectives of database management systems and appreciate the role of database systems within the organisation
MLO3	Analyse data requirements and develop sound data models (entity-relationship diagrams)
MLO4	Convert an abstract data model into a relational schema
MLO5	Design database queries, reports and forms to meet diverse information requirements
MLO6	Use a contemporary DBMS software system to address a range of data management/analysis problems

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	Week 13	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
A written examination to assess the student's understanding of database theory and his/her ability to apply it to solve problems based on a quasi-realistic business scenario

Other Assessment(s)

Assessment Type	Lab Test	**% of Total Mark for Module**	60
Indicative Week	Week 11	**Learning Outcomes**	1,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Laboratory-based practical assessment, under open-book examination conditions, to assess the student's ability to apply database theory to solve business problems and his/her competence in the use of a DBMS

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lab	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

APPROVED

FNCE 3003: Derivatives

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:	• 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	Introduction to Derivative Markets Historic and Sociological Perspectives Spreadsheet, VBA, Python and C++ modelling of financial derivatives Determination of Forward and Futures Prices Hedging Strategies using Futures Yield Curve construction Interest rate Markets Fixed Income Instrument Analysis Swaps Derivatives Regulation Spreadsheet modeling of financial derivatives Mechanics of Option Markets Properties of Options Trading Strategies involving Options

	Binomial Trees The Black-Scholes Model Options on Stock Indices, Currencies and Futures
Learning and Teaching Methods	Teaching methods will include lectures and tutorials. Students will be directed towards problem solving exercises in groups, that are principally aimed at revealing aspects of derivative risk mitigation. Students will be encouraged to present their findings in class. Computer labs will also be used through the course to provide a hands-on approach to learning

Learning Outcomes

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

#	
MLO1	Understand basic features/properties of options, futures and swaps
MLO2	Understand the wider issues involved in hedging, speculating and arbitrage of derivative products
MLO3	Implement spreadsheet models of derivative pricing and valuation
MLO4	Gain both a conceptual and working knowledge of Financial Derivatives
MLO5	Understand the historical and social context of Financial Derivatives
MLO6	Understand importance of Netting and Market Clearing
MLO7	Understand how to develop VBA, Python and C++ functions for Finance
MLO8	Understand Derivatives Regulation

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	80.00%
Other Assessment(s)	20.00%

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**	80
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual

Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)			
Assessment Type	Group Work	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
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	
Activity Type	*Duration (Hours)*
Lecture	72
Self Directed	128
Hours (up to 100 for 5 ECTS credits)	200.00

APPROVED

HRMG3018: Developing Professional Practice

Module Details

Module Code:	HRMG3018
Module Long Title:	Developing Professional Practice APPROVED
Banner Title:	Professional Practice
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 (06 March 2023 to ---)
School Responsible:	School of Management, People & Organisations
Campus:	City Campus
Module Overview	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. 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.
Indicative Syllabus	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. 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). 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).

Learning and Teaching Methods	To achieve the module aims, a combination of methods will be employed, including lectures, in-class discussion, role-play, case studies, problem-solving exercises, individual, pair and team exercises, and independent, self-directed reading Following preparation classes and the actual internship, the student will be required to complete a number of individual pieces of work based on their work placement experiences. These include, but are not limited to, a professional report, a reflective learning journal, as well as an oral presentation and a final year project proposal. The reflective learning diary should include an updated career planning aspect, resulting from the work placement.

Indicative Syllabus

1. Syllabus may vary

1.1) • 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.

1.2) • 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).

1.3) • 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).

Learning Outcomes

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

#	
MLO1	Prepare for an in-company placement in a contemporary organisation
MLO2	Obtain an overview of the TUDublin work placement programme
MLO3	Describe in a detailed manner the tasks that must be accomplished during an in-company work placement and the students' contribution to the successful completion of same
MLO4	Identify theoretical modules and subjects from their programme that may be potentially beneficial during the placement
MLO5	Facilitate self-assessment of their individual development on this programme, including key skills, such as critical reflection
MLO6	Learn key career planning and career management techniques, including skills audit, CV preparation, letter of application, and interview skills
MLO7	Appreciate and comprehend performance and behaviour appropriate to the contemporary workplace, including communication skills, dress code, adaptability, reliability, punctuality, health and safety awareness, etc.
MLO8	Build job search skills to support work placement applications.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Work Placement Report	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Presentation	**% of Total Mark for Module**	25
Indicative Week	Week 1	**Learning Outcomes**	1,4,7,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
25% of the marks are available for participating in an end-of-module interview designed to assess a student's ability to proactively engage in a work placement within an organisational context and to successfully complete the associated programme requirements

Assessment Type	Composition	**% of Total Mark for Module**	15
Indicative Week	Week 1	**Learning Outcomes**	6
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
15% of the marks are available for preparing and submitting a CV assignment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Various sources as directed. Documentation/references to resources recommended by the Work Placement Co-ordinator and/or TUDublin's College of Business Careers Service..**
- **Henderson, K., & Mathew Byrne, J.. (2016), Developing communication and interviewing skills. Skills for social work practice, 1-22..**
- **Blandford, S., & Knowles, C. (2009), Developing professional practice 0-7. Pearson Education..**

APPROVED

MRKT 3011: Digital Marketing

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:	• 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	• 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	

Upon successful completion of this module the learner will be able to	
#	
MLO1	Understand the roles and responsibilities of the digital marketing manager in attracting and retaining customers.
MLO2	Be competent in the application of digital marketing techniques to develop a digital marketing plan, execute effective communications, and engender customer loyalty through the generation of relevant and targeted campaigns.
MLO3	Have an appreciation of the integrative role of the digital marketing function in influencing key business decisions in regard to product, price, distribution and communications.
MLO4	Have competence in applying the relevant regulatory frameworks in the digital marketing decision-making environment.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

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	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Digital marketing presentation

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Group

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
International digital marketing week

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

- **Hanlon, A.. (2022), Digital Marketing: Strategic Planning and Integration., 2nd.**
- **Chaffey, D. and Ellis-Chadwick, F.. (2022), Digital Marketing: Strategy, Implementation and Practice, 8th.**

Recommended Article/Paper Resources

- **Journal of Marketing. Journal of Marketing.**
- **Journal of the Academy of Marketing Science. Journal of the Academy of Marketing Science.**
- **European Journal of Marketing. European Journal of Marketing.**
- **Journal of Business Research. Journal of Business Research.**
- **Business Horizons. Business Horizons.**

APPROVED

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:	• 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	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. 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. 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. **Module Aim** 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. This should allow for the development of core digital analytical skills expected by firms in the repertoire of modern marketing students
Indicative Syllabus	• Introduction and overview of data analytics • Data driven objective setting and measurement. • Digital marketing concepts and metrics. • Google Analytics. • Data management cycle.

	• Data analytics tools and techniques. • Data reporting and visualisation. • Google Adwords.
Learning and Teaching Methods	Classes will be in a lab-based setting; allowing for the usage of software tools such as Google Analytics, AdWords, Tableau and other relevant tools in a setting conducive to exploring web analytics with access to the lecturer and peer interaction as well as online resources The student will be tasked to develop an Insights and AdWords report within a group structure This task- based practical assignment will aim to generate managerially useful analyses, insights and recommendations in a real-world SME scenario. An element of self-directed study will also be a strong feature of the course with directed/suggested usage of web digital training resources particularly in the area of digital marketing e.g. Google Analytics academy, Google AdWords Academy, Google digital garage, Hubspot Academy etc. and to complete some of the short courses available on the sites.

Learning Outcomes

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

#	
MLO1	Appreciate the analytical and measurement tools and techniques associated with digital channels.
MLO2	Work effectively as a team operating to deadlines, in a structured way that delivers meaningful insights to a potential client firm.
MLO3	Develop a range of key insights and customised dashboards
MLO4	Comprehend the foundational aspects of social media, SEO, and PPC within the context of a digital marketing strategy.
MLO5	Understand the value of data and the importance of data management.
MLO6	To develop reflective skills.
MLO7	Demonstrate an interpretation of the key insights and how this drives digital marketing strategies.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
In Class MCQ.

Assessment Type	Artefact	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	4,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Essay style Video development.

Assessment Type	Competency Tests	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Google Analytics certification

Assessment Type	Data Interpretation/Analysis	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,5,6,7
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The group assessment will be an applied project that explores a company's data using tools including Excel, Dashboards and Tableau. The project will centre on data collection, persona creation and subsequent adwords development.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Benjamin Mangold. (2015), Learning Google AdWords and Google Analytics.**
- **Ryan, D. and Jones. (2011), Understanding Digital Marketing : Marketing Strategies for Engaging the Digital Generation, New York : Palgrave Macmillan..**

Other Resources
• **Website, Google Analytics Academy, https://analytics.google.com/analytics/a cademy/** • **Website, Hubspot. Hubspot, https://academy.hubspot.com/** • **Website, AdWord Academy. AdWord Academy, https://adwordsacademy.withgoogle.com/** • **Website, Digital Garage. Digital Garage, https://digitalgarage.withgoogle.com/** • **Website, Data Studio. Data Studio, https://datastudio.google.com/**

APPROVED

HRMG 3305: Digitalisation of HR

Module Details

Module Code:	HRMG 3305
Module Long Title:	Digitalisation of HR APPROVED
Version:	2
Indicative NFQ 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	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.
Indicative Syllabus	· 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	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: 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

	Lectures and Workshops: This course will be delivered through lectures and seminar/workshops that are conducted in a face to face context also. Any lectures and workshops will be designed to maximise the practical impact of new knowledge and skills.

Learning Outcomes

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

#	
MLO1	Appraise digital HRM practices in organisations using best-practice frameworks.
MLO2	Prioritise strategic decisions around the rollout of digital HRM in organisations.
MLO3	Discern how data-driven HRM practices can benefit organisations and employees.
MLO4	Interpret how influences in ethics, privacy and wellbeing are linked with technology in the practice of HRM.
MLO5	Integrate new demographic trends and patterns such as gig-work, social media, self-service technology practices into HR strategy.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
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	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Tanya Bondarouk, Sandra Fisher. (2020), Encyclopedia of Electronic HRM, De Gruyter Oldenbourg, p.350, [ISBN: 3110628996].**

Other Resources

- **www.cipd.co.uk, People Profession 2030: a collective view of future trends, https://www.cipd.co.uk/knowledge/strateg y/hr/people-profession-2030-future-trend s#gref**

APPROVED

INFS 3030: Dynamic Programming Languages

Module Details

Module Code:	INFS 3030
Module Long Title:	Dynamic Programming Languages APPROVED
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	Overview of the role and function of dynamic typing Overview of client-side versus server-side architecture & technologies Review of the JavaScript Model: data types, expressions, operators, statements, loops, conditions, arrays, objects and functions Linking HTML, CSS and JavaScript to create a front-end application Overview of JavaScript frameworks and JavaScript libraries Manipulate JavaScript DOM objects and handling events Creating a web application development using JavaScript

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.

MLO4	Justify the difference between the client side and the server side.
MLO5	Choose how HTML (web page content), CSS (web page presentation) and JavaScript (web page behaviour) all work together on the client side.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	25
Indicative Week	Week 7	**Learning Outcomes**	1,2,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Programming Assignment

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	25
Indicative Week	Week 9	**Learning Outcomes**	3,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Programming Assignment

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	40
Indicative Week	Week 12	**Learning Outcomes**	3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Project

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Class Participation & Attendance.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **David Flanagan. (2020), JavaScript: the Definitive Guide, O'Reilly Media, p.706, [ISBN: 9781491952023].**

Other Resources

- **Website, JavaScript Tutorial, w3schools.,**
  https://www.w3schools.com/js/

APPROVED

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	Comparative Economic Development: Defining the developing world; Measuring development; Indicators of development; Inequality, poverty and income distribution; UN SDGs. Theories of Development and Underdevelopment: Underdevelopment as a coordination failure. Contemporary models of development. 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. Finance and Economic Growth: Institutional and financial market development; Microfinance; Capital flows; Foreign Aid; Global financial system and the need for reform. Critical Issues for the Twenty-First Century: Investment for sustainable development; Climate change; Debt sustainability.

Learning and Teaching Methods	The module takes a blended approach to learning through a mixture of lectures, online content and other resources, tutorial support, class discussion and project work involving independent learning. Formative assessment and feedback are an integral part of delivery.

Learning Outcomes

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

#	
MLO1	Appraise measurements of underdevelopment, inequality and poverty.
MLO2	Critically assess development theories
MLO3	Evaluate the impact of global trade, financial and macroeconomic conditions on developing countries.
MLO4	Assess financial and environmental challenges in developed countries and policies to resolve them
MLO5	Analyse a development issue.

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	ECON 2002 v.2 Macroeconomic Theory and Policy [Approved]	Module

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,5

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assignment

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

- **Michael P. Todaro,Stephen C. Smith. Economic Development, [ISBN: 9781292291154].**

APPROVED

INFS 3000: Electronic Business

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

5.1) n/a

6. The role of Social Media, Mobile, Big data, Cloud, IOT
6.1) n/a

7. Privacy, Ethics and Security
7.1) n/a

8. EProcurement
8.1) n/a

9. Collaborative Commerce
9.1) Supply Chain Management and Customer Relationship Management

Learning Outcomes

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

#	
MLO1	Identify the business opportunities the internet presents
MLO2	Discuss the different techniques for Search Engine Optimisation(SEO)
MLO3	Evaluate the legal, ethical, security issues posed by e-Business
MLO4	Design and build a website capable to supporting e-Commerce functions
MLO5	Assess an organisations readiness to implement an e-Business solution incorporating Social Media, Cloud, Big data and the Internet of Things.
MLO6	Appraise the challenge of Mobile Commerce – sites and apps.
MLO7	Recognize the benefits of e-Business integration and SCM

Requisites

Assessment Threshold	40%

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	40
Indicative Week	Week 4	**Learning Outcomes**	1,2,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment 1 – Student will have to use the practical knowledge learned in the module to build a website which will allow assessment of their practical skills and knowledge.

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	60
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment 2 – Student will have to use the advanced practical knowledge learned in the module to design and build a comprehensive website demonstrating their knowledge and understanding of the theoretical module content.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lab	36
Self Directed	50
Hours (up to 100 for 5 ECTS credits)	86.00

Recommended Reading List

Recommended Book Resources

- **Efraim Turban,Jon Outland,David King,Jae Kyu Lee,Ting-Peng Liang,Deborrah C. Turban. (2017), Electronic Commerce 2018, Springer, p.500, [ISBN: 978-3-319-58714-1].**

APPROVED

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	Enterprise Database System Fundamentals The Client/Server Database environment – Oracle 11g - 22c The design and architecture of large database installations The tools available to manage large databases – management, recovery Database objects – tables, indexes, constraints, sequences, triggers, stored procedures, functions, views and exception/error handling and testing of results The role of Data Administration and Database Administration in the Enterprise The role of the Data Dictionary Transaction Management and concurrency control Web/Server Database environment Database Backup and Recovery Database as a Service – Cloud hosting solutions and options The impact of Social, Mobile, Big Data, Cloud and the Internet of Things in data creation

	Privacy, Ethics and Security
Learning and Teaching Methods	The delivery of this course will be a combination of lectures and computer laboratory based work. The lecture/laboratory work will consist of 4 hours per week instructor-led learning with practical implementation. This will be supplemented by further unsupervised laboratory course work by the student to incorporate learning and assessment preparation

Learning Outcomes

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

#	
MLO1	Discuss the challenges in implementing large databases
MLO2	Identify the importance of physical database design
MLO3	Evaluate the legal, ethical, security issues of securing an organisations greatest asset, data
MLO4	Design and build a database
MLO5	Design and implement database integrity, rules and validation using SQL, Pl/SQL
MLO6	Define an organisations Disaster Recovery and backup strategy
MLO7	Assess an organisations readiness for new data source challenges – Social, Cloud, Big data and the Internet of Things
MLO8	Discuss the challenge of managing unstructured data
MLO9	Identify the challenges of 24/7 availability, transaction management
MLO10	Develop core application code to be made available through the DB Server – PL/SQL

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	Week 14	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Final Examination - a 2 hour exam paper demonstrates the student's understanding of theoretical aspects of module

Other Assessment(s)

Assessment Type	Lab Activities	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	4,5,10
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment –assessment of their practical skills and knowledge using SQL and PL/SQL code in SQL Developer environment.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lab	24
Lecture	24
Self Directed	50
Hours (up to 100 for 5 ECTS credits)	98.00

Recommended Reading List

Recommended Book Resources

- **Jeff Hoffer,Ramesh Venkataraman,Heikki Topi. (2015), Modern Database Management, 12. Prentice Hall, p.600, [ISBN: 978-0133544619].**

Other Resources

- **Website, Oracle.com. Website, USA, http://Http;//www.oracle.com**

APPROVED

MGMT 4007: Entrepreneurship

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	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. 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
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

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

#	
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 Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	50	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	Week 9	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Presentation

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Carter, S. and D. Jones-Evans. (2006), Financial Times/Prentice Hall.**

Supplementary Book Resources

- **Bessant, J. and J. Tidd. (2011), Entrepreneurship and Small Firms, Wiley.**
- **Bridge, S., K. O'Neill and S. Cromie. (2009), Understanding enterprise, entrepreneurship, and small business, 3rd. Palgrave Macmillan.**
- **Burns, P.. (2011), Entrepreneurship and small business, 3rd. Palgrave.**
- **DEAKINS D.AND FREEL, M.. (2009), ENTREPRENEURSHIP AND SMALL FIRMS, 5th.**

Recommended Article/Paper Resources

- **The Academy of Management Journal.**
- **Small Business Economics. Small Business Economics.**
- **Entrepreneurship: Theory & Practice.**
- **Journal of Small Business Management Strategic Management.**
- **Journal Strategic Entrepreneurship.**
- **Journal of Business Research.**
- **Journal of Small Business and Enterprise Development.**
- **Journal of Small Business Finance.**
- **Journal of Business Venturing.**
- **Entrepreneurship and Regional Development.**

Other Resources

- **www.smallbusinesscan.com.**
- **www.enterprise-ireland.co.**
- **www.dlrceb.ie.**

APPROVED

LAW 3503: Equity Law

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:	• 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	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. Module Aims • 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. This module comprises 10 ECTS credits. .
Indicative Syllabus	Syllabus: The Nature of Equity and Historical Background, including the Maxims of Equity. Modern Equity: (a) Equitable Interests and equities b) Equitable Doctrines (i) Notice (ii) Estoppel (iii) Fraud, Undue Influence & Unconscionable Transactions. (c) Equitable Remedies (i) Injunctions (ii) Specific Performance (iii) Recission (iv) Rectification

	(v) Tracing Trusts (a) Nature and Classification of Trusts b) Formal Requirements c) The Three Certainties d) Constitution of Trusts e) Void and Voidable Trusts f) Secret and Half-Secret Trusts g) Resulting Trusts h) Constructive Trusts I) Trusts of the Family Home j) Charitable Trusts and Purpose Trusts k) Cy-pres Doctrine l) Appointment, Removal and Retirement of Trustees m) Powers and Duties of Trustees In addition to the above, candidates are required to have an outline knowledge of the law in the following areas: Election, Conversion and Reconversion Powers of Appointment Satisfaction
Learning and Teaching Methods	Interactive lectures Self-directed learning Group study and group discussion Presentations Guest lecturers Assessment will be conducted by reference to the following criteria: • 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. • Technical proficiency

Indicative Syllabus
1. History of Equity 1.1) n/a
2. Maxims of Equity 2.1) n/a
3. Express Trusts 3.1) n/a
4. Secret Trusts 4.1) n/a
5. Resulting Trusts 5.1) n/a
6. Constructive Trusts 6.1) n/a
7. Liability of Third Parties to Account in Equity 7.1) n/a

8. Purpose and Charitable Trusts
8.1) n/a

9. Administration of Trusts
9.1) n/a

10. Injunctions
10.1) n/a

11. Specific Performance
11.1) n/a

12. Estoppel
12.1) n/a

13. Recission
13.1) n/a

14. Rectification
14.1) n/a

15. Tracing
15.1) n/a

Learning Outcomes

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

#	
MLO1	Recognise equitable issues in a fact pattern
MLO2	Critically apply equitable and legal rules to those facts
MLO3	Critique the likely outcome of the application of equitable principles to specific fact scenarios
MLO4	Outline and comment critically upon the influence of Equitable rules and doctrines on the development of modern Irish law, particularly modern Irish land law
MLO5	Appraise the reasons for, the policies behind and the background to the several rules and doctrines of the Law of Equity in a variety of contexts
MLO6	Demonstrate an ability accurately to identify legal issues in various scenarios so as to engage and instruct legal advisors in the relevant area of law, with a view to preparing legal strategies and solutions thereto.
MLO7	Demonstrate an ability to formulate workable solutions to unseen legal problems, and to develop strategies designed to promote best legal practice in the workplace
MLO8	Recognise and identify the core legal issues arising from unseen fact patterns arising in a variety of legal contexts
MLO9	Recognise and apply principles that arise in one legal discipline to legal problems that arise in the course of studying other inter-related disciplines.
MLO10	Comment critically upon the likely outcome of the application of law to a particular fact pattern.
MLO11	Identify and locate available and relevant sources and materials to assist in the solution of legal problems in a variety of contexts (particularly where such problems are unanticipated or have not been considered by the student on previous occasions).

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

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	Week 25	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10,11
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	Week 13	**Learning Outcomes**	6,7
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	146
Tutorial	6
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **HILARY. BIEHLER. EQUITY AND THE LAW OF TRUSTS IN IRELAND., [ISBN: 9780414074606].**

Supplementary Book Resources

- **Ronan Keane. (2017), Equity and the Law of Trusts in Ireland, Bloomsbury Professional, p.632, [ISBN: 9781526502537].**
- **Nicholas McBride. (2023), Key Ideas in Trusts Law, Bloomsbury Publishing, p.145, [ISBN: 1509938699].**

Recommended Article/Paper Resources

- **M. Halliwell. (2004), Equitable property rights, discretionary remedies and unclean hands, Conveyancer and Property Lawyer.**
- **David Wilde. (2020), The three certainties required to declare a trust - or is it four? "Distributional certainty", Cambridge Law Journal.**
- **John Mee. (1992), Half-Secret Trusts in England and Ireland, Conveyancer and Property Lawyer..**
- **Una Woods. (2002), JOINT DEPOSIT ACCOUNTS AND THE CONDITIONAL GIFT THEORY, Irish Jurist.**
- **Sean McGuinness. (2016), The Mechanics of the Remedial Constructive Trust in Ireland, Dublin University Law Journal.**
- **Des Ryan. (2007), Royal Brunei dishonesty: a clear welcome for Barlow Clowes, Conveyancer and Property Lawyer..**
- **Hilary Biehler. (2015), The political purposes exception - is there a future for a doctrine built on foundations of sand?, Trust Law International.**
- **Hilary Biehler. (2020), INTERLOCUTORY INJUNCTIONS – RECENT GUIDANCE FROM THE SUPREME COURT, Irish Law Times.**
- **Editorial Board. (2022), Reading Guest and the law of proprietary estoppel, Conveyancer and Property Lawyer...**

APPROVED

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:	• 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.

2.3) • Stakeholders vs Shareholders.
2.4) • ESG and strategic financial objectives.
2.5) • ESG- related policies and guidelines.
2.6) • The dependence of access to finance on ESG and sustainability factors.
2.7) • The materiality of ESG issues in terms of their key characteristics, risks and impact that they can cause.
2.8) • ESG considerations in investment appraisal
2.9) • The organizational benefits and challenges of adhering to good practice in ESG.
2.10) • Approaches to ESG and sustainability-related disclosures.

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of the ethical, and ESG responsibilities of the finance manager
MLO2	Confidently assess and analyse a range of ethical and ESG issues in financial management
MLO3	Comprehend best practice and compliance issues within the policy context framing financial decision making
MLO4	Distinguish between shareholders and stakeholders, and the significance of potential conflicts of interest which arise in wealth maximisation
MLO5	Evaluate methods of managing ESG related risks

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	Week 1	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Conventional Unseen End of year examination

Other Assessment(s)			
Assessment Type	Case Study	**% of Total Mark for Module**	30
Indicative Week	Week 12	**Learning Outcomes**	2,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Group Case Study			

Assessment Type	Project	**% of Total Mark for Module**	20
Indicative Week	Week 12	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Individual Project			

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

- **Hartman, L., Desjardins, J. & Mac Donald, C.. (2021), Business Ethics, Decision Making for Personal Integrity & Social Responsibility, Mc-Graw Hill, London.**
- **Mallin, C. (2018), Corporate Governance, Oxford.**
- **Esty, T & Cort, D.. (2020), Values at Work- Sustainable Investing and ESG Reporting, Palgrave Macmillan, Chambridge.**
- **Matias Laine,Helen Tregidga,Jeffrey Unerman. (2021), Sustainability Accounting and Accountability, Routledge, p.300, [ISBN: 9781003185611].**

Supplementary Book Resources

- **Bob Tricker,Robert Ian Tricker. (2015), Corporate Governance, Oxford University Press, USA, p.541, [ISBN: 9780198702757].**

Supplementary Article/Paper Resources

- **Accounting Forum. Accounting Forum, Accounting Forum.**
- **Accounting Organization and Society. Accounting Organization and Society, Accounting Organization and Society.**

- **Accounting, Auditing and Accountability Journal. Accounting, Auditing and Accountability Journal, Accounting, Auditing and Accountability Journal.**
- **Business and Society. Business and Society, Business and Society.**
- **Business, strategy & the Environment. Business, strategy & the Environment, Business, strategy & the Environment.**
- **Business Ethics Quarterly. Business Ethics Quarterly, Business Ethics Quarterly.**
- **Business Ethics: A European Review. Business Ethics: A European Review, Business Ethics: A European Review.**
- **Corporate Governance: An International Review. Corporate Governance: An International Review, Corporate Governance: An International Review.**
- **Corporate Social Responsibility and Environmental Management. Corporate Social Responsibility and Environmental Management, Corporate Social Responsibility and Environmental Management.**
- **Critical Perspectives on Accounting. Critical Perspectives on Accounting, Critical Perspectives on Accounting.**
- **Journal of Business Ethics. Journal of Business Ethics, Journal of Business Ethics.**

APPROVED

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	• 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.

	• Theories of Corporate Governance. Agency Theory. • Directors & Board Structure. Roles, duties and responsibilities of Board of Directors. Non-executive directors. Directors remuneration. • Systems of Corporate Governance. Corporate Governance in the UK and Ireland. Combines Code of Corporate Governance.
Learning and Teaching Methods	The course will be delivered through lectures and problem based sessions which concentrate on the practical application of the subject. The class contact for the module may be delivered remotely & synchronously using suitable online technologies.

Learning Outcomes

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

#	
MLO1	Explain the nature of ethics and ethical theories.
MLO2	understand the role of ethics in decision making and the influences of ethical decision making
MLO3	In depth knowledge of the principles of Corporate Governance, the theories of Corporate Governance and the systems of Corporate Governance in the UK and Ireland.
MLO4	Explain the nature of the social responsibility of business, social responsibility theories and application to business.

Requisites

Assessment Threshold	Each assessment element must be passed for the student to pass the Module

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)			
Assessment Type	Report	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Assessment methods to take account of delivery method (virtual, in-person,blended) & to include 2-3 of the following: Group Case Presentations, MCQ, portfolio of case analysis, individual essay, reflective journal.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	30
Self Directed	40
Hours (up to 100 for 5 ECTS credits)	70.00

Recommended Reading List

Recommended Book Resources

- **Brooks L. and Dunn P.. (2010), Business and Professional Ethics for Directors, Executives and Accountants, 5th. South Western Cengage Learning.**
- **Mallin. (2019), Corporate Governance, Oxford University Press, [ISBN: 6584].**

APPROVED

LAW 3028: EU Law

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

2.4) • Direct Effect of different types of law
2.5) • Horizontal and Vertical Direct Effect; Indirect Effect

3. Enforcement of European Law at national level
3.1) • Preliminary References
3.2) • Remedies for violation of European Law
3.3) • Enforcement Actions
3.4) • Implementation of European law at national level
3.5) • The Relationship between the Irish Constitution and European Union Law

4. General Principles of Law
4.1) • Fundamental Human Rights
4.2) • Equality
4.3) • Legal Certainty
4.4) • Proportionality
4.5) • Procedural Rights
4.6) • Legitimate Expectations
4.7) • Subsidiarity

5. Judicial Review of European Law
5.1) • Reviewable Acts
5.2) • Standing and Privileged Applicants
5.3) • Grounds for and effects of annulment

6. Free Movement of Goods
6.1) • Customs Duties and Internal Taxation and Measures having Equivalent Effect
6.2) • Quantitative Restrictions and Measures having Equivalent Effect
6.3) • Limitations and Derogations

7. Free Movement of Persons
7.1) • Free Movement of EU Citizens
7.2) • Free Movement of Workers
7.3) • Limitations and Derogations

Learning Outcomes

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

#	
MLO1	1 Outline and comment upon the institutional structure of the EU, and the relations between institutions 2 Identify and find sources of EU law, being able to describe and comment upon the manner in which EU law are adopted and implemented into Irish law 3 Outline and comment critically on the general principles of EU law and apply them in a hypothetical legal problem 4 Describe and comment upon the doctrines of supremacy and direct effect, and be able to employ them strategically in hypothetical fact situation 5 Explain and apply EU substantive law, particularly the free movement of goods, Citizens and workers
MLO2	Identify and find sources of EU law, being able to describe and comment upon the manner in which EU law are adopted and implemented into Irish law
MLO3	Outline and comment critically on the general principles of EU law and apply them in a hypothetical legal problem
MLO4	Describe and comment upon the doctrines of supremacy and direct effect, and be able to employ them strategically in hypothetical fact situation
MLO5	Explain and apply EU substantive law, particularly the free movement of goods, Citizens and workers

MLO6	Outline and comment upon the institutional structure of the EU, and the relations between institutions 2 Identify and find sources of EU law, being able to describe and comment upon the manner in which EU law are adopted and implemented into Irish law 3 Outline and comment critically on the general principles of EU law and apply them in a hypothetical legal problem 4 Describe and comment upon the doctrines of supremacy and direct effect, and be able to employ them strategically in hypothetical fact situation 5 Explain and apply EU substantive law, particularly the free movement of goods, Citizens and workers
MLO7	Identify and find sources of EU law, being able to describe and comment upon the manner in which EU law are adopted and implemented into Irish law

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 possible

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	Week 25	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
A written exam consositing of a a mix of problem style and essay style questions

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
A coursework assignment which from year to year may vary - being either a case note, essay, article review or other written assessment.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Tutorial	6
Lecture	48
Self Directed	146
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Trevor Redmond. (2019), Law of the European Union, 1st. Clarus Press, Dublin.**
- **Paul Craig,Gráinne de Búrca. (2020), EU Law, 7. Oxford UP, [ISBN: 9780198856641].**
- **Nigel Foster. (2020), EU Law Directions, latest. Oxford UP, [ISBN: 9780198853909].**

APPROVED

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	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. 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.
Indicative Syllabus	**I. The European Convention on Human Rights** 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 **II. Incorporation of the Convention, and its impact on the Irish legal system.** **III. Human Rights Protection Under the European Union** 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. **IV. Future Prospects & Possible Reform**
Learning and Teaching Methods	Lectures 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: *Small Group Activities*

	Students will be assigned to groups to discuss and interpret key passages from the case-law of the European Court of Human Rights. The lecturer will provide assistance and guidance on how to interpret these terms. Students will then be expected to present their findings to their peers via minute papers or short oral presentations. This will provide a strong basis for making notes on key cases. *Problem-Based Learning* Students will be assigned to groups to work through hypothetical human rights issues. 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. *Active Viewing* 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.

Learning Outcomes

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

#	
MLO1	Describe and critique the institutional structure for the protection of human rights established under the European Convention on Human Rights.
MLO2	Identify and locate sources of human rights law including the relevant case-law of the ECHR and the ECJ.
MLO3	Critically evaluate the substantive law applicable to the protection of specified rights under the European Convention and apply that analysis to a hypothetical legal problem.
MLO4	Critically analyse the sources of fundamental rights law in the EU's legal system, and in particular the general principles of law developed by the ECJ and the rights and principles protected under the Charter of Fundamental Rights.
MLO5	Describe and critique the relationship between the protection of human rights under the EU and the Council of Europe systems, including a critical analysis of the judicial remedies for violation of fundamental rights under each system.
MLO6	Critically appraise proposals for reform of human rights protection in Europe and in particular proposals for reform of the EU system made by the European Convention.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The exam will feature 6 questions, of which 3 must be answered. The exam will draw on hypothetical scenarios and discussions explored in class.

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
An essay on one of the substantive topics covered in the first half of the year, Essays will be marked with reference to the candidate's evidence of understanding of relevant concepts and principles; orriginality of thought and evidence of independent research, and clarity of expression and presentation.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	46
Self Directed	154
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Bernadette Rainey,Pamela McCormick,Clare Ovey. (2021), Jacobs, White, and Ovey: the European Convention on Human Rights, Oxford University Press, p.792, [ISBN: 9780198847137].**

Supplementary Book Resources

- **Suzanne Egan, Liam Thornton, and Judy Walsh. (2014), Ireland and the European Convention on Human Rights: 60 Years and Beyond, Bloomsbury Professional, [ISBN: 9781780434728].**
- **Fiona De Londras,Cliona Kelly. (2010), European Convention on Human Rights Act, Round Hall Thomson Reuters, p.295, [ISBN: 9781858005881].**
- **William A. Schabas,William Schabas. (2015), The European Convention on Human Rights - A Commentary, Oxford University Press, p.1433, [ISBN: 9780199594061].**
- **Fiona de Londras,Kanstantsin Dzehtsiarou. (2018), Great Debates on the European Convention on Human Rights, Hart Publishing, [ISBN: 9781137607317].**
- **Janneke Gerards. (2019), General Principles of the European Convention on Human Rights, Cambridge University Press, p.275, [ISBN: 9781108718288].**
- **David Harris,Michael O'Boyle,Ed Bates,Carla M. Buckley. (2023), Harris, O'Boyle, and Warbrick: Law of the European Convention on Human Rights, Oxford University Press, p.1082, [ISBN: 9780198862000].**
- **Paul Craig,Gráinne De Búrca. (2015), EU Law, Oxford University Press, USA, p.1375, [ISBN: 9780198714927].**
- **Jan Wouters,Michal Ovádek. (2021), The European Union and Human Rights, Oxford University Press, p.769, [ISBN: 0198814178].**

APPROVED

LAW 3501: Evidence Law

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:	• 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	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. **Module Aims:** 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
Learning and Teaching Methods	Interactive lectures Self-directed learning Group study and group discussion Presentations Guest lecturers Assessment will consist of an end of session examinations (with both seen and unseen questions) and continuous assessment (including essays and problem-solving exercises). Assessment will be made on the basis of students' demonstrated ability to analyse and comment upon the mportant principles of and developments in the Law of Evidence. In particular, assessment will be conducted by reference to the following criteria: • 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. Technical proficiency.
Indicative Syllabus	

1. Burden and Standard of Proof Presumptions
1.1) n/a

2. Real evidence, Documentary evidence, Circumstantial evidence.
2.1) n/a

3. Testimony: competence and compbellability course of trial corroboration The rule against hearsay.
3.1) n/a

4. The rule against bad character evidence: the 'P' test; Section 1(f) of the Criminal Justice (Evidence) Act 1924
4.1) n/a

5. The rule against unconstitutionally and unlawfully obtained evidence (including the rules applicable to confessions)
5.1) n/a

6. The doctrine of privilege
6.1) n/a

Learning Outcomes

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

#	
MLO1	Display an understanding of the legal terminology used in evidence law.
MLO2	Identify and describe the different categories of evidence (real, testimony, documentary and circumstantial evidence) and the general rules governing admissibility as well as the rules excluding hearsay, bad character, unlawfully obtained and privileged evidence and the exceptions thereto.
MLO3	Critically analyse hypothetical legal problems in Irish evidence law, recognising the legal issues arising in a given fact pattern, applying the legal rules and principles to the relevant facts, and presenting logical arguments as to the probable outcomes of the issues based on those principles
MLO4	Identify, explain and analyse the key legislative measures and judicial decisions arising in Evidence Law and in particular, to delineate the respective importance and significance of each measure or decision
MLO5	Explain and comment upon the basic processes involved in a criminal and civil trial.
MLO6	Demonstrate an ability accurately to identify legal issues in various scenarios so as to engage and instruct legal advisors in the relevant area of law, with a view to preparing legal strategies and solutions thereto.
MLO7	Recognise and identify the core legal issues arising from unseen fact patterns arising in a variety of legal contexts
MLO8	Recognise and apply principles that arise in one legal discipline to legal problems that arise in the course of studying other inter-related disciplines such as criminal law.
MLO9	Comment critically upon the likely outcome of the application of law to a particular fact pattern.
MLO10	Identify and locate available and relevant sources and materials to assist in the solution of legal problems in a variety of contexts (particularly where such problems are unanticipated or have not been considered by the student on previous occasions).

Requisites

Assessment Threshold	N/A

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 is possible

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	Week 25	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	Week 12	**Learning Outcomes**	3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	146
Tutorial	6
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Liz Heffernan. (2020), Evidence in Criminal Trials, Bloomsbury Professional, p.992, [ISBN: 9781526511454].**
- **Liz Heffernan,Edward J. Imwinkelried,Ray Ryan. (2008), Evidentiary Foundations, Bloomsbury Professional, p.0, [ISBN: 9781845927875].**
- **Caroline Fennell. (2019), The Law of Evidence in Ireland, Bloomsbury Professional, p.512, [ISBN: 9781526504890].**

Supplementary Book Resources

- **Declan McGrath,Emily Egan McGrath. (2020), McGrath on Evidence, 3rd. [ISBN: 9780414081772].**

APPROVED

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	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

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

#	
MLO1	Critically discuss the fashion industry in the current retail landscape.

MLO2	Identify and assess the different market levels of the fashion industry.
MLO3	Critically reflect on the effective strategies of fashion marketing and retailing as a means to create Brand DNA and engage with the consumer
MLO4	Explore the relevancy of sustainable practises to the industry.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Presentation	**% of Total Mark for Module**	50
Indicative Week	Week 7	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
50% Individual Assignment – Consumer Trends - Report

Assessment Type	Presentation	**% of Total Mark for Module**	50
Indicative Week	Week 11	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
50% Group Assignment – Brand Analysis & Focus - Presentation and Recommendation

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	100
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Corner, Frances. Why Fashion Matters. (2014), Why Fashion Matters, 1st. Thames and Hudson Ltd., United Kingdom.**
- **Jackson, T., & Shaw, D.. (2006), The Fashion Handbook, Routledge..**
- **Mair, Carolyn.. (2018), The Psychology of Fashion, 1st. Routledge..**
- **Thomas, Dana.. (2020), Fashionopolis: The Price of Fast Fashion--and the Future of Clothes, 1st. Penguin Publishing Group.**

APPROVED

FNCE 3002: Financial Econometrics

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	**Introduction to Econometrics:** The history of econometrics, the theory of and aims of econometrics, data types, the population mean and its properties. **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. **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 **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.

	Multicollinearity: Perfect and imperfect multicollinearity, dominant variables, consequences of multicollinearity, detection of multicollinearity and variance inflation factors, remedies for multicollinearity. **Serial Correlation:** Pure and impure serial correlation, first-order and higher order serial correlation, consequences of serial correlation, detection of serial correlation and the Durbin-Watson test, correcting serial correlation. **Heteroskedasticity:** Pure and impure heteroskedasticity, proportionality factors, consequences of heteroskedasticity, testing for heteroskedasticity using the park test or white test, remedies for heteroskedasticity. **Discrete Choice Models:** Models for binary choice, Logit models for multiple choice, models for ordered data. **Time Series Analysis:** Introduction to Time-Series Analysis. Stationarity/non-stationarity, unit roots and cointegration. **Panel Data Analysis:** Introduction to Panel Data Analysis. Pooling cross sections over time. Fixed and Random effects estimation. **Applying Econometric Techniques:** Using statistical software (Stata) to produce econometric output, working with panel data, cross-sectional data and time-series data, testing models.
Learning and Teaching Methods	While formal lectures and tutorial sessions will be utilised, there will also be an emphasis upon laboratory work. Self study problem based learning methods will be adopted by learners through their continuous assessment.

Learning Outcomes

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

#	
MLO1	Comprehend the uses of and the testing procedures associated with Ordinary Least Squares (OLS);
MLO2	Confidently discuss the problem of identification.
MLO3	Apply several econometric techniques (OLS and discrete choice techniques) to economic and financial data;
MLO4	Perform basic time series analysis.
MLO5	Perform basic econometric analysis for panel data
MLO6	Apply these techniques and methods to datasets using the Stata statistical software package.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	20
Indicative Week	Week 7	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	Week 13	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

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

- **A. H. Studenmund. (2018), A practical guide to using econometrics, 7. Pearson Higher Education, p.554, [ISBN: 9781292154091].**
- **James H. Stock and Mark W. Watson. (2019), Introduction to Econometrics, Global Edition, 4. [ISBN: 9781292264455].**
- **J.M. Wooldridge. (2020), Introductory Econometrics: A Modern Approach, 7. Cengage.**

Supplementary Book Resources

- **Alan C. Acock. A Gentle Introduction to Stata, 6. [ISBN: 9781597183673].**
- **William E.Hill Griffiths (R. Carter). (2019), Using EViews for Principles of Econometrics, 5. Wiley, [ISBN: 9781119463399].**
- **Chris Brooks. (2019), Introductory Econometrics for Finance, 4. Cambridge University Press, p.750, [ISBN: 9781108436823].**
- **William H. Greene. (2018), Econometric Analysis, 8. Pearson, [ISBN: 978013-4461366].**
- **Damodar N Gujarati and Dawn C. Porter. (2011), Basic Econometrics, 5. McGraw-Hill Education, p.0, [ISBN: 9780073375779].**
- **Damodar Gujarati. (2011), Econometrics by Example, Palgrave MacMillan.**
- **J.D. Angrist and J. Pischke. (2015), Mastering Metrics, Princeton University Press.**

APPROVED

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:	• 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

	Banks and Investment Banks Insurance and Solvency II Pensions Hedge and Mutual Funds GARCH, Correlations and Copulas
Learning and Teaching Methods	Teaching methods will include lectures and tutorials. Students will be directed towards problem-solving exercises in groups, that are principally aimed at revealing aspects of risk management for Financial Institutions. Students will be encouraged to present their findings in class. Computer labs will also be used through the course to provide a hands-on approach to learning

Learning Outcomes

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

#	
MLO1	Undertstand conceptual framework relating to financial intermediation
MLO2	Learn how Financial Institutions deal with classic problems of Adverse Selection, Moral Hazard and Assymmetric Information
MLO3	Implement spreadsheet models for Fixed Income Aanalysis, Portfolio Theory, Value at Risk etc
MLO4	Gain both a conceptual and working knowledge of Banks, Investment Banks, Insurance/Pension Companies
MLO5	Understand the role of Central banks in classic and modern economies
MLO6	Understand importance of market infrastructure
MLO7	Relate Public Finance to Fixed Income Analysis
MLO8	Understand how to develop VBA and R functions
MLO9	Implement R data analysis

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

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**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written exam

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4,6,7,8,9
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

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

- **John C. Hull. (2023), Risk Management and Financial Institutions, John Wiley & Sons, p.836, [ISBN: 978-1-119-93248-2].**

Supplementary Book Resources

- **Anthony Saunders,Marcia Millon Cornett,Otgontsetseg Erhemjamts. Financial Institutions Management, [ISBN: 1260013820].**
- **Simon Benninga,Tal Mofkadi. (2022), Financial Modeling, fifth edition, MIT Press, p.1049, [ISBN: 9780262046428].**
- **Options, Futures, and Other Derivatives, 11th edition. Pearson, [ISBN: 9780136939917].**
- **CFA Institute. (2022), Fixed Income Analysis, John Wiley & Sons, p.915, [ISBN: 978-1-119-85054-0].**

APPROVED

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	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. The aims of this module are to: Give the student an understanding and appreciation of the various formalisms and concepts underlying intelligent systems. Enable the student to apply those formalisms in the context of more complex systems. Allow the student to understand the logic programming paradigm and be able to state solutions to simple problems using this paradigm.
Indicative Syllabus	Propositional and first-order predicate logic: syntax and semantics, inference rules, unification and pattern-matching. Problem-solving as a search procedure: state space search, fundamentals of graph theory, search strategies: forward- and backward-chaining, backtracking. Uninformed graph-search algorithms: depth-first, breadth-first. Heuristic graph-search algorithms: hill-climbing, best-first search, determining suitable heuristics, horizon effect. Game-playing or competitive graph-search algorithms: MINIMAX, Alpha-Beta pruning. Higher-level search techniques: recursive search, pattern-directed search. Knowledge representation techniques: logical, procedural, network, structured. Production system model: components, functions. Models of reasoning: rule-based, model-based, case-based.

	Expert systems: development process, roles of participants, components, problems amenable to expert system solution, use of expert system shells. Uncertainty: necessity for mechanisms to deal with uncertainty, confidence measures, statistical methods, belief measures, fuzzy logic, nonmonotonic logic. Constraint-based reasoning, constraint programming. Overview of logic programming paradigm, and syntax and implementation of a logic programming language. Planning: means-ends analysis, linear and non-linear planning algorithms. Automated reasoning and theorem proving. Intelligent agents: classes of agents, characteristics of environments, multi-agent systems, applications. Stochastic formalisms and their applications in learning: Finite-state machines, Markov and Hidden Markov Models, dynamic Bayesian networks. Reinforcement learning: concepts of rewards, policies. Swarm intelligence: concepts, ant colony optimisation, particle swarm optimization, applications.
Learning and Teaching Methods	The learning methods used for this module will be a combination of lectures and practical problem-solving exercises, with a final written assessment under exam conditions. The practical assessments will ask students to implement simple search and knowledge representation problems using languages based on logic programming paradigms.

Indicative Syllabus

1. Propositional and first-order predicate logic:
1.1) Syntax and semantics, inference rules, unification and pattern-matching.
1.2) Automated reasoning and theorem proving, resolution.

2. Problem-solving as a search procedure:
2.1) State space search, fundamentals of graph theory, search strategies: forward- and backward-chaining, backtracking.

3. Graph search algorithms:
3.1) Uninformed graph-search algorithms: depth-first, breadth-first.
3.2) Heuristic graph-search algorithms: hill-climbing, best-first search, determining suitable heuristics, horizon effect.
3.3) Game-playing or competitive graph-search algorithms: MINIMAX, Alpha-Beta pruning.
3.4) Higher-level search techniques: recursive search, pattern-directed search.

4. Overview of knowledge representation techniques:
4.1) Logical, procedural, network, structured.

5. Structured reasoning models:
5.1) Production system model: components, functions.
5.2) Models of reasoning: rule-based, model-based, case-based.
5.3) Rule-based (expert) systems: development process, roles of participants, components, problems amenable to expert system solution, use of expert system shells.

6. Reasoning under uncertainty:
6.1) Necessity for mechanisms to deal with uncertainty, confidence measures, statistical methods, belief measures, fuzzy logic, nonmonotonic logic.

7. Constraint-based reasoning:
7.1) Constraint-based reasoning, constraint programming.

8. Planning:
8.1) Means-ends analysis, linear and non-linear planning algorithms.
8.2) Planning under uncertainty, notions of rewards,optimal policies, discounting, Bellman equations.

9. Agent-based systems:
9.1) Intelligent agents: classes of agents, characteristics of environments, multi-agent systems, applications.
9.2) Swarm intelligence: concepts, ant colony optimisation, particle swarm optimization, applications.

10. Stochastic formalisms and their applications in learning:
10.1) Finite-state machines, Markov and Hidden Markov Models, dynamic Bayesian networks.
10.2) Reinforcement learning: concepts of rewards, policies.

11. Logic programming:
11.1) Overview of logic programming paradigm, and syntax and implementation of a logic programming language.

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of the formalisms underlying the domain of intelligent systems.
MLO2	Compare search techniques and explain why particular search techniques may or may not be suitable in a given situation.
MLO3	Distinguish between various knowledge representation techniques and analyze their strengths and weaknesses.
MLO4	Recognize the concepts involved in various planning paradigms.
MLO5	Understand the concept of uncertainty and be able to propose methods for dealing with it in intelligent system solutions.
MLO6	Be familiar with the concept of state-based stochastic models and their applications in search, planning and learning domains.
MLO7	Have a command of the syntax and semantics of the logic programming paradigm and develop simple working programs using logic programming languages.

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	DATA2000 v.1 Algorithms and Data Structures 1 [Approved]	Module
Pre Requisite	DATA2003 v.1 Algorithms and Data Structures 2 [Approved]	Module

Assessment Threshold	40% pass overall.

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	80.00%
Other Assessment(s)	20.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative end-of-semester assessment, allowing students to demonstrate their understanding and ability to analyse the usefulness of various search and knowledge representation techniques and of reasoning with uncertainty..

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	20
Indicative Week	Week 12	**Learning Outcomes**	1,3,5,7
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Practical assessments developing simple programs using the logic programming paradigm.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **George F. Luger. (2009), Artificial Intelligence, Sixth edition. Pearson, p.798, [ISBN: 978-0-321-54589-3].**
- **Wolfgang Ertel. (2018), Introduction to Artificial Intelligence, Second edition. Springer, p.356, [ISBN: 978-3-319-58486-7].**
- **Stuart Russell, Peter Norvig. (2016), Artificial Intelligence: A Modern Approach, Fourth edition. Pearson, p.1151, [ISBN: 9781292401133].**
- **Ivan Bratko. (2011), Prolog Programming for Artificial Intelligence, Fourth edition. Addison-Wesley Professional, p.673, [ISBN: 978-0321417466].**

Supplementary Book Resources

- **Richard S. Sutton,Andrew G. Barto. (2018), Reinforcement Learning, second edition, Second edition. MIT Press, p.549, [ISBN: 978-0-262-03924-6].**

Supplementary Article/Paper Resources

- **Rodney Fisher. (2017), The Seven Deadly Sins of AI Predictions, MIT Technology Review, https://www.technologyreview.com/2017/10 /06/241837/the-seven-deadly-sins-of-ai-p redictions/**
- **Pete Laker. (2012), Blackboard Design Pattern: A Practical C# Example - Radar Defence System, Microsoft TechNet, https://social.technet.microsoft.com/wik i/contents/articles/13461.blackboard-des ign-pattern-a-practical-c-example-radar- defence-system.aspx**
- **Ilias Flaounas, Thomas Lansdall-Welfare, Panagiota Antonakaki, Nello Cristianini. (2014), The Anatomy of a Modular System for Media Content Analysis, https://arxiv.org/ftp/arxiv/papers/1402/ 1402.6208.pdf**

- **Jussi Rintanen. (2005), Introduction to Automated Planning, https://gki.informatik.uni-freiburg.de/t eaching/ss04/aip/script.pdf**
- **Jussi Rintanen. (2016), A brief overview of temporal planning in AI, https://users.aalto.fi/~rintanj1/jussi/t emporalplanning.html**
- **Floske Spieksma. (2015), Markov Decision Processes, https://www.math.leidenuniv.nl/~spieksma /colleges/besliskunde/MDP.pdf**

Other Resources

- **Website, J.R. Fisher. (2003), Prolog Tutorial, Skolem Machines, https://skolemmachines.org/ThePrologTuto rial/www/prolog_tutorial/contents.html**

APPROVED

FNCE4005: Game Theory

Module Details

Module Code:	FNCE4005
Module Long Title:	Game Theory APPROVED
Banner Title:	Game Theory
Version:	2
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
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

1. n/a
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.
1.2) 1. Introduction to game theory
1.3) 2. Modelling a strategic situation as a game
1.4) 3. Optimal play by eliminating dominated strategies
1.5) 4. Strategic play when there are few actions
1.6) 5. Strategic play when there are many actions
1.7) 6. Randomizing play
1.8) 7. Strategic play in sequential-move environments with perfect information

1.9) 8. Strategic play in sequential-move environments with imperfect information
1.10) 9. Strategic play when there is repeated interaction

Learning Outcomes

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

#	
MLO1	Understand strategic thinking (even without solving game-theoretic models);
MLO2	Model a strategic situation as a game
MLO3	Solve a strategic game
MLO4	Understand and provide some insight into strategic situations

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	ECON 9104 v.2 Introductory Economics [Approved]	Module

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

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**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Final exam

Other Assessment(s)

Assessment Type	Lab Test	**% 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
Problem Sets (best 4 of 5)

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

- **Joseph Harrington. (2015), Games, Strategies, and Decision Making, 2. Worth.**

APPROVED

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:	• 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	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	Lectures with demonstration: students will be exposed to the theory of retail location and extensive reference will be made to relevant case studies Students will also be exposed to a sophisticated Geographic Information Systems tool in computer labs

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of the theoretical underpinning of retail location decision making
MLO2	Explore the functionality of Geographic Information Systems including spatial data structures and projections
MLO3	Calculate the impact on the existing business resulting from own or competitor location change
MLO4	Identify weaknesses in existing retail networks and determine improved retail networks

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	20
Indicative Week	Week 4	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
To write an essay on the theories underpinning of Geographic Information Systems. Max words 1,500.

Assessment Type	Essay	**% of Total Mark for Module**	20
Indicative Week	Week 8	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
To write and essay on the context within which GIS decision making is exercised. Max words 1,000

Assessment Type	Group Work	**% of Total Mark for Module**	60
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
A practical assignment to employ GIS in retail location decision making

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	136.00

Recommended Reading List

Recommended Book Resources

- **Andrew Cutts,Anita Graser. (2018), Learn QGIS, 4th. [ISBN: 9781788997423].**
- **Paul A. Longley,Michael F. Goodchild,David J. Maguire,David W. Rhind. (2015), Geographic Information Science and Systems, John Wiley & Sons, p.500, [ISBN: 978-1118676950].**

APPROVED

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:	• 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	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. 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.

	The aims of this module in HRM are to: • Familiarise students with current issues in HRM - relevant theories, key literature and contemporary research and challenges in the area • Instil the value of being and keeping abreast of current issues in HRM in order to remain ahead of ways in which to increase organisational effectiveness through people • Motivate students to discuss and critique rhetoric with practice • Encourage students to assess if successful HR practices may be applicable across organisations/in different situations
Indicative Syllabus	This module covers the following content (order of coverage in class may change, with some topics being covered in the second semester) • The Changing World of Work • Technological Developments and HRM • Managing Diversity and Equality in the Workplace • Ethics, CSR and HRM, Sustainability • Employee Well-being • Changing World of Work • Line Managers and HRM • HRM in SMEs • Workplace Bullying • HRM and Organisational Performance
Learning and Teaching Methods	This module continues over two semesters: a total of twenty-four weeks of lectures (twelve weeks per semester), with two hours of lectures/class discussion per week. The lectures focus on contemporary, sometimes controversial theories and research in the subject, with discussion, analysis and application encouraged in class. Students are expected to participate in class, through self-directed learning, advance preparation and in-class break out groups. Learning activities to help attainment of learning outcomes include lectures, guided discussion, case study analysis, consideration of topical / current in-media issues, guidance on CA requirements, and preparation for the end of year assessment. It is also expected that there will be at least one visiting lecture/session taking place. Students will be encouraged to be candid and open in class discussion so as to ensure a greater synergy and enhanced learning dynamic. Students will also be encouraged to relate the key topics of the module to the management of the organisations which they are familiar with and to the problems managers may encounter. Students will be encouraged to develop their learning skills by self-directed study supported by the extensive resources (books, journals and databases) available through the library. Pre-class readings and during module assignment will contribute positively to the teaching and learning on the module.

Indicative Syllabus

1. n/a
1.1) • The Changing World of Work
1.2) • Technological Developments and HRM
1.3) • Managing Diversity and Equality in the Workplace
1.4) • Ethics, CSR and HRM

1.5) • Employee Well-being
1.6) • Changing World of Work
1.7) • Line Managers and HRM
1.8) • HRM in SMEs
1.9) • Workplace Bullying
1.10) • HRM and Organisational Performance

Learning Outcomes

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

#	
MLO1	Identify contemporary issues, trends and developments in HRM and their relevance for organisations and society
MLO2	Reflect upon and analyse the potential and actual implications of contemporary issues
MLO3	Explain the changing role of HRM in the globalised workplace
MLO4	Apply theories and research to HRM practice in different situations, organisations and cultures
MLO5	Evaluate the theoretical concepts covered and their practical implications for managers

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Final exam

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,4,5
Assessment Threshold:	40	**Assessment Role**	Group

Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Group based assignment			

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Consultancy assignment			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	164
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Wilkinson, A., Dundon, T. and Redman, T. (2021), Contemporary Human Resource Management, 6th. Sage Publications Limited, London, [ISBN: 978-1529758276].**
- **Carbery, R. and Cross, C. (2019), Human Resource Management, 2nd. Red Globe Press, London, [ISBN: 9781352004021].**

Supplementary Book Resources

- **Torrington, D., Hall, L., Taylor, S. and Atkinson, C. (2020), Human Resource Management, 11th. Pearson Education Limited, Harlow, [ISBN: 9781292261645].**

Recommended Article/Paper Resources

- **Wiley. HRMJ, Human Resource Management Journal.**
- **Wiley. HRM, Human Resource Management (US).**
- **Taylor and Francis. IJHRM, International Journal of Human Resource Management.**
- **Emerald. PR, Personnel Review.**
- **Emerald. ER, Employee Relations.**

Other Resources

- **Website, Chartered Institute of Personnel and Development. CIPD, http://www.cipd.ie**

- **Website, Chartered Association of Business Schools. (2021), Chartered Association of Business Schools Academic Journal Guide, http://www.charteredabs.org**

APPROVED

MRKT 3502: IMC Campaign

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:	• 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	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
Indicative Syllabus	• 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

	• Developing the creative brief • Creative Strategies and platforms • Measurement, evaluation and effectiveness • Pitching for an account • Client Presentations
Learning and Teaching Methods	The learning strategy employed for this project is that of self directed learning aided by the facilitation of an academic supervisor and agency executives available to support the groups as required. In addition to seminars and workshops, previous participants who have themselves completed the module are invited to guide and advise students

Learning Outcomes

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

#	
MLO1	Approach problem-solving creatively and analytically
MLO2	Apply marketing communications theory and techniques to a real-world contexts
MLO3	Work effectively as a team, recognizing the issues associated with teamwork
MLO4	Communicate and present advanced ideas competently to their peers through multimedia presentation such as powerpoint
MLO5	Reflect on their role and responsibilities as a team member

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	80
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Assessment Type	Journal/Reflective Journal	**% of Total Mark for Module**	20

Indicative Week	Week 12	**Learning Outcomes**	5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Chris Fill,Sarah Turnbull. (2022), Marketing Communications, 9th. 16, Pearson, p.0, [ISBN: 978-1-29240032-7].**

Supplementary Book Resources

- **Patrick De Pelsmacker,Maggie Geuens,Joeri Van Den Bergh. Marketing Communications, [ISBN: 9781292135762].**
- **Chris Hackley,Rungpaka Amy Hackley. (2018), Advertising and Promotion, SAGE Publications Limited, p.0, [ISBN: 978-1-47399-799-8].**
- **Pr Smith,Ze Zook. (2023), Marketing Communications, [ISBN: 978-1398611733].**

APPROVED

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	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. 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.
Indicative Syllabus	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 History and overview AR/VR: • 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

	Design Led Innovation Principles Barriers to AR and VR adoption; safety, security and human factors Understanding the human factors; UX/UI in immersive contexts, ergonomics Business Model Appraisal [Text Wrapping Break]Business and industry applications of AR and VR • Examining industry case studies of AR and VR • AR and VR in education and training • AR and VR in tourism • AR and VR in marketing + advertising • AR and VR in enterprise/industry/engineering • AR and VR in retail and services
Learning and Teaching Methods	Students will have a combination of lectures, guest lectures, case-studies and workshops, working through practical, industry focused case-studies, demonstrating practical issues and solutions for a range of VR and AR applications. A Virtual Learning Environment (VLE) will be employed to distribute all teaching materials and to support student interaction with other students and academic staff. Delivery format: Given the rapid nature of change in this technology, and evolving range of possible business applications, it is proposed that this course can be delivered a number of flexible ways. While it can be delivered in in traditional weekly sessions (1 or 2 hours * 10) it will also lend itself to delivery in block format typically over three full-day sessions.

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of the theory, concepts and methods pertaining to immersive technologies (AR/VR/MR)
MLO2	Use and modify advanced stills and immersive technology development tools to conduct closely guided professional research in specific business vertical sectors.
MLO3	Exercise appropriate judgement in proposing a business case for deployment of immersive technologies in business vertical sectors.
MLO4	Act effectively under guidance in a peer relationship with qualified practitioners to develop a proposed proof-of concept project for deployment of immersive technologies.
MLO5	Learn to act in variable and unfamiliar learning contexts with a fast evolving technology

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	70
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment: Group Project: the assessment will be completed in groups (where possible interdisciplinary) which will identify, and present a business use-case scenario for an immersive technology in a business vertical (e.g. tourism, marketing or retail) and will propose a Proof of Concept solution. This will necessitate some working with a freely available SDK (software development kit such as HP Reveal) which will allow for a basic demo to be shown.

Assessment Type	Research Paper	**% of Total Mark for Module**	30
Indicative Week	Week 8	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual Essay: students will complete a 1500 word, fully-referenced academic essay exploring the business case for immersive technology in a business vertical of their choosing.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Cathy Hackl,Samantha G. Wolfe. Marketing New Realities, [ISBN: 978-0996510677].**
- **Robert Scoble,Shel Israel. The Fourth Transformation, [ISBN: 978-1539894445].**
- **Helen Papagiannis. Augmented Human, [ISBN: 978-1491928325].**

Recommended Article/Paper Resources

- **Porter, Michael E., and James E. Heppelmann. (2017), Why Every Organization Needs an Augmented Reality Strategy., Harvard Business Review, 95, p.46–57.**
- **Brand experience in 2017: How brands can use virtual and augmented reality, WARC, https://www.warc.com/content/article/war c-trends/brand_experience_in_2017_how_br ands_can_use_virtual_and_augmented_reali ty/109620**

APPROVED

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

#	
MLO1	Apply a range of Python packages for data science.
MLO2	Develop skills in data pipeline, i.e., import, clean, and manipulate data
MLO3	Perform exploratory data analysis, both statistical and visual
MLO4	Perform supervised and unsupervised learning
MLO5	Evaluate the performance of the learning algorithm

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	25
Indicative Week	Week 7	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Programming and Concept Assessment (covering the first 1/3 of the module)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	25
Indicative Week	Week 9	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Programming and Concept Assessment (covering the second 1/3 of the module)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	40
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Programming and Concept Assessment (inclusive of previous learning and final 1/3 of the module).

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Class Participation & Attendance.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Kelleher, John D and Mac Namee, Brian and D'arcy, Aoife. (2020), Fundamentals of machine learning for predictive data analytics: algorithms, worked examples, and case studies, MIT press.**
- **Aurelien Geron. (2019), Hands-on Machine Learning with Scikit-Learn, Keras, and TensorFlow: Concepts, Tools, and Techniques to Build Intelligent Systems, O'Reilly Media, Inc..**

APPROVED

ECON 1015: International Economics

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	International Trade Theory Gains from trade and the Ricardian model of comparative advantage Resources and international trade: The Heckscher-Ohlin model Economies of scale and imperfect competition International factor movements Barriers to trade and trade policy International Finance Balance of Payments and exchange rates Net international investment position Drivers of international capital flows Crises and external adjustment
Learning and Teaching Methods	Lectures, student presentations, and discussions

Learning Outcomes

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

#	
MLO1	Explain theories of the gains from trade and the impact of protectionist policies.
MLO2	Examine the dynamics of external imbalances, including the evolution of current accounts and external wealth positions
MLO3	Discuss the role of exchange rates in external adjustment
MLO4	Provide insight into the underlying drivers of cross-border capital flows & what limits such flows
MLO5	Analyse trends in international financial and trade integration

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	Week 3	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group presentation & report on allocated topic.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lecture	24
Self Directed	36
Hours (up to 100 for 5 ECTS credits)	60.00

Recommended Reading List

Recommended Book Resources

- **Feenstra and Taylor. International Economics.**

Recommended Article/Paper Resources

- **Lane & Milesi-Ferretti. External Adjustment & the Global Crisis, Journal of International Economics.**
- **Obstfeld. Does the Current Account Still Matter?, American Economic Review.**

APPROVED

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	**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. **The Balance of Payments** Explanation of the current and capital/financial accounts of Balance of Payments. The Net International Investment Position (NIIP). **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. **The Mundell-Fleming Model of the Small Open Economy.**

	The IS* and LM* curves of the Small Open Economy with the exchange rate included. The impact on the model of changes in fiscal policy, monetary policy and trade policy under both fixed and flexible exchange rates. Incorporating interest rate differentials and a risk premium into the Mundell-Fleming model. **Private and Sovereign Debt** Mathematical analysis on how to stabilise government debt and the government debt/GDP ratio. Mathematical analysis to show how a change in the government discretionary deficit affects the equilibrium deficit. The doom loop between private and public debt. **The Classical Model** Using equations and diagrams to develop the Classical models of the closed economy, the SOE and the LOE. Case studies with changes in domestic and foreign fiscal policies and their impact on output, the interest rate and the exchange rate in closed economy, the SOE and the LOE. **The Great Depression:** The different views of the causes of the Great Depression – Spending hypothesis versus Money hypothesis. Application of this analysis to other financial crises in the world economy.
	This course also has a significant applied Economics aspect. Irish, European Union and U.S. economy illustrations and empirical analysis are used to show the practical aspects of the course. These illustrations in turn will very often relate to policy issues that are of current concern.
Learning and Teaching Methods	There is an emphasis on "learning by doing" i.e. the Socratic method in this module. Students are asked questions during lectures and are "encouraged" to participate. Each topic involves significant "block building" and students are required in lectures to show both an understanding of the material developed in previous lectures and a capacity to apply this material in the further development of the topic. Students are also given problems to solve between lectures and then the students and lecturer jointly develop solutions in subsequent lectures. Part of the practical application of the theory will take the form of self-directed learning. Participants will be required to engage with some prescribed research papers. The capacity to understand and critically evaluate this research will form part of the assessment of the module.
Rationale for Change :	Embedding sustainability context to this module will support our school mission for sustainability and climate action and enables students to apply an interdisciplinary and solutions-focused approach to address complex and relevant sustainability challenges and to live sustainably.

Learning Outcomes

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

#	
MLO1	explain and analyse the foreign exchange market and its links with the balance of payments
MLO2	understand and compare macroeconomic models and assess the role and efficiency of fiscal policy under different exchange rate regimes in both Classical and Keynesian theories
MLO3	understand and analyse the effects of monetary policy under different exchange rate regimes
MLO4	demonstrate an appreciation of the different theories (Keynesian and Classical) on the causes of the Great Depression and use this to analyse the causes of the Great Recession
MLO5	show an understanding of prescribed research papers and be able to use these papers as a basis for critically analysing current economic policies.

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	ECON 2002 v.2 Macroeconomic Theory and Policy [Approved]	Module

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	Week 26	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Three hour sight unseen examination.

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	30
Indicative Week	Week 11	**Learning Outcomes**	5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
One hour sight unseen examination based on prescribed research papers.

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

- **Mankiw, Gregory N. (2021), Macroeconomics, 11th edition. MacMillan International.**

Recommended Article/Paper Resources

- **Borio, Claudio. (2014), The international monetary and financial system: its Achilles heel and what to do about it, BIS Working Papers.**

APPROVED

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:	• 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	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. The aim of this module in International Management is to: - 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	This module covers the following content (order of coverage or some topics may change, with some topics being covered in the second semester) - 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

Learning and Teaching Methods	This module focuses on covering key international management concepts and literature in conjunction with using experiential teaching and learning methods. In order to apply theoretical knowledge, cases, exercises and discussions will facilitate 'hands on' learning. This approach is intended to ensure that the material in the course is interesting to learn, and memorable and applicable once students leave the module.

Learning Outcomes

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

#	
MLO1	discuss and debate the relevance of such research and theory in different contexts (cultures, organisation-types, situations)
MLO2	be more comfortable in working in groups
MLO3	appreciate the value and challenges of working effectively in teams.
MLO4	understand the particular challenges facing managers in the international arena, such as cross cultural communication and negotiation.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	60
Indicative Week	Week 12	**Learning Outcomes**	2,3
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

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

APPROVED

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:	• 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	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. 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
Learning and Teaching Methods	Instruction will be by means of lectures and class discussion. Each week there will be a two hours lecture. Lecture notes will be posted on Brightspace before (or immediately after) each class. 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. 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.
Indicative Syllabus	

1. International Political Economy
1.1) n/a

2. n/a
2.1) . Perspectives on International Political Economy
2.2) 1. What Is International Political Economy?
2.3) 2. "Laissez-Faire, Laissez-Passer": The Liberal IPE Perspective.
2.4) 3. Wealth and Power: Mercantilism and Economic Nationalism.
2.5) 4. Economic determinism and Exploitation: The Structuralist Perspective.
2.6) 5. Constructivism.
2.7) II. IPE Structures: Production, Finance, Security and Knowledge
2.8) 6. The Global Production Structure.
2.9) 7. The International Trade Structure
2.10) 8. The International Financial and Monetary Structure.
2.11) 9. The Global Security Structure.
2.12) 10. The International Knowledge Structure
2.13) III. States and Markets in the Global Economy
2.14) 11. The Development Challenge
2.15) 12. The Fragmentation of the European Union: The Crossroads Redux
2.16) 13. Moving into Position: The Rising Powers
2.17) 14. The Middle East and North Africa: Things Fall Apart
2.18) Part IV: Transnational problems and dilemmas
2.19) 15. The Illicit Global Economy: The Dark Side of Globalization
2.20) 16. Energy and the Environment: Navigating Climate Change and Global Disaster
2.21) 17. Global Health: Refugees and Caring for the Forgotten

Learning Outcomes

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

#	
MLO1	Understand studies with the most common IPE perspectives (economic) liberalism, mercantilism, and Marxist-structuralism.
MLO2	Comprehensively understand the structures, institutions and problems of trade, finance, security, and knowledge.
MLO3	Understand the methods by which international political relations are mediated, both informally and legally.
MLO4	Have a multi-perspective, non-dogmatic understanding of state-market relations—Deals with state development, the EU's development; the world's rising powers; and North-South issues.
MLO5	Assemble the critical issues in discussions on oil, hunger, debt, war, currency, MNC's, inequality, globalisation and the environment and form their own opinions, regarding all sides of these issues.

Requisites

Assessment Threshold	One has to score 40% or higher in order to pass the course

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	50
Indicative Week	Week 8	**Learning Outcomes**	1,2,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
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 Twelve (12) 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**	1,3,4,5
Assessment Threshold:	40	**Assessment Role**	Not yet determined
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 Twelve (12) 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

- **David N. Balaam,Bradford Dillman. (2018), Introduction to International Political Economy, Routledge, p.528, [ISBN: 9781138206991].**
- **David N. Balaam,Bradford Dillman. (2013), Introduction to International Political Economy, Pearson College Division, p.584, [ISBN: 9780133402391].**
- **David N. Balaam,Bradford L. Dillman. (2011), Introduction to International Political Economy, Pearson College Division, p.576, [ISBN: 0205791387].**
- **Thomas Oatley. (2019), International Political Economy, [ISBN: 9781138490741].**
- **John Baylis,Patricia Owens,Steve Smith. (2017), The Globalization of World Politics, Oxford University Press, p.641, [ISBN: 0198739850].**
- **Andrew Heywood. (2011), Global Politics, Palgrave Macmillan, p.448, [ISBN: 1403989826].**

APPROVED

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:	• 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	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.
Indicative Syllabus	**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. **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. **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. **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. **Risk Management**

	Have a competent understanding of the portfolio allocation and financial risk management literatures, as well as of recent and relatively advanced developments in asset pricing and portfolio theory which help tackle the financial risk management and portfolio allocation problems. **Portfolio Theory** Portfolio expected returns and standard deviation. Incorporate modern portfolio theory, asset pricing and CAPM and the optimum portfolio **Economic Environment** Assess the economic factors and macro-economic trends affecting the market. **Corporate Governance** The role of corporate governance in the funds industry. The rules, regulation and requirements necessary to set up a fund. Corporate goals, the principal agent conflict and shareholder wealth maximisation. **Fintech** Introduction into the role Financial Technology (Fintech) plays in the transformation of modern finance. A framework to understand Fintech innovation. The role of cloud computing, artificial intelligence, blockchain and peer to peer lending in modern finance. The rise of ICOs and cryptocurrencies. **Financial Reporting Frameworks and Audit of Funds** Preparation and understanding of fund accounts. Become familiar with annual reports of investment portfolio specific companies. The role of the external auditor in the funds industry and the role and function of the internal audit department, and contrast this with the role of the external auditor. **The Portfolio Selection Process** The correlation structure of security returns, grouping techniques, industry and international diversification. **Management of Real-Life Fund** Active management of the TU Dublin Student Managed Fund – Stock pitches, valuing stock, analysing risk of the fund, monthly net asset value (NAV) reports, preparation of fund accounts and selecting stocks to buy/sell which will be co-ordinated through the Student Managed Fund designated broker. Students will also prepare an annual report for the purpose of the governance of the fund and to for the external sponsors to examine the performance of the fund. **Current Developments in Capital Markets** Up to date literature on changes in capital markets, current topics and trends in the financial services industry such as algorithmic trading and the emergence of cryptocurrencies.
Learning and Teaching Methods	This will involve formal lectures, case studies, class discussions, assignment work, group work, stock pitches, podcasts, videos, group meetings and presentations. There will also be guest speakers from the financial services industry to discuss practical and current issues within the industry.

Learning Outcomes

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

#	
MLO1	Demonstrate a deep understanding of the characteristics of individual securities and instruments – equities, fixed income and foreign exchange.
MLO2	Explain the investment strategies of fund managers.
MLO3	Apply valuation techniques to value companies and stock prices
MLO4	Describe the theoretical and practical benefits of combining securities into portfolios.
MLO5	Explain the importance of recent developments in the theoretical and applied literature on modern portfolio management and investment analysis.
MLO6	Apply the theory to practical portfolio management by managing the TU Dublin Student Managed Fund.
MLO7	Explain the emergence of Financial Technology (Fintech) and the role it plays in modern finance.
MLO8	Critically evaluate the performance characteristics of real-world investment portfolios.
MLO9	Conduct research, including data analysis and reviewing of literature.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Final Exam

Other Assessment(s)

Assessment Type	Portfolio	**% 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	Not Online	**Pass/Fail**	No

Assessment Description
Individual Portfolio Project

Assessment Type	Group Work	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	2,5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Work on Student Managed Fund – Including Group Presentations

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
MCQ Exams (Best 4 out of 5)

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

- **Ian Pagdin,Michelle Hardy. (2017), Investment and Portfolio Management, 1st Edition. Kogan Page, p.288, [ISBN: 978-0749480059].**
- **Herbert B. Mayo. (2016), Investments: An Introduction, 9th Edition. Cengage Learning, p.816, [ISBN: 978-1305638419].**
- **ERIK. PALEPU PEEK (KRISHNA. HEALY, PAUL.),Krishna (Harvard University) Palepu,Paul (Harvard University) Healy. Business Analysis and Valuation: IFRS, 4th Edition. [ISBN: 9781473779075].**

APPROVED

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	Agile methodologies SCRUM processes User stories Meeting formats Velocity tools Software for project tracking and management System Analysis approaches SDLC 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. 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. Project control Project organisation Project planning and scheduling 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. The impact of organisational structures on project organisation, developing the work break-down structure, building project teams, human relations in projects.

Learning and Teaching Methods	The module is delivered through a combination of lectures and tutor lead IT labs. Additionally various elearning aids are used.

Indicative Syllabus

1. Syllabus
1.1) Agile methodologies
1.2) SCRUM processes
1.3) User stories
1.4) Meeting formats
1.5) Velocity tools
1.6) Software for project tracking and management
1.7) System Analysis approaches
1.8) SDLC
1.9) 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.
1.10) 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.
1.11) Project control
1.12) Project organisation
1.13) Project planning and scheduling
1.14) 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.
1.15) The impact of organisational structures on project organisation, developing the work break-down structure, building project teams, human relations in projects.

Learning Outcomes

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

#	
MLO1	Understand Agile processes, enabling the learner to analyse software projects and to apply appropriate skills to achieve effective software development using best practice
MLO2	Explain different approaches to analysis, design implementation, testing and documenting a software project.
MLO3	Describe the importance of good communications management with stakeholders and team members on projects
MLO4	Evaluate the importance of project quality management for software projects

Requisites

Assessment Threshold	The continuous assessment grade must be at least 40%.

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Submission	**% of Total Mark for Module**	90

Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group work submission throughout the semester

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	12
Lab	12
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	124.00

Recommended Reading List

Recommended Book Resources

- **Avraham Shtub,Moshe Rosenwein. (2016), Project Management, Pearson, p.1024, [ISBN: 0134478665].**

APPROVED

LAW 3502: Jurisprudence

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

1.16) Critical Legal Studies - critique of political liberalism and the role of indeterminacy, mystification and ideology
1.17) Theories of Justice - Rawls on Justice as Fairness; Nozick on Libertarianism

Learning Outcomes

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

#	
MLO1	Describe, classify and compare a range of theories purporting to explain what 'law; is.
MLO2	Discuss and evaluate a number of theoretical accounts on the relationship between law and morality.
MLO3	Outline the relationship between law and society from a number of theoretical perspectives, comparing/contrasting their philosophical foundations.
MLO4	Explain the historical development of western legal theory and identify current trends in legal thought.
MLO5	Identify, explain and apply to given facts at least four critical approaches to western liberal forms of legal regulation.
MLO6	Develop a personal, internalised perspective on the nature of law and the role of theoretical approaches in legal practice and education.
MLO7	Evaluate the quality of specific theoretical accounts of law by reference to a range of historical and hypothetical socio-political events.
MLO8	Analyse and critique the representation of law in literature and film from the perspective of at least three theoretical positions.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	40
Indicative Week	Week 5	**Learning Outcomes**	1,2,4,6,7

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].**

APPROVED

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

	Budgeting and the use of budgets to control operations Performance Measurement Current issues in management accounting
Learning and Teaching Methods	The learning and teaching methods employed will be achieved through lectures, discussions, video-learning, problem solving exercises, in-class tests, practical questions, and self-directed learning. Students will also receive feedback on their learning by marking their own solutions to problems against suggested solutions presented in class by the lecturer.

Learning Outcomes

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

#	
MLO1	Understand the organisation's environment in which management accounting operates
MLO2	Understand the nature, source and purpose of management accounting information
MLO3	Understand the critical role of management accounting information within planning, control and decision-making scenarios of organisations
MLO4	Be conversant with the various concepts, techniques and methodologies utilised within management accounting.
MLO5	Demonstrate an understanding of the main traditional and modern management accounting techniques and be able to apply these techniques to various business situations
MLO6	Contribute in a positive way to the decision-making process within an organisation by analysing and interpreting relevant accounting and other information
MLO7	Use break-even analysis, contribution analysis and relevant information for management decision making
MLO8	Understand the major quantitative and qualitative factors affecting business performance and profitability
MLO9	Be able to use budgetary techniques to prepare budgets and financial plans
MLO10	Be able to analyse and appraise enterprise performance measurement

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**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Formal End of Year Examination. This will be a time-constrained, on-campus, on-line, invigilated, closed book examination. The examination will be designed to assess the students' understanding of the context and content of the module. It will assess their ability to apply, analyse and integrate management accounting techniques and information. It will also assess students' ability to make judgements.

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
May include online, in-class, or other appropriate individual assessment. Online/in-class assessment may be either open or closed book. They are designed to assess students' ability to collect and analyse information and present findings in a cogent and understandable way.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	36
Tutorial	18
Hours (up to 100 for 5 ECTS credits)	54.00

Recommended Reading List

Recommended Book Resources

- **Drury, C. (2022), Management Accounting for Business, Eight. Cengage Learning.**

Supplementary Book Resources

- **Kaplan Publishing. (2022), Management Accounting (MA) Study Text, Kaplan Publishing.**
- **Atrill, P. & McLaney, E. (2021), Management Accounting for Decision Makers, Tenth. Pearson.**
- **Clarke, P. (2016), Managerial Accounting – Costing, Decision Making and Control, Third. Chartered Accountants Ireland.**
- **Proctor, R.. (2013), Managerial Accounting: Decision Making and Performance Improvement, Fourth. Person.**
- **Sheppard, G. (2011), Management Accounting a Practical Approach, First. Gill Education.**

APPROVED

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	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. 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. This course is relevant to any student who will operate at a management level in a business.
Indicative Syllabus	The role of management accounting Accounting for material, labour and overhead costs Product costing using absorption costing techniques Product costing using activity based costing techniques Marginal Costing and C-V-P analysis Short term decision making including relevant costing and limiting factors Capital investment appraisal for long-term decision making Budgeting and the use of budgets to control operations Variance Analysis

Learning and Teaching Methods	Participants will be exposed to an on-line learning environment. The course will be delivered via a VLE and will consist of spoken presentations, interactive notes and worksheets along with problem-solving questions, case studies and on-line electronic quizzes.

Learning Outcomes

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

#	
MLO1	Understand the environment in which organisation operates and identify the major quantitative and qualitative factors affecting business performance and profitability.
MLO2	Be conversant with management accounting techniques utilised in managing overhead cost and establish the cost and profitability of products or services.
MLO3	Demonstrate analytical ability with regard to the C-V-P and decision-making scenarios.
MLO4	Be able to apply the various techniques used to evaluate investment decisions.
MLO5	Be able to prepare budgets, interpret budgetary reports and be able to calculate and interpret variances.
MLO6	Demonstrate an understanding of modern management accounting techniques and be able to apply these techniques to various business situations.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
A Case Study involving the preparation of a business plan.

Assessment Type	Research Paper	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
A research paper and discussion on the validity of a statement

Assessment Type	Online Quiz	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Regular quiz assessment as the student progressed through the module

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Self Directed	200
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Cengage Learning,DRURY. MANAGEMENT COST ACCOUNTING 11E, 11th. Cengage, 2020, [ISBN: 9781473773615].**
- **Peter Atrill,Eddie McLaney. (2021), Management Accounting for Decision Makers, 10th. Pearson, p.605, [ISBN: 9781292349459].**

APPROVED

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:	• 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	**Part 1: Key Concepts** Interpersonal communication models Competence Intercultural communication at work **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 **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

Learning and Teaching Methods	Learning activities to help meet course objectives include group activities, guided discussion and lectures. 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 Brightspace site will be used as an additional learning and information support tool.

Learning Outcomes

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

#	
MLO1	Identify the changes in Irish society in the last 20 years
MLO2	Demonstrate a comprehension of the multicultural elements of the society
MLO3	Note the impacts on the workplace especially in the retail environment
MLO4	Enumerate and Explain the different cultural elements at play in the workplace

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

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**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative Assessment

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formative Assessment

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Alain Klarsfeld. (2012), International Handbook on Diversity Management at Work, Edward Elgar, Cheltenham, [ISBN: 9781849808736].**

APPROVED

MRKT 2320: Marketing Practice

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:	• 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	**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. **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.
Indicative Syllabus	**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 sevices. **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 **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.

Learning and Teaching Methods	Active and experiential learning will be encouraged to enable the student to draw on their linguistic, logical and interpersonal intelligences. Formal Lectures Student presentation and class discussion.

Learning Outcomes

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

#	
MLO1	Analyse a market situation for a brand
MLO2	Evaluate market potential for a brand
MLO3	Discriminate between communication and media alternatives for a brand
MLO4	Develop a fully integrated brand campaign for a product or service in a profit or not-for-profit sector.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	100
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment (group)
Students are required to select, critically evaluate and present a marketing campaign from different sectors of marketing.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Sargeant Adrian. (2005), Marketing Management for Non profit organizations,, 2ND. Oxford University press.**

APPROVED

MRKT 3009: Marketing Research

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	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. 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.
Indicative Syllabus	• 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.

Learning and Teaching Methods	The course will be delivered using a combination of lectures and tutorials to reinforce both the theoretical basis and applied nature of the subject. To support the applied nature of the course students will spend a period in the computer lab working with SPSS computer software. The project will involve students planning and implementing a consumer survey, utilising SPSS[Æ] computer software. Student project work and the end-of-year examination will be assessed in accordance with the aim and learning outcomes stated above.

Learning Outcomes

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

#	
MLO1	Be aware of the scope and limitations of marketing research
MLO2	Appreciate and understand the role of marketing research in the modern company and market environment
MLO3	Have acquired an in-depth knowledge of some key techniques
MLO4	Conduct a market research project.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End-of-year examination

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Market Research Project

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Tutorial	12
Self Directed	48
Hours (up to 100 for 5 ECTS credits)	84.00

Recommended Reading List

Recommended Book Resources

- **Malhotra,N.K.& Birks,D.F.. Marketing Research – An Applied Approach, Latest European Edition. Prentice Hall.**

Supplementary Book Resources

- **Domegan,C. & Fleming,D.. Marketing Research in Ireland – Theory and Practice, Latest Edition. Gill & Macmillan.**
- **Aaker,D.A., Kumar,V. & Day,G.S.. Marketing Research, Latest Edition. Wiley.**
- **Kinnear,T.C. & Taylor.J.R.. Marketing Research – An Applied Approach, Latest Edition. McGraw Hill.**

Other Article/Paper Resources

- **IJMR. International Journal of Market Research..**

APPROVED

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	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. 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. 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.
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	

1. Module Syllabus
1.1) Desirability
1.2) Customer Segments
1.3) Value Proposition
1.4) Customer Relationships
1.5) Channels
1.6) Feasibility
1.7) Key Activities
1.8) Key Resources
1.9) Key Partners
1.10) Viability
1.11) Cost Structure
1.12) Revenue Streams
1.13) Sustainability

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Apply knowledge of entrepreneurship skills to organise an event that raises money for charity
MLO2	Generate and evaluate an array of business ideas, and effectively communicate the selected idea
MLO3	Diagnose the different activities involved in starting a business
MLO4	Evaluate the wide variety of sources of assistance available when starting a business
MLO5	Construct a full business plan

Requisites	
Assessment Threshold	40% of the overall marks available

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations
None

Assessments

Other Assessment(s)			
Assessment Type	Presentation	**% of Total Mark for Module**	20
Indicative Week	Week 4	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Create a 2-minute video of your Business Idea. The Business Idea must address one of the UN Sustainable Development Goals (SDGs)

Assessment Type	Community Based	**% of Total Mark for Module**	30
Indicative Week	Week 12	**Learning Outcomes**	1,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The purpose of this assignment is for the student to experience entrepreneurship in action by undertaking a fundraising initiative for a charity of their choice and then understanding what they have learned from it by writing a reflection paper.

Assessment Type	Community Based	**% of Total Mark for Module**	10
Indicative Week	Week 12	**Learning Outcomes**	1,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The purpose of awarding marks based on money raised is to (a) set a target that is achievable by all Groups, and (b) reward Groups according to the amount of money that they raised.

Assessment Type	Plan	**% of Total Mark for Module**	30
Indicative Week	Week 18	**Learning Outcomes**	4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The goal of this assignment is to enable students to get a thorough understanding of how to structure and write an effective Business Plan.

Assessment Type	Presentation	**% of Total Mark for Module**	10
Indicative Week	Week 18	**Learning Outcomes**	2,3,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The ambition of this assignment is to get students to clearly communicate their business idea through a 3-minute pitch to an external panel of Venture Capitalists. Pitching to VCs for funding is a critical part of raising money for business and this assignment seeks to replicate that experience.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*

Lecture	36
Lecture	164
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Francis J. Greene. (2020), Entrepreneurship Theory and Practice, 1. All, Red Globe Press, London, p.392, [ISBN: 1137589558].**

Other Resources

- **Website, Sim Venture. (2017), Sim Venture Validate, York, Sim Venture, https://simventure.com/simventure-valida te/**
- **Website, DoTheFinancials. (2022), DoTheFinancials.com, Cork, DoTheFinancials, https://dothefinancials.com/**

APPROVED

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 :	

Indicative Syllabus

1. n/a
1.1) 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 Outcomes

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

#	
MLO1	Be aware of the differences between NoSQL and Relational databases.
MLO2	Identify strengths and weaknesses of different categories of NoSQL databases.
MLO3	Effectively use several main types of NoSQL solutions to solve real world business problems.
MLO4	Be able to choose a NoSQL DBMS that best fits a particular business scenario.

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	DATA 2001 v.1 DATA 2001 Enterprise Database Systems (Draft) [Approved]	Module

Assessment Threshold	Students must achieve at least 40% overall to pass this module.

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

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**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)			
Assessment Type	Submission	**% 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 n/a			

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

- **Pramod J. Sadalage,Martin Fowler. (2013), NoSQL Distilled, Pearson Education, p.188, [ISBN: 0321826620].**
- **Shashank Tiwari. (2011), Professional NoSQL, John Wiley & Sons, p.384, [ISBN: 9780470942246].**

Supplementary Book Resources

- **Eric Redmond,Jim R. Wilson. Seven Databases in Seven Weeks, [ISBN: 1934356921].**

APPROVED

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:	• 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	**Understanding Work and the Firm** • The Nature of the Firm • How do we understand work – classical theories **Theories of Individuals at Work** • Agency Theory • Labour Process Theory • Stakeholder Theory • Transaction Cost Economics **The Purpose of Work** • Productivity • Worker Utility from Work **The Forces Changing Work** • Globalisation

	• Gig Economy
Learning and Teaching Methods	Various methods will be used including lectures, project work, and class discussion. The teaching methodology endeavours to reinforce both the theoretical basis and applied nature of the subject and, therefore also includes the use of case studies

Learning Outcomes

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

#	
MLO1	Assess the Concept of Work and the nature of the Firm
MLO2	Evaluate prominent theoretical concepts regarding the individual at work
MLO3	Critique the primary motives of work and rationale for these
MLO4	Evaluate the major forces that are impacting on work

Requisites

Assessment Threshold	Per School and programme thresholds

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Portfolio	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Research notes portfolio

Assessment Type	Presentation	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Case Study Presentation

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Supplementary Book Resources

- **Keith Grint,Darren Nixon. (2016), The Sociology of Work, Polity, p.0, [ISBN: 978-0-745-65044-9].**
- **Tim Strangleman,Tracey Warren. (2008), Work and Society, Psychology Press, p.344, [ISBN: 9780415336499].**

Recommended Article/Paper Resources

- **Coase, R. H.. (1937), The Nature of the Firm., Economica., 4, p.38640, [ISSN: 0013-0427].**
- **Eisenhardt, K. M.. (1989), Agency Theory: An Assessment and Review., The Academy of Management Review, 14(1), p.57.**
- **Gandini, A. (2019), Labour process theory and the gig economy, Human Relations, 72(6), p.1039.**
- **Laplume, A. O., Sonpar, K., & Litz, R. A. (2008), Stakeholder theory: Reviewing a theory that moves us., Journal of Management, 34.**
- **Williamson, O. E.. (1998), Transaction cost economics: How it works; where it is headed., Economist, 146(1), p.23.**

APPROVED

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:	• 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	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. 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. 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.
Indicative Syllabus	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.

	Employee Resourcing • Evaluate techniques to support workforce planning • Assess the strengths and weaknesses of different methods of recruitment and selection aimed at building effective workforces • Examine turnover and retention trends • Compare different approaches to developing and retaining talent looking at how organisations build talent pools **Employee Performance** Plan and prepare for a mock performance review meeting, giving feedback on past performance, influencing future performance, providing career counselling, disciplining an employee, and terminating the employment of a poor performer **Employee Reward** • Recommend criteria for designing and implementing appropriate reward packages • Explain legislative requirements that impact reward practice **Employee Relations** • Apply the skills required for effective grievance and discipline handling procedures • Apply an essential skillset in the areas of negotiation and conflict resolution • Devise effective policies for the management and prevention of workplace bullying
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, guidance on CA requirements, and preparation for the end of year assessment. Guest lecturers from the business and HR communities will present contemporary topics aligned to content. Students may also attend relevant seminar series lectures as offered by the College of Business. Students will be encouraged to be candid and open in class discussion to ensure greater synergy and an enhanced learning dynamic. Students will also be encouraged to relate the key topics of the module to the management of the organisations which they are familiar with and to the problems managers may encounter. Students will be encouraged to develop their learning skills by self-directed study supported by the extensive resources (books, journals, and databases) available through the library. Pre-class readings and during module assignment will contribute positively to the teaching and learning on the module.

Learning Outcomes

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

#	
MLO1	Explain the concept of evidence-based practice and the tools and methods that are applied to diagnose issues and opportunities
MLO2	Examine the changing role of the HR professional in the globalised workplace
MLO3	Apply HRM concepts and theories to address business problems and issues in a range of different contexts
MLO4	Provide informed advice and solutions with regard to people management and development issues in the workplace

MLO5	Develop self-awareness and understanding through personal development planning and reflective practice

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	15
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assignment on evidence-based HRM

Assessment Type	Case Study	**% of Total Mark for Module**	35
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	40	**Assessment Role**	Paired
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group case study assignment

Assessment Type	Essay	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual reflective essay

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152

Hours (up to 100 for 5 ECTS credits)	200.00

Part Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	30
Self Directed	170
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Waite, K., Beevers, K., Small, N., Tomlinson, K and Shazad, H. (2021), People Practice: A Complete Guide, Kogan Page, London, [ISBN: 9781398602427].**
- **Leatherbarrow, C. and Fletcher, J. (2019), Introduction to Human Resource Management: A Guide to HR in Practice, 2nd. Kogan Page, London, [ISBN: 9780749483685].**
- **Armstrong, M. and Taylor, S.. (2023), Armstrong's Handbook of Human Resource Management Practice, 16th. Kogan Page, London, [ISBN: 9781398606630].**

Supplementary Book Resources

- **Carbery, R. and Cross, C. (2010), Human Resource Management, 2nd. Red Globe Press, London, [ISBN: 9781352004021].**
- **Gunnigle, P., Heraty, N. and Morley, M. (2017), Human Resource Management in Ireland, 5th. Institute of Public Administration, Dublin, [ISBN: 978-1-910393-17-8].**
- **Torrington, D., Hall, L., Taylor, S. and Atkinson, C. (2020), Human Resource Management, 11th. Pearson Education Limited, Harlow, [ISBN: 9781292261645].**

Recommended Article/Paper Resources

- **Wiley. HRMJ, Human Resource Management Journal.**
- **Wiley. HRM (US), Human Resource Management.**
- **Taylor and Francis. IJHRM, International Journal of Human Resource Management.**
- **Emerald Insights. PR, Personnel Review.**
- **Emerald Insights. ER, Employee Relations.**

Other Resources

- **Website, CIPD. Chartered Institute of Personnel and Development, http://www.cipd.ie**
- **Website, Chartered Association of Business Schools. (2021), ABS Journal Quality Guide, http://www.charteredabs.org**

APPROVED

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:	• 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	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. 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.
Indicative Syllabus	**Module Content** **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. **The Irish Foreign Trade & FDI, and Opportunities and Challenges to the Irish Indigenous Firms**

	Overview of the Irish foreign trade. The role of foreign-invested firms in the Irish economy. The opportunities and challenges to the Irish indigenous firms in trade. Overview of the Irish outward FDI. The opportunities and challenges to the Irish indigenous firms in FDI in the international arena. **Export Trade Mechanics, International Distribution & Logistics** Export regulations. Inco-terms. Trade restrictions. Methods of payment. The challenges in managing an international distribution strategy. Selection of foreign market intermediaries. Foreign market channels. **International Marketing Research & Opportunity Analysis** Primary research in international markets. Validity of primary and secondary data. International marketing segmentation. Identification of business opportunity. Opportunity analysis. **The Services Firm in International Markets** Growth in services trade world-wide. Issues in the International marketing of services. Internationalising the service firm and market entry modalities for services. **The Industrial Products Firm in International Markets** Nature of industrial markets. Selling & promoting industrial products. Network perspective on internationalising business firms. **The Impact of e-commerce on International Marketing** The development of e-commerce and its effects on international marketing. Impact of e-commerce on the marketing programme and entry strategies and market modalities. Components of the electronic value chain. **Personal Selling & Negotiations in International Markets** Personal selling in International markets. The international selling sequence. Understanding cross-cultural communications, recruitment and management of an international sales force. Cross-cultural negotiations.
Learning and Teaching Methods	Lectures, class discussions, case study analysis and presentations will be used to develop students' awareness and understanding of the key issues and challenges in the international arena.

Learning Outcomes

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

#	
MLO1	Students should be able to appreciate the complexity of the international environment and analyze the key environmental impact on the firm and develop strategies to manage such influences

MLO2	To develop international marketing strategies for consumer products firms, industrial product firms and service firms, irrespective of size or ownership structure.
MLO3	To develop appropriate international marketing and negotiation strategies.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 18	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	Week 4	**Learning Outcomes**	2,3
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment (Group) 40%

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

- **Frank Bradley. (2005), International Marketing Strategy, Pearson Education, [ISBN: 0273686887].**
- **Johnson, D. and Turner, C.. (2010), International Business, 2. Routledge, New York.**
- **Keegan, W. J. and Green, M.C.. (2011), Global Marketing, 6. Pearson, New Jersey.**

Supplementary Book Resources

- **Isobel Doole,Robin Lowe,Alexandra Kenyon. (2019), International Marketing Strategy: Analysis, Development and Implementation, [ISBN: 978-1473758742].**

APPROVED

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	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. 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
Indicative Syllabus	***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). ***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. ***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

	Vendor Selection and Vendor Management*:** Tendering and negotiation, The seven rights; the right product (specification and quality), the right price (cost vs. price analysis), the right quantity, the right place, the right time, the right source, with the right service. Contract, agreements, terms and conditions and contract management. Balancing the seven rights. Total cost analysis, weighted point plan, categorical analysis. Developing management metric, supplier development, supplier performance appraisal; establishing supplier performance objectives and measurement criteria; tools and techniques to monitor supplier quality and performance; how measuring quality of services differs from measuring hard goods. ***Strategic Procurement: Supply base reduction, supplier development, relationships, outsourcing, globalisation, technology. Purchasings' role in specification development, value analysis, technology, product development, green issues, integration into the strategic plan, early supplier involvement. ***Public Sector Purchasing*:** government purchasing within the EU – the public sector procurement process; differences from the private sector; procedures; directives and constraints in public procurement. ***Information Technology*** within the purchasing function
Learning and Teaching Methods	Formal lectures are supplemented by structured classroom discussions and a series of 'problem based learning' group 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 in case-based contexts. Company case histories will be used to illustrate key themes in procurement.

Learning Outcomes

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

#	
MLO1	Differentiate between the principles and techniques of purchasing, procurement and supply management; public sector procurement management, within the supply chain.
MLO2	Describe and develop the necessary links between procurement strategy, organisational and supply chain strategy. In light of this be able to diagnose and design the appropriate procurement strategies & metrics.
MLO3	Evaluate the management and organisational requirements, including the ability to analyse the effectiveness and efficiency of a procurement operation, CSR & ethics.
MLO4	Assess the procurement process & parameters of its development and management. Be aware of the documents and where and what ICT solutions can be applied.
MLO5	Identify, develop & apply principles of procurement categorisation, supplier evaluation and management in line with the development of the organisation and its supply chain
MLO6	Differentiate between the different types of purchasing and apply the appropriate management response when managing the relationship

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

maximum of 4 attempts

Assessments

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Assessment of the course is through a series of PBL submissions.
The continuous assessment assignment consists of a substantial group based problem-based learning project that accompanies and aims to apply theory obtained through the formal lectures.

Assessment Type	Presentation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Ongoing meetings & presentation of the key PBL assignment learning's and recommendations

Assessment Type	Journal/Reflective Journal	**% of Total Mark for Module**	30
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
While the individual reflective learning piece requires them to consider their learning from the module in terms of both syllabus content and the learning process

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Lysons, Kenneth and Farrington, Brian. Procurement and Supply Chain Management, Pearson.**
- **Booth, Caroline. Strategic Procurement, Kogan Page.**
- **Leenders, Johnson, Flynn and Fearon. Purchasing Supply Management, McGraw Hill.**

Supplementary Book Resources

- **Axelsson and Wynstra. Buying Business Services, Wiley.**
- **Burt, Dobler and Starling. World Class Supply Management; the key to supply chain management, McGraw Hill.**
- **Bailey, Farmer, Jessop and Jones. Purchasing Principles and Management, FT Prentice Hall.**
- **Ford, Gadde, Hakansson, Lundgren, Snehota, Turnbull and Wilson. Managing Business Relationships, Wiley.**
- **Cousins, Lamming, Lawson and Squire. Strategic Supply Management, Principles, Theories and Practice, The Chartered Institute of Purchasing and Supply, FT Prentice Hall..**
- **Monczka, Handfield, Giunpero, Patterson and Waters. Purchasing and Supply Chain Management, South-Western Cengage Learning.**
- **Monczka, Trent and Handfield. Purchasing and Supply Chain Management, Thompson.**
- **Ross, David Fredrick. Competing Through Supply Chain Management: Creating Market-Winning Strategies Through Supply Chain Partnerships, Chapman and Hall.**
- **Van Weele, Arjan J. Purchasing and Supply Management, Thompson Learning.**

APPROVED

MGMT3031: Project Management

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	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. This module introduces some of the current techniques to manage software projects through the lifecycle of the project. 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.
Indicative Syllabus	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.

	Total and Free Float and its application to Project Control. Resource scheduling using Block Graphs/ Gantt charts; Cost scheduling, cost slope, crash costs and Time-Cost Trade-Off; Risk Management, Uncertainty and Project Planning/Scheduling; Identifying, prioritising and managing risk Optimistic, most likely and pessimistic activity times, PERT Estimates and PERT (project evaluation and review technique) Activity on node networks with non standard types of dependency: Finish to finish, start to start and start to finish dependencies with time lags.
Learning and Teaching Methods	Lecture/discussion session supplemented with case studies and research

Learning Outcomes

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

#	
MLO1	Describe the lifecycle of a project, appreciate and analyse the role of the project manager and the project team during each phase of a project.
MLO2	Demonstrate the ability to estimate costs as part of the project management process
MLO3	Manage and Control projects through the application of management science techniques including create networks using the concepts from work breakdown structure. estimate task/activity times using PERT estimation techniques. determine the critical path in a network. apply networks to project planning problems. apply Gantt charts to resource scheduling problems. implement crashing to solve cost scheduling problems.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 14	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of semester exam

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	40
Indicative Week	Week 7	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Take home assignment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	26
Self Directed	74
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Supplementary Book Resources

- **Jack R. Meredith,Scott M. Shafer. Project Management in Practice, [ISBN: 978-1-119-70304-4].**
- **David Ray Anderson,Dennis J. Sweeney,Thomas Arthur Williams. An Introduction to Management Science, [ISBN: 9780314793218].**
- **Bernard W. Taylor. (2012), Introduction to Management Science, Pearson College Division, p.822, [ISBN: 0-13-275191-7].**

APPROVED

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

2.1) Understand how effective PM contributes to achieving strategic objectives.
2.2) Strengths and weaknesses of three basic forms of organisational structure and their implications for managing projects.
2.3) Corporate culture and its effect on project management.

3. Project Selection and Portfolio Management
3.1) Criteria for project selection/screening model.
3.2) Use of financial concepts such as the efficient frontier and risk/return models to select projects.
3.3) Identify the elements in the project portfolio selection.

4. Scope Management
4.1) Importance of scope management for project success.
4.2) Understanding the Statement of work, project charter, work breakdown structure and project work package.
4.3) Reasons for project failures, and control systems relating to scope development.

5. Project Risk Management
5.1) Define project risk and project risk management.
5.2) Steps of project risk management process - inputs, tools and techniques and outputs approach.

6. Agile Project Management
6.1) Why Agile Project Management (APM).
6.2) 12 agile principles to guide APM implementation.
6.3) Outline different terms and steps of the scrum process in APM.
6.4) Compare the APM and Traditional Project Management (TPM).
6.5) Outline some benefits and challenges of APM.

7. Project Cost Estimation and Budgeting
7.1) Cost management and common sources of the project costs.
7.2) Different types of project costs.
7.3) Forms of cost estimation for project work and their challenges.
7.4) Project budget - top-down and bottom-up and activity-based costing budgeting approaches.
7.5) Budget contingencies.

8. Project Scheduling
8.1) Project scheduling techniques
8.2) Activity network using activity-on-node (AON) technique.
8.3) Activity duration estimation based on probabilistic estimating techniques.
8.4) The critical path for a project schedule network using forward and backward passes, activity slack and critical path to determine project duration.

9. Project Closeout and Termination
9.1) Primary forms of project termination.
9.2) Steps in formal project closeout
9.3) Reasons for early termination and concerns when shutting down a project.
9.4) Elements of a final project report.

Learning Outcomes

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

#	
MLO1	Identify the project life cycle, the role of project managers, and the project teams. Also, to identify any project in terms of objectives, and activities and evaluate based on the cost, time, and quality/performance.

MLO2	Understand the basics of project management and the various frameworks and design models.
MLO3	Analyse projects, define clear objectives, identify risks and control implementation plans through a systematic yet flexible methodology.
MLO4	Evaluate project budgeting, cost estimates, completion time, and resource allocation through practical examples.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	Week 5	**Learning Outcomes**	3
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Application of theory to real-life projects.

Assessment Type	Case Study	**% of Total Mark for Module**	20
Indicative Week	Week 8	**Learning Outcomes**	2
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Application of Agile Project Methodology on a company.

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	40
Indicative Week	Week 13	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of Semester 1 Individual Test

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lecture	100
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Jeffrey K. Pinto. (2020), Project Management: Achieving Competitive Advantage, 5. Pearson, Harlow, UK, [ISBN: 13978-1-292-26914-6].**

Supplementary Book Resources

- **Project Management Institute. (2021), The Standard for Project Management and a Guide to the Project Management Body of Knowledge (PMBOK® Guide), 7. Project Management Institute, Pennslyvania, [ISBN: 9781628256642].**

APPROVED

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	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. 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. 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.
Indicative Syllabus	**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) **2- Inventory Management across the SC** (Inventory and the Supply Chain; Inventory Models; Distribution Centre management) **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) **4- Digital SC: Omnichannel retailing**

	(information flows; information sharing (real-time) and the role of technology in effective supply chain management, virtual and physical stores) **5- Retail Performance** (The key retail logistics metrics, performance priorities and tradeoffs) **6- SC Integration** (Collaborative planning (CPFR); virtual and physical integration; outsourcing and services)
Learning and Teaching Methods	Learning and teaching will take place via lectures, tutorials, class assignments/pre-reading, class discussion, case studies (best practices) and a group project. Formal lectures are supplemented by tutorials to analyse relevant examples / case studies, providing a forum for applying skills learned and interpreting the results.

Learning Outcomes

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

#	
MLO1	Build on prior retail operations knowledge to expand the core concepts of procurement, operations and logistics management for retailers (LO7 Discipline-specific Knowledge, LO6 Cross-disciplinary knowledge)
MLO2	Apply tools and techniques in making key decisions matching supply and demand to improve performance in the areas of sourcing, purchasing, inventory management and ordering (LO7 Discipline-specific Knowledge, LO2 Critical thinking / problem solving)
MLO3	Interact effectively in a team to analyse operational retail supply chain problems (LO2 Critical thinking / problem solving , LO3 teamwork, LO7 Discipline-specific knowledge)

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative assessment at the end of the module will be by formal, written examination. Learners will be given the opportunity to express the scope, depth and criticality of their learning across the module content and will be assessed on their ability to express views, arguments, and conclusions in manner consistent with critical thinking.

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formative assessment will be scenario-based and will require analysis, solution formulation and a written report in a team setting. This will provide learners with an opportunity to demonstrate an ability to evaluate some typical purchasing and inventory scenarios in the retail context.

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

- **John Fernie, Leigh Sparks. (2018), Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain, 5th. Kogan page, p.344, [ISBN: 978-0749481605].**

Supplementary Book Resources

- **Alan Harrison, Remko Van Hoek, Heather Skipworth. (2019), Logistics Management and Strategy: Competing Through The Supply Chain, 6th. Pearson, p.496, [ISBN: 978-1292183688].**

APPROVED

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	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

1.5) High and low consumption cultures
1.6) Consumption affluence and disorder
1.7) The self in consumer culture

Learning Outcomes

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

#	
MLO1	To know the critical role of the consumer in business
MLO2	To understand theory, concepts, and methods pertaining to the role and nature of Retail consumption
MLO3	To apply analytical/planning/creative skills in a range of areas within Retail Consumption studies.
MLO4	To have the ability to critically evaluate theories, concepts and competing perspectives.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group assignment

Assessment Type	Practical Assignment	**% of Total Mark for Module**	60
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
Individual assignment

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

- **Arnould, E., L. Price and G. Zinkhan. (2004), Consumers, McGraw Hill.**
- **Gabriel, Y. and T. Lang. (1995), The Unmanageable Consumer, Sage.**
- **Fuat Firat, A. and N. Dholakaia. (1998), Consuming People, Routledge.**
- **Solomon, M. R... (2017), Consumer Behaviour: Buying, Having and Being,, 12th. Pearson.**
- **Miles, S. (2016), Retail and the Artifice of Social Change, Routledge.**

Supplementary Book Resources

- **Slater, D. (1997), Consumer Culture and Modernity, Polity.**
- **Brown, S. and D. Turley. (1997), Consumer research: Postcards from the Edge, Routledge.**

Other Resources

- **Journal, Journal of Consumer Research.**
- **Journal, Journal of Consumer Culture.**
- **Journal, European Journal of Consumer Behaviour.**
- **Journal, Journal of Retailing.**
- **Journal, Journal of Retail and Distribution Journal.**
- **Journal, Journal of Market Research.**

APPROVED

MRKT 2425: Sales

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:	• 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	The strategic sales organisation The linkages between corporate, marketing and sales strategy. Role of the salesperson in the value creation process. The sales process. Organizational buying behaviour. Business-to-business selling. Key account selling and management Selling in to international markets Relationship selling Sales negotiation strategies and tactics

	Sales force automation – process and tools.
Learning and Teaching Methods	The learning and teaching strategies will include a combination of lectures, case studies, and guest lectures. Students will be required to engage in independent learning in relation to the learning issues emerging from the course work and assessment.

Learning Outcomes

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

#	
MLO1	Analyse the decision-making processes and units in organisational buying situations and deliver appropriate communication responses.
MLO2	Construct sales presentations for different business sectors and types of organisations.
MLO3	Understand the importance of selling in the achievement of corporate strategy.
MLO4	Predict key accounts and design appropriate sales proposals for them.
MLO5	Choose appropriate sales force automation tools for supporting selling.
MLO6	Develop effective and efficient self-directed study skills.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	40
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
3 Problem Based Assignments on the content covered weekly in the lectures.

Assessment Type	Practical Assignment	**% of Total Mark for Module**	60
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Desktop Research Assignment covering the complete module, including the sales process, 4 steps of the sales process to be included.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	34
Self Directed	34
Lab	32
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Dixon, M and B. Adamson. (2011), The Challenger Sale, First. Penguin, London.**
- **O'Gorman J and R. Collis. (2010), The B2B Sales Revolution, ASG Press Group, Dublin.**
- **McGowan, M, (2010. (2010), Rules of the Road for the Sales Team, First. DEI, USA.**
- **Paul O Dea. (2009), The Business Battlecard, First. Oak Tree Press, Cork, Ireland.**
- **Paul O Dea. (2004), Select Selling, First. First, Oak Tree Press, Cork.**
- **Piercy,N. Lane, N. (2009), Strategic Customer Management, First. Oxford University Press, UK.**
- **Jobber, D.. (2020), Selling and Sales Management, 8th. Harlow, Prentice Hall., UK.**

APPROVED

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	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.
Indicative Syllabus	**An Introduction to the Services Sector** • 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 **Understanding Services** • What is a service – and why does it warrant study?

	• Unique characteristics and definition of services • Service categories and the expanded marketing mix **Focus on People** • Interconnection between staff and customers as co-creators of services • Consumer behaviour and models of consumption • Role and management of expectations **Strategic Issues in Services** • Market segmentation, targeting and positioning • Sustainable business models in the service industry • Service Profit Chain • The role of ethics in the design and management of Services **Developing New Service Propositions** • Designing and developing new service propositions • Process Improvement and innovation • The function and use of Blueprinting in the design and redesign of sustainable services. **Expanded Marketing Mix for Services** • Understanding the unique issues within the distribution and service delivery, • Pricing and revenue management • Promotion of services and education of staff and customers using the communication mix • Digital Services Marketing
Learning and Teaching Methods	The module will consist of weekly lectures and workshops with an emphasis on student participation and group discussion. Weekly student activities including digital based activities and presentations which will ensure that the module contains a significant element of active learning through the application of students' own experience as a method of engaging with theory.
Rationale for Change :	To ensure alignment with the University wide focus on sustainability.

Learning Outcomes

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

#	
MLO1	Define services and their national and global importance in transforming societies and creating modern service driven economies.
MLO2	Demonstrate a critical appreciation for the different categories of service and the varied management practices required to address the challenges posed by the unique characteristics of each type of service.
MLO3	Illustrate a deep understanding of the fundamental principles underpinning services marketing and the differences which exist between service and goods marketing with particular reference to the expanded services marketing mix.
MLO4	Demonstrate a thorough understanding of contemporary issues within services marketing which impact consumer behaviour and drive the opportunities for development and design of the sustainable services of the future.
MLO5	Work effectively in a group to demonstrate a thorough understanding of a particularly relevant point of services theory applied in a real life context.
MLO6	Work and learn independently

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Exam takes place in the standard exam schedule at the end of Semester 1.

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Project to design a sustainable service using Services Case Studies as a framework for the identification and analysis of best practice.

Assessment Type	Online Quiz	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Online Multiple Choice Questionnaires * 2

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24

Self Directed	72
Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **Jochen Wirtz,Christopher H Lovelock,Patricia Chew. (2022), Essentials of Services Marketing, Global Edition, 5. Pearson Higher Ed, p.680, [ISBN: 9781292425160].**

Supplementary Book Resources

- **Wirtz, Jochen and Lovelock, Christopher.. (2018), Essentials of Services Marketing (3rd or 4th editions), 4. Pearson..**
- **Zeithaml, Bitner, Gremler,. Services Marketing: Integrating Customer Focus Across The Firm, (4th, 5th or 6th editions), 6. McGraw-Hill..**
- **Hoffman D., Bateson J.. Hoffman D., Bateson J.. Essentials of Services Marketing: Concepts, Strategies and Cases., 3. Thomson Learning., 3. Thomson Learning..**

APPROVED

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

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

#	
MLO1	Manipulate fundamental concepts of the 'R' language – variables, data types, advanced data structures, control statements, loops,

MLO2	Plot Graphics and Visualisations
MLO3	Employ data access and string manipulation
MLO4	Apply statistical functionality in 'R'
MLO5	Apply analytics functionality in 'R'
MLO6	Build 'R' Packages and make them available for use

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative Exam

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24

Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Hadley Wickham,Mine Çetinkaya-Rundel,Garrett Grolemund. (2023), R for Data Science, O'Reilly Media, p.0, [ISBN: 978-1492097402].**

Supplementary Book Resources

- **R. Core Team. (2015), An Introduction to R, Samurai Media Limited, p.106, [ISBN: 978-9881443632].**

Other Resources

- **Website, Software Carpentry. Programming with R, https://swcarpentry.github.io/r-novice-i nflammation/**

APPROVED

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	This course is concerned with introducing contemporary management tools and practices and with explaining how each can be used and applied in business management. 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). 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. 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".
Indicative Syllabus	1. Identifying key segments Using it: IBM 2. Setting long-term goals

Using it: Virgin Galactic

3. Setting SMART objectives

Using it: the BBC

4. Core Ideology (Collins and Porras)

Using it: Sony

5. The HOOF approach to demand forecasting (Evans)

Using it: Apps

6. The five forces (Porter)

Using it: Blockbuster

7. Rating competitive position

Using it: Samuel Adams

8. The resource and capability strengths/importance matrix (Grant)

Using it: Virgin Group

9. The value chain (Porter)

Using it: Zara

10. The product/market matrix (Ansoff)

Using it: Virgin Cola

11. The attractiveness/advantage matrix (GE/McKinsey)

Using it: Extramural Ltd

12. The growth/share matrix (BCG)

Using it: Extramural Ltd

13. Three generic strategies (Porter)

Using it: Southwest Airlines

14. The experience curve (BCG)

Using it: Energy technologies

15. Blue ocean strategy (Kim and Mauborgne)

Using it: Cirque du Soleil

16. Optimising the corporate portfolio

Using it: Extramural Ltd

17. Creating value through mergers, acquisitions and alliances

Using it: Lloyds Banking Group

18. Creating parenting value (Goold, Campbell and Alexander)

Using it: Oil company mineral resources

	19. Core competences (Hamel and Prahalad) Using it: Red Bull 20. Deliberate and Emergent Strategy (Mintzberg) Using it: Facebook 21. Profit from the core (Zook) Using it: Marvel Entertainment 22. Disruptive technologies (Christensen) Using it: Toyota 23. Good strategy, bad strategy (Rumelt) Using it: Wal-Mart 24. Innovation hot spots (Gratton) Using it: Linux 25. The Suns & Clouds Chart (Evans) Using it: Madonna
Learning and Teaching Methods	Content will be delivered via interactive lectures with all lecture support materials uploaded to the Brightspace learning platform after each lecture. As outlined below, the learning and teaching method is supported by a two prong assessment method i.e. a company analysis and and recommendation plan (50% weighting) and a closed book time constrained terminal examination. (50% weighting). Examination questions will derive from class content and support materials.

Learning Outcomes

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

#	
MLO1	demonstrate an understanding of how strategic management models can resolve problems and challenges in business
MLO2	make recommendations and decisions with regard to the applicability / appropriateness of different models in differing circumstances
MLO3	Think and evaluate from a critical perspective
MLO4	Work better as part of team
MLO5	Prepare and deliver a compelling presentation

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Derogations from the General Assessment Regulations

Maximum 4 attempts permitted

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 15	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
2 hour duration closed book invigilated examination

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Company analysis - both internal and external environments. Identification and Prioritisation of Key Issues. Identification and Evaluation of Alternative Potential Responses. Detailed Recommendation Plan that is SMART.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Vaughan Evans. (2014), 25 Need-To-Know Strategy Tools, 1. all, Pearson, London, UK, p.0, [ISBN: 9781292016436].**

- **Gerben van den Berg,Paul Pietersma. (2015), Key Management Models, 2. all, Prentice Hall, NJ, USA, p.0, [ISBN: 9781292016276].**

APPROVED

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	**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. **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.

	Ethics and Governance: Developing ethical decision making - 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 Overview of Corporate Governance including the History and Development of Corporate Governance. Theories of Corporate Governance including Agency Theory, Stewardship Theory and Resource Dependence Theory. Systems of Corporate Governance - UK and Ireland, European and US. Legal Framework of Governance – UK Code of Corporate Governance (2018) Director Responsibilities Board of Directors - Composition, Roles and Responsibilities. Duties of Directors. Director Remuneration. Composition, Role and Responsibilities of Main Board Sub-Committees - Audit, Remuneration and Nominations Committees. Sustainability - relevant frameworks and legislation **Current Issues and Trends in Accounting and Finance:** Data Analytics - Demonstrate an understanding of emerging technologies in big data and data analytics. Provide analytic insights for strategic advantage. Plan data analysis. Demonstrate an understanding of the analytics lifecycle. Use analytics tools to aid in the accountant's statutory function. Artificial Intelligence – Understand the differences between the three pillars of artificial intelligence. Understand the impact of applications on the traditional roles of the Accountant. Identify opportunities where artificial intelligence applications can be used to aid the accountant. Understand where artificial intelligence applications can be used with clients Emerging Technologies - Transitioning a given business to a digital model. Understand the principles of Blockchain. Gain an understanding of the Cryptocurrency eco system. Gain an understanding from an accounting perspective how to deal with clients using The Crypto Assessment Framework™ **Integration of Strategic Management Accounting:** Utilising the knowledge from the management accounting modules and applying the principles underlying strategic management accounting. Identify and advise on the links between management accounting and sustainable competitive advantage, with particular reference to strategic management accounting. **Integration of Strategic Finance:** Utilising the knowledge from the finance modules and applying appropriate techniques to advice in financing and investment decisions. Advise on financing aspects of small, medium and large enterprises. Undertake appropriate financial analysis to inform the decision making process.
Learning and Teaching Methods	While traditional lectures may be employed for the introduction of the principles of strategic management to students, the delivery of this module will primarily involve case study based teaching and learning. Over the course of the module students will progress from shorter cases which focus on individual disciplines within accounting and strategic management to longer more complex cases which require the integration of several different disciplines.
Rationale for Change :	To include sustainability related LOs.

Learning Outcomes

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

#	
MLO1	Understand the key principles of strategic management and how they may be applied in practice.
MLO2	Analyse the nature of leadership and critique effective leadership in business.
MLO3	Critically evaluate the sustainability impacts of organisations with reference to relevant frameworks and legislation.
MLO4	Apply concepts and techniques introduced in this and preceding modules to case study scenarios.
MLO5	Integrate technical knowledge and skills developed in this and preceding modules to construct solutions to multi-disciplinary case study scenarios.
MLO6	Prepare well structured, clearly written responses to queries pertaining to accounting and related (business) issues

MLO7	Exercise judgement and critical thinking in assessing and formulating solutions to case study scenarios.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	55.00%
Other Assessment(s)	45.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	55
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual multi-disciplinary case with online submission.

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	45
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Interim Case Study Work (Group Assignments)

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	72
Self Directed	168
Hours (up to 100 for 5 ECTS credits)	240.00

APPROVED

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:	• 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	**Module Description:** 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. **Module author: Dr. Brendan K O'Rourke.** **Module aim:** 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.
Indicative Syllabus	Introduction and overview. Nature of contributions, and limitations of economics to business and strategy. Macro-economics and strategy. Strategy frameworks. Firms' objectives & stakeholders: Debates and theories. Market structure, conduct and performance debates. Analysing sectors. Game theory. Public policy and market competition. Innovation. Grand theories and concepts of innovation including, for example: systems of innovation, commons and gridlock problems.

	Theories of the Firm. Transaction costs economics. Principals and Agent. Long Run costs Boundaries of the Firm. Economic theories of Firm organization.
Learning and Teaching Methods	Learning in this module requires individual engagement and group interaction. Learners get much choice in the content they pursue in fulfilling the module aim and learning outcomes. Face to face teaching or online sessions will provide content that facilitates learning together while other resources are available for each learner or groups of learners to work on the module in a more self-directed way.
Rationale for Change :	Adapting to Akari Module Management TU Dublin deployment & refreshing of texts etc. -Learning outcomes, assessment, core textbook, indicative syllabus etc. have not been developed in this submission.

Indicative Syllabus

1. Indicative Syllabus
1.1) Introduction and overview: Nature of contributions, and limitations of economics to business and strategy. Macro-economics and strategy. Strategy frameworks.
1.2) Firms' objectives & stakeholders: Debates and theories.
1.3) Market structure, conduct and performance debates. Analysing sectors. Game theory. Public policy and market competition.
1.4) Innovation. Grand theories and concepts of innovation including, for example: systems of innovation, commons and gridlock problems. Early mover advantages and patent races. Diffusion of innovation.
1.5) Theories of the Firm. Transaction costs economics. Principals and Agent. Long Run costs Boundaries of the Firm. Economic theories of Firm organization.

Learning Outcomes

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

#	
MLO1	Be able to acquire and apply strategy economic theories to problems of corporate strategy
MLO2	Be able to select appropriate strategy economic theories to apply to particular problems of corporate strategy
MLO3	Be able to criticise particular strategy economic theories and concepts
MLO4	Be critically reflective about the use of the economic perspective in corporate strategy and management.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Presentation	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group presentation on source as assigned.

Assessment Type	Essay	**% of Total Mark for Module**	70
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual Essay as assigned.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Besanko, D., Schaefer, S., Shanley, M., & Dranove, D. (2017), Economics of Strategy, 7th. Wiley.**

Supplementary Article/Paper Resources

- **Ergen, T., & Kohl, S.. (2022), Rival views of economic competition, Socio-Economic Review, 20(3), p.93796, .https://doi.org/10.1093/ser/mwaa041**
- **Rikap, C.. (2023), The expansionary strategies of intellectual monopolies: Google and the digitalization of healthcare, Economy & Society, 52 (1), p.110, https://doi.org/10.1080/03085147.2022.21 31271**
- **Talaoui, Y., & Kohtamäki, M. (2021), 35 years of research on business intelligence process: A synthesis of a fragmented literature., Management Research Review, 44 (5), p.67771, https://doi.org/10.1108/MRR-07-2020-0386**
- **Teece, D. J., Pisano, G., & Shuen, A.. (1997), Dynamic capabilities and strategic management. Strategic Management Journal, Strategic Management Journal, 18(7), p.509, https://doi.org/10.1002/(SICI)1097-0266(199708)18:7<509::AID-SMJ882>3.0.CO ;2-Z**

Other Article/Paper Resources

- **Carberry, E. J., & Zajac, E. J. (2021), Unpacking the dynamics of a contested practice: The case of executive compensation and the shareholder value orientation in the USA, Socio-Economic Review,, 19(1), p.157, https://doi.org/10.1093/ser/mwaa026**

APPROVED

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:	• 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	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. 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. 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.
Indicative Syllabus	**Overview of Supply Chain Management (SCM)** Basic concepts of logistics and SCM. The four fundamentals of SCM. Evolution and development of SCM. The philosophy of SCM . Supply Chain (SC) Analytics. **Inventory Management** Inventory and the Supply Chain. The costs associated with inventory . EOQ. Inventory management systems: JIT, VMI. **Facility Location Decisions**

	Factors to consider when selecting a location for an industrial, retail, warehouse facility, GIS, Quantitative methods for deciding where to locate various facilities. Service location strategy. **Material Flow Logistics** Purchasing & Procurement. Supplier management. Global sourcing. Tracing and transparency. **Digital Supply Chain** Information flows. Information sharing and the role of technology in effective supply chain management. Industry 4.0. Blockchain technology. Robotics, Additive manufacturing. IOT. Smart factories. **Supply Chain Integration** Collaborative planning; SC relationships; Outsourcing and services. The partnership framework. Third party logistics. **SCM and Customers Service** The role of Logistics and SCM in achieving customer service. CRM. The life-time value of a customer. **Supply Chain Resilience** Supply chains disruptions. The resilient supply chain. Shortening the supply chain. **Supply Chain Sustainability** Sustainability (environment, social, economic).Scope 1,2,3 emissions. The governance of supply chains. Labour issues. Ethical sourcing. **Reverse Logistics** The reverse flow; returns, recycling . Life cycle assessment. Circular economy and reverse logistics.
Learning and Teaching Methods	The module will be delivered through a combination of live lectures as well as various asynchronous methods. Learning and teaching will take place via live lectures, exercises to promote class participation, discussion boards, pre-reading and case studies.

Learning Outcomes

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

#	
MLO1	Illustrate a comprehensive understanding of the core principles that form the foundation of logistics and supply chain management.
MLO2	Recognize the role of supply chain management in enhancing a business's overall performance.
MLO3	Identify the distinct components of the supply chain and their interconnectedness.
MLO4	Exhibit consciousness regarding ethical and sustainable elements of managing international supply chains.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%

Other Assessment(s)	50.00%

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	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Class Participation	**% 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	Not Online	**Pass/Fail**	No

Assessment Description
n/a

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

APPROVED

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	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. 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. 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.
Indicative Syllabus	Introduction to Systems Analysis and Design • Importance of the Software Development Lifecycle Process • Role of System Analyst Requirements Gathering and Analysis • Techniques for gathering requirements (interviews, surveys, observation) • Requirements documentation • Functional vs. non-functional requirements Process Modelling and Design • Business process modelling • Workflow diagrams> • Process improvement techniques

	UML Functional Modelling • Use Cases • Activity Diagrams UML Structural Modelling • CRC Cards • Class Diagrams UML Behavioural Modelling • Sequence Diagrams • State Diagrams Design Thinking & Storytelling • Design thinking process (empathise, define, ideate, prototype and test) • Apply the design thinking process to system design • Building persona and empathy maps • Storytelling techniques to define problem statements and user needs and to communicate system solutions more effectively User Interface Design • Principles of good user interface design • User experience (UX) considerations Prototyping & Wireframing • Prototyping techniques (both low fidelity and high fidelity techniques) • Ideate and prototype with wireframes & mockup tools Case Studies and Future Trends • Review of real-world case studies with a focus on business sustainability • Discussion on emerging trends in system analysis and design • Ethical and professional issues in system development
Learning and Teaching Methods	Learners will engage in a combination of lectures, interactive workshops, sprints, case studies, and hands-on projects to develop a deep understanding of requirements gathering, systems analysis, and design. Learners will develop storytelling techniques to define problem statements and user needs and to communicate system solutions more effectively.
Rationale for Change :	

Indicative Syllabus

1. Business Model Analysis
1.1) Business model analysis, process identification and improvement, modelling business needs, systems analysis.

2. Requirements Gathering and Analysis
2.1) Introduction to Software Engineering and the Software Development Life Cycle. Techniques for gathering requirements (interviews, surveys, observation). Requirements documentation. Functional vs. non-functional requirements.

3. UML - Unified Modeling Language
3.1) Visual modelling with UML use-case diagrams, class diagrams, activity daigrams, sequence and state diagrams.

4. Design Thinking & Storytelling
4.1) Design thinking process (empathise, define, ideate, prototype and test). Apply the design thinking process to system design.
4.2) Building persona and empathy maps. Storytelling techniques to define problem statements and user needs and to communicate system solutions more effectively

5. Prototyping & Wireframing
5.1) Ideate and prototype with wireframes & mockup tools

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Critically analyse the challenges of creating or upgrading information systems and the role of systems analysis in improving outcomes for such projects.
MLO2	Critically evaluate techniques for establishing the requirements of a system.
MLO3	Articulate business goals through the use of modelling and diagramming techniques.
MLO4	Critically evaluate and effectively integrate the principles of design thinking in software design.
MLO5	Create and test a prototype to solve a user problem, validate user ideas and gather user feedback.
MLO6	Liaise and communicate effectively to customers, business owners and IT professionals in the development of sustainable business systems.

Requisites	
Assessment Threshold	Students must achieve at least 40% overall to pass this module.

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This module contains both theoretical and practical elements; therefore the assessment structure will reflect this structure. The practical side of the course will involve the student being given both live assessments and continuous assessments with a specific time period. These assessment types will test the students' ability to analyse business specifications and model them according to the topics covered.

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	4,5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Design Thinking Project: Students will be assigned to a project team where they will develop a business prototype to meet specified customer requirements. Students will be marked based on group and individual involvement.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Tutorial	24
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Karl Eugene Wiegers,Joy Beatty. Software Requirements, 3. [ISBN: 9780735679665].**
- **Ian Sommerville. (2015), Software Engineering, Addison-Wesley, p.816, [ISBN: 978-0133943030].**
- **Tim Brown. (2009), Change by Design, HarperBusiness, p.272, [ISBN: 9780061766084].**

APPROVED

ACCT 3002: Taxation

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	**Income Tax** 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 and tax credits available to individuals and married couples Residence, ordinary residence and domicile rules, the remittance basis of taxation and assessment under Case III Administrative arrangements and the self- assessment system 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 Taxation of investment income – interest and dividends, DIRT and DWT Taxation of property income – allowable expenses and capital allowances, loss relief Taxation of employment income – the PAYE system, pensions, benefits in kind, termination payments, allowable expenses Distinction between contracts of and contracts for services Miscellaneous income tax provisions Case law and statutory provisions relating to the above areas are addressed where relevant. **Local Property Tax** Scope and exemptions Administration, payment and deferral Valuation and computation

	VAT Scope of VAT, rates which apply, exempt activities, administration Circumstances in which registration is required, voluntary registration Calculation of VAT liability, non-deductible inputs, partial exemption Treatment of intra-community supplies and acquisitions and exports and imports VAT groups **Capital Gains Tax** Scope of capital gains tax (CGT) and administration / self-assessment provisions Exemptions and reliefs, use of capital losses Calculation of basic liabilities including CGT on disposals of development land and shares Case law and statutory provisions relating to the above areas are addressed where relevant. **CT** Basis of assessment, territorial scope and administration Choice of business medium – implications of incorporation Case I calculations – revision of sole-trader provisions for adjustment of profits and calculation of capital allowances and identification of differences in calculations for a company Calculation of liability – application of 12.5% rate and 25% rate Corporation tax on chargeable gains Charges (trade and non-trade), losses and loss relief Case law and statutory provisions relating to the above areas are addressed where relevant
Learning and Teaching Methods	Instruction will involve formal lectures and class discussion on a number of scenarios (commonly encountered in business) which present scope for problem solving and tax planning. Computations of liabilities under the various tax heads will be completed during class-time. Students may also engage is self-based learning by using recommended material from the Irish Tax Institute *Tax-Find Online* facility and from other sources. In-class assessments will be used to facilitate assessment of student performance and feedback.
Rationale for Change :	Remaining current with annual changes introduced by Finance Act. Keeping indicative content current with syllabi of Professional bodies.

Learning Outcomes

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

#	
MLO1	Describe the operation of Income Tax (IT), Local Property Tax (LPT), Corporation Tax (CT), Capital Gains Tax (CGT) and Value Added Tax (VAT) in Ireland.
MLO2	Calculate IT, LPT, CT and CGT liabilities.
MLO3	Apply any relevant tax reliefs and exemptions.
MLO4	Calculate the VAT payable in respect of a taxable period.
MLO5	Describe the VAT implications of various domestic and international transactions.
MLO6	Identify the CGT, IT, CT and VAT implications of different alternatives, thereby enabling tax-payers to select the most tax efficient alternative.

Requisites

Assessment Threshold	None

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

Derogations from the General Assessment Regulations

A maximum of four attempts are permitted.

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of year closed book exam

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Series of in-class assessments, including multiple choice tests

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

• **Irish Tax Institute. (2022), Irish Taxation - Law and Practice, 20. Irish Tax Institute, Dublin.**
Supplementary Article/Paper Resources
• **Irish Tax Institute. Relevant articles, Irish Tax Review.** • **Chartered Accountants Ireland. Relevant articles, Accountancy Ireland.**

Review

Module Extra Information

Editor(s)

Editor
Laura Reilly
Moira O Halloran

Change Description:	Updating of indicative content for annual changes in Finance Act and for small changes in syllabi of Professional bodies. Updating of recommended reading for new editions of text released annually to incorporate measures of most recent Finance Act.

Affiliated Programmes

Programme Code	Programme Title	Programme Version
TU8822	Study Abroad Business City Campus (EU only)	1
TU910	Bachelor of Science (Honours) in Accounting	1
TU910A	Bachelor of Science (Honours) in Accounting (International)	1
TU931	Bachelor of Business Studies (BBS)	1

APPROVED

ACCT 3012: Taxation I

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	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. 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.
Indicative Syllabus	Theoretical Framework of Taxation • 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 Income Tax • 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

	Local property tax • Scope and exemptions • Administration, payment and deferral • Valuation and computation VAT • Scope of VAT, rates which apply, exempt activities • Administration of VAT, including basis of accounting and payment and filing requirements • Circumstances in which registration is required, voluntary registration • VAT on international transactions – treatment of intra-community supplies and acquisitions and exports and imports • Calculation of basic VAT liabilities and non-deductible inputs Case law and statutory provisions relating to the above areas are addressed where relevant
Learning and Teaching Methods	Teaching and learning will involve formal lectures, practical computational exercises and class / group discussion on a number of scenarios that present scope for problem solving. The lectures will also allow for class discussion on the merit of certain Irish tax measures. Students may also engage in self-based learning by using recommended material from the Irish Tax Institute. In-class assessments may be used to facilitate assessment of student performance and feedback.
Rationale for Change :	Remaining current with annual changes introduced by Finance Act.

Learning Outcomes

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

#	
MLO1	Discuss the theoretical framework of taxation and critically appraise certain aspects of the Irish tax system in the light of the underlying theory.
MLO2	Discuss the operation of Income Tax (IT), local property tax and VAT in Ireland.
MLO3	Calculate IT, VAT and local property tax liabilities.
MLO4	Apply any relevant reliefs and exemptions.
MLO5	Identify the IT and VAT implications of different alternatives, thereby enabling selection of the most tax efficient alternative.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80
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
Conventional closed book examination

Other Assessment(s)

Assessment Type	Portfolio	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Portfolio comprising in-class assessments, exercises and / or practical assignments.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	54
Self Directed	146
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Irish Tax Institute. (2024), Irish Taxation - Law and Practice – 2024/2025, Vol 1. Irish Tax Institute.**

Recommended Article/Paper Resources

- **Irish Tax Institute. Relevant articles from 'Irish Tax Review', (Journal of the Irish Tax Institute).**
- **Chartered Accountants Ireland. Recommended articles from 'Accountancy Ireland', (Journal of Chartered Accountants Ireland).**

APPROVED

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	Construction, function and operation of automotive, aviation, marine locomotive technologies. 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. Occupant protection and restraint – safety under impact – crumple zones – supplementary restraint systems (SRS) – seat belts – air bags. Commercial vehicle cargo restraint systems. Road and rail vehicle maintenance, Digital Tachographs, Commercial Vehicle Roadworthiness Testing 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. Aircraft maintenance, EASA Part 145, MROs

	The application of transport technologies at key nodal points
Learning and Teaching Methods	This module incorporates both theoretical and practical elements. Theoretical principles will be conveyed via formal lectures, supplemented by structured classroom discussions and appropriate videos. Site visits will be a major element, demonstrations and hands on workshop/ exercises will reinforce theoretical principles.

Learning Outcomes

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

#	
MLO1	Describe the construction, function and operation of the main technological applications in automotive, aviation, marine and locomotive transport modes
MLO2	Explain the operation of the major transport technologies; as the internal combustion engine, fuel systems, transmission systems, hydraulic system, pneumatic systems, electrical power systems. supplementary restraint systems.
MLO3	Describe the practical importance of effective maintenance and repair procedures
MLO4	Identify potential capacity utilisation disruptions

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Artefact	**% of Total Mark for Module**	70
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Completion of Lab report

Assessment Type	Class Participation	**% of Total Mark for Module**	30
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Participation and Engagement

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lab	100
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Bennett, S.. (2019), Heavy Duty Truck Systems, Cengage Learning, [ISBN: 1337787108-139781337787109].**
- **Walter, V., Coombes, P. (2004), Hillier's Fundamentals of Motor Vehicle Technology, 6th. [ISBN: 0748780823-139780748780822].**
- **Heisler, H.. Advanced Vehicle Technology, Edward Arnold., [ISBN: 39015017750442].**
- **(2020), Heavy Vehicle Test Manual, RSA / Department of Transport, Irish Government.**
- **David J Peery. (2013), Aircraft Structures, Dover Publications, [ISBN: 97804862673020486267 30X].**

Other Resources

- **Web reference, www.cvrt.ie.**
- **Web Reference, www.rsa.ie.**
- **Web Reference, https://rsa.ie/en/RSA/Your-Vehicle/About -your-Vehi.**
- **Web Reference, https://www.easa.europa.eu/en/regulation s.**

APPROVED

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

4. Manual and automated warehouse handling systems
4.1) n/a

5. Understand various aspects of a warehouse management system
5.1) n/a

6. Understand demand within a warehouse context
6.1) n/a

7. The measuring of capacity and utilising capacity
7.1) n/a

8. Understand warehouse productivity and performance
8.1) n/a

9. Utilise commonly used warehouse performance metrics
9.1) n/a

10. Warehouse Work Organisation, understanding the role of a warehouse manager and individuals job roles International dimensions, supporting competitiveness and global supply chains
10.1) n/a

Learning Outcomes

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

#	
MLO1	Outline the methodology involved in the warehouse design process and describe the benefits and limitations of modelling warehouse decisions.
MLO2	Recognise the advantages and disadvantages that alternative warehouse configurations can provide.
MLO3	Identify the potential enabling IT opportunities that exist within the warehouse environment and discuss implementation issues.
MLO4	Detail the requirement for monitoring and measuring performance.
MLO5	Understand demand and the management of capacity within a warehouse
MLO6	Have an awareness and understanding of the role of a Warehouse manager, and the complexities and skill requirements in performing that function entails.
MLO7	A critical element of this module is that students will develop as a member of a team with shared responsibilities and outcomes

Requisites

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	Presentation	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	2,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group presentation

Assessment Type	Research Paper	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual written research

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	60
Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **Edward H. Frazelle. (2016), World-Class Warehousing and Material Handling, Second Edition, McGraw-Hill Education, p.384, [ISBN: 9780071842822].**
- **John Mangan,Chandra Lalwani,Agustina Calatayud. (2020), Global Logistics and Supply Chain Management, John Wiley & Sons, p.341, [ISBN: 978-1119702993].**

Supplementary Book Resources

- **Gwynne Richards. (2021), Warehouse Management, Kogan Page, p.528, [ISBN: 978-1789668407].**
- **Scott Keller,Council of Supply Chain Management Professionals,Brian C. Keller. (2014), The Definitive Guide to Warehousing, Pearson Education, p.288, [ISBN: 978-0133448900].**

APPROVED

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	This module delivers practical and theoretical knowledge of web development using Java based technologies. 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. 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.
Indicative Syllabus	Introduction and Overview An introduction to web development. This includes internet basics, networking basics and an introduction to the use of Java in web based development. Server Side 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. Presentation 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. Persistence

	Data in web based applications often requires storage in a persistent datastore, i.e., database. An explanation of persistence using Java based technologies e.g., JDBC is presented. This is expanded with the use of persistence within frameworks. State Management As HTTP is a stateless protocol, state must be maintained across user interactions. State management using Java based solutions are explored. Frameworks Web based frameworks simplify the implementation of web based systems. A Java based web framework is used to demonstrate the use of such frameworks in web development. This framework forms the basis for the delivery of this course and encompasses many of the topics outlined above. Detailed use including validation, configuration and integration with other frameworks.
Learning and Teaching Methods	The students will be presented with technologies that embody web development concepts and functionality during lectures. A lecture will be comprised of a description of a technology, its value in terms of system design and business value as well as practical demonstration of the technology in action as a system. Students will also be heavily graded on practical performance. There will be a number of practical assignments that will be part of a continuous assessment.

Indicative Syllabus

1. Contents
1.1) Introduction and Overview
1.2) An introduction to web development. This includes internet basics, networking basics and an introduction to the use of Java in web based development.
1.3) Server Side
1.4) 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.
1.5) Presentation
1.6) 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.
1.7) Persistence
1.8) Data in web based applications often requires storage in a persistent datastore, i.e., database. An explanation of persistence using Java based technologies e.g., JDBC is presented. This is expanded with the use of persistence within frameworks.
1.9) State Management
1.10) As HTTP is a stateless protocol, state must be maintained across user interactions. State management using Java based solutions are explored.
1.11) Frameworks
1.12) Web based frameworks simplify the implementation of web based systems. A Java based web framework is used to demonstrate the use of such frameworks in web development. This framework forms the basis for the delivery of this course and encompasses many of the topics outlined above. Detailed use including validation, configuration and integration with other frameworks.

Learning Outcomes

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

#	
MLO1	Explain the concepts and challenges of distributed java-based web technologies
MLO2	Demonstrate an ability to design web based applications
MLO3	Build and fully implement distributed web based applications using a suitable framework.
MLO4	Maintain and evaluate web based applications

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written Exam

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	40
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students will also be graded based on their continuous assessment and project work where students demonstrate a basic level of understanding of web development and must be able to build and demonstrate a web application.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	2
Lab	1
Hours (up to 100 for 5 ECTS credits)	3.00

Recommended Reading List

Recommended Book Resources

- **Nicholas S. Williams. (2014), Professional Java for Web Applications, John Wiley & Sons, p.944, [ISBN: 9781118656464].**
- **Don Brown,Chad Michael Davis,Scott Stanlick. (2008), Struts 2 in Action, Manning Publications, p.432, [ISBN: 978-1933988078].**

Other Resources
• **Website, Apache Struts, https://struts.apache.org/** • **Website, Java Servlets, https://docs.oracle.com/javaee/6/tutoria l/doc/bnafd.html**

APPROVED

MRKT3508: Consumer Behaviour

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:	• 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	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. 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.
Indicative Syllabus	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**

Learning and Teaching Methods	Lecture format with interactive class exercises

Indicative Syllabus

1. 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
1.1) n/a

Learning Outcomes

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

#	
MLO1	Be able to critically evaluate the role of the social sciences in theories of consumption.
MLO2	Develop and utilise a critical and creative mode of enquiry and thinking which can be applied across a range of theoretical, empirical and strategic issues
MLO3	Apply consumer insights to contemporary market practice
MLO4	Engage with consumer culture theory with a view to developing a primary research question

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Portfolio	**% of Total Mark for Module**	40
Indicative Week	Week 9	**Learning Outcomes**	2,3
Assessment Threshold:	40	**Assessment Role**	Group

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description

- In groups of 4, students will be required to complete portfolio based assignments on the following module topics:

i. Introduction to Consumer Behaviour
ii. A Consumer Society
iii. Consumer Decision-Making
iv. Learning & Memory
v. Consuming the Self

The specific questions for each task are contained in the assessment folder on brightspace. At the beginning of each topic, the relevant portfolio tasks will be released to students. Students will be asked to submit their completed documents in WEEK 9. This is a group assignment and plagiarism will result in severe penalties being applied. Each portfolio assignment should be a minimum of 5000 words in length. Each group must complete an assignment on each topic. Portfolios can also include images & diagrams.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **• Solomon, R., Bamossy, G., Askegaard, S. and Hogg, M. K. (2019), Consumer Behaviour: A European Perspective, 7. Prentice Hall, London.**

APPROVED

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. 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. 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. 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. Short Term Sources of Finance Strengths, weaknesses and application of a variety of short-term sources of finance: overdrafts, factoring, hire purchase, leasing, loans. Long Term Sources of Finance An understanding of bonds, ordinary shares and preference shares; calculation of value of each type of finance. Managing of Working Capital Controlling techniques for inventories, receivables and payables; working capital cycle; cash management and cash cycle.

Learning and Teaching Methods	The module will incorporate a range of teaching and learning methods including lectures, class discussion and e-learning. The learning environment will be practical and integrative, using the theory to develop solutions to real world problems.

Learning Outcomes

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

#	
MLO1	Analyse the performance of Investments and organisations, using a range of investment appraisal techniques.
MLO2	Apply the sources of finance that are available to the Financial Manager and the 'matching principle' that affects the choice of the financing method with the rationale and the Investment opportunity.
MLO3	Have an appreciation of ethics, corporate social responsibility and sustainability from a financial perspective.
MLO4	Appreciate and discuss the nature of financial policy and financial management.

Requisites

Assessment Threshold	None

Module Content & Assessment

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

Derogations from the General Assessment Regulations

N/A

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Exam at end of semester
This will require the learner to demonstrate knowledge and understanding of module content.

Other Assessment(s)

Assessment Type	Online Assessment	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assignment requiring the student to explore and research a topic in depth through self-directed learning

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

- **Denzil Watson,Antony Head. Corporate Finance Principles and Practice, 8th. Pearson, [ISBN: 978-1292244310].**

APPROVED

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	Electronic retailing Infrastructure architecture design options. Development techniques for infrastructure systems. eCommerce Payment system Online payment systems, Payment cards, Digital cash, Digital wallets, Store value cards, Internet Technologies and the Banking industry Payment systems threats Malware, Denial of Service, Identify theft, eCommerce security environment:- Scope of the problem, Security threats in the eCommerce environment Protection technologies Management policies, business procedures and public laws

	Cybersecurity: including current and potential vulnerabilities (e.g. Ransomware, increased remote working, increasing use of cloud-based services, etc.) and protective measures and initiatives Cryptography: Caesar Cipher, Vigenère Cipher, Block Ciphers including DES, 3DES, AES, Diffie-Hellman key exchange, RSA, Digital Signatures Business Continuity planning:- Disaster recovery, security audit and risk management. Software testing techniques.
Learning and Teaching Methods	Lectures, labs, discussions and presentations

Indicative Syllabus

1. Syllabus
1.1) Electronic retailing Infrastructure architecture design options.
1.2) Development techniques for infrastructure systems.
1.3) eCommerce Payment system
1.4) Online payment systems, Payment cards, Digital cash,
1.5) Digital wallets, Store value cards, Internet Technologies and the Banking industry
1.6) Payment systems threats
1.7) Malware, Denial of Service, Identify theft,
1.8) eCommerce security environment:- Scope of the problem, Security threats in the eCommerce environment
1.9) Protection technologies
1.10) Management policies, business procedures and public laws
1.11) Cybersecurity: including current and potential vulnerabilities (e.g. Ransomware, increased remote working, increasing use of cloud-based services, etc.) and protective measures and initiatives
1.12) Cryptography: Caesar Cipher, Vigenère Cipher, Block Ciphers including DES, 3DES, AES, Diffie-Hellman key exchange, RSA, Digital Signatures
1.13) Business Continuity planning:- Disaster recovery, security audit and risk management.
1.14) Software testing techniques.

Learning Outcomes

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

#	
MLO1	Identify major infrastructures, architectures, including the transportation of data across networks and explain their importance for eCommerce applications.
MLO2	Evaluate the different electronic payment systems available to an eBusiness.
MLO3	Understand the different security threats, facing the information systems in an eBusiness together with trends in Cybersecurity including current and potential vulnerabilities and understand the different elements of an information systems protection system and be capable of developing a plan for Business continuity, Disaster recovery, Security auditing and Risk Management.
MLO4	Understand various cryptographic algorithms, both symmetric and asymmetric and when and how they can and should be applied.

Requisites

Assessment Threshold	The combined examination and continuous assessment grades must be at least 40%.

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	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	25
Indicative Week	Week 1	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Class Participation	**% of Total Mark for Module**	5
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
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

Activity Type	*Duration (Hours)*
Lecture	24
Lab	24
Self Directed	200

Hours (up to 100 for 5 ECTS credits)	248.00

Recommended Reading List

Recommended Book Resources

- **Michael E. Whitman,Herbert J. Mattord. (2017), Principles of Information Security, Cengage Learning, p.656, [ISBN: 9781337102063].**

APPROVED

ACCT 3500: Financial Analysis

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:	• 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	**School:** School of Marketing **Module Author:** **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. **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.

Indicative Syllabus	**Corporate Governance:** A detailed analysis of Corporate Governance regulations and its implications for firms, paying special attention to Asymmetric Information and its effects in corporate boards. **Investment Appraisal Techniques and Applications:** In-depth examination of capital budgeting techniques including NPV, IRR, MIRR and Profitability Indices. Incorporate risk into investment appraisal – risk-adjusted discount rates and probability analysis. Incremental cashflow analysis, replacement decisions and capital rationing. Sensitivity analysis and scenario analysis. **Financial Planning:** Planning for the future. Preparing projected financial statements. Forecasting sales, costs and balance sheet items. Importance of projected cash flow statements. **The Cost of Capital:** Familiarisation with the CAPM and the uses of the model in financial management. Operating gearing and financial gearing. Measurement of debt capacity. Cost of equity using the CAPM and dividend valuation models, cost of redeemable and irredeemable debt, tax shield on debt. Calculating WACC. Relevance of cost of capital for unlisted companies and public sector organisations. Estimating the international cost of capital using the CAPM. **Mergers and Acquisitions:** Arguments for and against M&A activity. International M&A activity. Estimating the value of potential target companies – earnings based valuation methods and asset based valuation methods. Methods of financing M&A transactions. Defences against take-overs. **Dividend Policy:** Importance to shareholders of a consistent dividend policy. Practical influences on dividend policy. Dividends as signals of future prospects. Dividend irrelevance hypothesis.
Learning and Teaching Methods	The key strands in the learning strategy are a series of lectures, which are supported by extensive material downloadable from the intranet site. Articles which are pertinent to the material being covered in the lecture series will also be available on the intranet site for students to peruse in their own time

Learning Outcomes

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

#	
MLO1	competent in the application of an array of investment appraisal techniques and understand the key issues involved in the capital budgeting process
MLO2	be able to prepare projected financial statements and fully appreciate the importance of accurately forecasting cashflows
MLO3	fully aware of the relationship between risk and reward in financial decision-making able to calculate WACC using the CAPM and dividend valuation models in both a domestic and international context
MLO4	be aware of the plethora of issues surrounding M&A activity and will be competent in the use of earnings based and asset based methods of valuation appreciative of the importance of a consistent

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Final examination			

Other Assessment(s)

Assessment Type	Performance	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Continuous Assessment			

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

- **Denzil Watson. (2013), Corporate Finance: Principles and Practice by Denzil Watson, 6. [ISBN: 9780273762744].**

Supplementary Book Resources

- **Glen Arnold. (2012), Corporate Financial Management, Financial Times/Prentice Hall, p.992, [ISBN: 9780273758839].**

APPROVED

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:	• 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	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.
Indicative Syllabus	**An introduction to Marketing Communications** • 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 **How might Marketing Communications work?** • Classical and contemporary models of Communications • The role of engagement • Word-of-mouth Communications

- Celebrity endorsers

Ethical Issues in Marketing Communications

- Ethical Decision-models and rules
- Unethical marketing communications practices
- Regulation in a European and Irish context
- Corporate Social Responsibility

Message, Content and Creativity

- Defining creativity
- Message appeals
- Message Structure
- Writing good copy and content
- Creativity and strategy
- Storytelling
- Establishing credibility
- Measuring creativity

The role of Branding in Marketing Communications

- Brand Strategies
- Brand portfolio
- Marketing Communications and Brand equity
- Brand activations and delivering brand experiences
- Point of purchase communications
- Internal Communications

The role of Advertising in Marketing Communications

- Advertising strategies and propositions
- Advertising Models and concepts
- The use of emotion
- Consumer-generated advertising

Marketing Communications planning

- Communication objectives
- Situation analysis
- Segmenting, targeting and positioning
- Communication budgets
- Control and Evaluation

Media Planning

- The media planning process

	• Media objectives, selection and contexts • Media planning in a digital age • Measurement **Evaluation and metrics** • The role of evaluation in planned communications • Advertising – pre and post testing • Physiological measures • Measuring the fulfilment of brand promises • Measuring online effectiveness ethically
Learning and Teaching Methods	This module employs lecture style delivery complemented by interactive class discussion of the key themes with illustrative examples from industry for one hour per week. The second hour timetabled later the same week comprises student presentations, class discussion, small group exercises, and oral feedback on presentations. Learners also have an opportunity to receive formative assessment on their individual continuous assessment piece.

Indicative Syllabus

1. n/a
1.1) An introduction to Marketing Communications
1.2) • The scope and objectives of marketing communications
1.3) • The concept of integrated marketing communications
1.4) • Integrating online and offline
1.5) • Barriers to integration
1.6) • Trends and technology – the changing landscape
1.7) How might Marketing Communications work?
1.8) • Classical and contemporary models of Communications
1.9) • The role of engagement
1.10) • Word-of-mouth Communications
1.11) • Celebrity endorsers
1.12) Ethical Issues in Marketing Communications
1.13) • Ethical Decision-models and rules
1.14) • Unethical marketing communications practices
1.15) • Regulation in a European and Irish context
1.16) • Corporate Social Responsibility
1.17) Message, Content and Creativity
1.18) • Defining creativity
1.19) • Message appeals
1.20) • Message Structure
1.21) • Writing good copy and content
1.22) • Creativity and strategy
1.23) • Storytelling
1.24) • Establishing credibility
1.25) • Measuring creativity
1.26) The role of Branding in Marketing Communications
1.27) • Brand Strategies
1.28) • Brand portfolio
1.29) • Marketing Communications and Brand equity

1.30) • Brand activations and delivering brand experiences
1.31) • Point of purchase communications
1.32) • Internal Communications
1.33) The role of Advertising in Marketing Communications
1.34) • Advertising strategies and propositions
1.35) • Advertising Models and concepts
1.36) • The use of emotion
1.37) • Consumer-generated advertising
1.38) Marketing Communications planning
1.39) • Communication objectives
1.40) • Situation analysis
1.41) • Segmenting, targeting and positioning
1.42) • Communication budgets
1.43) • Control and Evaluation
1.44) Media Planning
1.45) • The media planning process
1.46) • Media objectives, selection and contexts
1.47) • Media planning in a digital age
1.48) • Measurement
1.49) Evaluation and metrics
1.50) • The role of evaluation in planned communications
1.51) • Advertising – pre and post testing
1.52) • Physiological measures
1.53) • Measuring the fulfilment of brand promises
1.54) • Measuring online effectiveness ethically

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Critically engage with relevant discipline-specific peer-reviewed literature
MLO2	Demonstrate and justify judgement when seeking to apply theory to solve marketing communications problems in real-world contexts
MLO3	Critically evaluate the role of ethics in contemporary marketing communications and develop an internalised, personal world view.
MLO4	Communicate and present advanced ideas competently to their peers through multimedia presentation such as powerpoint
MLO5	Work effectively as a team, recognizing the issues associated with teamwork
Requisites	
Assessment Threshold	

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%

Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of Year Examination

Other Assessment(s)

Assessment Type	Performance	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Chris Fill,Sarah Turnbull. (2022), Marketing Communications, 9th. Pearson, p.0, [ISBN: 978-1-292-40032-7].**

Supplementary Book Resources

- **Patrick De Pelsmacker,Maggie Geuens,Joeri Van Den Bergh. (2021), Marketing Communications, [ISBN: 978-1292135762].**
- **Chris Hackley,Rungpaka Amy Hackley. (2018), Advertising and Promotion, SAGE Publications Limited, p.0, [ISBN: 978-1-47399-799-8].**

APPROVED

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:	• 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	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. ***Module aim*** 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.
Indicative Syllabus	On completion of this module, the learner will be able to: Identify IT and IS as assets to be developed and protected. Identify the contribution of business-IT alignment. Implement the planning and evaluation process for adopting and integrating new technologies and new solutions to deliver the IS/IT service. Critically assess the issues that apply to the management of system acquisition, development and implementation Understand the importance of IT metrics Recognise the challenges of managing global IT, SLAs and other contracts of service - Outsourcing, Cloud Computing and Vendor management. Identify the role and responsibilities of the CIO and other IT managers, including ethics, Change Management, Human Resources
Learning and Teaching Methods	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.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	On completion of this module, the learner will be able to: Identify IT and IS as assets to be developed and protected.
MLO2	Identify the contribution of business-IT alignment.
MLO3	Implement the planning and evaluation process for adopting and integrating new technologies and new solutions to deliver the IS/IT service.
MLO4	Critically assess the issues that apply to the management of system acquisition, development and implementation Understand the importance of IT metrics
MLO5	Recognise the challenges of managing global IT, SLAs and other contracts of service - Outsourcing, Cloud Computing and Vendor management. Identify the role and responsibilities of the CIO and other IT managers, including ethics, Change Management, Human Resources

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	100
Indicative Week	Week 18	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment - 100% - Students will select an organisation that they are familiar with and apply the theory they have been exposed to in evaluating the Management of Information Systems in that Organisation.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Hours (up to 100 for 5 ECTS credits)	24.00

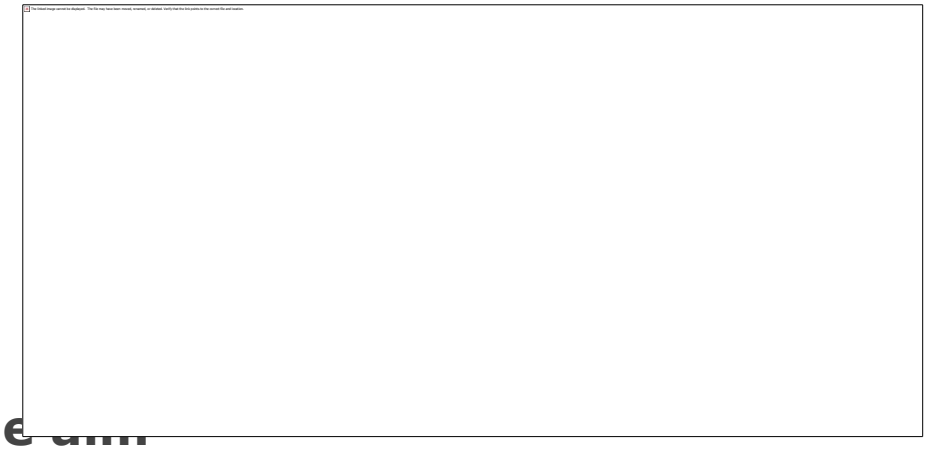
APPROVED

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:	• 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	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. 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. 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. 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. 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.



Module aim

It is intended that the student will be capable of identifying some research question and subsequently to construct a fit for purpose survey to address the research objectives and to subsequently identify, plan and conduct statistical analysis pertinent to the research objectives and the type of data generated.

It will be the aim to develop this statistical analysis capacity through a range of practical data contexts and through lab-based usage of SPSS and a range of sample data files.

A further aim is to facilitate some self-directed learning by facilitating a project characterized by self-selecting groups, self-selecting topics of interest to the group, a timeline with mentoring and feedback but ultimately an ownership of the process by the student where they choose the survey tools and the statistical techniques and produce a formal report.

A further aim is to introduce and engage the student in more modern predictive analytics and modelling approaches and opportunities and to appreciate the ever emerging data- rich environments marketers find themselves in and the need for sophisticated analyses for insight generation and decision support

Indicative Syllabus

The module shall firstly address some of the more traditional statistical techniques pertaining to survey analysis with some bivariate and multi-variate techniques and hypothesis testing reviewed and extended from previous years. It will also look at some predictive modelling & classification approaches that arise in more modern data-rich customer environments and CRM contexts. This material will be developed through a range of data examples and will have an applied and practical emphasis with marketing implications discussed.

Introduction: (self directed reading elements) the volume, variety and velocity of data in modern marketing. The need and occasions for analysis in marketing. Analytical approaches and tools, metrics, dashboards, big data.

Data types: a review of different measurement levels, simple SPSS features

Simple analysis options: Custom tables, pivot tables, OLAP cubes, data explore, graphs etc.

Association Analysis: Review of tests of association, 2x2 tables, larger tables- test for independence-Pearson measures of association, measures of strength (phi, Cramer's etc.) comparing proportions, odds ratios, relative risk etc. Application to marketing and survey data.

Comparing means: assumptions of Anova, tests of normality, homogeneity of variance test, standard F-test of Anova, follow up tests. Robust Anova- Browne – Forsyth & Welch test and follow up tests-Games-Howell.

Non-parametric tests: when to use them, assumptions. Kruskal-Wallis test & median test, follow up tests - Time permitting possibly also Friedman test, Wilcoxon test, Cochran & McNemar tests.

Predictive Analytics & scoring models: classification approaches- tree based approaches such as CHAID, CRT etc, logistic regression and neural networks – data examples and analyses – confusion matrices and performance metrics such as sensitivity, specificity, gains charts AUC etc. comparing models and methods. Scoring, segmentation, profiling and targeting

Software tools such as SPSS, BigMl machine learning, marketing applications and examples.

Multivariate methods & Survey Analysis:

Cluster Analysis**:** Segmentation and profiling, k-means clustering, hierarchical clustering, linkage methods, profiling and labelling clusters. Contrasting clusters and hypothesis tests.

Case study and survey applications. Marketing implications.

Learning and Teaching Methods	A recognition of the potential concern sometimes articulated by students regarding statistical analysis will translate to the adoption of a measured progression through a range of simple examples and reviews with the encouragement of questions in an informal setting and encouragement to conduct the analyses themselves both in class and later as suggested homework tasks. The approach will be one of a lab-based setting; allowing for the usage of software tools such as SPSS etc Students will have access to adequate sample data sets and tutorial material relevant to the types of techniques used and will be tasked with modest homework tasks to consolidate class delivered material Significant learning will also be developed through the group project process and this will be supported through a timeline approach with deliverables and deadlines in a mentored process where feedback is given and time allocated to problem resolution at key points such as survey drafting, spreadsheet preparation, analysis planning and implementation. Some past projects will be provided as a resource and to encourage improved standards also accelerate the learning curve and provide a benchmark and driver for quality. An element of self-directed study will also be a feature of the course with directed/suggested usage of web in particular around predictive modelling Where possible it is further envisaged that certain journal articles that utilize the techniques in an accessible way to students will be provided for reference and good practice examples Attendance at classes is expected and there shall be an attendance requirement with unexplained absences resulting in a loss of marks- typically 10% if exceeding a threshold- to be advised in class.

Learning Outcomes

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

#	
MLO1	Identify a viable research question and associated objectives in a context of their choosing and supported by some research- as part of a group
MLO2	Design & construct a survey (typically online) aligned to identified research objectives and to understand the types of data generated by it and encode and prepare in a spreadsheet for analysis
MLO3	Identify and undertake relevant statistical analyses on that data and interpret the output and extract insights and conclusions
MLO4	Plan, construct and deliver as part of a group a formal research report with the emphasis being on relevant and appropriate statistical analysis and insight generation
MLO5	Apply various predictive modelling tools to data for the purpose of scoring, profiling, segmentation and targeting. In particular to develop classification trees, apply logistic regression models and neural networks to develop predictions and assess their performance
MLO6	Have experience in working effectively as part of a group and delivering a project according to a timeline and acceptable standards.
MLO7	Be able to interpret statistical output and draw and report on the conclusions and appreciate the limitations of same
MLO8	To identify possible marketing implications arising from the analysis and statistical output

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	3,5,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
typically a written exam consisting of 5 questions in two sections. at least one question to be answered per section. Statistical theory and output provided in the closed book exam

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group project involving a research question & objectives with a survey conducted and analysed and presented in a written report.
- Various elements to the grading include contextualisation, theory of the techniques, survey methodology, statistical analyses, conclusions and findings etc.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	42
Self Directed	58
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Julie Pallant. (2020), SPSS Survival Manual, 7th. Open University Press, p.380, [ISBN: 978-0335249497].**
- **Andy Field. (2018), Discovering Statistics Using IBM SPSS Statistics, 5th. SAGE Publications Limited, p.1104, [ISBN: 9781526419521].**
- **JOSEPH F. HAIR. (2018), MULTIVARIATE DATA ANALYSIS., 8th. Cengage, [ISBN: 978-9353501358].**

Supplementary Book Resources

- **Derek Rowntree. (2018), Statistics without Tears, 1st. National Geographic Books, p.0, [ISBN: 978-0141987491].**
- **Mike Grigsby. (2018), Marketing Analytics, 2nd. Kogan Page, p.240, [ISBN: 978-0749482169].**

Other Resources

- **website, ONLINE STATISTICS GUIDE,**
  https://www.statskingdom.com/
- **website, LAERD WEBSITE STATISTICS GUIDE,**
  https://statistics.laerd.com/
- **website, ONLINE STATISTICS RESOURCE,**
  https://www.statstutor.ac.uk/resources/u ploaded/tutorsquickguidetostatistics.pdf

APPROVED

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:	• 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	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. 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. 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.
Indicative Syllabus	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.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Identify triggers of change in organisations
MLO2	Understand the nature of organisational change
MLO3	Identify obstacles encountered in the change management process
MLO4	Explain the role of organisational culture, politics and leadership in the change process

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Multiple Choice Questionnaires	**% of Total Mark for Module**	30
Indicative Week	Week 6	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
In Class Assessment (Individual)
30%
1,2,3

Assessment Type	Essay	**% of Total Mark for Module**	70
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Essay

70%
1,2,3,4

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Senior & Swailes. (2010), Organizational Change, 4. Pearson / Prentice Hall, Edinburgh.**
- **Myers, Hulk & Wiggins. (2012), Organizational Change: Perspectives on Theory and Practice, Oxford University Press, Oxford.**

Supplementary Book Resources

- **Kotter. (1996), Leading Change, Harvard Business School Press, Boston.**
- **Moss Kanter. (1995), The Change Masters: Corporate Entrepreneurs at Work, Routledge.**

APPROVED

PROJ3081: Professional Development

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	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. 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.
Indicative Syllabus	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. 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). 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

Learning and Teaching Methods	This module is delivered over one semester, with 2 hours of lectures/class discussion per week. Students are expected to participate in class, through self-directed learning, advance preparation and in-class break out groups. The total teaching contact hours for this module is 24 (12 x 2-hour classes over one semester). It is envisaged that the total self-directed learning hours is 76. Following preparation classes and the actual internship, the student will be required to complete a number of individual pieces of work based on their work placement experiences. These include, but are not limited to, a professional report, a reflective learning journal, as well as an oral presentation and a final year project proposal. The reflective learning diary should include an updated career planning aspect, resulting from the work placement. Following preparation classes and the actual internship, the student will be required to complete a number of individual pieces of work based on their work placement experiences. These include, but are not limited to, a professional report, a reflective learning journal, as well as an oral presentation and a final year project proposal. The reflective learning diary should include an updated career planning aspect, resulting from the work placement.

Learning Outcomes

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

#	
MLO1	Prepare for an in-company interview and placement in a contemporary organisation
MLO2	Develop job search skills to support job applications
MLO3	Describe in a detailed manner the tasks that have to be accomplished during an in-company work placement and the students' contribution to the successful completion of same
MLO4	Develop the skills to write a final year research proposal, which is underpinned by academic reading

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Professional Profile	**% of Total Mark for Module**	10
Indicative Week	Week 4	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
CV Preparation and Submission

Assessment Type	Oral/Interview	**% of Total Mark for Module**	20
Indicative Week	Week 1	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of module Interview

Assessment Type	Work Placement Report	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Research Paper	**% of Total Mark for Module**	45
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Research Proposal for possible final year dissertation

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Lawlor, K.. (2021), Your Experience & Expertise Matter, 1st. [ISBN: 9781916877306].**

Other Resources

- **Web Reference, TU Dublin Students Services, https://www.tudublin.ie/for-students/car eer-develo**

APPROVED

MRKT 3511: Research Methods

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:	• 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	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.
	Module Aim: 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.
Indicative Syllabus	
Learning and Teaching Methods	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.

Indicative Syllabus

1. Nature and scope of research process.

1.1) Problem definition. Research approach. Research design.
1.2) Exploratory & conclusive, descriptive & causal research. Qualitative & quantitative research.

2. Overview of qualitative research.
2.1) Uses of qualitative research and management decision-making.
2.2) Philosophy, approach, theory.

3. Direct & indirect approaches.
3.1) Focus groups. In-depth interviews, Projective techniques. Observation. Internet interviewing issues.

4. Conducting qualitative research.
4.1) Focus groups. Generating new creative ideas. Uncovering basic consumer needs & attitudes. New product concepts. Generating new ideas about established markets.

5. In-depth interviews.
5.1) Explanation & insight, Expert knowledge & opinion

6. Qualitative analysis.
6.1) Text/transcript. Content analysis. Coding. Categorisation. Conceptualisation. Illustration. Interpretation. Use & limitations of computer software. Introduction to NUDIST→ software.

7. Overview of quantitative analysis
7.1) Frequency distribution. Summary statistics. Two-way & three-way cross-tabulation. Implications for data collection & measurement scales. Internet data collection issues. Response error. Typical market research applications. Production and interpretation of SPSS→ output.
7.2) Inferential statistics. Random sampling & the normal distribution. Implications of probability and non-probability sample designs. Internet sampling issues. Non-response error. Univariate and multivariate analysis.

8. Univariate techniques.
8.1) Margin of error. Null hypothesis. Statistical significance. Sample design & size implications. Typical marketing applications. Limitations & restrictions.

9. Dissertation process.
9.1) Topics. Review literature on theory. Secondary research & review of industry/context. Planning primary research. Dissertation proposal.

Learning Outcomes

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

#	
MLO1	be familiar with practical examples of qualitative approaches and with selected multivariate analyses of survey data
MLO2	Have sufficient understanding of the subject matter to appreciate the benefits and limitations of qualitative and quantitative techniques
MLO3	Have prepared a dissertation proposal.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End-of-semester examination: 60%

Other Assessment(s)

Assessment Type	Dissertation	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The following are the weightings assigned to the assessment components:

Dissertation proposal: 40%

Students will write a 2000 word proposal for the dissertation to be completed in final year of TU922 Degree in Marketing. This will identify topic, research question, theory, industry/context & primary research.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Tutorial	16
Self Directed	60
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Malhotra, N. K., & Birks, D. F.. (2007), Marketing Research: An Applied Approach, 3rd European Edition. FT Prentice Hall, London.**

Supplementary Book Resources

- **M Saunders, P Lewis & A Thornhill. (2007), RESEARCH METHODS FOR BUSINESS STUDENTS,, 4th Edition. FT Prentice Hall.**
- **B Blumberg, D R Cooper & P S Schindler. (2008), BUSINESS RESEARCH METHODS,, 2nd European Edition. McGraw Hill.**
- **A Bryman & E Bell. (2007), BUSINESS RESEARCH METHODS, 2nd Edition. Oxford University Press.**
- **U Flick (Editor). (2007), THE SAGE QUALITATIVE RESEARCH KIT, SAGE.**
- **C Daymon & I Holloway. (2002), QUALITATIVE RESEARCH METHODS IN PUBLIC RELATIONS AND MARKETING COMMUNICATIONS, Routledge.**
- **M Q Patton. (2002), QUALITATIVE RESEARCH AND EVALUATION METHODS, Sage.**

Other Article/Paper Resources

- **Emerald Publishing. Qualitative Market Research: An International Journal.**
- **SAGE. International Journal of Market Research.**

Other Resources

- **Website, http://www.pearsoned.co.uk/highereducati on/resources/MalhotraBirksMarketingResea rchAnAppliedApproach4e/.**

APPROVED

RETL 4012: Retail Analytics

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:	• 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	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. 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: • 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.

	• Supply chain data: This includes data on the flow of goods from suppliers to customers, such as data on inventory levels, order lead times, and delivery times. • Financial data: This includes data on the financial performance of the retailer, such as data on revenue, expenses, and profitability. • Web analytics data: This includes data on customer behaviour on the retailer's website, such as data on page views, time on site, and conversion rates. • Social media data: This includes data on the retailer's presence on social media platforms, such as likes, comments, and shares. Continuing from the business analytics module in year 3, the module is designed to deepen the student's knowledge of data analytics and further develop analytical skills. Retail analytics often involves solving complex business problems and requires strong problem-solving skills. To analyse data successfully and make data-driven decisions, students will need to be able to identify relevant issues, gather and analyse data, develop hypotheses, and test and validate their ideas. This process can involve working with large and complex datasets, using various software tools and techniques, and thinking creatively and critically. In addition, retail analytics often involves working in a team setting. Students must collaborate with others, share ideas and resources, and communicate effectively to achieve shared goals. This includes working with team members with different backgrounds, skills, and perspectives and effectively contributing to the team's efforts. Students will be better prepared to tackle complex business challenges and succeed in various professional settings by developing their problem-solving and teamwork skills through studying retail analytics.

Indicative Syllabus	• **Introduction to Data Analytics/Big Data:** This includes an introduction to data analytics; customer-centric data mining; a business case for data mining; an understanding of how data mining can solve business problems; pitfalls to avoid.
	• **Data Analytics Methodology:** Understanding the data analytics project life cycle.
	• **Data collection and preparation**: This may include data mining, data cleaning, and data transformation.
	• **Data visualisation:** This may include topics such as creating charts, graphs, and dashboards using tools such as Tableau, Power BI, and Excel.
	• **Machine learning/ Predictive analytics:** This may include supervised learning (Regression/classification tasks) and unsupervised learning (clustering).
	• **Industry-specific applications**: This may include pricing optimisation, inventory management, marketing, customer churn and customer segmentation as they relate to the retail industry.
	• **Applications of retail analytics for sustainability**
	  ○ Supply chain sustainability
	  ○ Sustainable product design
	  ○ Energy and resource efficiency
	  ○ Customer behaviour analysis
	  ○ Challenges and best practices for implementing sustainable retail analytics
	• **Data bias, inclusiveness and ethical consideration**
	  ○ Ethics and privacy in retail analytics
	  ○ Ethical considerations in data collection and analysis
	  ○ Privacy laws and regulations
	  ○ Best practices for ethical data use

	• **Capstone Project:** Student projects applying retail analytics for sustainability
Learning and Teaching Methods	• This module mainly utilises project-based learning that emphasises hands-on, active learning and applying knowledge and skills in real-world situations and authentic projects. The module teaching method is an instructional learner-centred approach that allows students to take an active role in their learning and to develop essential skills such as problem-solving, analytical skills, team working, collaboration, and critical thinking. • **Lectures**: Traditional lectures can be an effective way to introduce students to new concepts and theories. They can be delivered in-person or online and supplemented with visual aids and interactive activities to make them more engaging. • **Hands-on learning**: Labs and workshops can provide students with hands-on experience using data analysis software and tools, such as Excel, Tableau, and Rapidminer. • **Online courses**: There are many online/web-based courses (e.g. MOOC) and resources available on data analytics tools, which can be a convenient way for students to learn at their own pace how to use the analytics software Tableau and Rapidminer. These courses often include videos, readings, and quizzes to help students understand the material. • **Group discussions and debates**: Encouraging students to engage in discussions and debates with their peers to foster critical thinking and problem-solving skills. • **Assignments and quizzes**: Assignments and quizzes can reinforce learning and assess student understanding. • **Project-based learning**: Students learn by actively participating in real-world, authentic projects. Students will work on a real-world business problem or challenge in a team setting. This can allow students to apply their knowledge and skills to a meaningful problem and develop practical skills such as problem-solving and teamwork. • **Group Presentation**: Students with the opportunity to practice their presentation skills, as well as to work on their ability to communicate technical concepts to a non-technical audience. • The learning environment will be practical, integrative and hands-on.

Learning Outcomes

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

#	
MLO1	Acquire the underlying concepts and principles of analytic data techniques and develop analytical skills, such as statistical analysis, data visualisation, and machine learning.
MLO2	Create data analytics models using analytics software tools to perform data analytics, prediction and visualisation that can inform business decisions in the retail industry, such as pricing, inventory management, marketing, and customer segmentation
MLO3	Acquire practical experience working on real-world retail analytics projects and apply what they have learned to solve business problems.
MLO4	Analyse datasets by cleaning, preparing, and interpreting data from various sources such as point-of-sale systems, customer relationship management systems, and market research
MLO5	Communicate insights and recommendations from data analysis to a range of audiences, including business stakeholders and decision-makers
MLO6	Enhance problem-solving and team working skills through the study of retail analytics.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4,5,6
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Project:

Part A Descriptive/Visual Analytics (20%):

A visual analytics assignment requires students to investigate an important question/topic of their choice by creating data and a story to inform a general audience using data visualisation and narrative. This investigation analyses and extracts meaning and significance from real-world data using techniques learned in the module.

Part B (30%) Predictive analytics:

Predictive analytics extends a visual analytics project's part A by providing additional insights and recommendations based on data and predictive modelling. While visual analytics (part A) focuses on data visualisation techniques to explore and understand data, predictive analytics (Part B) involves using predictive modelling and machine learning techniques to forecast/predict future outcomes. By combining these two approaches, students can gain a complete understanding of the data and the relationships within it.

Overall, incorporating predictive analytics into a visual analytics project can provide students with a more comprehensive understanding of the data and the potential applications of data analytics in the retail industry. It can also help students develop analytical skills, including predictive modelling, machine learning, and data visualisation.

Activities that students might engage in while working on a predictive retail analytics project include:
- Working in teams to solve a practical retail problem using predictive analytics.
- Identifying a business problem or opportunity that can be addressed using predictive analytics (Conducting research).
- Gathering and cleaning relevant data may involve working with large and complex datasets. Ensuring that data is collected from a diverse range of sources and is representative of all segments of the population to ensure that the insights and recommendations generated by the project are inclusive and fair
- use visualisation tools like Tableau or Power BI to create interactive charts, graphs, and dashboards.
- Analyse the data and use visualisations to identify patterns and trends and to make recommendations based on the findings.
- Developing a predictive model using statistical techniques and machine learning algorithms and mitigating any potential biases in the data.
- Testing and validating the model to ensure that it is accurate and reliable.
- Effectively communicate/present the insights/recommendations of the analysis to a range of audiences, including classmates, instructors, and industry professionals. Ensuring that recommendations are inclusive and consider the needs of all segments of the population can help to ensure that the project has a positive impact on all stakeholders

Students may need to work in a team setting to complete these tasks. They will need to think critically and creatively and apply problem-solving skills to identify and solve business problems using data and analytics. By engaging in these activities, students can gain valuable experience in solving complex business problems and applying their analytical skills to real-world business challenges.

In addition, by taking a proactive and intentional approach to inclusiveness, a retail analytics project can ensure that its insights and recommendations are fair and beneficial to all stakeholders.

Assessment Type	Online Training	**% of Total Mark for Module**	10

Indicative Week	See Student Handbook	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description

- On Online training on Data analytics tools that the individual students should complete.

Assessment Type	In Class Test	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description

Online MCQ Exam (Individual): This will require the learner to demonstrate knowledge and understanding of module content.

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description

Class engagement/ participation and attendance

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

- **Stephen Few. (2012), Show Me the numbers: Designing Tables and Graphs to Enlighten, 2. Analytics Press, Burlingame, California, p.373, [ISBN: 978-0-9706019-7-1].**
- **Kotu, V., & Deshpande, B.. (2014), Predictive analytics and data mining: concepts and practice with rapidminer., Morgan Kaufmann.**
- **Davenport, T., & Harris, J.. (2017), Competing on analytics: Updated, with a new introduction: The new science of winning., Harvard Business Press..**
- **Bullard, B.. (2016), The Art of Retail Analytics: Style and Statistics, John Wiley & Son.**

APPROVED

MRKT 3512: Strategic Marketing

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:	• 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	This module comprises marketing strategy which together provides a foundation in strategic thought. 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. 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. 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.
Indicative Syllabus	Introduction & Overview 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 Contexts, Competition & Customers. Strategic Marketing Analysis & Formulation The marketing planning process. Objectives and gap analysis. SWOT analysis.

	Market Segmentation. Targeting and Positioning. The product life cycle. The Boston Consulting Group growth/share matrix. PIMS. Porter's generic competitive strategies. Ansoff's growth vector models. Customer Portfolio Analysis. Firms' Objectives. Separation of ownership & control. Profit-maximisation, managerial utility maximisation, satisificing, stakeholding and the value-added approaches. Supply and value chains. Value-creation and value capture. Review of Market Structures, concentration measures, entry and its deterrence, game theory and Porter's five forces. Costs advantages and its sources. Economies of scale and scope. Learning Curve. Cost flexibility. Benefit advantage and its sources. The market structure, conduct and performance debate. Relationships Relationship Marketing Strategies. Long-term buyer-seller relationship. Relationship life cycles. Relationship marketing. Loyalty marketing. Sectoral variations. Challenges to relationship marketing. Technology & Innovation EMarketing Strategies. The world of e-marketing. Reaching e-consumers. B2C e-marketing mix. B2B e-marketing. Innovation. Grand theories of innovation including Baconian and System of innovation approaches. Early mover advantages and patent races. Diffusion of innovation.
Learning and Teaching Methods	Learning will be aided by classes, guest lecturers, videos, case analysis combined with reading and programme work.

Learning Outcomes

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

#	
MLO1	Be familiar with emerging ideas, theories and techniques in the fields of strategic marketing
MLO2	Be able to use and acquire more advanced marketing concepts of particular relevance to business strategy.
MLO3	Have considerably developed the ability to appraise the appropriateness of particular theories and models, as well as the marketing perspective, in analysing business issues.
MLO4	Be able to apply marketing concepts, acquired in this and earlier programmes, in a focused and critical way to the particular firms and their sectors.
MLO5	Be able to recognize the place of strategic marketing in the corporate strategy process.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 13	**Learning Outcomes**	1,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	Week 7	**Learning Outcomes**	2,3,4,5
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

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Brennan, Ross, Baines, Paul & Garneau, Paul. (2003), Contemporary Strategic Marketing, Palgrave McMillan, London.**

APPROVED

INFS 3032: Web Development 2

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.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Understand the elements that comprise a web based application
MLO2	Install, setup, configure and use a web application framework
MLO3	Understand the MVC pattern as it affects web development
MLO4	Design a web application, including database design and website design
MLO5	Develop a web application
MLO6	Understand the need for a responsive web application and how to make a web application responsive
MLO7	Implement multiple authentications for a web application
MLO8	Deploy a web application with appropriate functionality.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

A maximum of four attempts are permitted to pass this module.

Assessments

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
1st Checkpoint

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	15
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
2nd Checkpoint

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	5,6,7
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
3rd Checkpoint

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
4th (Final Checkpoint)

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	60
Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **Ben Shaw,Saurabh Badhwar,Chris Guest. (2023), Web Development with Django - Second Edition: A Definitive Guide to Building Modern Python Web Applications Using Django 4, Packt Publishing, p.0, [ISBN: 978-1803230603].**

Other Resources

- **Website, Django. Django project documentation, https://www.djangoproject.com/start/**

APPROVED

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:	• 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	**Indicative Syllabus** **Decision making** Cost-volume-profit analysis (multiple products) The concept of opportunity and relevant costs. Limiting factors, make or buy decisions Problems of shut down and divestment decisions. Pricing decisions Profitability analysis Incorporating uncertainty into decision making **Budgeting and Budgetary Control** Development of mission statements, strategies and objectives.

	Analysing the external environment and alternative competitive strategies Purposes and benefits of budgeting Types of budgets and the budgetary process Identification of key budget factor and budget period Preparation of functional budgets for operating and non-operating functions. Preparation of cash budgets and the master budget. The limitations of incremental budgeting, Zero based budgeting, activity based budgeting. Flexible budgeting. Cost reduction and value analysis Alternative approaches to budgeting including beyond budgeting **Standard Costing and Variance Analysis** Basic principles of standard costs; establishment of standards. Types of standards. Preparation of a standard product cost. Variance analysis covering: Materials: price and usage; mix and yield Labour: rate and efficiency; Variable overhead: expenditure & efficiency variances; Fixed overhead: expenditure and volume variances, capacity and efficiency variances. Sales: price and volume ;mix and quantity. Revision of standards, planning and operational variances Reconciliation of actual and budgeted profit. Standard cost book-keeping. **Performance Measurement and Control** Principles of an effective management control system Financial and non-financial performance measures including the balanced scorecard. Divisional economic and managerial performance measurement including return on investment, residual income and economic value added. Benchmarking Transfer pricing **Strategic Management Accounting** An understanding of strategic management accounting--its uses and advantages Conventional management accounting: strategic problems:

	key success factors process improvements/ elimination of non-added value activities Strategic cost analysis--consumer benefits and costs. **Specialist Cost and Management Accounting Techniques** Target costing Life-cycle costing Throughput accounting Environmental accounting
Learning and Teaching Methods	Students will be exposed to formal lectures and will also engage in problem solving to apply the concepts introduced and to develop critical abilities. Formative feedback will be provided by assessing and discussing students solutions to assigned problems.

Learning Outcomes

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

#	
MLO1	Evaluate the approaches to standard costing and variance analysis, including behavioural aspects and interpret appropriate variances.
MLO2	Outline the role of budgets and budgetary control as a tool to enable organisations to develop and assess performance
MLO3	Evaluate the behavioural implications of performance targets and control systems
MLO4	Competently apply relevant mathematical techniques in context of management accounting
MLO5	Assess the impact of uncertainty in decision making and apply the methods used to deal with this
MLO6	Evaluate and apply the different elements of strategic management accounting including the balanced scorecard

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	Week 30	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This examination will constitute a conventional unseen time-constrained test (three hours). The examination will be designed to assess students' ability to apply, analyse, and integrate management accounting concepts and information. It will also assess students' ability to make judgements.

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	30
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This will consist of an in class test to assess the students' understanding and application of content related to semester 1.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Tutorial	24
Self Directed	122
Hours (up to 100 for 5 ECTS credits)	194.00

Recommended Reading List

Recommended Book Resources

- **Cengage Learning,DRURY. MANAGEMENT COST ACCOUNTING 11E, [ISBN: 978-1-4737-7361-5].**

Supplementary Book Resources

- **Horngren, C.T., Bhimani, A., Srikant, M.D., & Foster, G.. Management and Cost Accounting, Pearson Education, London.**
- **Seal W, Garrison RH, and Noreen EW. Management Accounting, McGraw Hill Education, Berkshire.**

APPROVED

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	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.
Indicative Syllabus	Properties of Statistical Distributions: Moment Generating Functions, Cumulant Generating Function, Chebychev and Markov Inequalities, Edgeworth and Cornish-Fischer expansions, Copula functions. Matric Relationships: Matrix Sweep and Partial Correlation, Singular Value Decomposition, Spectral, Conjugate and Cholesky Decomposition Linear and Non-Linear Modeling: Maximum Likelihood Estimators, Fischer's Analysis, PCR, Factor Analysis and PLSR. Segmentation and Tree Models, Additive Models, Model Goodness Measures: Goodness-of-fit tests, Kolmogorov-Smirnov (KS) Statistic, AIC and SBC, Hosmer-Lemeshow goodness-of-fit Test
Learning and Teaching Methods	The module is delivered through a combination of lectures, and the tutor leads IT labs. Additionally, various e-learning aids are used. 1. Lectures: Teach fundamental concepts of predictive analytics and real-world applications. 2. Hands-on labs: Provide practical experience with real-world datasets.

	3. Case studies: Use real-world examples to illustrate the impact of predictive analytics. 4. Collaborative projects: Encourage group projects to develop and implement predictive analytics solutions. 5. Self-directed learning: Provide access to online resources and readings for self-directed learning. 6. Assessments: Assess students' progress and provide feedback.

Learning Outcomes

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

#	
MLO1	Understand, explain and apply different models in business analytics
MLO2	Choose appropriate models for different business problems
MLO3	Design an appropriate implementation solution
MLO4	Develop and deploy software solutions to implement the models

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The group project: students work in teams to develop and implement a predictive analytics solution to a real-world problem of their choice.

Assessment Type	In Class Test	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
An individual assessment that covers the fundamental concepts of predictive analytics covered in class.

Assessment Type	Lab Activities	**% of Total Mark for Module**	20

Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The problem-solving of the lab activities involves completing hands-on exercises using the Python Jupyter notebook.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Lab	24
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Trevor Hastie , Robert Tibshirani , Jerome Friedman. (2009), The Elements of Statistical Learning Data Mining, Inference, and Prediction, Second Edition, 2. Springer, [ISBN: 9780387848570].**
- **Max Kuhn,Kjell Johnson. (2018), Applied Predictive Modeling, Springer, p.600, [ISBN: 978-1-4614-6848-6].**

Other Resources

- **Website, https://www.kaggle.com/. Kaggle, https://www.kaggle.com/**
- **Website, https://scikit-learn.org/stable/. scikit-learn, https://scikit-learn.org/stable/**
- **Website, https://towardsdatascience.com/. Towards Data Science, https://towardsdatascience.com/**
- **Website, https://www.tensorflow.org/. Tensorflow, https://www.tensorflow.org/**
- **Website, https://statquest.org/. StatQuest, https://statquest.org/**
- **Website, Sentdex Channel. Sentdex Channel, https://www.youtube.com/channel/UCfzlCWG WYyIQ0aLC5w48gBQ**

APPROVED

BSOC 1000: Business and Society

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:	• 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	**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. **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. **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.
Indicative Syllabus	Perspectives on Political Economy 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. The Irish Economy

	An overview of Irish economic performance over the last 20 years. This examines the size and composition of the labour force, and discusses some of the challenges facing the labour market going forward. An examination of politics and economic policy making in Ireland. The power of vested interests and the particular characteristics of democratic electoral systems often lead to policy decisions that operate against the interests of society as a whole. Stakeholder Theory An overview of stakeholder theory. Its evolution and current status. Responsibilities to internal stakeholders. Equal opportunities. Managers as stakeholders. Relationships with Trade Unions. Partnership models at company level. Responsibilities to external stakeholders. The wealth creation role of companies. Corporations as communities. Society as a stakeholder. Relationship with government. Irish Partnership models at national level. Social Partnership We will see how social partnership developed in Ireland since the 1960s onwards. The impact it has had upon the economy and who in particular benefited for this. In this we will track how economic crises impacted upon the state's commitment to social partnership. We will also examine the various levels in society as which this approach operated. Our examination of social partnership will be tied in with a social justice perspective on the Celtic Tiger. White-Collar Crime and Political Corruption This is an overview of white-collar crime in Ireland. White-collar crime is an increasingly significant problem in the Irish economy. We examine some of the varieties of white-collar crime, as well as the historical and contemporary reactions to it. This looks at the crimes of employees and those of businesses. We also examine the issue of political corruption in Ireland. This has become increasingly prevalent since the 1980s, becoming a feature of Ireland's political landscape today. Interest Groups and Lobbying Regulation We examine the issues surrounding interest groups and their political activities. By analysing interest groups' activities in several central debates in Ireland, we show that the access and expectations such groups have to, and of, Irish policy makers can be of great significance for policy outcomes. A discussion on lobbying and its regulation in Ireland today. Discusses how interest groups and lobbying operate in an Irish context and how regulation seeks to shine a light into the black box of policy making and make political decisions more transparent to the general public. The objective of regulation is to discourage corrupt practices and expose and punish them where they occur. Ireland and the Wider World A reflection on Ireland's changing relationship with Europe, in light of EU expansion, the two Lisbon Referenda and now Brexit. The issues of Irish national identity and the increasing chasm between the elite and popular views on Europe. We also examine the evolution of the relationship between the Republic of Ireland and Northern Ireland since partition in 1920. A once troubled relationship has changed to the point where a variety of economic, political, social cultural and sectoral links now exist between North and South. But, Brexit is now throwing all of this progress into doubt and confusion.

Learning and Teaching Methods	Each weekly session will be a two hour session. Students will be given required reading in advance of the session, and session will mostly consist of student presentation of a synthesis of reading followed by discussion

Learning Outcomes

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

#	
MLO1	Have an understanding of a range of political issues and changes in society that impinge on organisations.
MLO2	assess the impact of these political issues and changes on organisations.
MLO3	Have a basis for establishing how chosen strategy can reflect these changes to the mutual advantage of organisations and society.
MLO4	have the capacity to appreciate, understand and incorporate the dynamic of the changing repertoire of political and societal influences on organisations.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
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 Twelve (12) 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 15	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
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 Twelve (12) 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	100
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **John Hogan,Paul Donnelly (Ph.D.),Brendan K. O'Rourke. (2010), Irish Business and Society, Gill Education, p.652, [ISBN: 9780717149902].**
- **John Coakley,Michael Gallagher. (2017), Politics in the Republic of Ireland, 6. Routledge, [ISBN: 9781138119451].**
- **David N. Balaam,Bradford Dillman. (2018), Introduction to International Political Economy, 6. Routledge, London, p.528, [ISBN: 1138206997].**

APPROVED

BSMT 4003: Business Sustainability

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:	• 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	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". 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. 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.
Indicative Syllabus	**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]

	Innovation for Sustainable Development: Organisational SDG Commitments. Sustainability Competencies. Futures and Systems Thinking. Organisational Sustainability Initiatives. Placed Based Learning and Living Lab Approaches. Design Thinking. Role of Reciprocal Partnerships between Higher Education, Enterprise and community in Achieving the SDGs LO3, LO5].
Learning and Teaching Methods	The module is largely based around the flipped classroom teaching and learning approach where the students are expected to engage in pre-work. Classes will take a form of interactive debates, workshops (such as SDG indicators and targets, design thinking) and a series of guest lectures by local business and sustainability communities. A strong evidence-based approach underpins this module, in which its curriculum is informed by the latest scientific evidence and policy formulation in education for business sustainability. For delivery, the module comprises three broad content areas: [1] sustainability literacy, [2] business-sector sustainability and [3] innovation processes for sustainable development.

Learning Outcomes

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

#	
MLO1	Demonstrate transformation in sustainability literacy - knowledge, skills and mindsets to become committed to building a more sustainable future – and its application to the business sector.
MLO2	Critically analyse and apply the concept of sustainability and its function to a relevant business and function within the sector, those identifying sustainable business opportunities to gain a competitive advantage.
MLO3	Apply design-thinking, living laboratory and circular economy principles to business challenges, premised on collaborative experimentation that integrates stakeholders as co-creators of business sustainability knowledge and action.
MLO4	Demonstrate the ability to establish a professional network of connections within a progressive business community, committed to changing how people think about sustainability in business.
MLO5	Make evidence-based recommendations that will influence future of business education and practice that will contribute to and accelerate achievement of the UN's Sustainable Development Goals.

Requisites

Assessment Threshold	In line with the GAR

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

None

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	20
Indicative Week	Week 5	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	80
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5
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	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Rareworth, K.. (2017), Doughnut Economics: Seven Ways to Think Like a 21st Century Economist., Chelsea Green Publishing.**

Supplementary Book Resources

- **Robertson, M. (2021), Sustainable Business: Key Issues, Routledge.**
- **Figueres, C. and Rivett-Carnac, T.. (2020), The Future WE Choose, Manilla Press.**

Recommended Article/Paper Resources

- **Draper, S.. (2019), Creating the Big Shift: System Innovation for Sustainability., Forum for the Future, https://www.forumforthefuture.org/Handle rs/Download.ashx?IDMF=5092e413-2f97-43bf -bd7f-9f770d213ce8**

Supplementary Article/Paper Resources

- **Social Justice Ireland. (2023), Measuring Ireland's Progress: Sustainable Progress Index, https://www.socialjustice.ie/publication /measuring-irelands-progress-sustainable -progress-index-2023**

Other Resources

- **Website, Ellen Mac Arthur Foundation. Circular Economy, https://www.ellenmacarthurfoundation.org /circular-economy/concept**
- **Website, European Commission. (2022), Corporate Sustainability Reporting, https://finance.ec.europa.eu/capital-mar kets-union-and-financial-markets/company -reporting-and-auditing/company-reportin g/corporate-sustainability-reporting_en**
- **Website, Cambridge Institute for Sustainable Development. (2021), Targeting net zero: A strategic framework for business action, University of Cambridge, https://www.cisl.cam.ac.uk/resources/low -carbon-transformation-publications/targ eting-net-zero**
- **Website, Government of Ireland. (2023), Climate Action Plan, https://www.gov.ie/en/publication/7bd8c- climate-action-plan-2023/**

APPROVED

LAW 4006: Civil Procedure and ADR

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:	• 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	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. **Module Aim** 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.
Learning and Teaching Methods	In person weekly Lectures.

Indicative Syllabus

1. Legal Disputes
1.1) Simple negligence action causing property damage and a Personal Injuries Action
1.2) Breach of a consumer contract
1.3) Breach of a commercial contract
1.4) Family Law dispute: Divorce proceedings, Judicial Separation proceedings, Domestic Violence proceedings
1.5) Building Contract Dispute
1.6) Nuisance action

1.7) Boundary dispute/right of way dispute between neighbours.
1.8) Succession Law Dispute

2. Arbitration:
2.1) Submission to Arbitration
2.2) Points of Claim and Points of Defence
2.3) Preliminary Meeting
2.4) Hearing
2.5) Arbitrator's Award

3. Alternative Dispute Resolution
3.1) In this segment of the module we shall hope to cover the true alternative dispute resolution, namely mediation. Amongst the advantages of ADR are speed, informality and above all the possibility that the parties will reach a solution which will each side to the dispute unlike a Court or Arbitration where frequently at least one side will be entirely dissatisfied. Mediation differs from the other forms of dispute resolution in that the parties themselves control the entire process. A further attraction of ADR/Mediation is that multi-sided disputes can be easily catered for. In a conventional law
3.2) case or arbitration if there be anything more than three disputing parties the process becomes unmanageable. It should be remembered that public and legislative policy now favours the transfer of Court proceedings to mediation. The model of mediation chosen is the principled negotiation/negotiation on the merits model developed by the Harvard Negotiation Projection Project.
3.3) This emphasises the following four elements:
3.4) The separation of the parties from the problem
3.5) Focusing on interests rather than positions
3.6) Generating a variety of possibilities before deciding what to do
3.7) Insisting that the result be based on some objective criteria

Learning Outcomes

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

#	
MLO1	Explain and critically analyse the concepts of mediation, arbitration and Alternative Dispute Resolution (ADR) generally
MLO2	Identify the legal issues arising in complex unseen fact scenarios in a variety of legal areas, and to formulate workable legal solutions to such problems, in particular solutions that will avoid, if possible, the necessity to proceed to court
MLO3	Identify and critically to assess the differences between and the advantages and disadvantages respectively of mediation, arbitration and other forms of ADR
MLO4	Identify and critically to assess the advantages and disadvantages of mediation, arbitration and ADR over traditional court proceedings
MLO5	Explain and evaluate the process by which the arbitration of disputes is initiated and resolved, with particular emphasis on the role of the arbitrator and of legal counsel
MLO6	Explain and evaluate the process by which the mediation of disputes is initiated and resolved, with particular emphasis on the role of the mediator and of legal counsel (if any)
MLO7	Explain and evaluate the process by which court proceedings are initiated in cases where arbitration, mediation or ADR prove unsuccessful, with particular emphasis on the documents required and the relevant prerequisites to commencing proceedings
MLO8	Evaluate and formulate best model practice for dealing with clients seeking resolution of disputes by ADR
MLO9	Identify the legal issues arising in complex unseen fact scenarios in a variety of legal areas, and to formulate workable legal solutions to such problems, in particular solutions that will avoid, if possible, the necessity to proceed to court
MLO10	Identify and critically to assess the differences between and the advantages and disadvantages respectively of mediation, arbitration and other forms of ADR

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	Week 25	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	164
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Hilary Delany,Declan McGrath,Emily Egan McGrath. Civil Procedure in the Superior Courts, [ISBN: 9780414066335].**
- **Arran Dowling-Hussey,Derek Dunne (Lawyer). Arbitration Law, [ISBN: 9780414067240].**
- **Colette Reid. (2013), Civil Litigation, Oxford University Press, USA, p.485, [ISBN: 9780199603435].**

- **Roger Fisher,William Ury,Bruce Patton. (1991), Getting to Yes, Penguin, p.236, [ISBN: 9780140157352].**

APPROVED

LAW 4000: Competition Law

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:	• 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	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
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.

3. Abuse of a Dominant Position
3.1) • Review of major issues pertaining to EU law prohibiting abuse of a dominant position
3.2) • Review of corresponding Irish law on abuse of a dominant position

4. Enforcement of Competition laws by EU and Irish officials
4.1) n/a

5. Merger Regulation under EU and Irish law
5.1) n/a

Learning Outcomes

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

#	
MLO1	• Identify the general economic rationale underlying the competition laws adopted at national and EU level
MLO2	• Critically analyse the relationship between Irish and EU competition law.
MLO3	• Review a hypothetical fact pattern of a typical business dealing and analyse the competition law issues posed by the fact pattern
MLO4	• Review a hypothetical fact pattern involving a typical business dispute posing competition law issues and analyse the outcome of the dispute should the matter go to law
MLO5	• Review a hypothetical business dealing and identify in writing which issues might require the assistance of counsel, and write a hypothetical memo to such counsel identifying the most relevant facts so as to obtain the best advice.

Requisites

Module Content & Assessment

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

Derogations from the General Assessment Regulations

No more than 4 attempts are possible

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	Week 24	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)			
Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	Week 12	**Learning Outcomes**	1,2
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Alison Jones,Brenda Sufrin,Niamh Dunne. (2019), EU Competition Law, Oxford University Press, USA, p.1353, [ISBN: 978-0198824657].**
- **Sandra Marco Colino. (2019), Competition Law of the EU and UK, Oxford University Press, USA, p.657, [ISBN: 9780198725053].**
- **Richard Whish,David Bailey. (2021), Competition Law, Oxford University Press, p.1185, [ISBN: 9780198836322].**
- **Steven Anderman,Hedvig Schmidt. (2011), EU Competition Law and Intellectual Property Rights, OUP Oxford, p.0, [ISBN: 9780199589968].**

Other Resources

- **Newpaper, Financial Times. Financial Times, London.**
- **Magazine, Economist, London.**
- **Newspaper, Wall Street Journal. Wall Street Journal, USA.**

APPROVED

CONB 4001 (TU903): Consumer Behaviour

Module Details

Module Code:	CONB 4001 (TU903)
Module Long Title:	Consumer Behaviour APPROVED
Version:	1
Indicative NFQ level:	Level 8
Valid From:	Sept 2022 (September 2022)
Language of Instruction:	English

ECTS Credits::	10
Current Coordinator::	OLIVIA FREEMAN
Module Coordinators:	• 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	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.
Indicative Syllabus	As above
Learning and Teaching Methods	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.

Indicative Syllabus
1. Sociology of Consumption 1.1) Mapping the academic development, paradigm shifts and key thinkers characterising consumer and consumption oriented studies from the turn of the 20th century through to the present day. This will serve to provide context to a focus on the intersection between consumption, culture and markets.
2. Consumers as Social Actors 2.1) Exploring ideas about the construction of selves and identities in mediated consumer landscapes, culture and social mobility.
3. Geographies of Consumption 3.1) Consumer culture in a global context, consumer landscapes, Sustainable Development Goal (SDG) Framework, SDG#12 Consumption and Production, Overconsumption.
4. Politics of Consumption 4.1) Exploring the problematic binary between consumption and citizenship, beyond consumer capitalism –alternative frameworks for sustainable development, social activism, purpose disruptors.
5. Consumer Research 5.1) Qualitative research theories, tools and practices.
6. Behavioural Economics 6.1) Rationality, Irrationality, Rationalisation, Biases, Applications.
7. Consumers as Individuals 7.1) Drive, Motivation and Hedonism 7.2) Attitude Formation and Change

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Critically appraise a range of theoretical perspectives on consumer behaviour derived from academic literature including consumer identities, communities, spaces, cultures and behavioural economics.
MLO2	Design and implement an appropriate qualitative research framework to undertake consumer research in a digital context.
MLO3	Critically appraise how behavioural biases can affect individual decision-making.
MLO4	Reflect on personal and societal consumption practices in relation to the requirements of moving to a Net-Zero emissions world by 2050.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Other (Inactive)	**% of Total Mark for Module**	35
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Online Discussion Contributions

Assessment Type	Case Study	**% of Total Mark for Module**	25
Indicative Week	See Student Handbook	**Learning Outcomes**	1,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group-based assignments (e.g. case study or workshop activity)

Assessment Type	Research Paper	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual research project - report and viva

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	132
Hours (up to 100 for 5 ECTS credits)	180.00

Recommended Reading List

Recommended Book Resources

- **Eric J. Arnould,Craig J Thompson. (2018), Consumer Culture Theory, SAGE Publications Limited, p.0, [ISBN: 9781526420725].**
- **Olga Kravets,Pauline Maclaran,Steven Miles,Alladi Venkatesh. (2018), The SAGE Handbook of Consumer Culture, SAGE Publications Limited, p.576, [ISBN: 978-1473929517].**
- **Robert V Kozinets. (2019), Netnography, SAGE Publications Limited, p.0, [ISBN: 978-1526444691].**

Supplementary Book Resources

- **Magnus Boström,Michele Micheletti. (2019), The Oxford Handbook of Political Consumerism, Oxford Handbooks, p.953, [ISBN: 9780190629038].**
- **Christiana Figueres,Tom Rivett-Carnac. (2020), The Future We Choose, Knopf, p.242, [ISBN: 0525658351].**
- **Richard H. Thaler,Cass R. Sunstein. (2009), Nudge, Penguin, p.322, [ISBN: 978-0143115267].**
- **Kate Raworth. (2018), Doughnut Economics, Chelsea Green Publishing, p.322, [ISBN: 9781603587969].**

APPROVED

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. &BusinessEthic
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:	• 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	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.
Indicative Syllabus	**Ethical concepts and Theories** Nature of Ethics. Ethical Theories. Teleology. Utilitarianism. Deontology. Kant. Social Justice. Virtue Ethics. **Ethical decision making** Ethical Decision making models. Kohlberg's Stages of Moral Development. Nature of Business Ethics. Arguments for & against Business Ethics. **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 **Corporate Social Responsibility**

	Nature of Corporate Social Responsibility. Pyramid of Corporate Social Responsibility. Stakeholder Theory. Shareholder Theory. Corporate Social Responsibility and financial performance. Corporate Social Disclosure. **Overview of Corporate Governance** Nature of Corporate Governance. History & development of Corporate Governance. Principles of Corporate Governance. Impact of Corporate Governance. **Corporate Governance Concepts and Theories** Theories of Corporate Governance. Agency Theory. Corporate Governance and Peformance. **Board of Directors** Directors & Board Structure. Roles, duties and responsibilities of Board of Directors. Non-executive directors. Directors remuneration. **Corporate Governance in Practice** Systems of Corporate Governance. Corporate Governance in the UK and Ireland. Combines Code of Corporate Governance. **Sarbanes Oxley** Sarbanes Oxley, impact of the legislation, arguments for and against legislation for corporate governance
Learning and Teaching Methods	The module will incorporate a range of teaching and learning methods including lectures, case studies, class discussion, group conversation and discourse, and e-learning. The learning environment will be practical and integrative, using the theory to develop evaluations and potential solutions to real world ethics and governance problems.

Learning Outcomes

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

#	
MLO1	Possess a clear understanding of the complex roles and relationships that exist between business, corporate governance, and business ethics and how this plays out at local, national, EU, and global levels.
MLO2	Compare, contrast, and apply various ethical decision making theories to organisational contexts and cases.
MLO3	Have in depth knowledge of the principles of Corporate Governance, who is responsible, and how good Corporate Governance is practiced.
MLO4	Identify, evaluate and analyse examples of good/poor corporate governance and good/poor ethical practice in a variety of industry and organisational contexts.

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

Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Exam at end of semester two
This will require the learner to demonstrate knowledge and understanding of module content.

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	30
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
Continuous assessment: In groups students should identify a case which contains a situation / context
specific to corporate governance and business ethics. Evaluate and analyse accordingly. This element is weighted at 15% of the 30% allocated for CA.
The second CA component is a reflective learning journal which is weighted at 15%. This concludes the 30% weighting to CA's on this module.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	100
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **(2021), Managing Business Ethics - Straight Talk About How to do it Right, 8th. All, Wiley, [ISBN: 978-1-119-71885-7].**
- **Ferrell, O. C. Fraedrich, J. Ferrell, L.. (2021), Business Ethics: Ethical decision making and cases, 13th. All, South-Western, [ISBN: 03575133639780357513361].**
- **Malin, C. (2019), Corporate Governance, 6th. All, Oxford University Press, [ISBN: 01988067609780198806769].**

Recommended Article/Paper Resources

- **Cambridge Journals. (1990), All relevant, Business Ethics Quarterly, Relevant Student Selections.**

Supplementary Article/Paper Resources

- **Springer Journals. (1982), All relevant, Journal of Business Ethics, Relevant Student Selections.**

APPROVED

LAW 1502: Criminal Law

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:	• 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

2.6) 5. Infancy
2.7) 6. Provocation
2.8) 7. Duress and necessity
2.9) 8. Self-defence and defence of others.
2.10) 9. The impact of intoxication on criminal liability
2.11) 10. Inchoate offences
2.12) 11. Strict liability offences

3. Offences
3.1) Murder and manslaughter.
3.2) 13. Offences contrary to sections 2 to 15 (inclusive) of the Non-Fatal Offences Against the Person Act, 1997.
3.3) 14. Rape, sexual assault, and incest.
3.4) 15. Offences contrary to sections 2 and 3 of the Criminal Law (Sexual Offences) Act 2006 as amended by the
3.5) Criminal Law (Sexual Offences) (Amendment) Act 2007
3.6) 16. Theft
3.7) 17. Robbery and burglary
3.8) 18. Handling and possessing stolen property.
3.9) 19. Public order offences.
3.10) 20. Criminal damage

Learning Outcomes

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

#	
MLO1	Explain and comment upon the fundamental differences between civil and criminal law.
MLO2	Explain and identify the conceptual basis for criminal offences and the impact of possible successful defences
MLO3	Read and analyse fact patterns from a prosecution or defence perspective.
MLO4	Identify, explain and analyse the key legislative measures and judicial decisions arising in Criminal Law and in particular, to delineate the respective importance and significance of each measure or decision
MLO5	Appraise the reasons for, the policies behind and the background to the several rules and doctrines of Criminal Law in a variety of contexts
MLO6	Demonstrate an ability accurately to identify legal issues in various scenarios so as to engage and instruct legal advisors in the relevant area of law, with a view to preparing legal strategies and solutions thereto
MLO7	Demonstrate an ability to formulate workable solutions to unseen legal problems, and to develop strategies designed to promote best legal practice in the workplace
MLO8	Recognise and identify the core legal issues arising from unseen fact patterns arising in a variety of legal contexts
MLO9	Recognise and apply principles that arise in one legal discipline to legal problems that arise in the course of studying other inter-related disciplines
MLO10	Comment critically upon the likely outcome of the application of law to a particular fact pattern
MLO11	Identify and locate available and relevant sources and materials to assist in the solution of legal problems in a variety of contexts (particularly where such problems are unanticipated or have not been considered by the student on previous occasions).

Requisites

Module Content & Assessment

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

Derogations from the General Assessment Regulations

Only 4 attempts are permitted

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10,11
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	4,5,6
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	146
Tutorial	6
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **CRIMINAL LAW IN IRELAND 2ND EDITION, [ISBN: 978-1-911611-40-0].**
- **Peter Charleton,Paul Anthony McDermott,Ciara Herlihy,Stephen Byrne. (2020), Charleton and Mcdermott's Criminal Law and Evidence, Bloomsbury Professional, p.0, [ISBN: 9781845922313].**
- **David Ormerod,Karl Laird. (2021), Smith, Hogan, and Ormerod's Criminal Law, Oxford University Press, p.1223, [ISBN: 9780198849704].**
- **Conor Hanly. (2015), An Introduction to Irish Criminal Law, Gill & MacMillan, p.400, [ISBN: 9780717159734].**
- **Jeremy Horder. (2022), Ashworth's Principles of Criminal Law, Oxford University Press, USA, p.608, [ISBN: 9780192897381].**
- **Jonathan Herring. (2022), Criminal Law, Oxford University Press, USA, p.920, [ISBN: 9780192855923].**
- **Nicola Monaghan. (2022), Criminal Law Directions, Oxford University Press, p.533, [ISBN: 9780192855374].**
- **Liz Campbell,Andrew Ashworth,Mike Redmayne. (2019), The Criminal Process, Oxford University Press, USA, p.527, [ISBN: 9780198818403].**

Other Resources

- **Law Reform Commission. (2019), Report on Knowledge or Belief Concerning Consent in Rape Law.**
- **Law Reform Commission. (2016), Report on Harmful Communications and Digital Safety.**
- **Law Reform Commission, (2013), Report on Sexual Offences and Capacity to Consent.**
- **Law Reform Commission, (2009), Report on Defences in Criminal Law.**
- **Law Reform Commission, (2008), Report on Homicide: Murder and Involuntary Manslaughter..**

APPROVED

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	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. 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. 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).
Indicative Syllabus	Basic network programming –sockets, synchronous/asynchronous communications. Data processing – data structures, data formats, data interpretation, data filtering. Message-oriented architecture – integration of independent services and their inter-communication. RESTful service – setup, connectivity, communication, JSON. Web services – setup, connectivity, communication, DOM tree. Distributed transactions – techniques to handle fault tolerance for data retrieval, eventual consistency, commitment protocols. Big data implications – techniques for streaming, caching, paging, and storage. Data validation – techniques for handling data uncertainty, accuracy, and precision.

Learning and Teaching Methods	Lectures/labs, discussion, practical examples, problem-solving exercises, project work, self-directed learning. Note: computer labs must have the relevant software installed and available to students.

Learning Outcomes

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

#	
MLO1	Recognise software that detects and connects to remote data sources.
MLO2	Be aware of the process and tools to retrieve data from remote sources using different connectivity approaches.
MLO3	Know how to interprets and filters the data acquired from remote sources and converts data to an internally understandable data representation.
MLO4	Implement the process to integrates and merges data from multiple sources.
MLO5	Apply programming techniques to handles the loss of connectivity to data sources e.g., summarisation, prediction
MLO6	Recognise big data and its impact on data retrieval (e.g., streaming, caching, paging, and storage) through the implementation of working software.
MLO7	Describe individual data characteristics (e.g., certainty, accuracy, and precision) through the implementation of working software.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Lab Activities	**% of Total Mark for Module**	15
Indicative Week	Week 4	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment 1

Assessment Type	Lab Activities	**% of Total Mark for Module**	35
Indicative Week	Week 8	**Learning Outcomes**	3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment 2

Assessment Type	Lab Activities	**% of Total Mark for Module**	50
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Lab Exam

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Roy Jafari. Hands-On Data Preprocessing in Python, Packt Publishing, p.602, [ISBN: 978-1801072137].**

Supplementary Book Resources

- **W. H. Inmon,Daniel Linstedt. (2014), Data Architecture: a Primer for the Data Scientist, Morgan Kaufmann, p.355, [ISBN: 978-0-12-802044-9].**

APPROVED

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	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. 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.
Indicative Syllabus	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. Remote Method Calls A set of protocols and frameworks that enable Java objects to communicate remotely with other Java objects. 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. 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.

	Message-oriented-middleware MOM can be seen as a natural extension of the packet paradigm of communications prevalent in the lower layers of the OSI network model. Web Services Web services are server side services, accessed over HTTP and executed on a remote system hosting the requested services. SOAP based and RESTful web services will be covered.
Learning and Teaching Methods	The students will be presented with technologies during lectures. A lecture will be comprised of a description of a technology, its value in terms of system design and business value as well as practical demonstration of the technology in action as a system. Students will also be heavily graded on practical performance. There will be a number of practical assignments that will be part of a continuous assessment.

Indicative Syllabus

1. Content
1.1) Naming and Directory Systems
1.2) 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.
1.3) Remote Method Calls
1.4) A set of protocols and frameworks that enable Java objects to communicate remotely with other Java objects.
1.5) Enterprise Architectures
1.6) 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.
1.7) Distributed Transactions
1.8) 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.
1.9) Message-oriented-middleware
1.10) MOM can be seen as a natural extension of the packet paradigm of communications prevalent in the lower layers of the OSI network model.
1.11) Web Services
1.12) Web services are server side services, accessed over HTTP and executed on a remote system hosting the requested services. SOAP based and RESTful web services will be covered.

Learning Outcomes

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

#	
MLO1	Understand distributed technologies and have the associated skills.
MLO2	Design an enterprise application. The student should be able to reason about the design of enterprise applications. The student should be able to discuss the trade-offs when choosing between the various design decisions possible when building enterprise applications.
MLO3	Will learn the various technologies that support the development of enterprise applications and be able to harness this acquired knowledge to compose functional enterprise applications to achieve the best possible outcome. The student should be able to explain their choice of technology when implementing a particular design concern and to illustrate where technologies are more appropriate in the enterprise application spectrum.
MLO4	Should be aware of the maintenance involved in supporting enterprise scalability. Enterprise environments are highly configurable. Students should be able to describe why there are so many configuration options available in the enterprise domain and indicate the procedures to manage and maintain enterprise applications given the application non-functional concerns.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written exam

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	40
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessments

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	2
Lab	1
Hours (up to 100 for 5 ECTS credits)	3.00

Recommended Reading List

Recommended Book Resources

- **Nicholas S. Williams. (2014), Professional Java for Web Applications, John Wiley & Sons, p.944, [ISBN: 9781118656464].**
- **Bill Burke. (2013), RESTful Java with JAX-RS 2.0, O'Reilly Media, p.367, [ISBN: 978-1449361341].**

Other Resources
• **Website, Hibernate, https://hibernate.org/** • **Website, JAX-RS, https://www.oracle.com/technical-resourc es/articles/java/jax-rs.html**

APPROVED

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	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. 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.
Indicative Syllabus	Emerging Technologies Evolving Business models/Revenue Models Operations management Strategy Supply Chain Management International Business Strategy Consumer/Business to Business Product/Service Marketing SME/Large organisations Digital Marketing / E-Business strategy Ethics/Business culture

Learning Outcomes

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

#	

MLO1	Evaluate complex and ambiguous business issues in the dynamic eCommerce environment.
MLO2	Place him/herself in the shoes of the decision-maker and make judgements about the impact of management decisions taking into account constraints and opportunities provided by business circumstances
MLO3	Apply theory and technical insights from a range of subject areas to a specific business situation
MLO4	Recommend and justify alternative future directions for an organisation consistent with the objectives of the stakeholders, its current and potential resources, and with the opportunities and constraints of the environment

Requisites

Module Content & Assessment

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

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	70
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Case analysis and presentation on group cases submitted over the module period. Students will be expected to demonstrate analytical and evaluative skills and an appropriate application of theory in line with the learning outcomes. Both presenting and challenging groups have a portion of their marks allocated for presentation and interpersonal skills.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lecture	24
Self Directed	80
Hours (up to 100 for 5 ECTS credits)	104.00

Recommended Reading List

Recommended Book Resources

- **Bill Lee,Mark Saunders. Conducting Case Study Research for Business and Management Students, [ISBN: 1446274179].**

APPROVED

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:	• 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	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. 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. 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. 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.
Indicative Syllabus	This module includes topics such as: • 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?

Learning and Teaching Methods	This module is being delivered using a blended learning format. Students will attend some face-to-face lectures and also learn online through both 'live' and recorded lectures. Flip-teaching will also be used to design sets of online artefacts that create further insight into the module topics. Group-based peer-review sessions will enable students to share knowledge.

Learning Outcomes

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

#	
MLO1	Discover new and emerging trends and technologies while investigating their implications for organisations from a people, process and technology perspective
MLO2	Analyse current and future scenarios of several significant horizon technologies in the context of sectors and organisations
MLO3	Investigate technology-led change at a general and specific level in organisations using tools, techniques and models
MLO4	Integrate the implications of emerging and advanced technologies with organisational impacts and future planning
MLO5	Recommend strategies that increase the technology capabilities of organisations to prepare for significant and ongoing change

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	Week 6	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment 1 - group-based research project

Assessment Type	Essay	**% of Total Mark for Module**	60
Indicative Week	Week 9	**Learning Outcomes**	3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment 2 - individual assignment

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Schilling, M. A., & Shankar, R.. (2019), Strategic management of technological innovation, McGraw-Hill Education.**
- **Armstrong, P.. (2017), Disruptive technologies: understand, evaluate, respond., Kogan Page Publishers.**

Supplementary Book Resources

- **Rossignoli, C., Virili, F., & Za, S.. (2018), Digital Technology and Organizational Change, Springer.**

Recommended Article/Paper Resources

- **Technovation.**
- **Journal of Product Innovation Management.**
- **Journal of Innovation Management.**
- **Journal of Research Policy.**

Other Resources

- **Web reference, "Whats next? A look at future trends" Podcast, https://www2.deloitte.com/us/en/insights /focus/tech-trends/2020/horizon-next-a-f uture-look-at-the-trends.html**

APPROVED

EREL 4000: Employee Relations

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	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. 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.
Indicative Syllabus	1. **Introduction to Employee Relations** Contextual and theoretical overview of Employee Relations 2. **Labour Law** The role of individual and collective labour law in Employee Relations. 3. **Trade Unions and Employer Associations** The objectives, origins, structure, composition, development and current status of trade unions and employer associations. 4. **Employee Participation** Participation defined and analysed. Forms of employee participation compared including task participation, financial participation and mutual gains approach.

	5. **Collective and Individual Bargaining** The purpose, nature, conventions, stages, styles, development, structure and practice of collectively and individually oriented bargaining. 6. **Grievance and Discipline** The effective design and practical management of grievance and disciplinary procedures. 7. **HRM-ER Link** The correlation between HRM theory and ER theory and practice. HRM: a union or non-union phenomenon. 8. **Conflict and Negotiation** Nature and Sources of Conflict Bargaining Strategies and Contacts Negotiation Sequence and Process 9. **Contemporary Developments in Employment Relations** Public policy, labour markets, flexibility, participation, communications, redundancy, change management, technology and EU impact.
Learning and Teaching Methods	Classroom work is comprised of two elements: lectures and case studies. Students will also be encouraged to develop their learning skills by self-study and research. Journal articles will be distributed on an ongoing basis.

Learning Outcomes

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

#	
MLO1	demonstrate their level of understanding of the theory and concepts pertaining to employment relations
MLO2	demonstrate their practical knowledge and understanding of the key contemporary issues facing employee relations practitioners and policymakers;
MLO3	exercise appropriate judgement while applying the knowledge and skills central to the creation, conduct and maintenance of effective employee relations management practices.

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	Week 1	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Not yet determined

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Critique	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	1,2,3
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

Activity Type	*Duration (Hours)*
Lab	200
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Joseph Wallace (Lecturer in industrial relations),Patrick Gunnigle,Michelle O'Sullivan (Lecturer in industrial relations). (2020), Industrial Relations in Ireland, 5th. IPA, Dublin, [ISBN: 9781910393291].**
- **Tony Bennett,Richard Saundry,Virginia Fisher. (2020), Managing Employment Relations, 7th. Cipd - Kogan Page, UK, p.424, [ISBN: 1789661455].**

APPROVED

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	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. **Module Aim:** 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.
Indicative Syllabus	• 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

	• Collective bargaining and negotiations: national trends and local practices • The role of collective and individual labour law in employee relations • The management of workplace conflict, • The management of workplace grievances and discipline • Employee engagement, involvement and participation • Employment equality, diversity, inclusion, • Employee health and wellbeing • Contemporary developments and future challenges in employee relations
Learning and Teaching Methods	Classroom work is comprised of two principal elements: lectures and case study discussion. Students will also be encouraged to develop their learning skills by self-stud and research. Journal articles will be available and will be distributed on an ongoing basis

Learning Outcomes

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

#	
MLO1	Develop an informed view and critical insights on the key concepts and main approaches to the management of employee relations
MLO2	Describe and critically discuss the dynamic context of modern workplace and its impact on the management of employee relations
MLO3	Learn and critically discuss trade union and its role in the management of industrial relations
MLO4	Analyse and discuss the impacts and main roles undertaken by the relevant actors in the context of employee relations (e.g. senior managers, HR and line managers)
MLO5	Acquire relevant knowledge of and develop critical insights to the appropriate practices and policies relating to all aspects of employee relations
MLO6	Aware of the key emerging issues and future challenges in the field of employee relations

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Final Year Exam

Other Assessment(s)

Assessment Type	Critique	**% of Total Mark for Module**	25
Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment (1)

Assessment Type	Case Study	**% of Total Mark for Module**	25
Indicative Week	Week 9	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment (2)

Module Activity

Part Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Wallace, J., Gunnigle, P., McMahon, G. and O'Sullivan M.. (2020), Industrial relations in Ireland, 5th edition. Institute of Public Administration, Dublin.**
- **Bennett T., Saundry R., and Fisher V.. (2020), Managing employment relations, 7th edition. CIPD-Kogan Page.**

Supplementary Book Resources

- **Gennard, J., Judge, G., Bennett, T. and Saundry, R.. (2016), Managing Employment Relations, 6th edition. Chartered Institute of Personnel and Development & Kogan Page.**
- **Dibben, P. Klerck, G. and Wood, G.. (2011), Employment Relations. A Critical and International Approach., Chartered Institute of Personnel and Development & Kogan Page.**
- **Faulkner, M. Essentials of Irish Labour Law. (2018), Essentials of Irish Labour Law, 3rd edition. Clarus Press, Dublin.**

Other Resources

- **Website, Industrial Relations News (www.irn.ie). (2022), Industrial Relations News (www.irn.ie).**
- **Journal, Employee Relations. (2022), Employee Relations.**
- **Journal, Human Resource Management. (2022), Human Resource Management.**
- **Journal, Human Resource Management Journal. (2022), Human Resource Management Journal.**
- **Journal, Human Resource Management Review. (2022), Human Resource Management Review.**
- **Journal, Human Resource Management International Digest. (2022), Human Resource Management International Digest.**
- **Journal, Irish Employment Law Journal. (2022), Irish Employment Law Journal.**
- **Journal, Industrial Law Journal. (2022), Industrial Law Journal.**
- **Journal, Industrial Relations British Journal of Industrial Relations. (2022), Industrial Relations British Journal of Industrial Relations.**
- **Brightspace, There will be a variation of articles, other reading material and cases on Brightspace relevant to the module content. Please refer to it when required.. (2022), Brightspace.**

APPROVED

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	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. 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. 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.
Indicative Syllabus	Part 1 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. **The Contract of Employment: Legal Classification** 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. **Contractual Basis of the Employment Relationship** 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. **Distinguishing Contracts of Service from Contracts for Services**

The Control, Integration, Enterprise, and Mixed Tests can be used to distinguish between a contract of service and a contract for services. These tests examine the level of control the employer has over the employee, the degree of integration of the employee into the business, whether the employee is providing services as part of the employer's enterprise, and whether the contract is mixed, i.e., a combination of the above.

Express Terms versus Implied Terms

Express terms are the terms that are explicitly agreed upon by both the employer and the employee and are stated in the employment contract. Implied terms are terms that are not explicitly agreed upon but are still considered part of the contract, such as the implied duty of trust and confidence.

Terms Implied by Common Law

Certain terms are implied by common law and are considered part of every employment contract, such as the duty of care and the right to receive pay. This section of the course will explore the various different duties implied by common law.

Terms of Employment (Information) Act, 1994-2020

The Terms of Employment (Information) Act requires employers to provide employees with a written statement of their terms and conditions of employment within five days of starting work with the remainder being provided within two months of the commencement of employment. The statement should include information on pay, hours of work, holidays, and other important employment-related matters.

Drafting Employment Contracts

Employment contracts should be clear, concise, and comprehensive. Employers should ensure that they comply with relevant legislation and that the terms are fair and reasonable.

Impact of Collective Bargaining Agreements

Collective bargaining agreements can have a significant impact on the terms and conditions of employment. Employers should be aware of their obligations under such agreements and ensure that they comply with them.

Variation of Contractual Terms

Employers may wish to change the terms and conditions of employment. However, they must do so in compliance with relevant legislation and with the agreement of the employee.

Restrictive covenants and other post-employment restraints:

Employers as a general rule include restrictive covenants in employment contracts to protect their business interests. These covenants usually include non-compete clauses, non-solicitation clauses, and non-disclosure clauses. However, such clauses must be reasonable and proportionate.

Institutions & the Presentation of Cases:

The Workplace Relations Commission provides a range of services, including conciliation, mediation, adjudication, and inspection of employment disputes.

Referring a dispute to the WRC is the first step in resolving a dispute. The WRC offers a range of dispute resolution mechanisms, including conciliation and mediation. If a dispute is not resolved through these mechanisms, it can be referred to adjudication.

The Labour Court considers all industrial relations disputes that are referred to it. It hears all appeals of Adjudication Officer's decisions of the WRC arising under Industrial Relations and Employment Rights legislation

Protective Legislation for Atypical Workers:

Atypical workers, such as part-time, fixed-term, and agency workers, are protected by specific legislation. Part-time workers are protected by the Protection of Employees (Part-Time Work) Acts, 2001-2020, which provides for the equal treatment of part-time workers. Fixed-term workers are protected by the Protection of Employees (Fixed-term Work) Acts 2003-2019, which provides for the equal treatment of fixed-term workers. Agency workers are protected by the Protection of Employees (Temporary Agency Work) Act 2012, which provides for the equal treatment of agency workers with comparable permanent employees.

Part II

Part 2 of the module will provide an in-depth analysis of the Irish employment law, focusing on the Protection of Young Persons (Employment) Acts 1996-2020, The Organisation of Working Time Acts 1997-2022, Termination of the Employment Contract, Occupational Pensions, Protected Disclosures, Transfer of Undertakings, Bullying in the Workplace, Health, Safety and Welfare at Work, and Employment Equality Law. The module will examine the relevant legal provisions, court decisions, and their impact on employers and employees.

Protection of Young Persons (Employment) Acts 1996-2020: • The purpose and scope of the Acts • Prohibition of employment of young persons in certain circumstances • Restrictions on working hours for young persons. • The role and powers of the Workplace Relations Commission in enforcing the Acts

The Organisation of Working Time Acts 1997-2022: • The concept of a maximum working week • Rest periods and breaks • Holidays and annual leave entitlements • Sunday working • Zero hours contracts and their implications for employees

Termination of the Employment Contract: • Modes of termination • Notice requirements for termination • Summary dismissal and its implications for employees • Dismissal procedures and remedies • The Minimum Notice and Terms of Employment Acts 1973-2020 • The Unfair Dismissals Acts 1977-2022 • The Redundancy Payments Acts 1967-2022 • The Common Law concept of Wrongful Dismissal

Protected Disclosures:

• The legal framework for protected disclosures • Whistleblower protection and immunity from legal action • Disclosures of criminal offences and risks to health and safety

	Transfer of Undertakings: • The concept and scope of the Transfer of Undertakings Regulations • The implications of the regulations for employers and employees • Employee consultation and information requirements • Protection of employees' terms and conditions of employment. **Bullying in the Workplace** • Definition of bullying and types of behaviour that constitute bullying • Legal framework and legislation to address bullying in the workplace • Employer and employee responsibilities in preventing and addressing bullying • Consequences of failing to address bullying in the workplace **Health, Safety and Welfare at Work** • Overview of the legislation on health, safety and welfare at work • Duties of employers and employees in relation to health, safety and welfare at work • Risk assessments and preventive measures to reduce workplace accidents and injuries • Liability for workplace accidents and injuries **Employment Equality Law** • Overview of the Employment Equality Act 1998-2022 • Positive Discrimination and Derogation from the principle against discrimination • A victim's remedy where discrimination is established • Workplace Harassment and Sexual Harassment • Equal Pay and Equal Status
Learning and Teaching Methods	This module aims to provide students with an understanding of this complex area of law and of the importance of law and legal developments in the employment field. It will enable learners to keep abreast of legal developments and to critically analyse the law and evaluate the implications for employment practice.This module comprises 10 ECTS credits. Students will be expected to attend lectures for one and half per week. This module broadly aims: • to introduce students to the practical application of employment law, the settlement of workplace disputes, the prohibition of discrimination insofar as it relates to the workplace, the termination of the employment relationship, and the requirements of bringing a claim to the Workplace Relations Commission. • to explore the express and implied terms of the contract of employment, changes to terms and conditions of employment, changes to staff handbooks, information and consultation. • to develop students' knowledge of bringing claims before the Workplace Relations Commission and to develop their skills in drafting tribunal forms and advocacy before an adjudicator. • to place the module in its social, economic, political, historical, philosophical, and cultural context. This includes reference to the influence of European directives and case authorities on Irish law. **Transferable and Generic Skills** Having successfully completed this module you will be able to: • distinguish relevant from irrelevant materials; • locate and analyse relevant legal and other primary and secondary source materials; • manage your time effectively. • think critically and develop coherent arguments; • identify and analyse key issues in a previously unseen set of facts

Learning Outcomes

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

#	
MLO1	To provide an understanding of the key elements of Employment Law.
MLO2	Explain the difference between a contract of service and a contract for services. Examine a contract of employment to ensure it complies with statutory obligations. Identify and interpret the express and implied terms of the contract of employment.

MLO3	Name and describe the main institutions of the employment redress system outlining the composition, functions and powers of each venue, with particular reference to the division and separation of jurisdictions.
MLO4	Outline and comment upon the main features of fundamental employment protection legislation.
MLO5	Appraise the reasons for, the policies behind and the background to the several rules and doctrines of Equality Law in a variety of contexts.
MLO6	Demonstrate an ability to accurately identify legal issues in various scenarios so as to engage and instruct legal advisors in the relevant area of law, with a view to preparing legal strategies and solutions thereto.
MLO7	Identify the main contractual duties and responsibilities of employers and employees.
MLO8	Recognise the circumstances in which an employment contract may be terminated and recognise patterns which may give right of redress to an employee under wrongful, unfair and equality based dismissals.
MLO9	Identify instances of bullying, harassment and victimisation within the workplace. Critically evaluate the remedies and necessary actions to prevent such circumstances arising, and learn how to pursue cases in the employment redress system.
MLO10	Identify and locate available and relevant sources and materials to assist in the solution of legal problems in a variety of contexts (particularly where such problems are unanticipated or have not been considered by the student on previous occasions).

Requisites

Assessment Threshold	40%

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 is possible

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	Week 25	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30

Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

Part Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	164
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Ailbhe Murphy. (2017), Employment Law, 2nd. Bloomsbury Publishing, p.1591, [ISBN: 9781847663764].**
- **Frances Meenan. Employment Law, 2nd. Round Hall, Dublin, [ISBN: 9780414061743].**
- **Neville Cox,Val Corbett,Mark Connaughton. (2022), Employment Law in Ireland, 2nd. Clarus, Dublin, [ISBN: 978-1-911611-77-6].**
- **Marguerite Bolger,Claire Bruton,Cliona Kimber. (2022), Employment Equality Law, 2nd. Round Hall, Dublin, [ISBN: 9780414098510].**
- **Astra Emir. (2022), Selwyn's Law of Employment, Oxford University Press, p.752, [ISBN: 9780192858795].**
- **Ian Smith,Aaron Baker,Owen Warnock. (2021), Smith and Wood's Employment Law, Oxford University Press, p.927, [ISBN: 9780198868538].**
- **Gavin Mansfield Qc,Lydia Banerjee,Damian Brown Qc,Simon Forshaw,Charlotte Davies,Mark Humphreys,Anthony Korn,Eleena Misra,Brian Napier QC. (2019), Blackstone's Employment Law Practice 2018 Pack, Oxford University Press, USA, p.936, [ISBN: 9780198835165].**
- **Brendan Kirwan. Injunctions, 3rd. Round Hall, Dublin, [ISBN: 9780414080218].**
- **Arthur Cox Employment Law Group. (2023), Arthur Cox Employment Law Yearbook 2022, Bloomsbury Professional, p.0, [ISBN: 9781526524003].**
- **Des Ryan. (2017), Redmond on Dismissal Law, Bloomsbury Publishing, p.731, [ISBN: 9781780434988].**

APPROVED

ENTP 4000: Enterprise Studies

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	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.
Indicative Syllabus	**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 **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

	Structuring the Organisation for Entrepreneurship Role of structural context; Structure, processes and relationships; Entrepreneurial organisational design; Entrepreneurial projects; Complexities in applying structural context. **Entrepreneurial Capabilities** Resource based theory and the entrepreneurial organisation. Overcoming resource disadvantages. Managing contingencies and changing contexts. **Choosing a Direction** Entrepreneurial vision and mission; Developing, shaping, and communicating vision and mission; Business strategy process; Controlling strategy process; Entrepreneurial entry strategies, Entrepreneurial strategy heuristics **Marketing and Small Firms** Marketing and entrepreneurship; Market planning in small firms; Marketing models and marketing performance **The Family Firm** Complexity of economic and social forces; Conflict of cultures; Resolving conflict; Succession and its management **SimVenture Evolution** (Business Simulation Software) ▪ Running multiple business simulation exercises: • on an individual and a group basis. ▪ Simulations will focus on: • specific functional areas of an enterprise (e.g. organisation, operation, sales and marketing, and research and development); • problems, issues & dilemmas (e.g. profitability, cash-flow, efficiency, moral, etc.); • Business phases (start-up, growth maturity, decline, re-invention).
Learning and Teaching Methods	The learning and teaching methods employed will include lectures, discussions, problem-solving exercises, reading, and self-directed learning. In addition, formal lectures and workshops are supported by guest lecturers from practitioners in the area. In addition to the reading list, supplemental readings will be continually provided to ensure that students are aware of current academic developments and emerging practitioner issues.

Learning Outcomes

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

#	
MLO1	Evaluate the fundamental components of entrepreneurship and critically analyse its cross-disciplinary relationship with various aspects of an enterprise.

MLO2	Apply relevant techniques to examine the entrepreneurial challenges and prospects within core functional domains of an enterprise, such as organisation, operation, sales and marketing, and research and development.
MLO3	Synthesise information from intricate, comprehensive case studies to pinpoint central issues and problems, propose alternative strategies, and substantiate recommendations for future actions that capitalise on each phase of the entrepreneurial process in a business simulation setting.
MLO4	Compare the complexities of enterprise management and assess the viability of business ownership as a potential career path.

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**	25
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
SimVenture Simulations (both individual and group-based)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Market Trader Project

Assessment Type	Journal/Reflective Journal	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Personal Reflection Paper

Assessment Type	Performance	**% of Total Mark for Module**	5
Indicative Week	See Student Handbook	**Learning Outcomes**	4

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Performance Assessment (incl. Peer Review)

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Blundel, R., Lockett, N., & Wang, C.. (2017), Exploring entrepreneurship, Sage.**

Supplementary Book Resources

- **Burns, P. and Dewhurst, J.. (2016), Small business and entrepreneurship, Macmillan International Higher Education.**
- **Hatten, T. S.. (2015), Small business management: Entrepreneurship and beyond, Nelson Education.**
- **Zimmerer, T. W., & Scarboroug, N. M.. (2016), Essentials of entrepreneurship and small business management, Global ed..**
- **Osterwalder, A. and Pigneur, Y.. (2010), Business model generation: a handbook for visionaries, game changers, and challengers, John Wiley & Sons.**

Recommended Article/Paper Resources

- **O'Gorman, C.. (2015), The study of entrepreneurship in Ireland, The Irish Journal of Management, 34(1), p.14.**

Other Resources

- **Report, Fitzsimons, P. and O'Gorman. (2017), Entrepreneurship in Ireland 2016: global entrepreneurship monitor (GEM), http://www.gemireland.com/wp-content/upl oads/2014/06/GEM-2016.pdf**

APPROVED

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	**1. The role of SME's in the Economy.** **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 . **3. The Entrepreneur** Characteristics of a successful entrepreneur/ Behavioural Traits/ Entrepreneurial skills/ Entrepreneurship and culture / Dimensions of entrepreneurship/ Entrepreneurial myths **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 **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

	5. Choosing a direction Entrepreneurial vision and mission/ Developing, shaping and communicating vision and mission / Business strategy process/ Controlling strategy process/ Entrepreneurial entry strategies/ Entrepreneurial strategy heuristics **6. The Business Plan** Format/ Role and function/ Executive Summary/ Marketing Issues/Product/Service issues/Sales and promotion issues/ financial issues/ targeting the business plan **7. Issues and Perspectives on financing Small Firms** Gaining financial support/ correct financing/ and differing perspectives on the business plan. Banker perspective/ venture capitalist perspective/ business angels/ Financing Gap/ Critical analysis of the business plan **8. Marketing and Small Firms** Market planning in small firms/ Marketing models and Marketing performance/ Marketing and entrepreneurship **9. The Family Firm** Complexity of economic and social forces/ conflict of cultures/ resolving conflict/ Succession and its management.
Learning and Teaching Methods	The module will be delivered using a variety of learning and teaching methods. A strong emphasis will be placed on case histories as the basis for learning. Other teaching methods will include lectures, debates, videos and guest speakers. There will be considerable emphasis on self-directed learning. Continuous assessment will be used to develop research skills, deepen knowledge and assess the application of theory to reality. It is anticipated that teaching methods will foster skills in areas such as communication, problem solving, critical thinking and professional report writing.

Learning Outcomes

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

#	
MLO1	Evaluate theoretical insights into entrepreneurship including development of new products and services.
MLO2	Design a business model canvas for a new business concept, critique the business model concept.
MLO3	Research, organise, present, deliver and write an effective business plan a professional manner.
MLO4	Demonstrate a depth of strategic insight into entrepreneurial action across owner entrepreneur, SME, family, and MNC firms; and in a variety of environments including 'VUCA' (volatile, uncertain, complex, and ambiguous).

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

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**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of module examination to demonstrate both strong theoretical insights and a practical understanding of entrepreneurship.

Other Assessment(s)

Assessment Type	Artefact	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual Review of Entrepreneurship Journal Article

Assessment Type	Group Work	**% of Total Mark for Module**	10
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
Group Business Model Canvas & Supporting Executive Summary

Assessment Type	Artefact	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Business Plan

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

- **Paul Burns. (2020), Corporate Entrepreneurship and Innovation, 4th. Red Globe Press, p.0, [ISBN: 9781352008791].**
- **Hugh Melville. Entrepreneurship, [ISBN: 1635496624].**

Recommended Article/Paper Resources

- **International Journal of Entrepreneurship and Innovation. (2000), Relevant Selected Titles, Relevant Selected Titles.**
- **Journal of Entrepreneurship. (1992), Relevant Selected Titles, Relevant Selected Titles.**

APPROVED

LAW 3503: Equity Law

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:	• 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	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. Module Aims • 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. This module comprises 10 ECTS credits. .
Indicative Syllabus	Syllabus: The Nature of Equity and Historical Background, including the Maxims of Equity. Modern Equity: (a) Equitable Interests and equities b) Equitable Doctrines (i) Notice (ii) Estoppel (iii) Fraud, Undue Influence & Unconscionable Transactions. (c) Equitable Remedies (i) Injunctions (ii) Specific Performance (iii) Recission (iv) Rectification

	(v) Tracing Trusts (a) Nature and Classification of Trusts b) Formal Requirements c) The Three Certainties d) Constitution of Trusts e) Void and Voidable Trusts f) Secret and Half-Secret Trusts g) Resulting Trusts h) Constructive Trusts I) Trusts of the Family Home j) Charitable Trusts and Purpose Trusts k) Cy-pres Doctrine l) Appointment, Removal and Retirement of Trustees m) Powers and Duties of Trustees In addition to the above, candidates are required to have an outline knowledge of the law in the following areas: Election, Conversion and Reconversion Powers of Appointment Satisfaction
Learning and Teaching Methods	Interactive lectures Self-directed learning Group study and group discussion Presentations Guest lecturers Assessment will be conducted by reference to the following criteria: • 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. • Technical proficiency

Indicative Syllabus

1. History of Equity
1.1) n/a

2. Maxims of Equity
2.1) n/a

3. Express Trusts
3.1) n/a

4. Secret Trusts
4.1) n/a

5. Resulting Trusts
5.1) n/a

6. Constructive Trusts
6.1) n/a

7. Liability of Third Parties to Account in Equity
7.1) n/a

8. Purpose and Charitable Trusts
8.1) n/a

9. Administration of Trusts
9.1) n/a

10. Injunctions
10.1) n/a

11. Specific Performance
11.1) n/a

12. Estoppel
12.1) n/a

13. Recission
13.1) n/a

14. Rectification
14.1) n/a

15. Tracing
15.1) n/a

Learning Outcomes

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

#	
MLO1	Recognise equitable issues in a fact pattern
MLO2	Critically apply equitable and legal rules to those facts
MLO3	Critique the likely outcome of the application of equitable principles to specific fact scenarios
MLO4	Outline and comment critically upon the influence of Equitable rules and doctrines on the development of modern Irish law, particularly modern Irish land law
MLO5	Appraise the reasons for, the policies behind and the background to the several rules and doctrines of the Law of Equity in a variety of contexts
MLO6	Demonstrate an ability accurately to identify legal issues in various scenarios so as to engage and instruct legal advisors in the relevant area of law, with a view to preparing legal strategies and solutions thereto.
MLO7	Demonstrate an ability to formulate workable solutions to unseen legal problems, and to develop strategies designed to promote best legal practice in the workplace
MLO8	Recognise and identify the core legal issues arising from unseen fact patterns arising in a variety of legal contexts
MLO9	Recognise and apply principles that arise in one legal discipline to legal problems that arise in the course of studying other inter-related disciplines.
MLO10	Comment critically upon the likely outcome of the application of law to a particular fact pattern.
MLO11	Identify and locate available and relevant sources and materials to assist in the solution of legal problems in a variety of contexts (particularly where such problems are unanticipated or have not been considered by the student on previous occasions).

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

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	Week 25	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10,11
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	Week 13	**Learning Outcomes**	6,7
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	146
Tutorial	6
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **HILARY. BIEHLER. EQUITY AND THE LAW OF TRUSTS IN IRELAND., [ISBN: 9780414074606].**

Supplementary Book Resources

- **Ronan Keane. (2017), Equity and the Law of Trusts in Ireland, Bloomsbury Professional, p.632, [ISBN: 9781526502537].**
- **Nicholas McBride. (2023), Key Ideas in Trusts Law, Bloomsbury Publishing, p.145, [ISBN: 1509938699].**

Recommended Article/Paper Resources

- **M. Halliwell. (2004), Equitable property rights, discretionary remedies and unclean hands, Conveyancer and Property Lawyer.**
- **David Wilde. (2020), The three certainties required to declare a trust - or is it four? "Distributional certainty", Cambridge Law Journal.**
- **John Mee. (1992), Half-Secret Trusts in England and Ireland, Conveyancer and Property Lawyer..**
- **Una Woods. (2002), JOINT DEPOSIT ACCOUNTS AND THE CONDITIONAL GIFT THEORY, Irish Jurist.**
- **Sean McGuinness. (2016), The Mechanics of the Remedial Constructive Trust in Ireland, Dublin University Law Journal.**
- **Des Ryan. (2007), Royal Brunei dishonesty: a clear welcome for Barlow Clowes, Conveyancer and Property Lawyer..**
- **Hilary Biehler. (2015), The political purposes exception - is there a future for a doctrine built on foundations of sand?, Trust Law International.**
- **Hilary Biehler. (2020), INTERLOCUTORY INJUNCTIONS – RECENT GUIDANCE FROM THE SUPREME COURT, Irish Law Times.**
- **Editorial Board. (2022), Reading Guest and the law of proprietary estoppel, Conveyancer and Property Lawyer...**

APPROVED

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	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. 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.
Indicative Syllabus	**I. The European Convention on Human Rights** 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 **II. Incorporation of the Convention, and its impact on the Irish legal system.** **III. Human Rights Protection Under the European Union** 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. **IV. Future Prospects & Possible Reform**
Learning and Teaching Methods	Lectures 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: *Small Group Activities*

	Students will be assigned to groups to discuss and interpret key passages from the case-law of the European Court of Human Rights. The lecturer will provide assistance and guidance on how to interpret these terms. Students will then be expected to present their findings to their peers via minute papers or short oral presentations. This will provide a strong basis for making notes on key cases. *Problem-Based Learning* Students will be assigned to groups to work through hypothetical human rights issues. 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. *Active Viewing* 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.

Learning Outcomes

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

#	
MLO1	Describe and critique the institutional structure for the protection of human rights established under the European Convention on Human Rights.
MLO2	Identify and locate sources of human rights law including the relevant case-law of the ECHR and the ECJ.
MLO3	Critically evaluate the substantive law applicable to the protection of specified rights under the European Convention and apply that analysis to a hypothetical legal problem.
MLO4	Critically analyse the sources of fundamental rights law in the EU's legal system, and in particular the general principles of law developed by the ECJ and the rights and principles protected under the Charter of Fundamental Rights.
MLO5	Describe and critique the relationship between the protection of human rights under the EU and the Council of Europe systems, including a critical analysis of the judicial remedies for violation of fundamental rights under each system.
MLO6	Critically appraise proposals for reform of human rights protection in Europe and in particular proposals for reform of the EU system made by the European Convention.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The exam will feature 6 questions, of which 3 must be answered. The exam will draw on hypothetical scenarios and discussions explored in class.

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
An essay on one of the substantive topics covered in the first half of the year, Essays will be marked with reference to the candidate's evidence of understanding of relevant concepts and principles; orriginality of thought and evidence of independent research, and clarity of expression and presentation.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	46
Self Directed	154
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Bernadette Rainey,Pamela McCormick,Clare Ovey. (2021), Jacobs, White, and Ovey: the European Convention on Human Rights, Oxford University Press, p.792, [ISBN: 9780198847137].**

Supplementary Book Resources

- **Suzanne Egan, Liam Thornton, and Judy Walsh. (2014), Ireland and the European Convention on Human Rights: 60 Years and Beyond, Bloomsbury Professional, [ISBN: 9781780434728].**
- **Fiona De Londras,Cliona Kelly. (2010), European Convention on Human Rights Act, Round Hall Thomson Reuters, p.295, [ISBN: 9781858005881].**
- **William A. Schabas,William Schabas. (2015), The European Convention on Human Rights - A Commentary, Oxford University Press, p.1433, [ISBN: 9780199594061].**
- **Fiona de Londras,Kanstantsin Dzehtsiarou. (2018), Great Debates on the European Convention on Human Rights, Hart Publishing, [ISBN: 9781137607317].**
- **Janneke Gerards. (2019), General Principles of the European Convention on Human Rights, Cambridge University Press, p.275, [ISBN: 9781108718288].**
- **David Harris,Michael O'Boyle,Ed Bates,Carla M. Buckley. (2023), Harris, O'Boyle, and Warbrick: Law of the European Convention on Human Rights, Oxford University Press, p.1082, [ISBN: 9780198862000].**
- **Paul Craig,Gráinne De Búrca. (2015), EU Law, Oxford University Press, USA, p.1375, [ISBN: 9780198714927].**
- **Jan Wouters,Michal Ovádek. (2021), The European Union and Human Rights, Oxford University Press, p.769, [ISBN: 0198814178].**

APPROVED

LAW 3501: Evidence Law

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:	• 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	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. **Module Aims:** 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
Learning and Teaching Methods	Interactive lectures Self-directed learning Group study and group discussion Presentations Guest lecturers Assessment will consist of an end of session examinations (with both seen and unseen questions) and continuous assessment (including essays and problem-solving exercises). Assessment will be made on the basis of students' demonstrated ability to analyse and comment upon the mportant principles of and developments in the Law of Evidence. In particular, assessment will be conducted by reference to the following criteria: • 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. Technical proficiency.
Indicative Syllabus	

1. Burden and Standard of Proof Presumptions
1.1) n/a

2. Real evidence, Documentary evidence, Circumstantial evidence.
2.1) n/a

3. Testimony: competence and compbellability course of trial corroboration The rule against hearsay.
3.1) n/a

4. The rule against bad character evidence: the 'P' test; Section 1(f) of the Criminal Justice (Evidence) Act 1924
4.1) n/a

5. The rule against unconstitutionally and unlawfully obtained evidence (including the rules applicable to confessions)
5.1) n/a

6. The doctrine of privilege
6.1) n/a

Learning Outcomes

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

#	
MLO1	Display an understanding of the legal terminology used in evidence law.
MLO2	Identify and describe the different categories of evidence (real, testimony, documentary and circumstantial evidence) and the general rules governing admissibility as well as the rules excluding hearsay, bad character, unlawfully obtained and privileged evidence and the exceptions thereto.
MLO3	Critically analyse hypothetical legal problems in Irish evidence law, recognising the legal issues arising in a given fact pattern, applying the legal rules and principles to the relevant facts, and presenting logical arguments as to the probable outcomes of the issues based on those principles
MLO4	Identify, explain and analyse the key legislative measures and judicial decisions arising in Evidence Law and in particular, to delineate the respective importance and significance of each measure or decision
MLO5	Explain and comment upon the basic processes involved in a criminal and civil trial.
MLO6	Demonstrate an ability accurately to identify legal issues in various scenarios so as to engage and instruct legal advisors in the relevant area of law, with a view to preparing legal strategies and solutions thereto.
MLO7	Recognise and identify the core legal issues arising from unseen fact patterns arising in a variety of legal contexts
MLO8	Recognise and apply principles that arise in one legal discipline to legal problems that arise in the course of studying other inter-related disciplines such as criminal law.
MLO9	Comment critically upon the likely outcome of the application of law to a particular fact pattern.
MLO10	Identify and locate available and relevant sources and materials to assist in the solution of legal problems in a variety of contexts (particularly where such problems are unanticipated or have not been considered by the student on previous occasions).

Requisites

Assessment Threshold	N/A

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 is possible

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	Week 25	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,10
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	Week 12	**Learning Outcomes**	3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	146
Tutorial	6
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Liz Heffernan. (2020), Evidence in Criminal Trials, Bloomsbury Professional, p.992, [ISBN: 9781526511454].**
- **Liz Heffernan,Edward J. Imwinkelried,Ray Ryan. (2008), Evidentiary Foundations, Bloomsbury Professional, p.0, [ISBN: 9781845927875].**
- **Caroline Fennell. (2019), The Law of Evidence in Ireland, Bloomsbury Professional, p.512, [ISBN: 9781526504890].**

Supplementary Book Resources

- **Declan McGrath,Emily Egan McGrath. (2020), McGrath on Evidence, 3rd. [ISBN: 9780414081772].**

APPROVED

FNES 4000: Financial Econometrics

Module Details

Module Code:	FNES 4000
Module Long Title:	Financial Econometrics APPROVED
Version:	1
Indicative NFQ 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	**Introduction to Econometrics:** The history of econometrics, the theory of and aims of econometrics, data types, the population mean and its properties. **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. **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. **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.

	Multicollinearity: Perfect and imperfect multicollinearity, dominant variables, consequences of multicollinearity, detection of multicollinearity and variance inflation factors, remedies for multicollinearity. **Serial Correlation:** Pure and impure serial correlation, first-order and higher order serial correlation, consequences of serial correlation, detection of serial correlation and the Durbin-Watson test, correcting serial correlation. **Heteroskedasticity:** Pure and impure heteroskedasticity, proportionality factors, consequences of heteroskedasticity, testing for heteroskedasticity using the park test or white test, remedies for heteroskedasticity. **Volatility Modelling Using ARCH/GARCH Models:** The ARCH and GARCH Family of models, testing for ARCH and GARCH effects, estimation issues, multivariate GARCH. **Discrete Choice Models:** Models for binary choice, Logit models for multiple choice, models for ordered data. **Applying Econometric Techniques:** Using statistical software (Stata) to produce econometric output, working with panel data, cross-sectional data and time-series data, testing models.
Learning and Teaching Methods	While formal lectures and tutorial sessions will be utilised, there will also be an emphasis upon laboratory work. Self study problem based learning methods will be adopted by learners through their continuous assessment.

Learning Outcomes

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

#	
MLO1	Comprehend the uses of and the testing procedures associated with Ordinary Least Squares (OLS);
MLO2	Competent with handling panel, time-series and cross-sectional data sets;
MLO3	Apply several econometric techniques (OLS, ARCH/GARCH and discrete choice techniques) to financial data;
MLO4	Competent with econometric modelling, estimating (in Stata) and interpretation and;
MLO5	Build econometric models using the various tools and techniques.

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
n/a

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

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

- **A. H. Studenmund. (2016), A practical guide to using econometrics, 7. Pearson Higher Education, p.554, [ISBN: 9781292154091].**

Supplementary Book Resources

- **ALAN C. ACOCK. (2018), A Gentle Introduction to Stata, Revised Sixth Edition, 6. Stata Press, [ISBN: 9781597183673].**

- **William E.Hill Griffiths (R. Carter). (2019), Using EViews for Principles of Econometrics, 5. Wiley, [ISBN: 9781119463399].**
- **Michelle C. Baddeley,Diana V. Barrowclough. (2009), Running Regressions, 1. Cambridge University Press, p.310, [ISBN: 9780521603089].**
- **Chris Brooks. (2019), Introductory Econometrics for Finance, 4. Cambridge University Press, p.750, [ISBN: 9781108436823].**
- **William H. Greene. (2018), Econometric Analysis, 8. Pearson, [ISBN: 978013-4461366].**
- **Damodar Gujarati,Dawn Porter. (2008), Basic Econometrics, 5. McGraw-Hill Education, p.944, [ISBN: 9780073375779].**
- **G. S. Maddala,Kajal Lahiri. (2009), Introduction to Econometrics, 4. Wiley, p.654, [ISBN: 9780470015124].**
- **James H. Stock,Mark W. Watson. (2019), Introduction to Econometrics, Global Edition, 4. Pearson, [ISBN: 9781292264455].**

APPROVED

FNCE 3002: Financial Econometrics

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	**Introduction to Econometrics:** The history of econometrics, the theory of and aims of econometrics, data types, the population mean and its properties. **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. **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 **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.

	Multicollinearity: Perfect and imperfect multicollinearity, dominant variables, consequences of multicollinearity, detection of multicollinearity and variance inflation factors, remedies for multicollinearity. **Serial Correlation:** Pure and impure serial correlation, first-order and higher order serial correlation, consequences of serial correlation, detection of serial correlation and the Durbin-Watson test, correcting serial correlation. **Heteroskedasticity:** Pure and impure heteroskedasticity, proportionality factors, consequences of heteroskedasticity, testing for heteroskedasticity using the park test or white test, remedies for heteroskedasticity. **Discrete Choice Models:** Models for binary choice, Logit models for multiple choice, models for ordered data. **Time Series Analysis:** Introduction to Time-Series Analysis. Stationarity/non-stationarity, unit roots and cointegration. **Panel Data Analysis:** Introduction to Panel Data Analysis. Pooling cross sections over time. Fixed and Random effects estimation. **Applying Econometric Techniques:** Using statistical software (Stata) to produce econometric output, working with panel data, cross-sectional data and time-series data, testing models.
Learning and Teaching Methods	While formal lectures and tutorial sessions will be utilised, there will also be an emphasis upon laboratory work. Self study problem based learning methods will be adopted by learners through their continuous assessment.

Learning Outcomes

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

#	
MLO1	Comprehend the uses of and the testing procedures associated with Ordinary Least Squares (OLS);
MLO2	Confidently discuss the problem of identification.
MLO3	Apply several econometric techniques (OLS and discrete choice techniques) to economic and financial data;
MLO4	Perform basic time series analysis.
MLO5	Perform basic econometric analysis for panel data
MLO6	Apply these techniques and methods to datasets using the Stata statistical software package.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	20
Indicative Week	Week 7	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	Week 13	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

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

- **A. H. Studenmund. (2018), A practical guide to using econometrics, 7. Pearson Higher Education, p.554, [ISBN: 9781292154091].**
- **James H. Stock and Mark W. Watson. (2019), Introduction to Econometrics, Global Edition, 4. [ISBN: 9781292264455].**
- **J.M. Wooldridge. (2020), Introductory Econometrics: A Modern Approach, 7. Cengage.**

Supplementary Book Resources

- **Alan C. Acock. A Gentle Introduction to Stata, 6. [ISBN: 9781597183673].**
- **William E.Hill Griffiths (R. Carter). (2019), Using EViews for Principles of Econometrics, 5. Wiley, [ISBN: 9781119463399].**
- **Chris Brooks. (2019), Introductory Econometrics for Finance, 4. Cambridge University Press, p.750, [ISBN: 9781108436823].**
- **William H. Greene. (2018), Econometric Analysis, 8. Pearson, [ISBN: 978013-4461366].**
- **Damodar N Gujarati and Dawn C. Porter. (2011), Basic Econometrics, 5. McGraw-Hill Education, p.0, [ISBN: 9780073375779].**
- **Damodar Gujarati. (2011), Econometrics by Example, Palgrave MacMillan.**
- **J.D. Angrist and J. Pischke. (2015), Mastering Metrics, Princeton University Press.**

APPROVED

FNSV4008-14524: Financial Services

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:	• 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	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. The course contains a mixture of analytical and theoretical components • 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. The module overview should be concise and succinct.
Indicative Syllabus	**The Financial System:** 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.

	Money Markets and Money Market Instruments: Domestic money market and instruments; T-Bills, Repurchase Agreements, Inter-Bank Market, Commercial Paper and Certificates of Deposit. International money market and instruments; Eurocurrency Loans and Deposits. Calculation of competitive advantage between these two markets. **Exchange Rate Risk**: Components of exchange rate risk (economic, transaction and translation). **Foreign Currency Market**: Foreign currency market and market conventions. Spot, cross and forward rates. Causes of exchange rate fluctuations. Four-way equivalence model; interest rate parity theory (IRPT), purchasing power parity theory (PPPT), fisher effect, pure expectations theory. Forecasting exchange rates using both IRPT and PPPT. Devices for managing FX exposure: **Internal Hedging Techniques:** Netting inter-company debt; matching receipts and payments; leading and lagging payments, adjusting contract prices to forward rates, altering currency of invoicing. **External Hedging Techniques:** Forward Exchange Contracts (FEC); Money Market Hedging, Futures Contracts, Currency Futures Contracts, Option Contracts (Equity and Currency) **Interest Rate Risk:** Devices for managing interest rate exposure. Swaps and FRA's
Learning and Teaching Methods	The learning and teaching methods employed will be achieved through a combination of lectures, tutorials, discussions, video-learning, problem solving exercises, practical questions and self-directed learning. Students will also engage in a significant group project as a learning methodology. The application of the concepts and the development of critical abilities, will be achieved through the use of practical examples based on Irish and international business scenarios. Students will also receive feedback on their learning, by marking their own solutions to problems, against suggested solutions, presented in class by the lecturer. Articles from financial journals and the financial press, will be utilised where appropriate, to illustrate material covered in class.
Learning Outcomes	

Upon successful completion of this module the learner will be able to	
#	
MLO1	Distinguish various business risk exposures (including exchange rate risk, interest rate risk and commodity price risk)
MLO2	Understand hedging, speculating and arbitrage
MLO3	Demonstrate what the role and function of the financial system, financial markets and financial intermediaries
MLO4	Explain the workings the money markets
MLO5	Demonstrate a knowledge of foreign currency market conventions, including using IRPT and PPPT to forecast exchange rates
MLO6	Evaluate the meaning and cause of, economic, transaction and translation, rate risk
MLO7	Be able to apply various internal hedging techniques
MLO8	Be able to apply various external hedging techniques, including forward contracts, futures, options, swaps and FRAs
MLO9	Evaluate and implement risk management strategies to mitigate exchange rate risk, commodity price risk and interest rate risk (from a corporate perspective)

Requisites

Module Content & Assessment

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

Derogations from the General Assessment Regulations

Where a student attempts more than the specified number of questions the following condition applies:
Only four (out of five) questions will be corrected. If you provide answers to all questions, you must draw a clearly distinguishable line through the answer not to be marked. Otherwise, only the first four answers of the five questions will be marked.

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative assessment – worth 70% of the total – will be based on a three hour sight unseen written paper containing a combination of reflective theory-based questions and problem-based questions to examine the learning outcomes.

Other Assessment(s)			
Assessment Type	Case Study	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8,9
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formative assessment - worth 30% of the total.
Will normally be in the form of an in-class assessment and other appropriate individual/group work.
In-class assessment will be closed book and designed to assess students' ability to collect and analyse information and present findings in a cogent and understandable way.
Students typically will be assigned a group project that will require a critical evaluation of the assigned topic, with issues linked to a realistic business scenario or industry. Students may also be required to make an oral presentation of their group project findings.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Tutorial	24
Hours (up to 100 for 5 ECTS credits)	72.00

Recommended Reading List

Recommended Book Resources

- **Kaplan Publishing. (2021), ACCA Financial Management (FM) Study Text, Kaplan Publishing.**

Supplementary Book Resources

- **Galitz, Laurence. (1996), Financial Engineering – Tools and Techniques to Manage Financial Risk, First. FT Prentice Hall.**
- **Eun, C. & Resnick, B. (2021), International Financial Management, NInth. McGraw-Hill International Editions.**
- **Cuthbertson, K., Nitzsche, D. and O'Sullivan, N. (2019), Derivatives: Theory and Practice, First. Wiley.**
- **Arnold, G. & Lewis, D.. (2019), Corporate Financial Management, Sixth. Pearson (Intl).**
- **Pilbeam, K. (2018), Finance and Financial Markets, Fourth. Palgrave Macmillan.**
- **Fabozzi, F. J. (2021), Bond Markets, Analysis and Strategies, Tenth. MIT Press.**
- **Cohen, Guy. (2013), Options Made Easy: Your Guide to Profitable Trading, Third. Financial Times Press.**
- **Chrisholm, A. (2011), Derivatives: Demystified: A Step by Step Guide to Forwards, Futures, Swaps and Options, Secibd. Wiley.**
- **Power, T., Walsh, S. & O'Meara, P. (2009), Financial Management – An Irish Text, Third. Gill Education.**

APPROVED

FNST 4000: Financial Strategy

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:	• 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	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. 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.
Indicative Syllabus	**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. **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. **Portfolio Risk and Return** The Capital Asset Pricing Model; Arbitrage Pricing Theory; Empirical studies of CAPM **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. **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. **Mergers and Take-overs**

	Analysis of the costs and benefits of take-overs and mergers; tactics, financing and evaluation of cash and share exchange offers; Management buy-outs; leverages buy-outs; taxation, legal and accounting implications of company take-overs and mergers. **Business Failure and Insolvency** Insolvency; bankruptcy; legal issues; reorganization and turnaround strategies; liquidation; assessing the risk of failure; use of scoring models. **Small Business Finance** Small business sector; financing the smaller business; financial management issues for smaller firms. **Current Business Finance** Economic Value Added approach; Market Value Added; empirical research. **Exchange Rates** Exchange rates; effect of exchange rate movements, foreign exchange markets; types of exchange rate risk; strategies to reduce exchange rate risk; theories of exchange rate determination, purchasing power parity, interest rate parity. **Interest Rates** Interest rates; impact of interest rate changes; PV01; Duration; Hedging stragegies; immunization; convexity. **Options** Overview of options and their use in financial management; Put and Call options; Put-Call-Parity; Valuing Options, Binomial Option Pricing Model, Black and Scholes Model, Factors impacting value of options; Hedge ratio.
Learning and Teaching Methods	The module will incorporate a range of teaching and learning methods including lectures, class discussion and e-learning. The learning environment will be practical and integrative, using the theory to develop solutions to real world problems.

Indicative Syllabus

1. Indicative Syllabus:
1.1) Indicative Syllabus:
1.2) Financial Strategy
1.3) 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.
1.4) Valuation of Business
1.5) 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.
1.6) Portfolio Risk and Return
1.7) The Capital Asset Pricing Model; Arbitrage Pricing Theory; Empirical studies of CAPM
1.8) Capital Structure and Shareholder Returns
1.9) 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.
1.10) Dividends and Retention Policy
1.11) Determinants of dividend policy; theories on the relationship between dividend policy and share price; Modigliani and Miller; legal aspects of dividends and retentions.
1.12) Mergers and Take-overs
1.13) Analysis of the costs and benefits of take-overs and mergers; tactics, financing and evaluation of cash and share exchange offers; Management buy-outs; leverages buy-outs; taxation, legal and accounting implications of company take-overs and mergers.
1.14) Business Failure and Insolvency
1.15) Insolvency; bankruptcy; legal issues; reorganization and turnaround strategies; liquidation; assessing the risk of failure; use of scoring models.
1.16) Small Business Finance
1.17) Small business sector; financing the smaller business; financial management issues for smaller firms.
1.18) Current Business Finance
1.19) Economic Value Added approach; Market Value Added; empirical research.
1.20) Exchange Rates
1.21) Exchange rates; effect of exchange rate movements, foreign exchange markets; types of exchange rate risk; strategies to reduce exchange rate risk; theories of exchange rate determination,

purchasing power parity, interest rate parity.
1.22) Interest Rates
1.23) Interest rates; impact of interest rate changes; PV01; Duration; Hedging strategies; immunization; convexity.
1.24) Options
1.25) Overview of options and their use in financial management; Put and Call options; Put-Call-Parity; Valuing Options, Binomial Option Pricing Model, Black and Scholes Model, Factors impacting value of options; Hedge ratio.

Learning Outcomes

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

#	
MLO1	Investigate current financial theories and apply financial decisions in a strategic manner.
MLO2	Analyse a business and evaluate its future prospects on financial terms. Evaluate the signs of business failure.
MLO3	Determine the financial value of a business by reference to a range of valuation methods .
MLO4	Evaluate systems of corporate governance and appreciate of ethics, corporate social responsibility and sustainability from a financial perspective.
MLO5	Investigate the process of mergers and takeovers and their impact on a variety of stakeholders. Appraise interest and exchange rate risk and strategies to reduce this risk. Apply derivatives to address volatility and market risk.

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**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Exam at end of semester two
This will require the learner to demonstrate knowledge and understanding of module content.

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	30

Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assignment in semester one requiring the student to explore and research a topic in depth through self directed learning

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	200
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **ivo welch. Corporate Finance, [ISBN: 978-0984004904].**
- **GLEN. LEWIS ARNOLD (DEBORAH.),Deborah Lewis. Corporate Financial Management 6th Edition, [ISBN: 978-1292140445].**

APPROVED

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:	• 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	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	Lectures with demonstration: students will be exposed to the theory of retail location and extensive reference will be made to relevant case studies Students will also be exposed to a sophisticated Geographic Information Systems tool in computer labs

Learning Outcomes

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

#	
MLO1	Demonstrate an understanding of the theoretical underpinning of retail location decision making
MLO2	Explore the functionality of Geographic Information Systems including spatial data structures and projections
MLO3	Calculate the impact on the existing business resulting from own or competitor location change
MLO4	Identify weaknesses in existing retail networks and determine improved retail networks

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	20
Indicative Week	Week 4	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
To write an essay on the theories underpinning of Geographic Information Systems. Max words 1,500.

Assessment Type	Essay	**% of Total Mark for Module**	20
Indicative Week	Week 8	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
To write and essay on the context within which GIS decision making is exercised. Max words 1,000

Assessment Type	Group Work	**% of Total Mark for Module**	60
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
A practical assignment to employ GIS in retail location decision making

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	136.00

Recommended Reading List

Recommended Book Resources

- **Andrew Cutts,Anita Graser. (2018), Learn QGIS, 4th. [ISBN: 9781788997423].**
- **Paul A. Longley,Michael F. Goodchild,David J. Maguire,David W. Rhind. (2015), Geographic Information Science and Systems, John Wiley & Sons, p.500, [ISBN: 978-1118676950].**

APPROVED

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	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. 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. 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.
Learning and Teaching Methods	Lectures 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: *Small Group Activities* 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. *Problem-Based Learning* 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.

	Active Viewing 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.

Indicative Syllabus

1. Introduction
1.1) Theories of migration; the role of law in facilitating and inhibiting movement, legitimising certain types of movement. Contemporary challenges to migration studies and the plight of refugees.

2. Key Concepts and Competing Interests in International Refugee Law
2.1) Distinguishing refugees, asylum seekers, and migrants. The historical movement of peoples, state sovereignty, the rule of law, national security and terrorism.

3. The International Framework
3.1) Universal Principles of Refugee Protection: Non-refoulement, family reunification, the right to leave, non-penalization for unlawful entry.
3.2) The 1951 Geneva Condition relating to the Status of Refugees
3.3) Complementary Protection

4. The European Framework
4.1) The Common EU Asylum System
4.2) Subsidiary and Temporary Protection
4.3) EU Citizenship
4.4) Free Movement of Third-Country Nationals
4.5) Long Term Residence
4.6) Expulsion Measures

5. Asylum & Immigration in Ireland
5.1) Entry & Residence in Ireland
5.2) Residence as an Asylum-Seeker
5.3) The Irish Asylum Process
5.4) Deportation
5.5) Citizenship & Naturalisation

Learning Outcomes

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

#	
MLO1	Evaluate the definition of 'refugee' under the 1951 Refugee Convention, and the five grounds of persecution necessary to satisfy that definition
MLO2	Distinguish the legal instruments that comprise the Common European Asylum System, and discuss the extent to which they pertain to Ireland
MLO3	Outline the legal instruments that facilitate the free movement of third-country nationals into the European Union
MLO4	Compare the legal differences between third-country nationals and citizens of EU Member States
MLO5	Describe the process by which an application for international protection is considered in Ireland, and evaluate the rights afforded to applicants during and after that process
MLO6	Outline the exercise of sovereign power in the context of the Irish immigration system, and compare it to the historical and international exercise of sovereignty in the field of immigration and asylum law
MLO7	Demonstrate excellent written and oral communication skills

MLO8	Assess a hypothetical fact situation or research problem; identify the basic legal issues involved; and support their conclusions regarding the probable outcome of these issues by presenting logical arguments based on relevant principles of law.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Derogations from the General Assessment Regulations

A maximum of four attempts are possible

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4,5,6,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The exam will feature 6 questions, of which 3 must be answered. The exam will draw on hypothetical scenarios and discussions explored in class.

Other Assessment(s)

Assessment Type	Essay	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,6,7,8
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Assessment will comprise a 3,000 word essay which and will be assigned in the latter half of the first semester. Precise instructions on the continuous assessment assignment will follow separately. Continuous Assessment will be marked on the basis of students' demonstrated ability to analyse and critically engage with the interpretive elements inherent in judicial decisions in the field of immigration and asylum law; and the relevant literature in the field.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48

Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Guy Goodwin-Gill,Jane McAdam. (2021), The Refugee in International Law, OUP, p.864, [ISBN: 9780198808572].**
- **Cathryn Costello. (2016), The Human Rights of Migrants in European Law, Oxford University Press, p.401, [ISBN: 9780199644742].**
- **Pieter Boeles,Maarten den Heijer,Gerrie Lodder,Kees Wouters,Cornelis Wolfram Wouters. (2014), European Migration Law, 2nd. Intersentia, [ISBN: 9781780682532].**
- **John Stanley. Immigration and Citizenship Law, Round Hall, [ISBN: 9780414034839].**

Supplementary Book Resources

- **Bryan Caplan. (2019), Open Borders, First Second, p.256, [ISBN: 9781250316967].**
- **James C. Hathaway. (2021), The Rights of Refugees under International Law, Cambridge University Press, p.1400, [ISBN: 9781108810913].**
- **David FitzGerald. (2019), Refuge Beyond Reach, Oxford University Press, p.377, [ISBN: 9780190874155].**
- **Sally Hayden. (2023), My Fourth Time, We Drowned, Melville House, p.465, [ISBN: 9781685890575].**
- **John Stanley. (2019), Immigration, Free Movement of Persons, and Citizenship Law, Round Hall Nutshells, [ISBN: 9780414071452].**
- **Tim O'Connor. (2020), Refugee and Asylum Law in Ireland, Bloomsbury Professional, p.400, [ISBN: 9781784516628].**
- **Sorcha Pollak. (2018), New to the Parish, New Island, [ISBN: 9781848406780].**
- **Melatu Uche Okorie. (2021), This Hostel Life, 2nd edn. Little Brown Book, [ISBN: 9781916493568].**
- **Ronit Lentin,Vukasin Nedeljkovic. (2021), Disavowing Asylum, Rowman & Littlefield Publishers, p.208, [ISBN: 978-1-78661-252-6].**

APPROVED

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	**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. **The Balance of Payments** Explanation of the current and capital/financial accounts of Balance of Payments. The Net International Investment Position (NIIP). **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. **The Mundell-Fleming Model of the Small Open Economy.**

	The IS* and LM* curves of the Small Open Economy with the exchange rate included. The impact on the model of changes in fiscal policy, monetary policy and trade policy under both fixed and flexible exchange rates. Incorporating interest rate differentials and a risk premium into the Mundell-Fleming model. **Private and Sovereign Debt** Mathematical analysis on how to stabilise government debt and the government debt/GDP ratio. Mathematical analysis to show how a change in the government discretionary deficit affects the equilibrium deficit. The doom loop between private and public debt. **The Classical Model** Using equations and diagrams to develop the Classical models of the closed economy, the SOE and the LOE. Case studies with changes in domestic and foreign fiscal policies and their impact on output, the interest rate and the exchange rate in closed economy, the SOE and the LOE. **The Great Depression:** The different views of the causes of the Great Depression – Spending hypothesis versus Money hypothesis. Application of this analysis to other financial crises in the world economy.
	This course also has a significant applied Economics aspect. Irish, European Union and U.S. economy illustrations and empirical analysis are used to show the practical aspects of the course. These illustrations in turn will very often relate to policy issues that are of current concern.
Learning and Teaching Methods	There is an emphasis on "learning by doing" i.e. the Socratic method in this module. Students are asked questions during lectures and are "encouraged" to participate. Each topic involves significant "block building" and students are required in lectures to show both an understanding of the material developed in previous lectures and a capacity to apply this material in the further development of the topic. Students are also given problems to solve between lectures and then the students and lecturer jointly develop solutions in subsequent lectures. Part of the practical application of the theory will take the form of self-directed learning. Participants will be required to engage with some prescribed research papers. The capacity to understand and critically evaluate this research will form part of the assessment of the module.
Rationale for Change :	Embedding sustainability context to this module will support our school mission for sustainability and climate action and enables students to apply an interdisciplinary and solutions-focused approach to address complex and relevant sustainability challenges and to live sustainably.

Learning Outcomes

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

#	
MLO1	explain and analyse the foreign exchange market and its links with the balance of payments
MLO2	understand and compare macroeconomic models and assess the role and efficiency of fiscal policy under different exchange rate regimes in both Classical and Keynesian theories
MLO3	understand and analyse the effects of monetary policy under different exchange rate regimes
MLO4	demonstrate an appreciation of the different theories (Keynesian and Classical) on the causes of the Great Depression and use this to analyse the causes of the Great Recession
MLO5	show an understanding of prescribed research papers and be able to use these papers as a basis for critically analysing current economic policies.

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	ECON 2002 v.2 Macroeconomic Theory and Policy [Approved]	Module

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	Week 26	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Three hour sight unseen examination.

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	30
Indicative Week	Week 11	**Learning Outcomes**	5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
One hour sight unseen examination based on prescribed research papers.

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

- **Mankiw, Gregory N. (2021), Macroeconomics, 11th edition. MacMillan International.**

Recommended Article/Paper Resources

- **Borio, Claudio. (2014), The international monetary and financial system: its Achilles heel and what to do about it, BIS Working Papers.**

APPROVED

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	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. 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.
Indicative Syllabus	• 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

Learning and Teaching Methods	Classroom work is comprised of two principal elements: lectures and case study discussion. Students will also be encouraged to develop their learning skills by self-stud and research. Journal articles will be available and will be required to be studied on an ongoing basis.

Learning Outcomes

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

#	
MLO1	Identify the cultural, institutional and organizational context of HRM in the global context
MLO2	Recognise and analyse complex and specialised different national models for organising employment in an international context
MLO3	Explain the distinctive organizational approaches for effective, strategic and ethical human resource management in the international context
MLO4	Identify and Assess the variations of HRM practices within multinational enterprises across international boundaries through inquiry and research
MLO5	Apply skills and knowledge to complex challenges and emerging trends facing HR managers in an international context

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Critique	**% of Total Mark for Module**	50
Indicative Week	Week 9	**Learning Outcomes**	3,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment 1 - Article Critique

Assessment Type	Case Study	**% of Total Mark for Module**	50
Indicative Week	Week 13	**Learning Outcomes**	1,2,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment 2- Case Study

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Brewster, C. Sparrow, P. & Vernon, G. and Houldsworth, E.. (2016), International Human Resource Management, 4th edition. CIPD-Kogan Page, London.**
- **P. Dowling, M. Festing and A. Engle. (2013), International Human Resource Management, 6th Edition. CENGAGE Learning.**
- **Edwards T and Rees, C. (2011), International Human Resource Management, Pearson.**

Supplementary Book Resources

- **Harzing, A.W. & J. Van Ruysseveldt (eds). (2004), International Human Resource Management: Managing People Across Borders.**
- **Gunnigle, P., Heraty, N. & Morley, M.. (2017), Human Resource Management in Ireland, 5th edition. the Institute of Public Administration, Dublin.**
- **Marchington, M. & Wilkinson, A.. (2012), People Management and Development - Human Resource Management at Work, 5th Edition. CIPD, London.**

Other Resources

- **Website, Emerald. (2022), Emerald.**
- **Journal, International Journal of Human Resource Management. (2022), International Journal of Human Resource Management.**
- **Journal, International Journal of Organizational Behaviour. (2022), International Journal of Organizational Behaviour.**
- **Journal, International Journal of Cross-Cultural Management. (2022), International Journal of Cross-Cultural Management.**
- **Journal, Journal of World Business. (2022), Journal of World Business.**
- **Website, GeertHofstede.com. (2022), GeertHofstede.com.**
- **Organisations, CIPD (Chartered Institute of Personnel and Development). (2022), CIPD.**
- **Organisations, IBEC (Irish Business and Employers' Confederation). (2022), IBEC.**
- **Organisations, SHRM (Society for Human Resource Management). (2022), Society for Human Resource Management.**
- **Brightspace, There will be a variation of articles, other reading material and cases on Brightspace relevant to the module content. Please refer to it when required.. (2022), Brightspace.**

APPROVED

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:	• 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	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. 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

	localisation) and the issues emanating from the challenges posed (country of origin and host country effects, coordination and control, diversity and inclusion, expatriation and international assignments).
Indicative Syllabus	Reflecting the module's aims, the following topics, *inter alia*, will be covered: • International human resource management theory and practice. • Culture. • Comparative international human resource management. • Diversity and inclusion. • Globalisation and global HR issues. • Managing and supporting expatriation and international assignments. • Contemporary developments in international human resource management.
Learning and Teaching Methods	A variety of methods will be drawn upon, including discursive class-based lectures, case studies and group project work to develop critical reflection, critical thinking and critical analysis skills.

Learning Outcomes

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

#	
MLO1	Critique the conceptual frameworks and theoretical models of international human resource management identified in the literature.
MLO2	Apply the conceptual frameworks and theoretical models of international human resource management in a variety of global organisational settings.
MLO3	Analyse the situational appropriateness of international human resource management strategies, policies, procedures and practices in multinational corporations.
MLO4	Evaluate the impact of context and environment on international human resource management strategies, policies, procedures and practices in multinational corporations.

Requisites

Assessment Threshold	40% overall required to pass

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Derogations from the General Assessment Regulations

Not applicable

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End-of-semester examination designed to assess a learner's ability to critique, apply, analyse and evaluate the critical debates and contemporary issues of international human resource management.

Other Assessment(s)

Assessment Type	Artefact	**% of Total Mark for Module**	10
Indicative Week	Week 1	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written individual assignment designed to assess a learner's ability to critique and apply key dimensions of international human resource management.

Assessment Type	Artefact	**% of Total Mark for Module**	20
Indicative Week	Week 5	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written group assignment requiring independent research to critique a relevant scholarly journal article identifying critical IHRM debates, including a group presentation on the application of the critique.

Assessment Type	Artefact	**% of Total Mark for Module**	20
Indicative Week	Week 5	**Learning Outcomes**	3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written group assignment requiring independent research to analyse a case study identifying contemporary IHRM issues, including a group presentation on the evaluation of the analysis.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48

Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

APPROVED

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	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. 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. 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. 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.
Indicative Syllabus	**Unit 1: LawTech** 1. Introduction to Law and Technology 2. Introduction to LawTech: understanding new technologies

	3. LawTech in the delivery of legal services 4. LawTech and Legal Education: Virtual Reality and Legal Training 5. LawTech in court systems 6. LawTech in crime prevention and investigation 7. Disruptive and replacement technologies: Apps and other digital tools for legal consumers 8. Disruptive and replacement technologies: Artificial intelligence and the future of judging and adjudication 9. The future of LawTech **Unit 2: Law's response to emerging technologies** 10. An introduction to how emerging technologies shape the law 11. Law and new media 12. Cybercrime – part 1 (organised crime and crimes against states and organisations) 13. Cybercrime – part 2 (crimes against persons including image-based sexual abuse, deepfake technology and personal fraud) 14. E-commerce, consumer protection, Fintech and the law 15. Emerging technologies: intellectual property, data protection and the law 16. Emerging technologies: healthcare and the law 17. Emerging technologies in transport and the law 18. Technology, the State, and human rights
Learning and Teaching Methods	Interactive lectures Self-directed learning Peer-to-peer collaborative learning, including group whiteboard / brainstorm sessions to prepare individual students' LawTech projects (further details below) Workshops on LawTech (to be conducted either in-person or online): students will use apps and other digital legal tools to solve mock legal problems after initial tuition. Presentations Guest lecturers

Learning Outcomes

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

#	
MLO1	Explain the background context to, and evolution of LawTech technologies
MLO2	Demonstrate basic skills in using various LawTech technologies, and describe the fundamental principles of how they work
MLO3	Comment upon the rationale and purposes of various LawTech technologies and evaluate their effectiveness
MLO4	Appraise the current and potential consequences of various LawTech technologies for the development of legal systems and legal professions
MLO5	Describe the changes to law and legal systems brought about by various emerging technologies
MLO6	Comment upon the effectiveness of legal systems' and law makers' responses to emerging technologies in a variety of contexts
MLO7	Recognise, identify and apply the legal rules and principles that are appropriate and relevant to address legal issues and problems that involve emerging technologies

MLO8	Identify and locate available and relevant sources and materials to assist in the solution of legal issues and problems in a variety of contexts that involve emerging technologies

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of year exam on contents of Unit 2 – Law's response to emerging technologies

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This project will assess learning on Unit 1: LawTech. This inquiry-based project will be undertaken individually by students, taking the format of a poster and presentation or similar on its contents. Students will be asked to identify a particular challenge or problem faced by legal systems or legal professionals that LawTech can help to solve. Students will prepare a presentation comprising visual and oral presentation components to explain and critically evaluate the solutions that LawTech have developed to solve the challenge / problem identified, and follow this with a presentation of its contents.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	54
Self Directed	146
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Rónán Kennedy,Maria Helen Murphy. Information and Communications Technology Law in Ireland, [ISBN: 978-1-905536-96-2].**

Supplementary Book Resources

- **Richard Susskind. (2021), Online Courts and the Future of Justice, Oxford University Press, USA, p.400, [ISBN: 9780192849304].**
- **K. Warwick. Artificial Intelligence, [ISBN: 9780415564830].**
- **Tania Sourdin. (2021), Judges, Technology and Artificial Intelligence, Edward Elgar Publishing, p.256, [ISBN: 9781788978255].**
- **Richard Susskind. (2023), Tomorrow's Lawyers, Oxford University Press, p.321, [ISBN: 9780192864727].**
- **Alisdair A. Gillespie. Cybercrime, [ISBN: 9781138541788].**
- **Brian Barry. (2020), How Judges Judge, Informa Law from Routledge, p.296, [ISBN: 9780367086244].**

APPROVED

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	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. 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.
Indicative Syllabus	**Managing Workforce Diversity** 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. Liff's typology approach to Diversity Management. **Psychology of diversity and HR approaches to DM**

	In-group vs. out-group bias, social identity, bio-social psychological theories, Stereotype content model. Lack of fit models. Evaluate unconscious bias training and contact hypothesis. HR Approaches: Liff's typology, Diversity Enlargement/Diversity Sensitivity/Cultural Audit/Organisational Outcomes (Kossek & Lobel, 1996) **Stereotypes, Prejudice and Discrimination** Defining and understanding impact of stereotypes (beliefs) on prejudice (attitudes) and in turn discrimination (behaviour) in workplace. Biases and perceptions impact in work e.g., hiring, promotion etc. Self-reflection and Self-awareness. **Gender Diversity** Gender considerations in the workplace, motherhood, earning gaps, retention, quotas, sexism, women's underrepresentation in leadership roles. Role congruity theory of prejudice. Lack of fit Model. **Gender Identity and Sexual Orientation** Defining different Gender Identities and Sexual Orientations. Issues and strategies specific to employees of various sexual orientations and gender identities including LGBTQ+ issues. **Cultural and Religious Diversity** Religion in the workplace, accommodation of religious practice vs. non-accommodation debate in business context. Non-national employees in the workplace, cultural diversity including race and ethnic diversity, white privilege, integration, etc. **Age and Disabilities** Strategies for including individuals with differing physical and mental abilities in the workplace, reasonable accommodations. Discrimination of older workers, especially in recruitment. **Irish specific and other** Discuss rights of travelling community and lack of representation in business context. Economic Social Status and/or Geographical Location, physical appearance as areas of discrimination.
Learning and Teaching Methods	Statements about the various types of learning and teaching methods that are used in the delivery of the module Lectures will provide overview and different perspectives on issues. Include in-class exercises and media clips etc. Case Studies will be used to support the above content. Journal articles will be distributed on an on-going basis. Current issues and trends will be identified in newspapers, journals and other media – which will be brought into class and discussed and/or debated during the semester. Possible guest lectures from representative populations/organisations to enrich content.

Learning Outcomes

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

#	
MLO1	Explain and differentiate between equality, diversity and inclusion concepts in context of workplace
MLO2	Evaluate the differences between business case vs. social justice case for equality

MLO3	Understand concepts of stereotypes, prejudice, discrimination, in-group vs. out-group
MLO4	Evaluate the different psychological models and HR approaches to diversity management
MLO5	Discuss strategies for managing workforce diversity
MLO6	Critically evaluate HRM policy and practice through a diversity lens, in areas such as recruitment, promotion, training, development and mentoring, pay, flexible working and work-life balance
MLO7	Examine own personal values, attitudes, beliefs and assumptions

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Journal/Reflective Journal	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual Journal/Reflection on in-class learning examining and reflecting on personal values, attitudes, beliefs and assumptions

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group assignment based on problem-based fictional case study

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Harvey, C.P. & Allard, M. J. (2015), Understanding and Managing Diversity, 6th. Pearson.**
- **Syed, J & Ozbilgin. (2020), Managing Diversity and Inclusion: An International Perspective, 2nd. Sage.**
- **Understanding the Psychology of Diversity. (2018), Understanding the Psycholofy of Diversity, 3rd. Sage.**

Recommended Article/Paper Resources

- **Business and Society.**
- **Equality, Diversity and Inclusion: an International Journal.**
- **Gender, Work and Organization.**
- **Gender and Society.**
- **Harvard Business Review.**
- **Journal of Cross-Cultural Psychology.**
- **(2023), Specific articles, case studies, and academic journal references will be provided for specific topics during class..**

APPROVED

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:	• 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	**Introduction to Marketing Communications:** The role and scope of communications in marketing. Marketing communications functions. **Audience insight:** The (evolving) customer decision making journey; Information processing; Decision making. **Managing Marketing Communications:** Setting campaign objectives, budgeting and positioning. **Communications:** The communications process, Models of communications. Brand communications. **Integrated Marketing Communications:** (IMC) IMC theory, concept and practice. Strategic vs tactical IMC. **Marketing Communications Mix:** Advertising: role, forms, and strategy. Models of advertising. Advertising appeals and messages. Creativity and creative strategy. Media: role, principles and practice. Linear vs interactive media. Social media and interactivity. Media planning. Other MarCom tools: Public relations; Sponsorship; Sales Promotion and brand experiences. **Challenges and issues in Marketing communications:** Ethics, regulations and environmental issues.

Learning and Teaching Methods	The emphasis will be on lectures and group discussion. Campaign development through workshops is used to foster experiential learning. Case examples and videos will illustrate application of theory.

Learning Outcomes

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

#	
MLO1	demonstrate an understanding of the theoretical foundations of MarCom and be able to critically analyse these concepts.
MLO2	make recommendations and decisions with regard to MarCom strategy
MLO3	demonstrate an understanding of the individual MarComs tools and techniques, and how they should be appropriately used to achieve MarCom objectives
MLO4	develop an integrated marketing communications campaign strategy, targeting a specific market sector
MLO5	integrate online and offline MarCom activities

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	Week 15	**Learning Outcomes**	1,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative Written Examination

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	40
Indicative Week	Week 10	**Learning Outcomes**	2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Report and Presentation

Assessment Type	Submission	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
A series of individual activities, designed to foster engagement with the theory and practice of Marketing Communications concepts and tools.

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

- **Chris Fill,Sarah Turnbull. (2023), Marketing Communications, 9th. Pearson, London, p.0, [ISBN: 9781292400327].**

APPROVED

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:	• 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	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. 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.
Indicative Syllabus	Emulation, debugging and deployment. Mobile UI design. Views, layouts, menus, animations, styles, themes and resources. Resolution independence. Database storage and retrieval. Background services, inter-application communication, multi-tasking and notification. Mapping, geocoding and location-based services. Accessing hardware features, such as camera, GPS, accelerometer and orientation sensors. Playing audio and video

Learning and Teaching Methods	Lectures, discussion, problem-solving exercises, project work, self-directed learning.

Indicative Syllabus

1. Emulation, debugging and deployment
1.1) Introduction to emulator - a simulation of mobile device and IDE for android development.

2. Mobile UI design. Views, layouts, menus, animations, styles, themes and resources. Resolution independence
2.1) Present UI design and elements. Using UI elements in application development.

3. Database storage and retrieval
3.1) Storing data on device and on cloud. Accessing data on the device and over the network.

4. Background services, inter-application communication, multi-tasking and notification
4.1) Background services, background task and asynchronus task, inter-application communication.

5. Mapping, geocoding and location-based services
5.1) Integrating maps in applications, geocoding and display locations on maps. Maps interactions.

6. Accessing hardware features, such as camera, GPS, accelerometer and orientation sensors. Playing audio and video.
6.1) Different sensor types, using sensor data, playing audio and video.

Learning Outcomes

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

#	
MLO1	appreciate the design criteria and user interface considerations for mobile applications
MLO2	use an appropriate development environment, including a simulator and debugger
MLO3	store and retrieve data on the device
MLO4	store and retrieve data on cloud
MLO5	interface with the various sensors and embedded telephony devices
MLO6	build user interfaces to applications using the affordances of an advanced mobile device
MLO7	build full applications on the mobile device
MLO8	know to integrate maps and location-based services in the application

Requisites

Assessment Threshold	Students must achieve at least 40% overall to pass this module.

Module Content & Assessment

Assessment Breakdown	**%**

Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	Week 18	**Learning Outcomes**	1,3,4,5,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The students will be assessed in a traditional examination at the end of the module. The weight of the assessment is 40% of overall mark. The test includes theoretical questions and programming questions, students must demonstrate how to develop a mobile application.

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	30
Indicative Week	Week 6	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The practical assignment is distributed 1 week before the submission day. Students must demonstrate the ability to build a simple mobile application.

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	Week 11	**Learning Outcomes**	5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students use all technologies and skills learnt in the module and self-learning technologies to build a complex mobile application in multiple weeks.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	18
Lab	18
Self Directed	64
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Franceschi. (2016), Android App Development, Jones & Bartlett Learning, p.700, [ISBN: 1284092127].**

Supplementary Book Resources

- **Bill Phillips,Chris Stewart. (2017), Android Programming, Big Nerd Ranch Guides, p.624, [ISBN: 9780134706054].**

APPROVED

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:	• 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	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. 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. 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. 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.
Indicative Syllabus	***Evaluate the Outsourcing Decision:*** 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. ***The Make or Buy decision***: 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.

	Outsourcing Frameworks: Examine the network of decisions that have to be evaluated before a final decision can be made, e.g. planning, risk, core competency. Compare and contrast available processes & match to outsourcing initiative. Examine each aspect of process. Negotiation ***Transferring:*** How is the product or service transferred, the implications, TUPEE, change management ***Managing the Outsourced Relationship:*** Arms length vs Collaborative relationships, supply chain relationships. Alignment theory. Rational for seeking partnerships. Forming strategic partnerships and alliances. Strategic relationships in logistics. ***Strategic partnering:*** Interdependence indicators and assessment; relationship/response issues as a function of the extent of the relationship; Strategic partnering methodology; Supplier-distributor joint planning activities; Problems in supply chain partnerships; Supplier development.
Learning and Teaching Methods	The teaching methodology will apply a student centred learning approach, which will assign significant responsibility to the student in the learning process. The module also incorporates a range of learning and teaching methods including: lectures, class assignments, class discussion, guest speakers, case studies (best practice) and negotiation exercises

Learning Outcomes

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

#	
MLO1	REVIEW the role outsourcing & partnerships play within an overall business strategy
MLO2	Evaluate the rational for outsourcing, its scope and recognise potential pitfalls
MLO3	Design and structure an outsourcing decision and evaluation process
MLO4	EVALUATE the fundamental and drivers of successful partnerships, in particular as applied to successful supply chain partnerships within a global business environment
MLO5	Outline the various degrees of partnership arrangements and apply them in a business and outsourcing context
MLO6	ANALYSE and apply the fundamentals of relationship management from a commercial, technical and human perspective
MLO7	Design and implement a successful negotiated settlement in an outsourced win-win relationship

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Derogations from the General Assessment Regulations

maximum of four attempts

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50

Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The final exam will be open book and will evaluate the student's ability to demonstrate their knowledge and comprehension of the course material in tandem with a critical awareness of current supply chain issues. The students may also be asked to develop new insights on the basis of the course curriculum.

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	10
Indicative Week	Week 12	**Learning Outcomes**	7
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Design and implement a successful negotiated settlement in an outsourced win-win relationship

Assessment Type	Presentation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Presentation and manage class discussion based on report

Assessment Type	Report	**% of Total Mark for Module**	30
Indicative Week	Week 8	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group assignment where the student is required to read, synthesis and evaluate literature on a selected topic (from a range of given topics)

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Oshri, I. Kotlarsky, J. And Willcocks, LP. The Handbook of Global Outsourcing an Offshoring, Palgrave McMillan.**
- **Rinsler, Stephen. (2016), Outsourcing Supply Chains: Practical Strategies, Kogan Page.**

Supplementary Book Resources

- **Greaver II, Maurice. Strategic Outsourcing, a structure approach to outsourcing decisions and initiatives, American Management Association COM.**
- **Van Weele, A.J.. Purchasing and Supply Chain Management: analysis, strategy, planning and practice., Pearson.**
- **Sparrow, Elizabeth. (2005), A guide to global sourcing: offshore outsourcing and other global delivery models, BCS..**
- **Rushton and Walker. (2007), International Logistics and Supply Chain Outsourcing, The Chartered Institute of Logistics and Transport, Kogan Page.**
- **Ford, Gadde, Hakansson, Lundgren, Snehota, Turnbull and Wilson. Managing Business Relationships, Wiley.**

Supplementary Article/Paper Resources

- **Knemeyer, Corsi, and Murphy. (2003), Logistics Outsourcing Relationships: Customer Perspectives, journal of business logistics, Vol. 24, No. 1.**
- **Quinn, J.B. and Hilmer, F.. (1995), Strategic Outsourcing, McKinsey Quarterly.**
- **Riggs, David A, (Sharon L. Robbins Contributor). (1998), The Executive's Guide to Supply Management Strategies : Building Supply Chain Thinking into All Business Processes, Amacom.**

APPROVED

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	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 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.
Indicative Syllabus	• 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.

	• Employee development and training initiatives associated with the successful launch and ongoing development of the performance management system. • An evaluation of the scheme options (e.g. objective setting, competence-based appraisal, 360 degree feedback, rating,). • Ownership of performance management – the role of managers, individual employees, teams and H.R. practitioners • Characteristics of effective Performance Management/Appraisal. • Components of reward (financial and non financial), development, aims and influences. • Links between reward and motivation; motivation theories – Maslow, McGregor, Herzberg, three Needs Theory, Expectancy Theory; integration and implications of motivation theories. • Job values and relativities; job analysis, role analysis, skills and competence analysis • Job Evaluation process and methods: ranking, paired comparisons, job classification, factor comparison, points-factor rating schemes. Use of computerised JE systems. • Development and design of pay structures – grades, broad bands, job ranges, job families, pay curves, pay spines. Pay methods for manual workers. Modification to existing pay structures. • Market rate surveys and comparisons; sources of data. • Fitting jobs to a pay-structure particularly under company rationalisation. • Integration and harmonisation of pay structures, management of change and company restructuring. • Performance management process and its relation to reward – the performance agreement, performance rating, arguments for and against. • Types of pay-for-performance schemes – incentive and bonus schemes, ESOPs, gain-sharing, profit sharing, skill and competence-based pay, team reward; arguments for and against. • Performance pay schemes for manual, staff, senior management and executives. • Reward systems for executive and senior management. • Flexible benefit schemes; the 'cafeteria' concept. • Implementing reward management policies and processes. Role of HR manager and the line manager. • National/international legislation relating to pay discrimination and equal pay. • The new reward agenda – practice in a range of business companies
Learning and Teaching Methods	This module will be addressed via a combination of teaching methods. These will include lectures, videos, case studies, role plays, student contributions and group discussions. Such a variety of approaches shall enable the students to apply the learned theory in a practical manner, in a controlled, low risk environment. A variety of methods will be drawn upon, including discursive class-based lectures, case studies and project work, to develop critical reflection, critical thinking, critical analytical and critical conceptual skills. This variety of approaches shall enable students to apply or test the learned theory in a practical manner, in a controlled, low risk environment. It is obligatory that students come to class prepared to participate in the proceedings, having familiarised themselves with relevant course materials and contemporary issues. A number of specialist guest lecturers may be used at appropriate points on the programme, to further enhance the practically oriented focus of the module.
Learning Outcomes	
Upon successful completion of this module the learner will be able to	

#	
MLO1	Contribute to the development and implementation of employee reward strategies, including contingent pay, total reward and flexible benefit schemes.
MLO2	have acquired a sound theoretical and practical knowledge of the key issues facing those organisations operating or intending to introduce or revise their performance management, appraisal, or reward systems
MLO3	acquire and apply the key skills central to the provision and receipt of performance-related feedback, and the creation, conduct and maintenance of professional staff management practices, via personal development, performance appraisal or performance management type systems
MLO4	Advise management on the development of an appropriate job evaluation scheme for the company and the design an appropriate pay structure

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

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	Not Online	**Pass/Fail**	No

Assessment Description
End of Term Examination

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	50
Indicative Week	Week 6	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment assignment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Armstrong. (2020), Armstrong, M., ARMSTRONG'S HANDBOOK OF PERFORMANCE MANAGEMENT: AN EVIDENCE-BASED GUIDE TO DELIVERING HIGH PERFORMANCE.**
- **McMahon, G. (2009), SUCCESSFUL PERFORMANCE MANAGEMENT: EFFECTIVE STRATEGY, BEST PRACTICE AND KEY SKILLS.**
- **Armstrong, M. and Barron, A.,. (2000), PERFORMANCE MANAGEMENT: THE NEW REALITIES, Chartered Institute of Personnel and Development.**
- **Gunnigle, P. (2017), Human Resource Management in Ireland, 5th.**

Other Resources

- **Website, CIPD. Chartered Institute of Personnel Development.**

APPROVED

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:	• 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	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.

Learning and Teaching Methods	This will consist of workshops, lectures and group discussion on Research Methodology (2 Hours Per Week) plus lectures and tutorials on Statistical techniques for research (1 hour per week)

Indicative Syllabus

1. Gaining an understanding of research paradigms and Approaches to knowledge generation.
1.1) The context of research within theory, concepts and models.

2. Formulating a Research Topic
2.1) Attributes of a good research topic, generating research ideas, turning research ideas into research projects. Writing a research proposal.

3. The Research Question
3.1) Formulation of an appropriate and feasible Research Question highlighting specific objectives and sub-objectives..

4. Literature Review
4.1) The critical review process, literature sources, planning a literature search, conducting the search. Recording and referencing.

5. Research Methodologies
5.1) Selecting appropriate and feasible Research Methodology that will meet with the requirements of the Research Question.

6. Research Methods
6.1) 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

7. Data Collection
7.1) Designing suitable research instruments including population definition and sampling, conducting quantitative or qualitative fieldwork where appropriate Identifying suitable respondents and ensuring the research is conducted to appropriate ethical standards.

8. Data Analysis
8.1) Analysing research data using quantitative and qualitative techniques and methodologies used in evaluating significance of research findings

9. The Research Project Report
9.1) Writing the Project Report Structuring the report, developing a writing style, meeting assessment criteria

Learning Outcomes

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

#	
MLO1	Demonstrate competence in undertaking a critical review of literature in a chosen research area.
MLO2	Critically analyse the research process and be capable of applying basic research methodologies and evaluate their design, applications, limitations and ethical requirements as part of the completion of a research project
MLO3	Be capable of conducting primary data analysis: - code variables, enter data, complete and interpret various different inferential statistical methods.
MLO4	Develop a proposal to conduct a significant research dissertation

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Research Proposal

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Data project

Assessment Type	Poster	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,4
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Poster Activity

Assessment Type	Research Paper	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	2,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

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

- **M. N. K. Saunders,Adrian Thornhill,Philip Lewis. (2019), Research Methods for Business Students, 8. 14, Pearson, UK, p.872, [ISBN: 9781292208787].**
- **Emma Bell,Alan Bryman,Bill Harley. (2022), Business Research Methods, 6. 27, Oxford University Press, UK, p.692, [ISBN: 9780198869443].**

APPROVED

RSRH 4005: Research Methods

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:	• 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	• Choosing a research topic and writing objectives
	• Ethical considerations
	• Writing a literature review
	• Choosing a research approach - research paradigms
	• Qualitative research methods
	  ○ In-depth interviews
	  ○ Focus groups
	  ○ Case studies
	  ○ Qualitative data analysis
	  ▪ grounded approaches to QDA
	  ▪ pragmatic approaches to QDA - abduction
	• Quantitative research methods
	  ○ Designing questionnaires

	▪ measurement instruments ○ Choosing a mode of administration ○ Quantitative analysis: descriptive statistics, t-tests, ANOVA, correlation, crosstabulations with chi-square tests • Sampling • Writing-up your methodology • Writing-up and presenting your findings, discussion and conclusion
Learning and Teaching Methods	The method of instruction is designed to ensure and support the student so he/she will be in a position to select a research topic, choose a research paradigm and progress to a final Dissertation. Lectures and Workshops: Lecture and workshops from the Research Methods Module will feed directly into the Dissertation that students are expected to subsequently complete.

Learning Outcomes

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

#	
MLO1	Select and develop a specific research topic
MLO2	Select and design an appropriate research study
MLO3	Critically review literature on an area of study
MLO4	Demonstrate conceptual understanding and the application of primary and secondary research methods
MLO5	Demonstrate conceptual and practical application of qualitative research methods
MLO6	Demonstrate conceptual and practical application of quantitative research methods

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	20
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Research Proposal

Assessment Type	Research Paper	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Qualitative Research Assessment

Assessment Type	Research Paper	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,6
Assessment Threshold:	40	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Quantitative Research Assessment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **John W. Creswell,J. David Creswell. (2022), Research Design, Sage Publications, Incorporated, p.320, [ISBN: 1071817949].**
- **Julie Pallant. (2020), SPSS Survival Manual, Open University Press, p.380, [ISBN: 0335249493].**
- **Tom Clark, Liam Foster, Alan Bryman, Luke Sloan. (2021), Bryman's Social Research Methods, 6th. Oxford University Press, p.705, [ISBN: 0198796056].**

Supplementary Book Resources

- **Mark Saunders, Philip Lewis, Adrian Thornhill. (2023), Research Methods, 9th. Pearson, p.888, [ISBN: 1292402725].**

APPROVED

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:	• 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 form 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	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

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

#	
MLO1	Understand the concepts and importance of category management in a dynamic environment (Knowledge)

MLO2	Optimise the trade-off between operational and aesthetic merchandising requirements (Knowledge, skill)
MLO3	Analyse and interpret data to produce dashboards and planograms to achieve category objectives using data analytics (skill)
MLO4	To understand the industry initiatives of Collaborative Planning, Forecasting and Replenishment (CPFR), efficient consumer response (ECR) and accurate response. (Knowledge)

Requisites

Module Content & Assessment

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

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative Assessment

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	70
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
Formative Assessment (Individual & Group)

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	136.00

APPROVED

RETL 4013: Retail, Consumption & Society

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	*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'* (Miles, 2016: 3). 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.
Indicative Syllabus	- 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

Learning and Teaching Methods	Lectures, video, case studies, class discussion, peer presentations. Throughout the module the students are encouraged to undertake independent reading to supplement and consolidate what is being learnt in class and to broaden their individual knowledge and understanding of the subject. Students will have access to all learning material via the class VLE, Brightspace

Learning Outcomes

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

#	
MLO1	Discuss and evaluate from a range of theoretical perspectives pertaining to the field of consumption and society
MLO2	Demonstrate a critical appreciation of consumer's online behaviours and their implications for the retail sector
MLO3	Collect consumer insights and interpret possible meaning in relation to retail, and consumer society more broadly
MLO4	Construct a research report for a retailer, drawing on netnographic research methods.

Requisites

Assessment Threshold	Both assessment pieces must be passed in order to pass the overall module.

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	60
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group assessment:

Assessment Type	Practical Assignment	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assessment:

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

- **Miles, S.. (2016), Retail and the Artifice of Social Change, Routledge.**
- **Stillerman, J. (2015). (2015), The Sociology of Consumption, Wiley Publications.**
- **Gabriel, Y. and Lang, T.. (2015), The Unmanageable Consumer, 3rd. Sage Publications.**
- **Solomon, M. R.. (2017), Consumer Behaviour: Buying, Having and Being, 12th. Pearson.**

APPROVED

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	What is a design pattern? Intent. Motivation. Applicability. Structure. Participants. Collaborations. Consequences. Implementation. Sample Code. Known Uses. Related Patterns. 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. 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. 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. 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. Relationships between patterns The families of related patterns. Patterns that are commonly used together. Common examples. Refactoring Idea of refactoring and its applications. Catalog of common refactoring techniques and their advantages and disadvantages.

	Applications of patterns Looking at issues with the use of patterns in both standard object-oriented programming languages and dynamic programming languages with examples.
Learning and Teaching Methods	The delivery of this module will consist of two hours of lectures per week, supplemented by one hour per week in a computer laboratory. Live assessments will take place in the computer laboratory. The presentation of completed long-format coursework will take place online.

Indicative Syllabus

1. What is a design pattern?
1.1) Intent. Motivation. Applicability. Structure. Participants. Collaborations. Consequences. Implementation. Sample Code. Known Uses. Related Patterns.

2. Coupling and Cohesion.
2.1) 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.

3. Creational design patterns
3.1) Factory patterns. Software patterns that parameterise a system by the classes of objects it creates. Language techniques for intercession in object creation.

4. Structural design patterns
4.1) 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.

5. Behavioural design patterns
5.1) 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.

6. Relationships between patterns
6.1) The families of related patterns. Patterns that are commonly used together. Common examples.

7. Refactoring
7.1) Idea of refactoring and its applications. Catalog of common refactoring techniques and their advantages and disadvantages.

8. Applications of patterns
8.1) Looking at issues with the use of patterns in both standard object-oriented programming languages and dynamic programming languages with examples.

Learning Outcomes

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

#	
MLO1	Be familiar with the notion of a software pattern and the notion of pattern languages in general.
MLO2	Appreciate the concepts of coupling and cohesion, the advantages of programming to an interface, and their relevance to flexibility and reusability in the software engineering process.
MLO3	Understand the purpose of creational design patterns, the differences and similarities between them, and the situations in which it is appropriate to apply specific patterns.
MLO4	Apply creational design patterns in the design and implementation of software systems.
MLO5	Understand the purpose of structural design patterns, the differences and similarities between them, and the situations in which it is appropriate to apply specific patterns.

MLO6	Apply structural design patterns in the design and implementation of software systems.
MLO7	Understand the purpose of behavioural design patterns, the differences and similarities between them, and the situations in which it is appropriate to apply specific patterns.
MLO8	Apply behavioural design patterns in the design and implementation of software systems.
MLO9	Comprehend the relationships between the various creational, structural and behavioural patterns.
MLO10	Know about the concept of refactoring and the catalog of common refactoring techniques and the relationships between refactorings and patterns.
MLO11	Analyze existing code and apply appropriate refactoring techniques to it to improve the code quality.
MLO12	Write and document patterns that arise from their own development experience.
MLO13	Recognize and implement patterns in both standard object-oriented languages and dynamic programming languages.
MLO14	Use version control techniques as part of the process of documentation of the pattern-based development of software systems.

Requisites

Requisite Type	***Module Title***	***Type***
Pre Requisite	INFS 3031 v.1 Web Development 1 (Java) [Approved]	Module

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Lab Test	**% of Total Mark for Module**	60
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,13
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
In-class individual assessment - a number of live assessments which will take place over both semesters, each of which will be approximately 2 hours long - in a laboratory context to fully test the student's ability to recognise and use patterns from all three major categories to solve programming problems in both object-oriented and dynamic programming languages.

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	10
Indicative Week	Week 22	**Learning Outcomes**	10,11,14
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assessment - time-limited exercise involving analysing an existing software solution and applying appropriate refactoring techniques to it to improve its quality.

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	30
Indicative Week	Week 27	**Learning Outcomes**	1,2,3,4,5,6,7,8,9,12,13,14
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual assessment - implementation of a software solution to a significant problem, recognizing situations where appropriate patterns can be usefully applied and documenting the progress of the development life-cycle using version control techniques.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Lab	24
Self Directed	128
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Erich Gamma, Ralph Johnson, Richard Helm, John Vlissides. (1995), Design Patterns, First edition. Pearson Deutschland GmbH, p.512, [ISBN: 0-201-63361-2].**
- **Lydia Hallie, Addy Osmani. (2021), Learning JS Design Patterns, Second edition. https://www.patterns.dev/book, p.436.**
- **Vaskaran Sarcar. (2015), Java Design Patterns, Apress, p.175, [ISBN: 978-1-4842-1801-3].**
- **Martin Fowler. (2018), Refactoring, Second edition. Addison-Wesley Professional, p.448, [ISBN: 978-0-13-475759-9].**
- **William J. Brown, Raphael C. Malveau, Hays W. "Skip" McCormick, Thomas J. Mowbray. (1998), AntiPatterns, First edition. John Wiley & Sons Incorporated, p.344, [ISBN: 0471197130].**

Supplementary Book Resources

- **David Herman. (2012), Effective JavaScript, Pearson Education, p.231, [ISBN: 978-0-321-81218-6].**
- **Marijn Haverbeke. (2018), Eloquent JavaScript, Third edition. No Starch Press, p.474, [ISBN: 978-1593279509].**

Other Resources

- **Website, The Hillside Group. (2023), Hillside Patterns Catalog, The Hillside Group, https://hillside.net/patterns/patterns-c atalog**
- **Website, Source Making. (2023), Refactoring, Source Making, https://sourcemaking.com/refactoring**

APPROVED

RETL 4016: Software Project

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

4. Software Design
4.1) Understanding the principles of software design methodologies

5. Evaluation
5.1) Understanding how to conduct software evaluations

Learning Outcomes

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

#	
MLO1	Have an understanding of the linkages between the various taught course elements and be able to integrate the knowledge learned in the taught elements of the programme to demonstrate a comprehensive integrated understanding of the key technology and business issues associated with the chosen project area
MLO2	Carry out software proposal writing, software requirements specification and literature review
MLO3	Develop an understanding of software project research methodology and evaluation
MLO4	Develop and enhance interpersonal communication skills to become a successful member of a working team and present your project at an acceptable industry level

Requisites

Assessment Threshold	Pass mark is 40%

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

N/A

Assessments

Other Assessment(s)

Assessment Type	Submission	**% of Total Mark for Module**	95
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Class Participation	**% of Total Mark for Module**	5
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	12
Lab	12
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	124.00

Recommended Reading List

Recommended Book Resources

- **Karl Eugene Wiegers,Joy Beatty. (2013), Software Requirements, [ISBN: 0735679665].**
- **Juval Lowy. (2019), Righting Software, Addison-Wesley Professional, p.480, [ISBN: 0136524036].**

APPROVED

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:	• 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

Learning and Teaching Methods	The delivery of this module will be a series of lectures (2 hours per week) , project work and presentations

Learning Outcomes

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

#	
MLO1	DIscuss the role of strategic alignment in implement SIS
MLO2	Identify the process and issues involved in evaluating, planning and implementing SIS across and organisation's functions and the extended enterprise.
MLO3	Evaluate the legal, ethical, security issues posed IS/IT solutions
MLO4	Demonstrate the analytical tools available for strategic information systems planning
MLO5	Assess an organisations readiness for new technology challenges – Social, Cloud, Big data and the Internet of Things
MLO6	Illustrate the role of data throughout todays extended organisation and Value Network

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	Week 13	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Examination

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	30
Indicative Week	Week 8	**Learning Outcomes**	4,5,6
Assessment Threshold:	30	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment – Student will have to use the practical knowledge learned in the module to build a report which will allow assessment of their practical skills and knowledge.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Gabriele Piccoli,Federico Pigni. (2022), Information Systems for Managers in the Digital Age, 5. [ISBN: 978-1-943153-84-8].**
- **Joe Peppard,John Ward. (2016), The Strategic Management of Information Systems, John Wiley & Sons, p.504, [ISBN: 9780470034675].**

APPROVED

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:	• 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

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Discuss the role of strategic alignment in implement SIS
MLO2	Identify the process and issues involved in evaluating, planning and implementing SIS across and organisation's functions and the extended enterprise.
MLO3	Evaluate the legal, ethical, security issues posed IS/IT solutions
MLO4	Demonstrate the analytical tools available for strategic information systems planning
MLO5	Assess an organisations readiness for new technology challenges – Social, Cloud, Big data and the Internet of Things
MLO6	Illustrate the role of data throughout todays extended organisation and Value Network enabling strategic linkages and greater efficiencies in the supply chain

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	Week 1	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Examination

Other Assessment(s)

Assessment Type	Practical/Skills Evaluation	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment – Student will have to use the practical knowledge learned in the module to build a website which will allow assessment of their practical skills and knowledge.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	50
Hours (up to 100 for 5 ECTS credits)	74.00

Recommended Reading List

Recommended Book Resources

- **Gabriele Piccoli,Federico Pigni. Information Systems for Managers in the Digital Age, 5. [ISBN: 978-1-943153-84-8].**
- **Joe Peppard,John Ward. (2016), The Strategic Management of Information Systems, John Wiley & Sons, p.504, [ISBN: 9780470034675].**

APPROVED

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	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. 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: - 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.

Indicative Syllabus	Course content will be chosen to assess and explore current academic literature and varying real-life issues of strategic logistics management analysis and decision-making. These will be chosen from, but not limited to, the following areas: • An efficient logistics organisation • Decision making strategies in logistics organisations • The planning process, sustainable strategic logistics planning • Developing optimal sustainable logistics organisations • Strategic logistics risk management • Strategic logistics performance management • Strategic Logistics and sustainable competitive advantage • Logistics future challenge and opportunities
Learning and Teaching Methods	Formal lectures are supplemented by structured classroom discussions and a series of group-based presentation exercises. These interactive exercises will serve to re-enforce some of the academic learning on the module. The exercises allow the participants to apply the learning in topic based and case-based contexts. In addition, company case histories and video presentations may be presented to illustrate key themes in strategic logistics.
Rationale for Change :	• The new assessment would address the better align with learning objective of this module. • The 100% of continuous assessment allows for a more holistic evaluation of student's knowledge, skills, and progress throughout the module. By assessing students' reflective learning and critical analysis, it provides a more accurate representation of their overall understanding and competence in the subject matter. • Students feedback and improvement. Continuous assessment offers frequent opportunities for students to receive feedback on their work. • Continuous assessment allows for a wider range of assessment methods to be employed. • Reduced students exam stress. Traditional end-of-module exams can create immense pressure and stress for students. By using 100% continuous assessment student can be relieved of the intense exam focused preparation and perform to their full potential in a less stressful environment. • Improving students centred learning performance. By incorporating continuous assessment, students are motivated to consistently engage with the module material throughout the duration of the course.

Learning Outcomes

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

#	
MLO1	Design and prepare strategic logistics plans that are contemporary, customer oriented, with an appropriate understanding of state-of-art information technology environment.
MLO2	Understand the issues and complexities of strategic logistics planning, by applying state-of-art management principles.
MLO3	Competently identifying and developing appropriate contemporary and strategic responses to various logistic scenarios.
MLO4	Have developed advanced skills to solve complex contemporary business problems in supply chain.
MLO5	Apply approaches/methodologies of logistics performance measurement into SC practices.

MLO6	Have developed an advanced awareness of the role and potential of all major players in a supply chain and be able to evaluate the requirements and performance of these players, with particular regard to international dimensions
MLO7	Assess the impact of the logistics strategy in terms of profit, customer service performance, and the impact on the other business functions.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Review	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	2,4,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Engagement Activity & Reflections 20%

Assessment Type	Essay	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	3,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual Assignment 30%

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Work 50%

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lecture	24
Self Directed	72
Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **James Stock,Douglas Lambert. (2000), Strategic Logistics Management, McGraw-Hill/Irwin, p.896, [ISBN: 0256136874].**
- **Alan Harrison. Logistics Management and Strategy, [ISBN: 9781292183688].**

Recommended Article/Paper Resources

- **Emerald. Supply Chain Management: An International Journal.**
- **Emerald. International Journal of Physical Distribution and Logistics Management.**
- **Emerald. The International Journal of Logistics Management.**
- **Taylor & Francis. International Journal of Logistics Research and Applications: A Leading Journal of Supply Chain Management.**
- **Elsevier. Industrial Marketing Management.**
- **Emerald. International Journal of Physical Distribution & Logistics Management.**
- **Elsevier. Transportation Research Part E: Logistics and Transportation Review.**

Other Resources

- **Mangan J.. Global Logistics and Supply Chain Management, Hoboken : John Wiley & Sons, Inc.**
- **Cohen, S.. Strategic Supply Chain Performance, The five disciplines for top performers, McGraw-Hill.**
- **Christopher, M. Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Service,, Chapman and Hall..**
- **Chopra, S.. Supply Chain Management: Strategy, Planning, and Operation, Pearson.**

APPROVED

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:	• 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	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.
Indicative Syllabus	**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. **Organisational purpose** Exploring organisational purpose. Shareholder theory versus stakeholder view of the firm. Corporate governance. Business ethics. Profitability versus societal responsibility. Sustainability. **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. **Strategies**

	Functional-level strategy. The building blocks of a competitive advantage. Business-level strategy. Competitive positioning strategies. Blue ocean strategy. Strategy in the global environment. Corporate-level strategy. **Strategy formation and implementation** Strategy formation. Strategic planning. Implementing strategy through organisational design and architecture. Organisational structure, systems, commitment and culture.
Learning and Teaching Methods	The module is highly interactive and class participation and self-directed learning are critical requirements. Lectures are combined with case studies, class discussions, individual and teamwork activities, reflections, video material, article/newspaper/periodical readings, among others. Current issues relevant to business, current affairs and society will be used to support students learning. Case studies, as well as working with online simulations or real-live community partners, play a central role in the module developing students' capacity to analyse strategic management issues, apply concepts and analytical tools and make informed decisions.

Learning Outcomes

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

#	
MLO1	Apply strategic management concepts and approaches to complex organisational problems
MLO2	Analyse theoretical concepts and practical issues relating to strategic decisions in various organisational contexts
MLO3	Understand the key concepts and analytical tools informing and influencing decision-making at senior management level in organisations
MLO4	Demonstrate the ability to think critically about various strategic management issues
MLO5	Appreciate the corporate governance, sustainability and ethical issues pertaining to organisations

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	40.00%
Other Assessment(s)	60.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	See Student Handbook	**Learning Outcomes**	3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This examination will constitute a conventional unseen time- constrained test. The exam questions will be designed to assess a student's ability to analyse, discuss and apply important dimensions of strategic management.

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	35
Indicative Week	See Student Handbook	**Learning Outcomes**	1,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Depending on resources available each academic year, groups of students will work together on a company project. It is anticipated that this will be a live company project comprising of either: An online simulation whereby groups run an organisation and must make strategic decisions and react to their performance and the changes in the market. Or a Students Learning with Communities project whereby students will be partnering with a local non-profit organisation to analyse the company and provide recommendations for the organisation moving forward. Deliverables will include a formal report and presentation.

Assessment Type	Case Study	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Students will apply strategic management tools and concepts to an analysis of a case organisation. This will provide students with an opportunity to hone their analytical skills and engage in the practical application of strategic management theory

Assessment Type	Critique	**% of Total Mark for Module**	15
Indicative Week	See Student Handbook	**Learning Outcomes**	2,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual Participation and Reading:
Prior to assigned lectures, students are required to read one pre-assigned journal article relating to the lecture/topic detailed in the module overview document. Students are required to post comments from their reading on the discussion board in Brightspace and participate in class discussion. This will provide students with an opportunity to interpret, evaluate and reflect on the important thinking and practice across a range of strategic management topic areas.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

• **Hill, Schilling & Jones. (2020), Strategic Management: An Integrated Approach: Theory and Cases, 13th. Cengage.**
Supplementary Book Resources
• **De Wit. (2020), Strategy: An International Perspective, 7th. Cengage.**

APPROVED

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:	• 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	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. 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.
Indicative Syllabus	**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. **Organisational purpose**

	Exploring organisational purpose. Shareholder theory versus stakeholder view of the firm. Corporate governance. Business ethics. Profitability versus societal responsibility. Sustainability. **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. **Strategies** Functional-level strategy. The building blocks of a competitive advantage. Business-level strategy. Competitive positioning strategies. Blue ocean strategy. Strategy in the global environment. Corporate-level strategy. **Strategy formation and implementation** Strategy formation. Strategic planning. Implementing strategy through organisational design and architecture. Organisational structure, systems, commitment and culture.
Learning and Teaching Methods	The module is highly interactive and class participation and self-directed learning are critical requirements. Lectures are combined with case studies, class discussions, individual and teamwork activities, reflections, video material, article/newspaper/periodical readings, among others. Current issues relevant to business, current affairs and society will be used to support students learning. Case studies play a central role in the module developing students' capacity to analyse strategic management issues, apply concepts and analytical tools and make informed decisions.

Learning Outcomes

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

#	
MLO1	Apply strategic management concepts and approaches to complex organisational problems
MLO2	Analyse theoretical concepts and practical issues relating to strategic decisions in various organisational contexts
MLO3	Understand the key concepts and analytical tools informing and influencing decision-making at senior management level in organisations
MLO4	Demonstrate the ability to think critically about various strategic management issues
MLO5	Appreciate the corporate governance, sustainability and ethical issues pertaining to organisations

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50

Indicative Week	See Student Handbook	**Learning Outcomes**	3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This examination will constitute a conventional unseen time- constrained test. The exam questions will be designed to assess a student's ability to analyse, discuss and apply important dimensions of strategic management.

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual case study analysis

Assessment Type	Case Study	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group case study analysis

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Hill, Schilling & Jones. (2020), Strategic Management: An Integrated Approach: Theory and Cases, 13th. Cengage.**

Supplementary Book Resources

- **De Wit. (2020), Strategy: An International Perspective, 7th. Cengage.**

APPROVED

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:	• 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	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. 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.
Indicative Syllabus	**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. **Organisational purpose** Exploring organisational purpose. Shareholder theory versus stakeholder view of the firm. Corporate governance. Business ethics. Profitability versus societal responsibility. Sustainability. **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.

	Strategies Functional-level strategy. The building blocks of a competitive advantage. Business-level strategy. Competitive positioning strategies. Blue ocean strategy. Strategy in the global environment. Corporate-level strategy. **Strategy formation and implementation** Strategy formation. Strategic planning. Implementing strategy through organisational design and architecture. Organisational structure, systems, commitment and culture.
Learning and Teaching Methods	The module is highly interactive and class participation and self-directed learning are critical requirements. Lectures are combined with case studies, class discussions, individual and teamwork activities, reflections, video material, article/newspaper/periodical readings, among others. Current issues relevant to business, current affairs and society will be used to support students learning. Case studies play a central role in the module developing students' capacity to analyse strategic management issues, apply concepts and analytical tools and make informed decisions.

Learning Outcomes

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

#	
MLO1	Apply strategic management concepts and approaches to complex organisational problems
MLO2	Analyse theoretical concepts and practical issues relating to strategic decisions in various organisational contexts
MLO3	Demonstrate their level of understanding of the key concepts and analytical tools informing and influencing decision-making at senior management level in organisations
MLO4	Demonstrate the ability to think critically about various strategic management issues
MLO5	Appreciate the corporate governance, sustainability and ethical issues pertaining to organisations

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	50
Indicative Week	Week 9	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This Case Study is considered to be the capstone of this module. It will involve some group and individual components.

Assessment Type	Case Study	**% of Total Mark for Module**	50
Indicative Week	Week 9	**Learning Outcomes**	1,2,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group case study analysis. This case analysis will comprise some individual components during formal oral presentation and some group components for the written group submission.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	36
Self Directed	164
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Hill, Schilling & Jones. (2020), Strategic Management: An Integrated Approach: Theory and Cases, 13th. Cengage.**

Supplementary Book Resources

- **De Wit. (2020), Strategy: An International Perspective, 7th. Cengage.**

APPROVED

STMK 4005: Strategic Marketing

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:	• 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	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. 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.
Indicative Syllabus	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.

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Understand the process of marketing strategy formulation and analysis.
MLO2	Analyse and apply current thinking in strategic marketing.
MLO3	Diagnose, evaluate and produce insights and recommendations for marketing problems assigned in class.
MLO4	Apply critical thinking and analytical skills to develop solutions to real life marketing problems.
MLO5	Apply marketing metrics.
MLO6	Understand and diagnose the key issues in the implementation of a marketing strategy.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	40
Indicative Week	Week 5	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Case Study Analysis.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	152
Hours (up to 100 for 5 ECTS credits)	200.00

Recommended Reading List

Recommended Book Resources

- **Hooley, G; Piercy, N; Nicoulaud, B. (2020), Marketing Strategy and Competitive Positioning, 7th. Pearson.**
- **Aslem, K. (2019), Applied Strategic Marketing, Routledge.**

APPROVED

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	**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. **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.
Indicative Syllabus	Introduction The nature of strategic management. Levels of strategy. Strategic management as a process. Strategic vision. Corporate mission statements. Strategic Analysis 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. 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.

	Strategic Choices Obtaining sustainable competitive advantage. General strategies. Growth strategies. Diversification strategies. Strategies in declining markets. Global strategic choices. Offensive and defensive strategies. Matching strategy and situation. Cultural fit. Strategy Implementation Resource planning. Organisational structure and design. Strategic support systems. Managing change.
Learning and Teaching Methods	This lecture will be a combination of Lectures, Case Studies and Problem Based approaches.

Learning Outcomes

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

#	
MLO1	Set strategic objectives for business firms.
MLO2	Analyse, synthesise and evaluate the external and internal business environment.
MLO3	Formulate strategic options for business.
MLO4	Evaluate the strategic capabilities and theories applicable to the firm

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
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
Summative assessment at the end of the module will be for 60% of the module marks and will be by formal, written examination. Learners will have the opportunity to show the scope and depth of their learning and will be able to strategise, analyse, synthesise in a business environment.

Other Assessment(s)			
Assessment Type	Group Work	**% of Total Mark for Module**	40
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
Continuous assessment will be group based but also comprise individual elements. The assignment will involve the application of strategic theory and frameworks to a sector of the retail industry and then to one company within that sector. Students will work as a group on the project and presentation. There will be a group mark for these elements. Each group member will additionally complete a reflective journal which will be marked on an individual basis.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Joachim Zentes,Dirk Morschett,Hanna Schramm-Klein. (2016), Strategic Retail Management, Springer Gabler, Germany, p.0, [ISBN: 9783658101824].**

APPROVED

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	**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. **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.

	Ethics and Governance: Developing ethical decision making - 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 Overview of Corporate Governance including the History and Development of Corporate Governance. Theories of Corporate Governance including Agency Theory, Stewardship Theory and Resource Dependence Theory. Systems of Corporate Governance - UK and Ireland, European and US. Legal Framework of Governance – UK Code of Corporate Governance (2018) Director Responsibilities Board of Directors - Composition, Roles and Responsibilities. Duties of Directors. Director Remuneration. Composition, Role and Responsibilities of Main Board Sub-Committees - Audit, Remuneration and Nominations Committees. Sustainability - relevant frameworks and legislation **Current Issues and Trends in Accounting and Finance:** Data Analytics - Demonstrate an understanding of emerging technologies in big data and data analytics. Provide analytic insights for strategic advantage. Plan data analysis. Demonstrate an understanding of the analytics lifecycle. Use analytics tools to aid in the accountant's statutory function. Artificial Intelligence – Understand the differences between the three pillars of artificial intelligence. Understand the impact of applications on the traditional roles of the Accountant. Identify opportunities where artificial intelligence applications can be used to aid the accountant. Understand where artificial intelligence applications can be used with clients Emerging Technologies - Transitioning a given business to a digital model. Understand the principles of Blockchain. Gain an understanding of the Cryptocurrency eco system. Gain an understanding from an accounting perspective how to deal with clients using The Crypto Assessment Framework™ **Integration of Strategic Management Accounting:** Utilising the knowledge from the management accounting modules and applying the principles underlying strategic management accounting. Identify and advise on the links between management accounting and sustainable competitive advantage, with particular reference to strategic management accounting. **Integration of Strategic Finance:** Utilising the knowledge from the finance modules and applying appropriate techniques to advice in financing and investment decisions. Advise on financing aspects of small, medium and large enterprises. Undertake appropriate financial analysis to inform the decision making process.
Learning and Teaching Methods	While traditional lectures may be employed for the introduction of the principles of strategic management to students, the delivery of this module will primarily involve case study based teaching and learning. Over the course of the module students will progress from shorter cases which focus on individual disciplines within accounting and strategic management to longer more complex cases which require the integration of several different disciplines.
Rationale for Change :	To include sustainability related LOs.

Learning Outcomes

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

#	
MLO1	Understand the key principles of strategic management and how they may be applied in practice.
MLO2	Analyse the nature of leadership and critique effective leadership in business.
MLO3	Critically evaluate the sustainability impacts of organisations with reference to relevant frameworks and legislation.
MLO4	Apply concepts and techniques introduced in this and preceding modules to case study scenarios.
MLO5	Integrate technical knowledge and skills developed in this and preceding modules to construct solutions to multi-disciplinary case study scenarios.
MLO6	Prepare well structured, clearly written responses to queries pertaining to accounting and related (business) issues

MLO7	Exercise judgement and critical thinking in assessing and formulating solutions to case study scenarios.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	55.00%
Other Assessment(s)	45.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	55
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Individual multi-disciplinary case with online submission.

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	45
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Interim Case Study Work (Group Assignments)

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	72
Self Directed	168
Hours (up to 100 for 5 ECTS credits)	240.00

APPROVED

BSST 6005: Strategy Case Competition

Module Details

Module Code:	BSST 6005
Module Long Title:	Strategy Case Competition 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:	Module is an elective on TU903/3 and TU904/3. Delivered to both cohorts together.
Campus:	City Campus
Module Overview	The focus is on **application** 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 **research**. The module therefore will also develop such skills. The final key prong of the module is **presentation** as the communication of recommendations in a compelling manner is key. The signature pedagogical tool used throughout is "case study". 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. 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%.

Indicative Syllabus	• **Week 1** - Introduction to The Case "Cracking" Process
	  ○ Discussion Case 1 will be distributed
	• **Week 2** - Case 1 Discussion
	• **Week 3** - Research Skills (Tips and Tricks)
	  ○ CA Case 1 will be distributed

	○ Discussion Case 2 will be distributed • **Week 4** - Case 2 Discussion • **Week 5** - CA Case 1 Presentations • **Week 6 –** Working with Numbers ○ CA Case 2 will be distributed • **Week 7** - Presentation Skills 1 – Powerpoint • **Week 8** - CA Case 2 Presentations • **Week 9** - Storytelling and "Elevator Pitching" CA Case 3 will be distributed Discussion Case 3 will be distributed • **Week 10** - Case 3 Discussion • **Week 11** - CA Case 3 Presentations • **Week 12** - Reflection on Key Learnings
Learning and Teaching Methods	The module is largely based around case analysis, group discussion and feedback. Pre class readings and viewing of particular videos including Ted Talks will be critical components of the independent learning process. Case Study analysis will be enabled by information search strategies and critical discussion. Team role testing (the Belbin Inventory) will serve to improve relevant intra personal awareness. The module will be delivered over 12 two hour duration classes.

Indicative Syllabus

1. Lecture Content and Order

1.1) • Week 1 - Introduction to The Case "Cracking" Process
1.2) • Discussion Case 1 will be distributed
1.3) • Week 2 - Case 1 Discussion
1.4) • Week 3 - Research Skills (Tips and Tricks)
1.5) • CA Case 1 will be distributed
1.6) • Discussion Case 2 will be distributed
1.7) • Week 4 - Case 2 Discussion
1.8) • Week 5 - CA Case 1 Presentations
1.9) • Week 6 – Working with Numbers
1.10) • CA Case 2 will be distributed
1.11) • Week 7 - Presentation Skills 1 – Powerpoint
1.12) • Week 8 - CA Case 2 Presentations
1.13) • Week 9 - Storytelling and "Elevator Pitching"
1.14) CA Case 3 will be distributed
1.15) Discussion Case 3 will be distributed
1.16) • Week 10 - Case 3 Discussion
1.17) • Week 11 - CA Case 3 Presentations
1.18) • Week 12 - Reflection on Key Learnings

Learning Outcomes

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

#	
MLO1	Demonstrate transformation in analysis ability - knowledge, skills and mindsets to analysing internal and external environments
MLO2	Apply design-thinking principles to business challenges
MLO3	Complete tasks as part of a high performance team
MLO4	Make evidence-based and compelling recommendations to C-suite executives
MLO5	Design professional standard ppt presentations

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 15	**Learning Outcomes**	1,2,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
2 hour closed book invigilated examination.

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Analysis of a Company and the Company's Ecosystem for purpose of identifying and prioritising issues faced. Followed by evaluation of alternative potential responses. And detailing of a recommendation plan according to SMART Framework.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Evans, Vaughan. (2013), Key Strategy Tools: The 80+ Tools for Every Manager to Build a Winning Strategy, Pearson., 1. all, Pearson, London, UK, [ISBN: 13978-0273778868].**
- **Vaughan Evans. (2014), 25 Need-To-Know Strategy Tools, 1. all, FT PUBLISHING INTERNATIONAL, NJ, USA, [ISBN: 9781292016436].**
- **Jonathan Gottschall. (2013), The Story Telling Animal: How Stories Make Us Human, 1. all, Mariner Books, Boston, USA, [ISBN: 9780544002340].**
- **Daniel Kahneman. (2011), Thinking, Fast and Slow, 1. all, Macmillan, p.511, [ISBN: 9780374275631].**
- **Kosslyn, Stephen Michael. (2007), 8 Psychological Principles for Compelling Powerpoint Presentations, 1. all, Oxford University Press, p.235, [ISBN: 9780195320695].**

APPROVED

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	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. 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. 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.
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	

1. PART I: "Big" Data Driven Supply Chain Management
1.1) • How and why analytics has become a game changer for supply chain management.
1.2) • A connected system – the uniqueness of analyzing supply chains.
1.3) • Data overload - The barriers to becoming a supply chain analytics organisation

2. PART II: Impact on Supply Chain Levers
2.1) • Big Data's impact on the supply chain lever "Sell" (Marketing). Addressing relevant/latest analytics applications such as; micro-segmentation, price optimisation, and location-based marketing.
2.2) • Big Data's impact on the supply chain lever "Make" (Operations). Addressing relevant/latest analytics applications such as; optimizing inventory and digital factories.
2.3) • Big Data's impact on the supply chain lever "Move" (Logistics). Addressing relevant/latest analytics applications such as; perfect-order delivery, optimising transport routes, and the functionality of autonomous vehicles.
2.4) • Big Data's impact on the supply chain lever "Buy" (Sourcing). Addressing relevant/latest analytics applications such as; developing supplier scorecards, risk measurement, automating routine purchases, and optimising supplier bundles.

3. PART III: A Framework for Implementation
3.1) • Develop a roadmap to lead to supply chain digital transformation.
3.2) • Develop an S&OP model using analytical skillsets already gained during the course to showcase supply chain analytics in action.

Learning Outcomes

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

#	
MLO1	Appreciate the business context and business questions of a system and how to use analytics to make actual business decisions that consider trade-offs.
MLO2	Students will be able to identify the relevant supply chain questions they should be addressing with their analytical skillsets.
MLO3	Students will learn how to use outputs from analytical methods/algorithms to make supply chain decisions.
MLO4	Discuss and critically evaluate best practices and the challenges leading companies have faced and how they have overcome them using analytics.
MLO5	Demonstrate the ability to comprehend how multiple functions are linked together through analytics problem solving.
MLO6	Appreciate the importance of data visualisation and analytics storytelling

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 18	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This will be based on a two-hour written paper containing reflective theory-based questions to examine primarily learning outcomes (1) through to (6).

Other Assessment(s)

Assessment Type	Research Paper	**% of Total Mark for Module**	20
Indicative Week	Week 8	**Learning Outcomes**	1,2,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
- An in-depth academic style research paper on a chosen topic that will make you an "expert" in one area of supply chain analytics.

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Understanding supply chain analytics in practice is a key component of this course. Teams are to identify, research and apply analytics to a selected company and report findings in an S&OP style report and an in-class presentation format.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Sanfers, NR. (2018), Supply Chain Analytics, Prospect Press, Vermont.**

Supplementary Book Resources

- **Maes R Evans. (2017), Business Analytics, Global Ed. Pearson, New Jersey.**
- **Venkatesan, R., Farris, P., & Wilcox, R. T. (2015), Cutting-edge marketing analytics: Real world cases and data sets for hands on learning, Pearson, New Jersey.**

APPROVED

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	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. 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. Most recent happenings across the world regarding government policies and how to advance sustainability will be discussed and debated in the classroom.
Indicative Syllabus	**Sustainability in the Context of Supply Chain Management**

	Globalisation and the lengthening of supply chains. Impact of SCM & logistics activities on the natural environment. The economic, social and environmental dimension of sustainability. The science of supply chain sustainability. (LO1) **SCM and the Governance of Sustainability** Corporate Social Responsibility. Global and industrial initiatives. The role of the corporation within the UN SDGs. Soft law, hard law, the political role of the corporation, Civil Society Organisations (CSO's). Ethical frameworks and collaborative initiatives. (LO2) **Responsible Purchasing and Procurement** Supplier network. Engaging with suppliers. Drivers and barriers for ethical and green sourcing. Tools for ethical sourcing. (LO3) **Product Design** Design. Materials. Life Cycle Assessment. Production and consumption. (LO3) **Freight Transport** Environmental impact of freight transport. Modes of transport. Strategies to reduce the environmental impact of fright transport. (LO3) **Reverse Logistics & Recycling** Closed loop supply chains. Circular Economy. Regulations. Recycling and reverse logistics. (LO3) **The Social Dimension of Sustainable Supply Chains** Social sustainability constructs. Human rights. Labour issues. Emerging Economies. (LO2, LO3)**Strategy in Sustainable Supply Chains** Sustainable supply chain performance measurement. Life cycle assessment. Internal measurement. Tracking suppliers. Traceability. (LO1, LO3, LO4) **Emergency Response Logistics** Logistical challenges. Responding to climate related humanitarian disasters. (LO3)
Learning and Teaching Methods	Learning and teaching will take place via lectures, recorded material, pre-reading, class discussion, case studies as well as reflecting on their learning journey. Formal lectures are supplemented by structured classroom discussions while case studies provide a vehicle to integrate practical aspects of learning across all aspects of the module. Students will have ample time to consider the ideas and apply the discussed knowledge and skills in their coursework. Where appropriate, guest lectures from the SCM field will present on contemporary topics and students will be encouraged to attend sustainability events (speakers/panels) hosted by the University. The TLA will include an e-portfolio documenting the students leaning with a focus on feedback. This curriculum and authentic assessment is informed by the latest scientific evidence and policy formulation in education for sustainable development.
Learning Outcomes	
Upon successful completion of this module the learner will be able to	

#	
MLO1	Critically analyse and discuss supply chain processes through the sustainability lenses and develop sustainability literacy as derived from evidence-based literature and informed by the UN Sustainable Development Goals.
MLO2	Critically appraise the current theory on sustainability that underpins sustainable supply chain management.
MLO3	Demonstrate an understanding of how to mitigate the social and environmental impact of logistics activities as well as end of life management.
MLO4	Evaluate the trade-offs and impacts of sustainable supply chain management decision making taking into account economic, environmental and societal impacts.

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	LOGT3010 v.1 Supply Chain Management [Approved]	Module
Pre Requisite	MRKT2326 v.1 Logistics and Supply Chain Management Option [Approved]	Module
Pre Requisite	LOGT9401 v.1 Introduction to Logistics and Supply Chain Management [Approved]	Module

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Portfolio	**% of Total Mark for Module**	100
Indicative Week	Week 13	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
E-portfolio
Students will be required to complete and compile a series of tasks designed to foster curiosity, critical thinking, and collaborative learning. These tasks will take several different formats for example, UN Sulitest, reflections, discussion pieces, digital artefacts.
The completed work will comprise a shareable E-portfolio which will demonstrate learning and engagement The students e-portfolio will demonstrate the learning process with a focus on feedback and allow the student to track their sustainability learning and transformation process.
Resources on creating artefacts, and various rubrics will be provided.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24

Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Supplementary Book Resources

- **DAVID B. GRANT,Alexander Trautrims,Chee Yew Wong. (2022), Sustainable Logistics and Supply Chain Management, 2. Kogan Page, [ISBN: 9781398604438].**
- **Helen Kopnina,John Blewitt. (2018), Sustainable Business, 1. Key Issues in Environment and Sustainability, p.292, [ISBN: 9781138087903].**

Other Resources

- **Website, United Nations. (2015), UN Global Compact (2015) SDG Compass. The Guide to Business Actions on the SDGs, Geneva, United Nations, https://sdgcompass.org/wp-content/upload s/2015/12/019104_SDG_Compass_Guide_2015. pdf**
- **Website, Ellen McArthur Foundation. Ellen McArthur Foundation Circular Economy Concept, UK, EllenMcArthur, https://www.ellenmacarthurfoundation.org /circular-economy/concept**

APPROVED

TAXN 1000: Taxation II

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	Income Tax and Value Added Tax (VAT) • 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. Capital Gains Tax (CGT) • 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 Corporation Tax (CT) • Basis of assessment, scope and administration • Charges on income • Chargeable gains

	• Case I calculations and revision of sole-trader provisions for adjustment of profit and calculation of capital allowances, identification of differences in calculations for a company • Calculation of liability – application of reliefs, application of 12.5% and 25% rates, implications of Pillar II • CT tax loss relief including group loss relief • Relief from CT on chargeable gains on the intra-group transfer of assets Tax Planning • Sole trade v. incorporation - the key tax issues affecting the choice of business medium • Incorporation of a sole trade operation (Income Tax, CGT, CT and VAT implications), the best time to incorporate and other planning points • Extraction of corporate profits – termination payments, tax treatment of distributions, CGT implications on disposal of a company, purchase by a company of its own shares • Tax efficient group structures - use of holding companies, maximising use of losses, intra-group transfers of assets, VAT groups Much of the above is merely an application of the principles learned over the course of third and fourth year. As far as possible, the tax planning concepts will be introduced at the time these principles are covered rather than as separate topic at the end of Year 4.
Rationale for Change :	Remaining current with annual changes introduced by Finance Act. Keeping indicative content current with syllabi of Professional bodies.

Learning Outcomes

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

#	
MLO1	Describe the operation of Capital Gains Tax (CGT) and Corporation Tax (CT) in Ireland.
MLO2	Calculate CGT and CT liabilities.
MLO3	Evaluate and apply any relevant reliefs and exemptions.
MLO4	Explain the tax risks associated with various structures and business transactions.
MLO5	Identify the most tax efficient course of action while simultaneously giving commercial considerations priority.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	80.00%
Other Assessment(s)	20.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	80

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
Conventional, time-limited, closed book examination

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Series of in-class tests and practical exercises

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

- **Mulcahy, P. (2024), Irish Taxation - Law and Practice 2024 2025, 22. Irish Tax Institute, Dublin.**

Recommended Article/Paper Resources

- **Irish Tax Institute. Relevant articles, Irish Tax Review.**
- **Chartered Accountants Ireland. Relevant articles, Accountancy Ireland.**

APPROVED

RETL 4015: Web Analytics

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

Upon successful completion of this module the learner will be able to	
#	
MLO1	Evaluate the potentials uses of web mining in eCommerce.
MLO2	Describe role of web usage mining, web content mining and web structure mining
MLO3	Understand the process of data pre-processing for Web Usage Mining
MLO4	Navigate the basics of the Google Analytics (GA) platform and be aware of other vendor offerings such as Omniture, Yahoo, Microsoft, IBM
MLO5	Conduct digital campaign analysis: PPC, CPM, SEO, Email etc and present the key metrics and findings
MLO6	Apply and synthesize the various analytical elements in a meaningful way towards extracting value and insight from marketing data and actions

Requisites	
Assessment Threshold	Combined, the continuous assessment and examination marks need to be 40% or over to pass

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	Week 1	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	25
Indicative Week	Week 1	**Learning Outcomes**	4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Class Participation	**% of Total Mark for Module**	5
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Lab	12
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	136.00

Recommended Reading List

Recommended Book Resources

- **Pang-Ning Tan,Michael Steinbach,Anuj Karpatne,Vipin Kumar. (2019), Introduction to Data Mining, [ISBN: 0273769227].**
- **Brian Clifton. (2012), Advanced Web Metrics with Google Analytics, John Wiley & Sons, p.616, [ISBN: 978-1118168448].**

Supplementary Book Resources

- **Anurag Kumar. (2020), Web Mining: Overview Techniques and Tools, 1. [ISBN: 978-6202677745].**

APPROVED

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

#	
MLO1	Apply and evaluate key concepts and analytical instruments which inform and influence decision making at senior management level.
MLO2	Demonstrate insight into the relationships and interconnections between consequences and consequences of supply chain management decisions and other key activities in organisations.
MLO3	Place theoretical supply chain management concepts and techniques in an appropriate context to apply to real-life supply chain management situations.
MLO4	Integrate relevant learning outcomes from other core and non-core modules in supply chain management analysis and decision-making.
MLO5	Demonstrate managerial and personal effectiveness through application in business games and case study situations.
MLO6	Recommend and justify alternative future directions for organisations consistent with the objectives of the overall business strategy, available resources and constraints of the environment.

Requisites

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	Case Study	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	1,2,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
This continuous assessment will comprise presentation case study projects. Will comprise multiple case analysis and presentation of results. To facilitate appropriate assessment of this 100% CA module, the assignments will be issued from the beginning of the semester, with ongoing issuing of assignments throughout the semester, submission dates shall vary from week two to week fourteen.

Assessment Type	Case Study	**% of Total Mark for Module**	40
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual written research and case component.
To facilitate appropriate assessment of this 100% CA module, the assignments will be issued from the beginning of the semester, with ongoing issuing of assignments throughout the semester, submission dates shall vary from week two to week fourteen.

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	72
Hours (up to 100 for 5 ECTS credits)	96.00

Recommended Reading List

Recommended Book Resources

- **Janat Shah. (2018), Supply Chain Management, 2nd. [ISBN: 9789332548206].**
- **John Mangan,Chandra Lalwani,Agustina Calatayud. (2021), Global Logistics and Supply Chain Management, 4th. John Wiley & Sons, p.341, [ISBN: 1119702992].**
- **DAVID B. GRANT,Alexander Trautrims,Chee Yew Wong. (2022), Sustainable Logistics and Supply Chain Management, 3rd. [ISBN: 1398604437].**

Supplementary Book Resources

- **Nicolas Vandeput. (2020), Inventory Optimization, 1st. de Gruyter, p.318, [ISBN: 3110673916].**
- **Yingli Wang,Stephen Pettit. (2021), E-Logistics, 2nd. Kogan Page, p.536, [ISBN: 0749496886].**

APPROVED

BSST6008: Behavioural Economics

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	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. 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. 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.
Indicative Syllabus	• Introduction to Behavioural Economics • Experiments and Evaluating Empirical Research • Decision Making under Certainty and under Uncertainty

	• Probability Theory, Heuristics, and Biases • Prospect Theory, Reference Dependence, and Mental Accounting • Social Preferences • Nudging • Sludge and Ethics • Behavioural Economics and Wellbeing
Learning and Teaching Methods	Lectures will introduce the key concepts and empirical findings from behavioural economic research and provide the tools required to critically evaluate empirical research. Lectures will be interactive with group discussions, polls, and where possible replication of classic behavioural economics experiments. Self-directed Learning: Students will be required to complete assigned readings in advance of lectures. Other materials such as short videos and blog posts may also be provided for revision purposes. Lecture slides, reading lists, and associated course materials will be posted on Brightspace. The Continuous Assessment will also facilitate independent learning and will comprise of an applied group project.

Learning Outcomes

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

#	
MLO1	Understand key theoretical concepts in behavioural economics
MLO2	Evaluate empirical research that demonstrates systematic aspects of human decision making and behaviour
MLO3	Identify when and how individuals deviate from rational choices
MLO4	Critically evaluate the role of behavioural research in informing public policy, and sustainable and ethical business practices

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

Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description n/a			

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	Week 10	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No
Assessment Description Project			

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Angner, Erik. (2016), A Course in Behavioral Economics.**
- **Thaler and Sunstein. (2009), Nudge: Improving Decisions about Health, Wealth and Happiness.**
- **Kahneman, Daniel. (2011), Thinking, Fast and Slow.**

APPROVED

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	**Decision Making:** • Decision Trees. • Decision Rules of Thumb. • Dealing with uncertainty. • Bayesian analysis. • Expected value of perfect and imperfect information. **Multicriteria Decision-Making (MCDM):** • The Analytical Hierarchy Process. • Pairwise Comparison. Synthesisation. • Ranking. • Recent Trends in Multicriteria. • Decision Analysis (MCDA) and MCDM. **Forecasting:** • Probability models for time series. • Univariate and multivariate Approaches to Forecasting. • Evaluation of Forecasting.

	• Forecasting Error. • Scenario Planning. **Simulation:** • The Monte Carlo Process. • Building a Simulation Model. • Continuous Probability Distributions. • Statistical Analysis of Simulation Results. • Model Verification. • Areas of Application of Simulation.
Learning and Teaching Methods	The module will be delivered primarily through lectures, tutorials and laboratory work.

Indicative Syllabus

1. Decision Making
1.1) Expected Value, Payoff Tables, Opportunity Loss Tables, Maximax, Maximin and Minimax rules, Decision Trees

2. Dealing with uncertainty and perfect infromation
2.1) Revising probabilities using Bayesian analysis.
2.2) Expected value of perfect and imperfect information.

3. Multicriteria Decision-Making (MCDM
3.1) Goal programing
3.2) The Analytical Hierarchy Process.
3.3) Pairwise Comparison.
3.4) Synthesisation.
3.5) Ranking.
3.6) Consistency

4. Simulation
4.1) The Monte Carlo Process.
4.2) Building a Simulation Model.
4.3) Continuous Probability Distributions. Statistical Analysis of Simulation Results. Model Verification. Areas of Application of Simulation.

Learning Outcomes

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

#	
MLO1	Use Payoff and Opportunity Loss tables to aid in decision making given uncertain economic conditions
MLO2	Use decision trees to assess business decisions with and without probabilities.
MLO3	Apply decision making techniques such as min-max regret to aid the decision process. Understand the value of information in decision making.
MLO4	Revise probabilities using Bayesian analysis
MLO5	Use Multi-Criteria Decision Making techniques to model more complex business decisions.

MLO6	Use simulation techniques to model the consequences of business decision and predict best case scenarios.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
End of semester exam

Other Assessment(s)

Assessment Type	Lab Test	**% of Total Mark for Module**	40
Indicative Week	Week 6	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Bernard Taylor. (2019), Introduction to Management Science,, 13th. Pearson.**
- **Barry Render, Ralph M. Stair, Michael E. Hanna, & Trevor S. Hale T. (2019), Quantitative Analysis for Management, 13th edition. Pearson.**

APPROVED

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	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. 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. 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.
Learning and Teaching Methods	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

	logic and take responsibility for delivering an effective model will be the participant role under the lecture supervision. E-Learning and Kolb approach of teaching/learning are to be considered in the module learning.

Indicative Syllabus

1. Information Technology For Supply Chain
1.1) Goals of Supply Chain Management (SCM), Process Flow Types, Information Technology Infrastructure (i.e. communications, databases, interfaces..etc), Integrating technology in SCM. Strategic Importance of using technology in current environment.

2. Variability
2.1) Define Variability, Sources of Variations, Measure of Variations, Normal Distribution Curve, Process Dispersion, Type of Variations, Variability vs. Process Improvement.

3. Business Process Analysis
3.1) Process analysis, Process Mapping, Product/Information Flows, Theory of Constraints, Bottleneck Analysis, Demand Forecasting.

4. Modelling Complex Business Systems
4.1) Complex Systems, General Modelling Concepts, Examples of Modelling Complex manufacturing and service systems, Modelling approaches, Cycle Time Analysis, Manufacturing and MHS, Automobile Industry, Banking Industry, Logistics and Transportation Systems, Healthcare, Service Systems, Military, Computer and Communication, Scheduling … etc

5. Simulation-based Framework for business process design
5.1) Simulation Methodology, Data Collection/Mining, Process Logic. Review on Simulation Software Packages, Selection Process, Evaluation Criteria, .. etc Randomness, Modelling Variability, Experimental Design, Simulation Experiments, Sensitivity Analysis, ….
5.2) Verification Phase, Validation Phase, Techniques for increasing model Validity and Credibility.

6. Optimisation of Supply Chain Performance
6.1) KPI, Optimisation (definition, tools and classification), Optimising Processes

7. Decision Support Systems for Business Process Management
7.1) Structure of Decision-Support Systems, Integrating solution techniques (i.e. modelling, simulation, and optimisation.

Learning Outcomes

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

#	
MLO1	Define any business process elements in terms of objectives, activities and evaluate based on different quality/performance criteria (e.g. Throughput Time, Cycle Time, cost).
MLO2	Develop a comprehensive industrial/service models to assess risk management, evaluate the impact of various business plans using 'What if' approach and examine process improvement plans.
MLO3	Demonstrate the insights of Theory of Constraints (ToC) in process improvement.
MLO4	Confidently engage in and successfully apply simulation projects to resolve supply chain management issues in both the operational and strategic levels.
MLO5	Have insights into the dynamics of the management function in the business world and understand process variability problems, prospective, and remedies.
MLO6	Learn approaches/methodologies of business process optimisation.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	In Class Test	**% of Total Mark for Module**	20
Indicative Week	Week 9	**Learning Outcomes**	2,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Discrete event simulation model build.

Assessment Type	Group Work	**% of Total Mark for Module**	30
Indicative Week	Week 14	**Learning Outcomes**	1,2,4,5,6
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Group simulation study application.

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

- **Manuel Laguna, and Johan Marklund. (2019), Business Process Modelling, Simulation, and Design, 3rd. CRC Press, Boca Raton.**

Supplementary Book Resources

- **Margaretha Preusser. (2008), Simulation and Optimization in Supply Chain Management, VDM Verlag.**
- **John Jeston, Johan Nelis. (2006), Business Process Management: Practical Guidelines to Successful Implementations, Butterworth-Heinemann.**
- **Eliyahu M. Goldratt, Jeff Cox. (2004), The Goal, 3rd. North River Press.**

APPROVED

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	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. 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.
Indicative Syllabus	**Economic, social and political analysis** Introduction to critical thinking Understanding neoliberalism Decolonising knowledge and understanding the impact of modernity/coloniality **The impact of social movements on individuals and organisations** Exploring how social and protest movements shape society Engaging with employee activism Understanding differences and otherness

	Critical theory analysis Applying critical theories to management Examining critical race theory, decolonial and postcolonial theories, queer theory, and feminist theories and intersectionality in management **Sustainable and responsible management** Understanding the Sustainable Development Goals Becoming a responsible manager Democratising work Understanding corporate political activism and political corporate social responsibility
Learning and Teaching Methods	The module is highly interactive and class participation and self-directed learning are critical requirements. The module is delivered through student-centred active-learning class discussions and debates. Each class will provide a respectful space for discussion and exploration, where critical thinking is encouraged. As such, students are expected to provide valuable insights into, or perspectives on, the module material, listen to and build on the comments of their classmates, encourage discussions within the class, contribute to class discussions, and, ultimately, contribute to the learning experience of the module.

Learning Outcomes

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

#	
MLO1	Demonstrate critical thinking skills to engage with complex and multifaceted work and social issues
MLO2	Analyse critical theories and understand their relationship to management
MLO3	Recognize how social movements impact business and society
MLO4	Demonstrate critically reflective skills, reflective upon the role of socially conscious managers

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Research Paper	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Individual Research Paper:
Students will engage in independent self-directed learning of a critical management topic whereby they will undertake secondary research and engage in a critical analysis of the topic.

Assessment Type	Group Work	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Project:
Each group will identify a social or protest movement to study and undertake an analysis of how this has impacted society and identify how an organisation has engaged with or responded to this societal shift. Students will develop a report and present their finding to the class.

Assessment Type	Journal/Reflective Journal	**% of Total Mark for Module**	20
Indicative Week	See Student Handbook	**Learning Outcomes**	1,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Reflective Journal:
A critically reflective learning journal will be submitted upon completion of the module. Its purpose is for students to reflect on their learning of critical management studies and apply it to their personal/work lives. It will allow students to reflect on their personal experiences with the module content and activities and draw-out the implications of these experiences for their learning beyond the module.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	76
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **-. There is not specific textbook for this module. A detailed reading list, including academic articles, current affairs documents and podcasts, will be provided to students at the start of the module.**

APPROVED

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	Electronic retailing Infrastructure architecture design options. Development techniques for infrastructure systems. eCommerce Payment system Online payment systems, Payment cards, Digital cash, Digital wallets, Store value cards, Internet Technologies and the Banking industry Payment systems threats Malware, Denial of Service, Identify theft, eCommerce security environment:- Scope of the problem, Security threats in the eCommerce environment Protection technologies Management policies, business procedures and public laws

	Cybersecurity: including current and potential vulnerabilities (e.g. Ransomware, increased remote working, increasing use of cloud-based services, etc.) and protective measures and initiatives Cryptography: Caesar Cipher, Vigenère Cipher, Block Ciphers including DES, 3DES, AES, Diffie-Hellman key exchange, RSA, Digital Signatures Business Continuity planning:- Disaster recovery, security audit and risk management. Software testing techniques.
Learning and Teaching Methods	Lectures, labs, discussions and presentations

Indicative Syllabus

1. Syllabus
1.1) Electronic retailing Infrastructure architecture design options.
1.2) Development techniques for infrastructure systems.
1.3) eCommerce Payment system
1.4) Online payment systems, Payment cards, Digital cash,
1.5) Digital wallets, Store value cards, Internet Technologies and the Banking industry
1.6) Payment systems threats
1.7) Malware, Denial of Service, Identify theft,
1.8) eCommerce security environment:- Scope of the problem, Security threats in the eCommerce environment
1.9) Protection technologies
1.10) Management policies, business procedures and public laws
1.11) Cybersecurity: including current and potential vulnerabilities (e.g. Ransomware, increased remote working, increasing use of cloud-based services, etc.) and protective measures and initiatives
1.12) Cryptography: Caesar Cipher, Vigenère Cipher, Block Ciphers including DES, 3DES, AES, Diffie-Hellman key exchange, RSA, Digital Signatures
1.13) Business Continuity planning:- Disaster recovery, security audit and risk management.
1.14) Software testing techniques.

Learning Outcomes

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

#	
MLO1	Identify major infrastructures, architectures, including the transportation of data across networks and explain their importance for eCommerce applications.
MLO2	Evaluate the different electronic payment systems available to an eBusiness.
MLO3	Understand the different security threats, facing the information systems in an eBusiness together with trends in Cybersecurity including current and potential vulnerabilities and understand the different elements of an information systems protection system and be capable of developing a plan for Business continuity, Disaster recovery, Security auditing and Risk Management.
MLO4	Understand various cryptographic algorithms, both symmetric and asymmetric and when and how they can and should be applied.

Requisites

Assessment Threshold	The combined examination and continuous assessment grades must be at least 40%.

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	Week 1	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	25
Indicative Week	Week 1	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Assessment Type	Class Participation	**% of Total Mark for Module**	5
Indicative Week	Week 1	**Learning Outcomes**	1,2,3,4
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

Activity Type	*Duration (Hours)*
Lecture	24
Lab	24
Self Directed	200

Hours (up to 100 for 5 ECTS credits)	248.00

Recommended Reading List

Recommended Book Resources

- **Michael E. Whitman,Herbert J. Mattord. (2017), Principles of Information Security, Cengage Learning, p.656, [ISBN: 9781337102063].**

APPROVED

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	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. 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. The student will become familiar with the perspective of the demand chain and explore the importance of demand chain management for contemporary retailers.
Indicative Syllabus	- 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

	- Ethical / Sustainable supply chain management. International standards. The role of Codes of Conduct - Demand chain visibility. Integration, enabling technologies, ERPII & Cloud-based systems, e-supply management
Learning and Teaching Methods	The teaching ethos will allocate considerable autonomy to the student in engaging with the learning process- i.e. a significant degree of student-centred learning. The module will incorporate a range of learning / teaching methods including: lectures, tutorials, class assignments, class discussions and case studies.

Learning Outcomes

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

#	
MLO1	Build on prior supply chain knowledge to identify and explain the core concepts of global demand chain management. (Knowledge)
MLO2	Assess key factors involved in designing and implementing demand chain strategies, and evaluate the drivers of / barriers to the successful prosecution of a given demand chain strategy through appropriate metric and target selection.(Knowledge, Skill)
MLO3	Identify, map and extract (i.e. 'diagnose') the key internal and external demand chain components from a given organisational context with a view towards evaluating the current demand chain strategy. (Skill)
MLO4	Work in groups to brainstorm, troubleshoot and present solutions to given case-based (situational) demand chain problems. (Teamwork)

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative assessment at the end of the module will be by formal, written examination. Learners will be given the opportunity to express the scope, depth and criticality of their learning across the module content and will be assessed on their ability to express views, arguments, and conclusions in manner consistent with critical thinking.

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4

Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formative assessment will be case-based involving problem identification, solution formulation and presentation in a group context. This will provide learners with an opportunity to demonstrate a critical evaluation of the supply chain strategy, structures, processes and practices of the case company.

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

- **Simon Eagle. (2017), Demand-Driven Supply Chain Management, 1st. Kogan Page, p.280, [ISBN: 978-0749479978].**

Supplementary Book Resources

- **Martin Christopher. (2022), Logistics and Supply Chain Management, 6th. FT Publishing International, p.360, [ISBN: 978-1292416182].**

DRAFT

MGMT 4007: Entrepreneurship

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	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. 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.
	Module aim: 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.
Indicative Syllabus	The entrepreneur: concepts and evidence Entrepreneurial activity, the economy and the importance of small firms Diversity in entrepreneurship Sources of finance: overview of issues and bank finance Sources of venture finance Innovation and entrepreneurship Information and communications technologies and e-business Entrepreneurial and growth firms International entrepreneurship Family businesses

	Social entrepreneurship Strategy
	Marketing Preparation for business start-up: research, design and implementation of business plans
Learning and Teaching Methods	The course comprises lectures, guest lectures, critical discussion, case studies and workshops.

Learning Outcomes

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

#	
MLO1	On completion of this module, the learner will be able to: Describe the organisation structures available to the owner/manager of a small business.
MLO2	Analyse these structures in different contexts and explain their strengths and weaknesses.
MLO3	Explain the key issues in setting up and running a small business.
MLO4	Apply theoretical frameworks to address these issues.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Plan	**% of Total Mark for Module**	60
Indicative Week	Week 1	**Learning Outcomes**	
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The module will be assessed by 100% continuous assessment. This will be divided in the following manner
60% will be awarded for the development of a business plan.

Assessment Type	Presentation	**% of Total Mark for Module**	30
Indicative Week	Week 1	**Learning Outcomes**	
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
30% awarded for documentary/oral presentations to include literature critique and an interview with an entrepreneur.

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	Week 1	**Learning Outcomes**	
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
10% will be awarded for participation and involvement. A key skill of the successful entrepreneur is the ability to get a hearing.
The lecturer will assess this while recognising the different characteristics of class participants.

Module Activity

APPROVED

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:	• 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	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. 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.
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.

	Global Supply and Demand Management Matching supply and demand on a global scale; Order penetration point and supply-chain design, managing global supply and demand uncertainty, strategic inventory holding, value chain perspective and analysis **Global Supply-Chain Strategy** Corporate / competitive strategy and supply chain strategy, supply chain strategic dimensions, focussed strategy, strategic fit, joint ventures and physical integration, supply chain performance measurement, variables and systems, benchmarking, standards and codes of conduct **Global Supply Risk** Risk and Resilience, risk mitigation, risk analysis frameworks **Global Product Design and Quality** Risk, lead-time, product and process quality, performance measurement, ISO 9000 **Sustainability** Risk, resource usage, closed-loop supply-chains, reverse logistics, externalised costs, transportation, carbon-credits, ISO 14000 **Ethical / Corporate Social Responsibility** Risk, ethical guidelines, purchasing and ethics, SA8000, Triple bottom line **Global Supply Chains** Drivers for global supply chains, types of international supply-chains, globalisation versus regionalisation **Supply Chain and Information**
	Supply chain coordination and demand distortion, drivers and barriers to information sharing, virtual integration and supply chain type, information and performance
Learning and Teaching Methods	A mixed methods approach will be used where directed reading and formal lectures to introduce new knowledge are succeeded by problem-based learning using group discussion, case studies and presentations in order to restructure and contextualise prior learning. This approach is supported by an e-learning platform that allows tutor-student and student-student interaction as well a repository / gateway to learning resources.

Indicative Syllabus

1. International Supply Chain Management:
1.1) Definition and extent; roles and specialisation, global supply-chain characteristics, lean/agile spectrum, supply-chain design and alignment, network interactions and integration.
1.2) Drivers for global supply chains, types of international supply-chains, globalisation versus regionalisation

2. Global Supply and Demand Management:
2.1) Matching supply and demand on a global scale; Order penetration point and supply-chain design, managing global supply and demand uncertainty, strategic inventory holding, value chain perspective and analysis. Metrics for Management

3. Global Supply-Chain Strategy
3.1) Corporate / competitive strategy and supply chain strategy, supply chain strategic dimensions, focussed strategy, strategic fit, joint ventures and physical integration, supply chain performance measurement, variables and systems, benchmarking, standards and codes of conduct. Lean and agile.

4. Global Product design, and Supply Risk.
4.1) Risk and Resilience, risk mitigation, risk analysis frameworks. Product design risk, lead-time, product and process quality, performance measurement, ISO 9000.

5. Sustainability; Ethics & CSR
5.1) triple bottom line. Risk, resource usage, closed-loop supply-chains, reverse logistics, externalised costs, transportation, carbon-credits, ISO 14000. Ethical guidelines, international purchasing and ethics, SA8000.

6. GSC Management & ICT Systems
6.1) Supply chain coordination and demand distortion, drivers and barriers to information sharing, virtual integration and supply chain type, information and performance. ICT as an enabler

Learning Outcomes

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

#	
MLO1	Prepare a report on the key global and International integrative supply-chain and supply network theories in recent literature.
MLO2	Identify and appraise the linkages between global supply-chain management, demand chain management and value chain management.
MLO3	Assess the empirical and theoretical knowledge of global supply-chain strategy principles, formulation and trade-offs in the context of a multi-disciplinary and International corporate strategy.
MLO4	Critically evaluate the effectiveness of a given supply-chain strategy through the application of supply-chain performance measurement frameworks
MLO5	Critically examine the effect of the following in terms of principles, frameworks and standards on the decision-making process within a supply-chain on a global scale: ♣ Risk and resilience ♣ Sustainability ♣ Ethical conduct/social responsibility
MLO6	Analyse the impact of the global dimension on supply-chain management through the application of concepts / theories outlined to existing supply-chain case studies and make recommendations.
MLO7	Examine the theoretical and empirical knowledge on global supply-chain information management in order to formulate how they can address supply-chain uncertainty and improving performance.
MLO8	Integrate the role of global information sharing with supply-chain case studies to demonstrate an ability to prescribe a "best-practice" solution to supply-chain virtual integration.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	40.00%
Other Assessment(s)	60.00%

Derogations from the General Assessment Regulations

Maximum of 4 attempts

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	40
Indicative Week	Week 14	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
The final exam will be open book and will evaluate the student's ability to demonstrate their knowledge and comprehension of the course material in tandem with a critical awareness of current supply chain issues. The students may also be asked to develop new insights on the basis of the course curriculum.

Other Assessment(s)

Assessment Type	Case Study	**% of Total Mark for Module**	30
Indicative Week	Week 12	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Contemporary case-studies will require the student to demonstrate the ability to diagnose the supply-chain of the companies in question and recommend particular courses of action. The information given may be incomplete and require the student to do further research to clarify the problem.

Assessment Type	Presentation	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7,8
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Weekly quizzes, discussions & presentations on given topics to encourage early and on-going research, as well as class interaction.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Wisner, J.D., Tan, K.C., Leong, G.K. Supply Chain Management: A Balanced Approach, Cengage Learning.**
- **Skjott-Larsen T., Schary P.B.. Managing the Global Supply Chain, Copenhagen Business School.**

Supplementary Book Resources

- **Branch, Alan E. Global Supply Chain Management and International Logistics, Routledge.**
- **Christopher M.,. Logistics and Supply Chain Management, FT Prentice Hall.**
- **Harrison A. and van Hoek R.,. Logistics Management and Strategy; Competing through the Supply Chain, FT Prentice Hall.**
- **McKinnon A., Cullinane S.. Green Logistics: Improving the environmental sustainability of Logistics, Charter Institute of Logistics and Transport.**
- **Mangan J., Lalwani C.. Global Logistics and Supply Chain Management, Wiley.**
- **Stadtler H. and Kilger C.. Supply Chain Management and Advanced Planning: Concepts, Models, Software and Case Studies, Springer.**

APPROVED

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	System Development Lifecycle (SDLC) • 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 Business Intelligence Systems • Data warehousing • Drivers of data warehousing • Advantages & disadvantages of data warehousing

	• Models and framework Web Mining • Types of web mining • Technologies used in web mining • Applications of web mining Blockchain Technology • In the Supply Chain • Cryptocurrency - Bitcoins
Learning and Teaching Methods	The module will incorporate a range of teaching and learning methods including lectures, labs, class discussion and e-learning. The learning environment will be practical, integrative and hands on.

Learning Outcomes

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

#	
MLO1	Describe the different approaches to System Development and implementation that maybe used in different situations.
MLO2	Understand the different process and technologies required for a fully integrated Business Intelligence systems.
MLO3	Appraise new and emerging technologies, such as Blockchain, and their applications to retail.
MLO4	Describe the different forms of web mining, and how they can used to understand online consumer behaviour.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative Assessment

Other Assessment(s)			
Assessment Type	Data Interpretation/Analysis	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	4
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Formative Assessment whereby students will be working on extracting insights from a dataset to inform decision making.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	24
Self Directed	100
Hours (up to 100 for 5 ECTS credits)	124.00

Recommended Reading List

Recommended Book Resources

- **y Robert D. Galliers (Editor), Dorothy E. Leidner (Editor), Boyka Simeonova (Editor). (2020), Strategic Information Management: Theory and Practice, 5th. Routledge.**

APPROVED

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

7. International Strategy
7.1) International retail strategy

8. International Retail Branding
8.1) Branding and store image in international retailing

9. Divestment
9.1) International retail divestment

Learning Outcomes

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

#	
MLO1	Complete an international market appraisal
MLO2	Demonstrate a clear understanding of the conceptual frameworks that underpin the study of international retailing.
MLO3	Critically appraise key issues that confront international retailers
MLO4	Understand the value of retail branding in the international marketplace

Requisites

Module Content & Assessment

Assessment Breakdown	%
Formal Examination	50.00%
Other Assessment(s)	50.00%

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 14	**Learning Outcomes**	2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Written exam

Other Assessment(s)

Assessment Type	Data Interpretation/Analysis	**% of Total Mark for Module**	20
Indicative Week	Week 6	**Learning Outcomes**	1
Assessment Threshold:	None	**Assessment Role**	Group

Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
International market appraisal from the perspective of a chosen retailer

Assessment Type	Case Study	**% of Total Mark for Module**	30
Indicative Week	Week 11	**Learning Outcomes**	3
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Case analysis of the international activities of a major international retailer

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

- **Sternquist, B. & Goldsmith, E.,. (2018), International Retailing, 3rd. Fairchild.**
- **Alexander, N. and Doherty, A. (2009), International Retailing, Oxford University Press.**

Supplementary Book Resources

- **Dawson, J., & Mukoyama, M.,. (2014), Global Strategies in Retailing, Routledge.**
- **Jin, B., Cedrola, E.,. (2016), Fashion Brand Internationalisation, Palgrave/Pivot.**
- **Dawson, J, Larke, R. & Mukoyama, M. (2006), Strategic Issues in International Retailing', Routledge.**
- **Howe, S.. (2003), Retailing in the European Union', Routledge.**
- **Dawson, J., Mukoyama, M., Choi, S.L. & Larke, R. (2003), The Internationalisation of Retailing in Asia, Routledge-Curzon.**

Recommended Article/Paper Resources

- **Alexander, N., & Doherty, A. M.. (2010), International retail research: focus, methodology and conceptual development., International Journal of Retail & Distribution Management, 38(11/12), p.928.**
- **Alexander, N., & Myers, H.. (2000), The retail internationalisation process, International marketing review, 17(4/5), p.334.**
- **Alexander, N., Doherty, A. M., Carpenter, J. M., & Moore, M. (2010), Consumer receptiveness to international retail market entry, International Journal of Retail & Distribution Management, 38(3), p.160.**

- **Brea-Solís, H. A., & Grifell-Tatjé, E.. (2019), A business model analysis of Kmart's downfall, International Journal of Retail & Distribution Management, 47(2), p.111.**
- **Wigley, S. M., Moore, C. M., & Birtwistle, G.. (2005), Product and brand: critical success factors in the internationalisation of a fashion retailer, International Journal of Retail & Distribution Management, 33(7), p.531.**
- **Pankaj, G.. (2001), Distance still matters: the hard reality of global expansion, Harvard business review, 79(8), p.137.**
- **Evans, J., Bridson, K., Byrom, J., & Medway, D. (2008), Revisiting retail internationalisation: Drivers, impediments and business strategy, International Journal of Retail & Distribution Management, 36(4), p.260.**
- **Lu, Y., Karpova, E. E., & Fiore, A. M.. (2011), Factors influencing international fashion retailers' entry mode choice, Journal of Fashion Marketing and Management: An International Journal.**
- **Fayos Gardó, T., Calderon Garcia, H., & Molla Descals, A.. (2015), Internationalization of SME retailer: Barriers and the role of public support organizations, International Journal of Retail & Distribution Management, 43(2), p.183.**
- **Plazibat, I., & Brajevic, S.. (2011), Flagship Stores as a Method of Entering International Markets, Business Logistics in Modern Management, 11, p.223.**
- **Guy, C.. (2001), Internationalisation of large-format retailers and leisure providers in Western Europe: planning and property impacts, International Journal of Retail & Distribution Management,, 29(10), p.452.**
- **Moore, C. M., Doherty, A. M., & Doyle, S. A.. (2010), Flagship stores as a market entry method: the perspective of luxury fashion retailing, European Journal of Marketing, 44(1/2), p.139.**
- **Schmid, D., de Thomas Wagner, F., & Morschett, D.. (2021), Archetypes of driver combinations leading to foreign market exit: An investigation into European grocery retailing, Management International Review, 61, p.521.**
- **Watanabe, N. M., Kim, J., & Park, J.. (2021), Social network analysis and domestic and international retailers: An investigation of social media networks of cosmetic brands, Journal of Retailing and Consumer Services,, 58, p.10230.**

APPROVED

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	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. The aims of this module are to: Give the student an understanding of the range of machine learning techniques available. Give the student an understanding and appreciation of the various domains in which machine learning techniques can be and are used for practical purposes. 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. Allow students to examine and implement the development process for a simple machine learning application.
Indicative Syllabus	Learning algorithms: Symbolic learning algorithms: decision-tree, version space, explanation-based, clustering. Concepts of supervised and non-supervised learning algorithms. Genetic algorithms: concepts, classifier systems, genetic programming. Application of learning algorithms in data mining: clustering, classification, association rule discovery, anomaly detection. Linear regression with one and multiple variables, cost functions, gradient descent. Logistic regression: hypothesis representation, decision boundaries, cost functions, regularisation, Support Vector Machines. Dimensionality reduction and Principal Component Analysis.

	Anomaly detection and Gaussian distributions. Recommender systems. Validation techniques: performance measures and metrics, sampling, cross-validation, bootstrapping. Large-scale machine learning: stochastic and mini-batch gradient descent, stochastic gradient descent convergence, online learning, data parallelism. Connectionist learning algorithms: characteristics of neural networks, overview of learning algorithms, recurrent networks, self-organising networks, convolutional networks,generative adversarial networks, long short-term memory, transformers, applications. Applications of machine learning in natural language processing: corpus-based models, part-of-speech tagging, grammars, language models. Applications of machine learning in image processing: image generation, image segmentation.
Learning and Teaching Methods	The learning methods used for this module will be a combination of lectures and problem-solving exercises, with project work. The project work will take the form of the development of a system to apply learning techniques to large data sets.

Indicative Syllabus

1. Learning algorithms:
1.1) Overview, symbolic vs. non-symbolic, supervised vs. non-supervised.

2. Symbolic learning algorithms:
2.1) Decision-tree, version space, explanation-based, clustering.

3. Application of learning algorithms in data mining:
3.1) Clustering, classification, association rule discovery, anomaly detection.
3.2) Linear regression with one and multiple variables, cost functions, gradient descent.
3.3) Logistic regression: hypothesis representation, decision boundaries, cost functions, regularisation, Support Vector Machines.
3.4) Dimensionality reduction and Principal Component Analysis.
3.5) Anomaly detection and Gaussian distributions.
3.6) Recommender systems.
3.7) Validation techniques: performance measures and metrics, sampling, cross-validation, bootstrapping.

4. Genetic algorithms:
4.1) Concepts, classifier systems, genetic programmin

5. Connectionist learning algorithms:
5.1) Characteristics of neural networks, overview of learning algorithms, recurrent networks, self-organising networks, convolutional networks, generative adversarial networks, long short-term memory, transformers, applications.

6. Large-scale machine learning:
6.1) Stochastic and mini-batch gradient descent, stochastic gradient descent convergence, online learning, data parallelism.

7. Applications of machine learning in natural language processing:
7.1) Corpus-based models, part-of-speech tagging, grammars, language models, applications in translation and generation.

8. Applications of machine learning in image processing:
8.1) Image generation, image segmentation.

Learning Outcomes

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

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MLO1	Distinguish between symbolic and non-symbolic machine learning paradigms and the situations where each might be appropriate to use.
MLO2	Differentiate between supervised and non-supervised machine learning paradigms and idenify the situations where each might be appropriate to use.
MLO3	Understand the principles of classification, clustering, regression, and anomaly detection, the tasks involved in developing appropriate functions under various learning paradigms, and be able to justify the choice of particular learning algorithms and to apply them.
MLO4	Apply appropriate validation techniques for learning algorithms to measure their performance.
MLO5	Have knowledge of the concepts underlying neural computing techniques and their applications in machine learning, including variations such as recurrent, convolutional, generative adversarial networks, Long Short-Term Memory (LSTM), transformers, etc.
MLO6	Identify the particular tasks and difficulties associated with using machine learning techniques with large data sets.
MLO7	Be aware of the applications of the above techniques in novel areas dealing with applications such as natural language and image processing.

Requisites

Requisite Type	*Module Title*	*Type*
Pre Requisite	INFS9404 v.2 Foundations of Intelligent Systems [Approved]	Module

Assessment Threshold	40% pass mark.

Module Content & Assessment

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

Derogations from the General Assessment Regulations

None.

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	Week 30	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative end-of-semester assessment, allowing students to demonstrate understanding of domain and discuss and critique possible learning techniques and applications.

Other Assessment(s)

Assessment Type	Practical Assignment	**% of Total Mark for Module**	30

Indicative Week	Week 28	**Learning Outcomes**	1,2,3,6
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Online	**Pass/Fail**	No

Assessment Description
Development of a system to apply learning techniques to large data sets, analysis of results.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **John D. Kelleher,Brian Mac Namee,Aoife D'Arcy. (2015), Fundamentals of Machine Learning for Predictive Data Analytics, First edition. MIT Press, p.619, [ISBN: 978-0-262-02944-5].**
- **Miroslav Kubat. (2017), An Introduction to Machine Learning, Second Edition. Springer, p.348, [ISBN: 978-3-319-63912-3].**
- **Gareth James,Daniela Witten,Trevor Hastie,Robert Tibshirani. (2014), An Introduction to Statistical Learning, First Edition. Springer, p.426, [ISBN: 978-1-4614-7137-0].**
- **Michael Neilsen. (2019), Neural Networks and Deep Learning, http://neuralnetworksanddeeplearning.com/index.html.**
- **Ian Goodfellow,Yoshua Bengio,Aaron Courville. (2016), Deep Learning, First edition. MIT Press, p.801, [ISBN: 9780262035613].**
- **Charu C. Aggarwal. (2018), Neural Networks and Deep Learning, First Edition. Springer, p.496, [ISBN: 978-3-319-94462-3].**
- **Sandro Skansi. (2018), Introduction to Deep Learning, First Edition. Springer, p.191, [ISBN: 978-3-319-73003-5].**
- **Daniel Jurafsky,James H. Martin. (2009), Speech and Language Processing, Third edition (in preparation). Pearson Education, p.1024, [ISBN: 9780135041963].**
- **Richard S. Sutton,Andrew G. Barto. (2018), Reinforcement Learning, Second edition. MIT Press, p.511, [ISBN: 978-0-262-19398-6].**

Supplementary Article/Paper Resources

- **Kai Arulkumaran, Marc Peter Deisenroth, Miles Brundage, Anil Anthony Bharath. (2017), A Brief Survey of Deep Reinforcement Learning, IEEE Signal Processing Magazine,, Special Issue on Deep Learning for Image Understan, p.16, https://arxiv.org/abs/1708.05866**

Other Resources

- **Website, OpenAI. (2023), OpenAI Blog, OpenAI, https://openai.com/blog/openai-api**
- **Website, Jay Alammar. (2021), The Illustrated BERT, ELMo, and co. (How NLP Cracked Transfer Learning), https://jalammar.github.io/illustrated-b ert/**
- **Website, (2020), Introduction to GPT-3, Open Data Science,**

https://odsc.medium.com/introduction-to- gpt-3-8f629ac975b8

- Website, Maurie Kathan. (2019), Markov Chain Monte Carlo, https://towardsdatascience.com/markov-ch ain-monte-carlo-291d8a5975ae
- Website, Chuck Huber. (2016), Introduction to Bayesian statistics, part 2: MCMC and the Metropolis–Hastings algorithm, The Stata Blog, https://blog.stata.com/2016/11/15/introd uction-to-bayesian-statistics-part-2-mcm c-and-the-metropolis-hastings-algorithm/
- Website, Vijini Mallawaarachchi. (2017), Introduction to Genetic Algorithms — Including Example Code, Towards Data Science, https://towardsdatascience.com/introduct ion-to-genetic-algorithms-including-exam ple-code-e396e98d8bf3
- Website, Sudip Das. (2022), Understanding (Frequent Pattern) FP Growth Algorithm What is FP Algorithm?, GreatLearning, https://www.mygreatlearning.com/blog/und erstanding-fp-growth-algorithm/
- Website, Chris Nicholson. (2023), A Beginner's Guide to Restricted Boltzmann Machines (RBMs), Pathmind A.I. Wiki, https://wiki.pathmind.com/restricted-bol tzmann-machine
- Website, Chris Nicholson. (2023), A Beginner's Guide to LSTMs and Recurrent Neural Networks, Pathmind A.I. Wiki, https://wiki.pathmind.com/lstm
- Website, Matthew Stewart. (2019), Simple Introduction to Convolutional Neural Networks, Towards Data Science, https://towardsdatascience.com/simple-in troduction-to-convolutional-neural-netwo rks-cdf8d3077bac
- Website, Jason Brownlee. (2019), A Gentle Introduction to Generative Adversarial Networks (GANs), Machine Learning Mastery, https://machinelearningmastery.com/what- are-generative-adversarial-networks-gans /
- Video, Andrej Karpathy. (2016), Deep Learning for Computer Vision, Lex Fridman, https://www.youtube.com/watch?v=u6aEYuem t0M
- Website, Chris Nicholson. (2023), A Beginner's Guide to Attention Mechanisms and Memory Networks, Pathmind A.I. Wiki, https://wiki.pathmind.com/attention-mech anism-memory-network

APPROVED

MRKT 4109: Marketing Analytics

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	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.
Learning and Teaching Methods	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. Students will have access to a range of **data sets** and tutorial material relevant to the usage and application of the software. A range of **case studies** will supplement and contextualize some of the modelling tools developed.

Significant **autonomous learning** will also be a feature with selected academic journal readings in the field being undertaken and used for discussion and identification & benchmarking of analyses.

Synergies with the other analytical themes will be encouraged and facilitated especially through group project proposals

Given the collaborative and interfacing features of data science functions; a **group project** with a team structure is envisaged and to involve generating actionable insights from data. **Peer presentation**, support and critique (and from staff) will also inform their learning in this project element and generally where possible.

Some **practitioner inputs** and guest lectures by analytics firms will be envisaged and allow for deep insights into practical and current analytics issues in industry.

A practical applied orientation will be the hallmark of the module and as such each topic will be embedded in a **well-defined marketing decision context** where meaningful sophisticated analysis techniques are to be identified, deployed and to result in normatively sound insights that a decision maker might apply.

An element of a '**flipped classroom** ' approach will feature as students develop competence & confidence in selected areas and it is intended that they develop a **shared repository**, hosted online, of exemplary learning resources and case material, analyses, code development etc. which can be developed as a resource on a year to year basis.

Students will be encouraged to be active **networkers** in the predictive analytics field (see links below).

Indicative Syllabus

1. Introduction
1.1) (self directed reading elements) understanding the modern 'datascape'-the volume, variety, veracity and velocity of data in modern marketing contexts, emerging roles in corporate structures regarding data- CIO, CDO and the data scientist.

2. Analytical CRM
2.1) lead generation metrics & KPI's, ROI, customer lifetime value calculations CLTV, churn analysis

3. Customer Segmentation
3.1) Clustering approaches, profiling and targeting, marketing implications

4. Predictive Analytics & data mining
4.1) • Campaign Analysis: classification approaches- tree based approaches such as CHAID, CRT etc, logistic regression and neural networks – data examples and analyses – confusion matrices and performance metrics such as sensitivity, specificity, AUC etc. comparing models and methods.
4.2) • Customer Churn analysis – Survival analysis, Cox regression model, hazard and segmentation, marketing optimization of intervention budgets, software tools such as SPSS, BigMl machine learning, 11 ants etc. predicting and profiling churners, strategic marketing implications.
4.3) • Customer value analysis: RFM & transactional data, Market Basket Analysis (rule support, confidence, lift etc.), Sequence detection, conducting analyses and marketing implications.

5. Visualization
5.1) use of Tableau software tool for visualizing data such as Google analytics, Facebook & Twitter.

6. Google Analytics
6.1) A review & extension of the features and usages of GA; measurement plans, customized dashboards, goal conversion funnels, ecommerce metrics etc. mobile and app analytics etc.

7. Miscellaneous techniques: Time permitting; a look at one/some of the following:
7.1) • Social network analysis: graphs, measures of centrality, eigen values, small worlds etc.
7.2) • Recommender systems : content-based filtering, collaborative filtering etc.
7.3) • Discrete Choice Modelling: Brand choice modelling, Multinomial logit model, and modelling probability of choice, choice-based segmentation, and Case study.

Learning Outcomes

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

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MLO1	Identify , compute, present and apply key marketing and financial metrics to marketing decision contexts
MLO2	Identify & undertake relevant data mining tools & tasks towards market relevant activities and analyses such as segmentation, classification, scoring, market basket analysis, profiling and targeting of customers
MLO3	Compare such tools in terms of their predictive performance and impact
MLO4	Conduct website traffic analysis using reporting tools such as Google Analytics and develop bespoke dashboards of key performance indicators
MLO5	Engage in and appreciate analytical CRM approaches and relate them to decision contexts
MLO6	Have experience in conducting data visualization by using tools such as Tableau and developing effective communication and presentation skills aimed at developing actionable data insights /dashboards or various marketing and other executives/stakeholders of prospective firms
MLO7	Present, explain and defend data analysis outputs to stakeholders and make recommendations tailored to the business context

Requisites

Assessment Threshold	40% pass rate required.

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	50.00%
Other Assessment(s)	50.00%

Derogations from the General Assessment Regulations

A maximum of 4 attempts is permitted to pass the module.

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,3,5

Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Terminal exam paper

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	50
Indicative Week	Week 1	**Learning Outcomes**	1,2,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group data analysis project with a dataset supplied or related to a participating firm such as work placement of semester 6
- Various elements to the grading including possible firm feedback, reflective learning log, written report, peer assessment etc.

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*
Lecture	30
Self Directed	70
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Provost, F., Fawcett, T.. (2013), Data Science for Business: What you need to know about data mining and data-analytic thinking., O Reilly Media.**
- **Venkatesan, R., Farris, P. & Wilcox, R.T.. (2014), Cutting Edge Marketing Analytics: RealWorld Cases and Data Sets for Hands On Learning, Pearson.**
- **O'Neil, C., Schutt, R.. (2013), Doing Data Science: Straight Talk from the Frontline, O' Reilly Media.**

Supplementary Book Resources

- **Grigsby, M.. (2015), Marketing Analytics: A Practical Guide to Real Marketing, Springer, Marketing Science Series.**
- **Miller, T. W.. (2015), Marketing Data Science: Modelling Techniques in Predictive Analytics with R and Python, FT Press Analytics.**
- **Foreman John W.. (2013), Data Smart: Using Data Science to Transform Information into Insight, Wiley.**
- **Toomey, D.. (2014), R for Data Science, Packt Pub.**
- **Azzalini, A.. (2012), Data analysis and data mining: an introduction, Oxford University Press.**
- **Hemann, C., & Burbary, K.. (2013), Digital marketing analytics: making sense of consumer data in a digital world, Pearson Education.**
- **Tsiptsis, K. K., & Chorianopoulos, A.. (2011), Data mining techniques in CRM: inside customer segmentation, John Wiley & Sons.**

Supplementary Article/Paper Resources
• **Scott, D.. (2013), Customer and Business Analytics: Applied Data Mining for Business Decision Making Using R by Daniel S. Putler, Robert E. Krider, International Statistical Review, 81(2), p.328.**

APPROVED

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:	• 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	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.
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,

	various methods are used, such as lectures, videos, case studies, group work, and in-class discussions. The course is designed to facilitate participation, discussion, and analysis.
Rationale for Change :	

Indicative Syllabus

1. Quality Management and Process Improvement: An Overview
1.1) Differing views of quality definition and quality perspective in the value chain.
1.2) Historical evolution of quality management.
1.3) Contemporary influences on quality.
1.4) Product and service quality dimensions and their differences.
1.5) Linking quality and competitive advantage, and profitability.
1.6) Define a process and understand the process approach, process-focused practices, and systems approach to management.
1.7) Importance of continuous improvement and practices.

2. Foundation of Quality Management
2.1) Understanding Deming, Juran, Crosby, Feigenbaum, Ishikawa and Taguchi's quality philosophies and approaches.
2.2) Foundation of total quality - principles, practices and techniques
2.3) Quality Management Systems - International Quality Standards (e.g., ISO9000, ISO14000, Malcolm Baldrige Award).

3. The Voice of the Customer and the Market
3.1) Define the Voice of the Customer
3.2) Components of customer relationship management (CRM) and CRM systems.
3.3) Gaps analysis to service design and tools for measuring customer satisfaction, requirements and perceived value.
3.4) Understanding the voice of the market through benchmarking, and benchmarked performance measures.
3.5) Business process benchmarking, and ethical issues associated with benchmarking.

4. Process Improvements: Six Sigma Approach
4.1) Understanding a process SIPOC and a feedback loop.
4.2) Six Sigma - its philosophy, set of tools, methodology and metrics.
4.3) Six Sigma DMAIC Methodology.
4.4) Benefits of Six Sigma management from organisation and stakeholders' perspective.
4.5) Lean Six Sigma - integrating Lean thinking and the Six Sigma approach.

5. DMAIC Model: Define Phase
5.1) Outline how Six Sigma takes a project management approach
5.2) Understand the cost of quality, quality cost classification and Pareto analysis
5.3) Understand the 4 critical steps involved in the define phase of a Six Sigma project
5.4) Outline keys to success and pitfalls to avoid in the define phase
5.5) Provide a project review of the define phase

6. DMAIC Model: Measure Phase
6.1) Provide an overview of the measure phase and the importance of effective metrics.
6.2) Describe the steps involved in identifying and selecting process metrics.
6.3) Outline how developing process maps and value stream mapping can help identify critical to quality (CTQ).
6.4) Outline critical descriptive statistics to measure and understand a process capability.
6.5) Understand process capability measurement, and assess process capability indexes.
6.6) Explain how the application of process capability can help improve an organisation.

7. DMAIC Model: Analyse Phase

7.1) Provide an overview of the analyse phase.
7.2) Outline 7 quality improvement tools used in this phase.

8. DMAIC Model: Improve Phase
8.1) Provide an overview of the improve phase and outline principles of process improvement.
8.2) Describe systematic improvement methodologies and evaluate the Deming cycle of Plan, Do, Study, Act (PDSA).
8.3) Introduce some tools for process improvement such as analysing process maps, Kaizen events, Poka-Yoke (mistake-proofing) and creative thinking.
8.4) Present checklist for project review in the improve phase.

9. DMAIC Model: Control Phase
9.1) Outline the components of control systems.
9.2) Examine statistical process control (SPC), SPC metrics and control charts.
9.3) Understand the rules for examining a control chart and the different patterns in control charts.
9.4) Identify the typical out-of-control patterns in a control chart.
9.5) Outline the control chart methodology, and how to construct x-bar and R-charts.
9.6) Highlight factors to be considered when implementing statistical process control.
9.7) Outline a project review of the control phase.

Learning Outcomes

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

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MLO1	Understand the foundation of total quality management and process improvements based on the quality philosophies laid by leaders such as Deming, Juran, Crosby, and others.
MLO2	Recognise the strategic importance of quality management as a competitive weapon for both manufacturing and service industries
MLO3	Identify and recognise technical, management and organisational issues in the implementation of quality management and business improvement programmes.
MLO4	Explain the current trends and applications of world-class supply and manufacturing strategies
MLO5	Demonstrate a critical understanding of techniques and tools to enhance quality management and business process improvement within an organisation, including value analysis; Lean, Six Sigma; statistical process control (SPC).

Requisites

Assessment Threshold	

Module Content & Assessment

Assessment Breakdown	**%**
Formal Examination	60.00%
Other Assessment(s)	40.00%

Derogations from the General Assessment Regulations

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	60
Indicative Week	Week 15	**Learning Outcomes**	1,3,5
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
n/a

Other Assessment(s)

Assessment Type	Group Work	**% of Total Mark for Module**	40
Indicative Week	Week 5	**Learning Outcomes**	2,4
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Project (20% integrated with Business Process Optimisation module

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

- **James R. Evans,William M. Lindsay. (2019), Managing for Quality and Performance Excellence, 11. Cengage, Boston, MA, p.752, [ISBN: 9780357442036].**
- **James R. Evans. (2016), Quality & Performance Excellence, 8. Cengage Learning, Boston, MA, p.496, [ISBN: 9781305662223].**
- **James R. Evans,William M. Lindsay. (2015), An Introduction to Six Sigma and Process Improvement, 2. Cengage Learning, Stamford, CT, p.368, [ISBN: 9781133604587].**

APPROVED

RETL 4012: Retail Analytics

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:	• 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	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. 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: • 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.

	• Supply chain data: This includes data on the flow of goods from suppliers to customers, such as data on inventory levels, order lead times, and delivery times. • Financial data: This includes data on the financial performance of the retailer, such as data on revenue, expenses, and profitability. • Web analytics data: This includes data on customer behaviour on the retailer's website, such as data on page views, time on site, and conversion rates. • Social media data: This includes data on the retailer's presence on social media platforms, such as likes, comments, and shares. Continuing from the business analytics module in year 3, the module is designed to deepen the student's knowledge of data analytics and further develop analytical skills. Retail analytics often involves solving complex business problems and requires strong problem-solving skills. To analyse data successfully and make data-driven decisions, students will need to be able to identify relevant issues, gather and analyse data, develop hypotheses, and test and validate their ideas. This process can involve working with large and complex datasets, using various software tools and techniques, and thinking creatively and critically. In addition, retail analytics often involves working in a team setting. Students must collaborate with others, share ideas and resources, and communicate effectively to achieve shared goals. This includes working with team members with different backgrounds, skills, and perspectives and effectively contributing to the team's efforts. Students will be better prepared to tackle complex business challenges and succeed in various professional settings by developing their problem-solving and teamwork skills through studying retail analytics.

Indicative Syllabus	• **Introduction to Data Analytics/Big Data:** This includes an introduction to data analytics; customer-centric data mining; a business case for data mining; an understanding of how data mining can solve business problems; pitfalls to avoid.
	• **Data Analytics Methodology:** Understanding the data analytics project life cycle.
	• **Data collection and preparation**: This may include data mining, data cleaning, and data transformation.
	• **Data visualisation:** This may include topics such as creating charts, graphs, and dashboards using tools such as Tableau, Power BI, and Excel.
	• **Machine learning/ Predictive analytics:** This may include supervised learning (Regression/classification tasks) and unsupervised learning (clustering).
	• **Industry-specific applications**: This may include pricing optimisation, inventory management, marketing, customer churn and customer segmentation as they relate to the retail industry.
	• **Applications of retail analytics for sustainability**
	  ○ Supply chain sustainability
	  ○ Sustainable product design
	  ○ Energy and resource efficiency
	  ○ Customer behaviour analysis
	  ○ Challenges and best practices for implementing sustainable retail analytics
	• **Data bias, inclusiveness and ethical consideration**
	  ○ Ethics and privacy in retail analytics
	  ○ Ethical considerations in data collection and analysis
	  ○ Privacy laws and regulations
	  ○ Best practices for ethical data use

	• **Capstone Project:** Student projects applying retail analytics for sustainability
Learning and Teaching Methods	• This module mainly utilises project-based learning that emphasises hands-on, active learning and applying knowledge and skills in real-world situations and authentic projects. The module teaching method is an instructional learner-centred approach that allows students to take an active role in their learning and to develop essential skills such as problem-solving, analytical skills, team working, collaboration, and critical thinking. • **Lectures**: Traditional lectures can be an effective way to introduce students to new concepts and theories. They can be delivered in-person or online and supplemented with visual aids and interactive activities to make them more engaging. • **Hands-on learning**: Labs and workshops can provide students with hands-on experience using data analysis software and tools, such as Excel, Tableau, and Rapidminer. • **Online courses**: There are many online/web-based courses (e.g. MOOC) and resources available on data analytics tools, which can be a convenient way for students to learn at their own pace how to use the analytics software Tableau and Rapidminer. These courses often include videos, readings, and quizzes to help students understand the material. • **Group discussions and debates**: Encouraging students to engage in discussions and debates with their peers to foster critical thinking and problem-solving skills. • **Assignments and quizzes**: Assignments and quizzes can reinforce learning and assess student understanding. • **Project-based learning**: Students learn by actively participating in real-world, authentic projects. Students will work on a real-world business problem or challenge in a team setting. This can allow students to apply their knowledge and skills to a meaningful problem and develop practical skills such as problem-solving and teamwork. • **Group Presentation**: Students with the opportunity to practice their presentation skills, as well as to work on their ability to communicate technical concepts to a non-technical audience. • The learning environment will be practical, integrative and hands-on.

Learning Outcomes

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

#	
MLO1	Acquire the underlying concepts and principles of analytic data techniques and develop analytical skills, such as statistical analysis, data visualisation, and machine learning.
MLO2	Create data analytics models using analytics software tools to perform data analytics, prediction and visualisation that can inform business decisions in the retail industry, such as pricing, inventory management, marketing, and customer segmentation
MLO3	Acquire practical experience working on real-world retail analytics projects and apply what they have learned to solve business problems.
MLO4	Analyse datasets by cleaning, preparing, and interpreting data from various sources such as point-of-sale systems, customer relationship management systems, and market research
MLO5	Communicate insights and recommendations from data analysis to a range of audiences, including business stakeholders and decision-makers
MLO6	Enhance problem-solving and team working skills through the study of retail analytics.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	50
Indicative Week	See Student Handbook	**Learning Outcomes**	2,3,4,5,6
Assessment Threshold:	40	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Group Project:

Part A Descriptive/Visual Analytics (20%):

A visual analytics assignment requires students to investigate an important question/topic of their choice by creating data and a story to inform a general audience using data visualisation and narrative. This investigation analyses and extracts meaning and significance from real-world data using techniques learned in the module.

Part B (30%) Predictive analytics:

Predictive analytics extends a visual analytics project's part A by providing additional insights and recommendations based on data and predictive modelling. While visual analytics (part A) focuses on data visualisation techniques to explore and understand data, predictive analytics (Part B) involves using predictive modelling and machine learning techniques to forecast/predict future outcomes. By combining these two approaches, students can gain a complete understanding of the data and the relationships within it.

Overall, incorporating predictive analytics into a visual analytics project can provide students with a more comprehensive understanding of the data and the potential applications of data analytics in the retail industry. It can also help students develop analytical skills, including predictive modelling, machine learning, and data visualisation.

Activities that students might engage in while working on a predictive retail analytics project include:
- Working in teams to solve a practical retail problem using predictive analytics.
- Identifying a business problem or opportunity that can be addressed using predictive analytics (Conducting research).
- Gathering and cleaning relevant data may involve working with large and complex datasets. Ensuring that data is collected from a diverse range of sources and is representative of all segments of the population to ensure that the insights and recommendations generated by the project are inclusive and fair
- use visualisation tools like Tableau or Power BI to create interactive charts, graphs, and dashboards.
- Analyse the data and use visualisations to identify patterns and trends and to make recommendations based on the findings.
- Developing a predictive model using statistical techniques and machine learning algorithms and mitigating any potential biases in the data.
- Testing and validating the model to ensure that it is accurate and reliable.
- Effectively communicate/present the insights/recommendations of the analysis to a range of audiences, including classmates, instructors, and industry professionals. Ensuring that recommendations are inclusive and consider the needs of all segments of the population can help to ensure that the project has a positive impact on all stakeholders

Students may need to work in a team setting to complete these tasks. They will need to think critically and creatively and apply problem-solving skills to identify and solve business problems using data and analytics. By engaging in these activities, students can gain valuable experience in solving complex business problems and applying their analytical skills to real-world business challenges.

In addition, by taking a proactive and intentional approach to inclusiveness, a retail analytics project can ensure that its insights and recommendations are fair and beneficial to all stakeholders.

Assessment Type	Online Training	**% of Total Mark for Module**	10

Indicative Week	See Student Handbook	**Learning Outcomes**	2
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description

- On Online training on Data analytics tools that the individual students should complete.

Assessment Type	In Class Test	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description

Online MCQ Exam (Individual): This will require the learner to demonstrate knowledge and understanding of module content.

Assessment Type	Class Participation	**% of Total Mark for Module**	10
Indicative Week	See Student Handbook	**Learning Outcomes**	6
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description

Class engagement/ participation and attendance

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

- **Stephen Few. (2012), Show Me the numbers: Designing Tables and Graphs to Enlighten, 2. Analytics Press, Burlingame, California, p.373, [ISBN: 978-0-9706019-7-1].**
- **Kotu, V., & Deshpande, B.. (2014), Predictive analytics and data mining: concepts and practice with rapidminer., Morgan Kaufmann.**
- **Davenport, T., & Harris, J.. (2017), Competing on analytics: Updated, with a new introduction: The new science of winning., Harvard Business Press..**
- **Bullard, B.. (2016), The Art of Retail Analytics: Style and Statistics, John Wiley & Son.**

APPROVED

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:	• 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	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. 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.
Indicative Syllabus	Shopping centre Development/Investment Shopping centre Marketing and Promotion Shop fitting Co-ordination Leasing Maintenance and Dilapidation schedules Retail Valuation Rent Reviews Rates Service Charges Forfeitures of Leases / Litigation Cross Trading Tenant Committees Insurance

	Rent Collection Space Planning Sports and Leisure
Learning and Teaching Methods	Lectures Print Material Video Material Case Studies Guest Lectures

Learning Outcomes

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

#	
MLO1	Conduct a professional dialogue and communicate using terminology associated with shopping centre and retail park management including design, market demographics and tenant mix
MLO2	Advise on the legal aspects of centre management including planning, title, leasing and litigation.
MLO3	Make informed decisions in relation to security, maintenance, dilapidation reports, service charges etc.

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
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Exam Style

Other Assessment(s)

Assessment Type	Project	**% of Total Mark for Module**	30
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3

Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous assessment will require students to demonstrate skill in research, report writing and understanding the complexities of shopping centre management

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

- **Arthur Cunliffe Lantsbury Grear,John Oxborough. (1970), Commercial Property Management, Gower Publishing Company, Limited, p.542, [ISBN: 0716100312].**

APPROVED

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	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.
Indicative Syllabus	**Introduction** Definitions of the small firm, heterogeneity of small firms, characteristics of small companies, data sources and problems of measurement **Government Policy and Small Business** Small firms in the Irish economy, the role of government intervention, an evaluation of policy and its problems **Small Business Growth, Success and Failure**

	Different stages of growth, types of growth, characteristics of fast-growth firms, reasons for failure. **Strategy** Strategy and the small firm, success strategies in small firms, strategy making in small firms, strategic problems of small businesses **People** People and the small firm, changing context of industrial relations, managing people in small firms, HRM **Networking** Defining networks, alternative perspectives on networks, conceiving of small firm networks, research into networks **ICT** ICT in the small firm, definition and background, overview of research streams, e-commerce, using ICT for strategic decision-making **Internationalisation** SMEs and internationalisation, stimulating internationalisation, barriers to internationalisation, policy and institutional support **Leadership** Teams, small business management, life cycles, types of management structures, routes to success.
Learning and Teaching Methods	The learning and teaching methods employed will include lectures, discussions, problem-solving exercises, reading, and self-directed learning. In addition, formal lectures and workshops are supported by guest lecturers from practitioners in the area. In addition to the reading list, supplemental readings will be continually provided to ensure that students are aware of current academic developments and emerging practitioner issues.

Learning Outcomes

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

#	
MLO1	Investigate the significance of small businesses within the Irish economy and their impact on socio-economic development.
MLO2	Critically reflect on individual managerial approaches, attitudes towards business risks and change, and their application to small business management.

MLO3	Develop innovative solutions by employing tools and techniques to address challenges in managing small businesses effectively.
MLO4	Examine the critical issues and concerns associated with the operation and expansion of small businesses, while considering their implications for the owner/manager.
MLO5	Differentiate between various organisational structures and strategies accessible to owner/managers of small businesses and evaluate their suitability in diverse contexts.

Requisites

Module Content & Assessment

Assessment Breakdown	**%**
Other Assessment(s)	100.00%

Assessments

Other Assessment(s)

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	45
Indicative Week	Week 7	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
A1 - Small Business Management Report - Part 1

Assessment Type	Problem-Based Assignment	**% of Total Mark for Module**	50
Indicative Week	Week 11	**Learning Outcomes**	1,2,3,4
Assessment Threshold:	None	**Assessment Role**	Group
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
A2 - Small Business Management Report - Part 2

Assessment Type	Performance	**% of Total Mark for Module**	5
Indicative Week	Week 12	**Learning Outcomes**	2,3,4,5
Assessment Threshold:	None	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Performance Assessment

Module Activity

Full Time hours per semester

Activity Type	*Duration (Hours)*

Lecture	100
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Supplementary Book Resources

- **Burns, P. and Dewhurst, J.. (2016), Small business and entrepreneurship, Macmillan International Higher Education.**
- **Hatten, T. S.. (2015), Small business management: Entrepreneurship and beyond, Nelson Education.**
- **Zimmerer, T. W., & Scarboroug, N. M.. (2016), Essentials of entrepreneurship and small business management, Global ed..**

Recommended Article/Paper Resources

- **O'Gorman, C.. (2015), The study of entrepreneurship in Ireland, The Irish Journal of Management, 34(1), p.14.**

Other Resources

- **Report, Fitzsimons, P. and O'Gorman. (2017), Entrepreneurship in Ireland 2016: global entrepreneurship monitor (GEM), http://www.gemireland.com/wp-content/upl oads/2014/06/GEM-2016.pdf**

APPROVED

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	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 implcations 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. 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.
Indicative Syllabus	Software framework architecture/ecosystem and common utilities for large data Distributed file systems – clusters, nodes, read/writes, data integrity/replication, fault tolerance MapReduce – processing/generating large data sets, map APIs, failover Job scheduling and cluster management – fair scheduler, user queues Data warehousing – data summarisation, data types/schemas, query language Parallel processing – parallel evaluation, execution modes Structured data storage – schema design, optimise read/write Multi-master databases – data replication, eventual consistency Data mining – clustering, classification
Learning and Teaching Methods	Lectures/labs, discussion, practical examples, problem-solving exercises, project work, self-directed learning. Note, computer labs must have the relevant software installed and available to students.

Indicative Syllabus

1. Content
1.1) Lectures/labs, discussion, practical examples, problem-solving exercises, project work, self-directed learning.
1.2) Note, computer labs must have the relevant software installed and available to students.

Learning Outcomes

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

#	
MLO1	Build software using a software framework for large data sets, using various modules from it's ecosystem.
MLO2	Build software with distributed file systems to demonstrate an understanding of data replication and fault tolerance .
MLO3	Build MapReduce algorithms that process large data sets.
MLO4	Build software that demonstrates an understanding of job scheduling in a clustered environment.
MLO5	Build software that demonstrates and understanding of data management for large data sets including schema design, data summarisation, replication, caching , and eventual consistency
MLO6	Build software that executes parallel processing.
MLO7	Build data mining algorithms in software e.g., clustering, classification.

Requisites

Module Content & Assessment

Assessment Breakdown	%
Other Assessment(s)	100.00%

Derogations from the General Assessment Regulations

4 Attempts

Assessments

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	100
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6,7
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous assessment

Module Activity

Full Time hours per semester	
Activity Type	*Duration (Hours)*
Lecture	48
Self Directed	52
Hours (up to 100 for 5 ECTS credits)	100.00

Recommended Reading List

Recommended Book Resources

- **Tom White. (2015), Hadoop: the definitive guide, [ISBN: 978-9352130672].**

Supplementary Book Resources

- **Nathan Marz,James Warren. (2015), Big Data, Manning Publications Company, p.328, [ISBN: 978-1617290343].**
- **Jure Leskovec,Anand Rajaraman,Jeffrey David Ullman. (2020), Mining of Massive Data Sets, Cambridge University Press, p.566, [ISBN: 978-1108476348].**

Other Resources

- **Website, Hadoop developer website, https://hadoop.apache.org/**

APPROVED

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

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

#	

MLO1	Understand what software quality is and how it impinges on every aspect of the software development process in an organisation.
MLO2	Understand the concepts of software process, software product and software project and how quality issues apply to each.
MLO3	Be able to use measurement to determine the quality of the software products being produced and from those measurements to develop strategies for the improvement of the software process.
MLO4	Understand the key ingredients in creating and managing an appropriate testing process to meet different project needs.
MLO5	Understand the components of a software quality management plan for the organisation and how to design and develop such a software quality plan.
MLO6	Appreciate the advantages of having accreditation for software quality systems and how an organisation might get accredited.

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 to pass this module.

Assessments

Formal Examination

Assessment Type	Written Examination	**% of Total Mark for Module**	70
Indicative Week	See Student Handbook	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	None	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Summative Examination

Other Assessment(s)

Assessment Type	Computer Programming/Coding	**% of Total Mark for Module**	30
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
Continuous Assessment

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Daniel Galin. (2004), Software Quality Assurance: From Theory To Implementation, Pearson Education India, p.620, [ISBN: 978-8131723951].**

Supplementary Book Resources

- **Neil Walkinshaw. (2017), Software Quality Assurance, Springer, p.181, [ISBN: 978-3319648217].**
- **Norman Fenton,James Bieman. (2014), Software Metrics, CRC Press, p.617, [ISBN: 978-1439838228].**

APPROVED

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	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

Learning Outcomes	
Upon successful completion of this module the learner will be able to	
#	
MLO1	Discuss the role of strategic alignment in implementing SIS
MLO2	Identify the process and issues involved in evaluating, planning and implementing SIS across an organisation's functions and the extended enterprise.
MLO3	Evaluate the legal, ethical, security issues posed IS/IT solutions
MLO4	Demonstrate the analytical tools available for strategic information systems planning
MLO5	Assess an organisations readiness for new technology challenges – Social, Cloud, Big data and the Internet of Things
MLO6	Illustrate the role of data throughout todays extended organisation and Value Network

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	Week 13	**Learning Outcomes**	1,2,3,4,5,6
Assessment Threshold:	40	**Assessment Role**	Individual
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Examination

Other Assessment(s)

Assessment Type	Report	**% of Total Mark for Module**	30
Indicative Week	Week 8	**Learning Outcomes**	4,5,6
Assessment Threshold:	30	**Assessment Role**	Not yet determined
Assessment Authenticity	Not Online	**Pass/Fail**	No

Assessment Description
Continuous Assessment – Student will have to use the practical knowledge learned in the module to build a report which will allow assessment of their practical skills and knowledge.

Module Activity

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

Recommended Reading List

Recommended Book Resources

- **Gabriele Piccoli,Federico Pigni. Information Systems for Managers in the Digital Age, 5. [ISBN: 978-1-943153-84-8].**
- **Joe Peppard,John Ward. (2016), The Strategic Management of Information Systems, John Wiley & Sons, p.504, [ISBN: 9780470034675].**