POSTGRADUATE STUDY ABROAD CATALOGUE
AUTUMN 2022

How to use this catalogue and record your choices

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

Please note for modules of a technical or specialised nature specific programme entry requirements will be required.

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

Please consult your international office for approval for all courses. All courses are run subject to demand. Dublin Business School reserves the right to alter or withdraw any of the course or programmes described in this document. While every effort has been made to ensure the information contained in this document is correct, the College is not liable for any errors and omissions.

Note: Course/Modules are approved and scheduled based on:
   (1) Order of preference
   (2) If a timetable conflict exists the highest preference is given
   (3) The number modules/courses scheduled will be the number indicated here.
   (4) Please note for modules of a technical or specialised nature specific programme entry requirements will be required.

Contents

School of Arts

Fall Semester Options

A Psychoanalytic Perspective on Addiction A9AS102[1]

This module offers an in-depth exploration of addiction as one of the dominant psychopathologies of our time from the point of view of the subject. This exploration will take place predominantly from within the field of the Freudian-Lacanian orientation and it includes the various aspects involved in the treatment of addicted subjects, with specific emphasis on the relationship between, on one side, the addict and, the other, the clinician and/or institution that treats the addict, a relationship that is otherwise known as the transference.

Addiction and Rehabilitation A9PS116[1]

This module will explore the complex concept of addiction and rehabilitation from a diverse range of perspectives - sociological, cultural, psychological, psychoanalytic and anthropological. It will encourage practical examination of the interaction of these perspectives as well as their differences. This module will incorporate a strong, theoretical understanding of theories of causation, approaches to treatment, rehabilitation, social policy and criminal justice concerns as well as the complex issues which arise in the context of problematic alcohol and drug use. Learners will explore a broad overview of key theoretical frameworks in relation to addictive behaviours, for example, gambling, sexual addiction, eating disorders and internet addiction. They will experience the practical application of their theoretical knowledge through a series of Clinical Visits to low, medium and high threshold addiction treatment and rehabilitation centres. The practical application will be enhanced by a series of Guest Lectures including a Drugs Liaison Midwife, a Counsellor working specifically with young at-risk teenagers and an ex-drug user relating a personal narrative.

Addiction Psychopharmacology A9AS104[1]

The module provides an overview of the nervous system at gross and cellular levels, and outlines the principles of psychopharmacology, describing how a range of psychoactive drugs affect mood and behaviour through action on the brain and body.

Cognitive Psychology A8PS115

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

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[1] UG degree in Psychology required for level 9 Psychology modules

Cultural Issues in the Study of Addiction A9AS105[1]

This module offers historical and contemporary cultural perspectives on the study of addiction. The module shows the development of the conceptualisations of addiction across time in order to facilitate current understanding of the addict across different parts of the world.

Dialogical Meanings in Addiction: Theory, Practice and Policy A9AS101[1]

This module provides an introduction to and critical evaluation of the main approaches within the addiction field. This module follows a multi-dimensional approach to addiction through examination of the major theoretical perspectives, treatment and rehabilitation services and policies within a social context. It emphasises the application of theory into practice and examines implementation through social policy.

Foundations in Developmental & Social Psychology A8PS113

This module will introduce the topics of Developmental and Social Psychology, focusing on the systematic study of the developing person across the lifespan, whilst also examining the individual, the social context, and the relationship between the two. Central theories of both fields will be discussed and will provide the foundation from which to assess empirical evidence. Although this module focuses on the foundations of both Developmental and Social Psychology, there will also be some applied focus so as to further assess, understand and ameliorate issues within the real world setting. Learners will study key Developmental and Social Psychology theories and concepts, and explore the methods involved in both fields. The module will touch upon some of the key critical issues and frameworks that shape our understanding of human development and behaviours, thoughts, and attitudes in a social context.

History and Schools in Psychology A8PS032

This module introduces learners to the philosophical underpinnings of Psychology with particular reference to the early Greek philosophers, Descartes, the British associationist philosophers and William James. Lectures then focus on the key schools within Psychology including Evolutionary Psychology, Behaviourism, Gestalt, Psychoanalysis and Humanistic Psychology.

Research Technique & Analysis 1 A8PS111

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

Addiction and Rehabilitation A9PS116[2]

This module will explore the complex concept of addiction and rehabilitation from a diverse range of perspectives - sociological, cultural, psychological, psychoanalytic and anthropological. It will encourage practical examination of the interaction of these perspectives as well as their differences. This module will incorporate a strong, theoretical understanding of theories of causation, approaches to treatment, rehabilitation, social policy and criminal justice concerns as well as the complex issues which arise in the context of problematic alcohol and drug use. Learners will explore a broad overview of key theoretical frameworks in relation to addictive behaviours, for example, gambling, sexual addiction, eating disorders and internet addiction. They will experience the practical application of their theoretical knowledge through a series of Clinical Visits to low, medium and high threshold addiction treatment and rehabilitation centers. The practical application will be enhanced by a series of Guest Lectures including a Drugs Liaison Midwife, a Counsellor working specifically with young at-risk teenagers and an ex-drug user relating a personal narrative.

Psychometrics and Psychometric Testing A9PS107[2]

This module introduces students to principals, theory and applications of psychometric testing. Current issues and key empirical contributions within this rapidly developing field are critically examined. Students will become knowledgeable about practical issues surrounding psychometric assessment, including test selection, administration and interpretation. The central roles of qualities such as reliability and validity are examined in depth. Ethical issues surrounding psychometric testing are comprehensively evaluated. This module includes a rigorous presentation of statistical concepts, insights and understandings. The breadth and depth of content in this module may advantage the learner if they choose to pursue the British Psychological Society Occupational Testing Qualifications.

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2 Module under review. Updates to follow

School of Business & Law

Fall Semester Options

Advanced Databases B9IS100

This module synthesises the principles and practices involved in the management, retrieval, organisation, indexing and storage of large quantities of data. It provides an in-depth understanding of a wide variety of database systems, concepts and state of the art skills in database applications. Learners will learn the concepts of web scale data, how to implement technical solutions and the challenges and benefits associated with web scale data storage.

Advanced Programming Techniques B9CY100

This module will equip learners with the necessary programming skills required for the design, development and testing of information systems. They will learn to write effective algorithms and implement them by using suitable data structures. They will also develop abilities to incorporate object-oriented concepts for modular programming, use of design patterns, parsing web data, development of UI and use of software libraries.

Applied Research Process for Data Analytics B9DA105

The Applied Research Methods leads learners through applied data analytics research projects under close supervisions to consolidate and embed the skills learned to date in an applied environment. This develops the learner's knowledge, understanding and experience of the processes underpinning applied research in the domain of data analytics and complements the theory learned in the Research Methods module. Learner's will combine and apply skills learned to date, including data management and visualization, modelling, and machine learning using their choice of data science tools such as SAS, R or Python, including pandas and Scikit-learn. Data analysis tools and techniques will be consolidated to deliver end-to-end projects, equipping learners with the requisite skills to progress to independently delivering data analytics projects with minimal supervision.

Applied Statistics and Machine Learning B9BA102

This module will advance learners understanding of the fundamentals of big data and the practical experience of extracting value from big data. It builds from statistical models, goodness-of-fit and hypothesis testing through machine learning including train-validate-test, prediction scores and confusion matrices, optimisation via hyper-parameter tuning. A wide variety of statistical models, tests and machine learning techniques are covered, supported by underlying concepts and theories, with emphasis placed on the common principles shared across a range of examples.

Blockchain and Distributed Ledger Technologies B9FT103

The module will provide learners with the fundamentals of distributed ledger technologies and related cryptocurrencies. This module will introduce the properties of Blockchain networks and explore their disruptive effect upon financial markets, financial services and other domains. Learners will also be equipped with the core foundational knowledge to differentiate between different types of distributed ledgers – for example: Public versus Private Blockchain, review potential Blockchain applications, and write a smart contract. Learners will also be provided with an appreciation of the regulatory and policy challenges facing the adoption of distributed ledger technologies.

Business ICT B8IS143

The module focuses on the role information systems (IS) play in the modern business environment. Learners will gain insight into how information systems play a key part in enabling different types of innovation and in gaining competitive advantage. It is imperative that learners gain an appreciation of IS security, privacy and ethical aspects when managing in the digital world and in this module they will apply their skills throughout to a design project.

Business Strategy B9MG100

The module will provide students with the awareness, knowledge, skills, concepts, and tools necessary to critically appraise and respond to, the increasingly complex, global, volatile, and dynamic context in which organisational strategy formulation and implementation function today by making a detailed evaluative study of the nature of strategy content, and of strategic processes, in a variety or organisational/industry settings designed to enhance students' business research and problem-solving capabilities with their future career development sharply in focus.

Cloud Technologies for Business B9MG119

The module aims to provide learners with the key concepts of cloud technologies used in the modern business environment. Cloud computing technologies allow businesses to access their information virtually, creating a flexible and global way of accessing your data any place, any time. The module equips learners to evaluate a set of practices that enable enterprises to profit from the use of cloud technologies and effectively manage the challenges associated with their use in an organisation.

Cognitive & Ethical Dimensions of AI B9AI100

This module synthesises the principles and practices involved in the logic of human decision making. The module provides a brief, selective survey of some mathematical topics used in computational neuroscience and cognitive modelling for decision making which is a first step towards mimicking human brain behaviour. Computational methods in psychology with mathematical modelling of neural networks and perceptrons will be presented. Learners will learn how decisions resulted from psychological and physical effects can be interpreted in machine language. The module will explore prominent ethical issues arising in relation to the design, use and societal impact of Artificial Intelligence. In addition, students will examine the concept of ethics applied to AI, including the considerations of Ethical design and regulation, including the impact of AI on Ethics.

Communication in Project Leadership and Team Development B8PM102

This module examines communication in project leadership as well as team development necessary to form and lead an effective project team. In this module, learners will develop an understanding of core leadership theories as well as practical communication and leadership skills. The learner will gain knowledge of leadership styles within a variety of project contexts. The module will equip the learner with the necessary skills to effectively manage and lead and ultimately achieve project performance goals and objectives through ethical leadership. The module introduces key tools and techniques for effective negotiation with project stakeholders and examines how to build, nurture, and maintain stakeholder relationships. The module will explore the project environment from a communications perspective in order for each student to develop as a project manager. This is key to each element of project leadership success.

Contemporary Consumer Behaviour B9MK123

The Contemporary Consumer Behaviour module provides learners with a robust analysis of the key individual and group orientated factors that drive consumption. Learners will dissect, analyse and debate theoretical perspectives and apply them to real world contemporary examples. The module specifically aims to integrate the main changes in consumption and ties together emerging trends in buyer behaviour and marketing with existing traditional perspectives. Classes are designed to be interactive with a strong emphasis placed on application.

Corporate Financial Management B9AC103

This module provides an understanding of the more advanced investment appraisal techniques and issues. The module specifically addresses role of the corporate finance manager in analysing financial information to facilitate corporate decision making. The module will provide learners with an understanding of risk assessment, and the risk management techniques employed too effectively hedge corporate risk exposures.

Corporate Governance & Ethics B9AF003

This model examines the area of corporate governance, with specific focus upon the responsibilities of directors, accountants and auditors. The module also evaluates the critical importance of internal controls and effective risk management. The module aims to contextualise the role of accountants and other financial professionals by exploring the framework within which they operate. The module allows particular focus on the international and contemporary issues, and the application of ethical best practice within this evolving environment.

Creating an Environment for Successful Projects B8PM100

This module is a foundational module upon which others are built and introduces learners from any discipline to the project management lifecycle. It helps learners understand how to create successful environments for projects and provides an overview of the type of environments that successful projects can thrive in. This module provides an overview of the project management phases and supports learners in understanding the phases of the project lifecycle. In addition, this module highlights the main frameworks and approaches available to manage projects. This module reflects the increasingly multi-disciplinary subject of project management and the importance and role of projects in wider

professional, socio-economic, and cultural life through the review of project management case studies as part of project teams throughout the learning journey.

Cryptography & Digital Forensics B9CY102

This module will equip learners with the necessary skills required for the effective securing of data communications and the execution of a legally sound data forensic investigation. The module focuses on the protection of data through the application of mathematical and analytical algorithms.

Data Analytics & Machine Learning for Finance B9FA101

This module will provide learners with an introduction to the fundamentals of big data and the practical experience of extracting value from big data. The module will specifically focus on the modelling, storage and access of big data, and emphasize the key techniques essential to evolving data analytics solutions. The module will also concentrate upon the importance of visualization in the effective communication and interpretation of data analysis in enhanced end-user decision making.

Data Mining B9DA103

This module aims to achieve a solid grounding in Data Mining techniques to a level 9 standard. The topics covered include data mining and predictive analysis. Learners will develop an in-depth understanding of data mining techniques. They will also examine the techniques involved in the Web Mining such as Web search, Web personalisation and recommendations, Web community domain analysis, fundamental principles, algorithms and research in these areas. Learners will develop skills to create Web data models and to build systems for Web search, personalisation and recommendations.

Data Storage Solutions for Data Analytics B9DA102

This module aims to advance learners beyond a solid understanding of the fundamentals of databases and data storage to develop the critical and analytic ability to apply data storage solutions in the domain of data analytics. Learners will begin by reviewing relational database design, development and interrogation with SQL. Learner's will then advance to the data warehousing and big data solutions and develop their critical appreciation of the choice of solutions available for storing data for both data and big data analysis to a level 9 standard.

Data Visualisation B9DA106

This module builds on principles and programming techniques covered in the programming for data analytics module and provides the students with the knowledge and skills required to not only analyse the data but also to present it in a suitable format. It ensures that students can present data in a format that is insightful and understandable to the observer. Data visualisation techniques and strategies will be investigated to allow students to communicate information that they derive from their analysis. Students will critically assess the tools available, evaluate the different types of data, information requirements so as to provide an engaging visualisation of the data available.

Digital Design & Development B9DM101

Digital marketing is a dynamic and technology driven sector with advances in audio, video, graphic design, mobile and content management systems creating new ways of communicating and understanding consumer behaviour. In today's market, the vast majority of commercial websites for organisations are built using content management systems such as WordPress, Joomla, Drupal or Squarespace. This module provides learners with an opportunity to learn how to create digital assets (including graphics & video) and a website using a self-hosted version of WordPress, enabling learners to gain first-hand experience with these technologies through building prototypes and evaluating case studies and digital marketing related plugins.

Dynamic Leadership Development B9MG125

This module examines Dynamic Leadership Development within an organisation and within the vigorous and rigorous global business environment. Through this module, learners will develop a deep understanding of core leadership theories as well as practical skills, which develop leadership skills and an awareness of leadership styles within a variety of business contexts. The module equips the learner with the skills necessary to enable them to manage and lead effectively and ultimately achieve organisational performance goals and objectives through ethical leadership. The module, through a critical lens, analysis how dynamic leaders are an essential function of management specifically ensuring organisational sustainability and growth.

E-Business B9DM100

Technology has revolutionised how the business world functions and has created unending opportunities for firms of all sizes. Adopting an E-Business approach can create a competitive advantage for firms in multiple areas including marketing, sales, customer relationship management and supply chain management. This module will develop the learner's knowledge, skill and ability to critically evaluate the principles, legalities and practices of e-Business with particular emphasis towards understanding the legislation which regulates digital marketing and e-commerce.

Economics B8AF118

The module aims to provide learners with the key economic concepts and provides learners with an understanding of the global economy and its connection to organisations, individuals and society. The module introduces the learner to the concept of the free market and Keynesian ideology and applies the theoretical framework of economics to enable the learner develop an erudite view of the major solutions to economic problems arising from production and distribution of goods and services.

Employment Law B9HR111

This module is two-pronged. In the first instance it involves study of contractual and statutory employment matters together with an overview of applicable procedures. This includes examination of the employment relationship and the consequent legal principles arising from recruitment through to termination. The regulatory fora relevant to the resolution of disputes will also be treated. The second part of this module aims to help learners recognise and analyse processes involved in conflict management and conflict resolution. It will help learners to critically assess actions that could be taken

regarding conflict at an individual and organisational level. This module will focus on processes and tools for addressing such conflicts.

Equality, Diversity and Inclusion B9HR100

The module aims to advance the understanding of the current Equality, Diversity, and Inclusion (EDI) affairs in society and organisations and to provide HR professionals with necessary knowledge and tools to drive informed strategic policies and practices, and effectively manage culturally diverse project teams. The module will enable learners to implement bias-free HR processes to the complex real-world settings such as: talent attraction, retention and management. It also examines the legal framework around Equality, Diversity, and Inclusion with the special focus on the legally protected dimensions of diversity and the Irish equality policy.

Financial Services Innovation B8FT100

This module will provide learners with an understanding of the fundamental principles of finance, the operation of financial markets, the role of financial services providers, specific asset classes, and the evolution of finance services. This module enables learners to contrast and analyse how innovation is impacting and disintermediating the financial services industry. The module specifically explores the disruptive impact of Fintech as an alternative provider of financing and other traditional financial services.

Fintech Regulatory Environment B8FT101

This module provides learners with an interrelated understanding of financial regulation and information governance. Financial regulation is an active public policy area and this module builds an understanding of the regulatory framework of financial services, which supports the other major components of the course. The module also underpins the critical importance of information governance, and develops knowledge of key concepts such as confidentiality, integrity of resources and date security.

Fintech: Markets and Services B9FT100

This module will provide learners with an understanding of the operation and structure of financial markets and role of traditional financial services providers. The model analyses how Fintech innovation is impacting and disintermediating the financial services industry. The module specifically explores the disruptive impact of Fintech as an alternative provider of payments/transfers, borrowing/lending and investing/funding. This module also provide learners the fundamentals of valuation techniques and risk modelling, and maps the evolution of these models and other Fintech applications.

Global Issues for Management B9MG007

The module will equip learners with the knowledge and skills to take a holistic, environmental, analytical and critical approach to major issues in the management of organisations in a global context. This module is a fundamental module upon which all other modules which comprise the Master of Business Administration are built on and speaks to the wider context of management and the opportunities and challenges which an organisation must deal with within the global and domestic context. The module balances teamwork which is core to all management structures with a mastery of management theory.

Graph and AI B9AI101

With roots in graph theory going back centuries, there has recently been a resurgence of interest in the modern field of network science. Graph networks support relational reasoning and combinatorial generalisation, laying the foundation for more sophisticated, interpretable, and flexible patterns of reasoning enhancing current deep learning approaches to AI. By enhancing AI with related context, graph technology offers an effective means to empower the development of sophisticated AI applications. This module introduces the student to the graph technology and algorithms underpinning modern approaches.

Human Capital Management and Organisational Behaviour B9MG011 / B9HR102

This module explores the critical changing context of human capital management and organisational behaviour (OB) and staff development. The module reflects all-important HR responsibilities within an ever changing organisational context, the deployment, development, motivation and reward of employees representing core HR and OB activities.

HR Analytics B9HR101

The module is designed to give you a deeper understanding of your workforce and improve the quality and credibility of HR organisational insight and decision-making. Employee salaries and HR programmes frequently account for close to half of an organisation's operating expenses. One reason for this high level of investment is the recognition that people are the ultimate source of innovation and competitive advantage. In order to leverage maximum employee value and potential, many leading organisations are turning to human capital analytics to gain a deeper understanding of their workforces, and improve the quality and credibility of HR decision-making.

Information and Cybersecurity Management B9FT102

This module will introduce learners to the key concepts in managing cyber security in a Fintech organisation. The module will enable learners to understand the importance of a management framework in constructing and operating a cybersecurity management system. The module will be delivered based on the real-life examples to illustrate key concepts involved in defining organisational objectives for cyber security including business goals, contractual obligations and also legal and compliance issues. The main objective of the module is to provide learners with an understanding of the technologies used in information and cyber security management to effectively implement an information security system. The module will enable learners to select and critically assess various components of the security system's architecture, and review various controls in the context of the organisation's risk mitigation requirements.

Information Organisation B9LM109

Information Organisation, the problem of how we can represent and organise information, so people can retrieve it, is a central problem of library and information science. This module provides an understanding of the nature of the problem and an introduction to the main approaches (both human and computer based) to organising and representing information for effective use. The module has a practical emphasis on international metadata standards, cataloguing rules and classification schemes for

a variety of information resources, which it places within a wider exploration of the latest developments in automated information retrieval systems.

Information Technologies B9LM100

The module is designed to give learners an application-orientated experience of strategic issues associated with the application of computer technology to topical business information management subject matter and how this may specifically apply to a library environment. The module introduces the learner to the theory and application behind information and communication technologies in an organisational context and examines specific technologies used by information professionals. It includes coverage of the development of the use of computer-based information systems with particular emphasis on key issues and emerging technologies such as open source CMS/LMS and Cloud.

Integrated Marketing Communications B9MK128

This module will provide students with a comprehensive overview of contemporary integrated marketing communication in a digital age. It examines the evolution of the promotional mix to date and the challenges marketers face in a changing business environment. This module, underpinned by principles of marketing and consumer behaviour theory, provides a strategic approach to managing communications that builds upon a critical understanding of the promotional mix in the context of emerging technologies.

International Financial Reporting B9AC108

This model examines the area of corporate governance, with specific focus upon the responsibilities of directors, accountants and auditors. The module also evaluates the critical importance of internal controls
and effective risk management. The module aims to contextualise the role of accountants and other financial professionals by exploring the framework within which they operate. The module allows particular focus on the international and contemporary issues, and the application of ethical best practice within this evolving environment.

Leading change and Innovation B9MG010

This module aims to inculcate critical awareness amongst those in management of the need to be able to proactively anticipate and respond to change as well as lead on innovation. This crucial skillset applies equally to startup / challenger / disruptor players and to established operators. The module seeks to explore the cultural success factors for a firm, as well as the personal /behavioural characteristics required to lead and innovate successfully. The module poses twin challenges to learners. The first is collaboratively to research and analyse major change forces (e.g. FinTech). The second is to craft an innovation proposal of their own.

Legal Issues for Business B8LW120

The module aims to provide learners with an underpinning as to how the Irish legal system operates and a foundation in the fundamental principles of law as they are pertinent to the business world. The module considers the key aspects of business law including contract, tort, consumer, employment and commercial law and demonstrates to learners both the legal constraints and obligations impacting

commercial enterprise. The module underpins the appropriate and relevant academic legal theories and principles enabling the learner to appraise, interpret and apply such theories and principles to a range of business opportunities and challenges.

Machine Learning and Pattern Recognition B9AI102

Through the use of algorithms in pattern recognition and related exercises, this module will offer coverage of a range of contemporarily critical and emergent data treatments, some of which lead to deep machine learning approaches. The module will provide for the means to critically evaluate, extend, and apply, appropriate techniques to datasets exemplifying specific characteristics in order to compare the raw data and derive suitable and defensible results. It will allow the learners to make valuable predictions for business in a variety of contexts through the application of pattern recognition in machine learning.

Machine Learning B9DA104

This module aims to achieve a solid grounding in Machine Learning techniques to a level 9 standard. The topics covered include predictive analysis, machine learning, simulation, and optimization as well as elaborating on descriptive statistics, inferential statistics, and regression analysis which have been previously studied in the module "Statistics for Data Analytics". Students will be introduced to probability distributions such as Gaussian, Binomial, Gamma, and Poisson distributions and will critique their practical use and implications. This module will enable learners to create more precise models of real world scenarios, addressing statistical problems via data analytics in a practical manner, using statistical software, e.g. R/Python, as well as distributed cloud solutions, such as Hadoop (Pig, Hive, Spark) with MapReduce. Learners will develop an in-depth understanding of the various models that can be applied to target domains e.g. business, societal, retail and financial. The material will be taught assuming students have taken Statistics for Data Analytics and Tools for Data Analytics.

Management and Organisational Behaviour B8MN110

The module aims to provide learners with the key concepts of organisational behaviour and management with a focus on the academic management theories and models and their interpretation. The module underpins how to manage individuals and groups leading to an increase of human capital in an organisation and enhanced organisational performance.

Managerial Financial Analysis B9MG009

The module provides the learner with the knowledge, skills, concepts and tools necessary to understand, and respond to, the increasing complex, volatile and dynamic financial world. The module will provide a financial decision-making platform for business managers. This module will enable participants to develop a knowledge and understanding of the implications of financial information and an ability to apply this information to practical management scenarios.

Marketing Analysis B9MK054

Marketing analysis leads to marketing insights. Students in this module will develop a marketing mind-set. Learners will apply marketing tools to evaluate case study situations in which companies are challenged. The objective of this module is to analyse a wide variety of companies across a variety of sectors in various countries related to main marketing topics. Students are encouraged to use the

PRIMEFACT/ICEDRIPS models in order to present their SWOT analysis in order to present their marketing recommendations. Learners will present individually every week and are all encouraged to participate actively in discussions in class.

Marketing B8MK112

The module is an introduction to the various theories of Marketing. Learners will reflect on the various concepts and theories of Marketing dominating the field of Marketing. Learners will be encouraged, through a case study based approach to develop a rounded view of marketing within the context of an organisation.

Marketing Innovations B9MK115

This module provides learners with an applied knowledge of innovative marketing practices. This module leads to the creation and the presentation a marketing entrepreneurial project. Learners will learn by doing. They will gain a critical appreciation of the technologies used in the field of Marketing as well as an experiential dimensions of marketing products and services. This class will facilitate circular learning where entrepreneurial skills are encouraged. In this way, learners will participate and actively affirm their contributions to a more sustainable global society. The Marketing, as a process will be applied for the purpose of researching, developing, distributing and promoting a sustainable product or service to maximise positive impacts on people, profits and planet.

Networks and Systems Administration B9CY101

This module will enable learners to be proficient in essential networking skills such as TCP/IP stack and configuration of a network, etc. It will also examine in detail the principles of system administration, tools and techniques. It will focus specifically on common system and network administration tasks such as user and group management, performing backups, monitoring system performance and the boot process. Server and network technologies such as DNS, file sharing, LDAP or Kerberos authentication will be examined. The module will generate skills based on the practical application of knowledge, through hands on assignments which will develop real world skills.

Networks and Systems Administration B9IS121

This module will enable learners to be proficient in essential networking skills such as TCP/IP stack and configuration of a network, etc. It will also examine in detail the principles of system administration, tools and techniques. It will focus specifically on common system and network administration tasks such as user and group management, performing backups, monitoring system performance and the boot process. Server and network technologies such as DNS, file sharing, LDAP or Kerberos authentication will be examined. The module will generate skills based on the practical application of knowledge, through hands on assignments which will develop real world skills.

Predictive Financial Modelling B9FA102

This module will provide comprehensive understanding of the advanced quantitative methodologies and analytical techniques commonly employed in the analysis of financial data. Through practical classes and case studies, students will apply these techniques utilising toolsets for implementing financial data

analytics activities. The module also focuses on current research in the field and enables learners to review and critically assess this research. Learners will develop the ability to identify and define quantitative problems, select appropriate financial and quantitative tools and models, and apply these techniques within complex financial decision-making settings.

Principles of Financial Decision Making B9FA100

This module is designed to provide learners with a thorough strategic financial decision-making framework. The module fosters an understanding of the utility of financial information and the inherent uncertainties involved in forecasting future earnings and/or cash-flows. Learners will focus upon the financing decisions – specifically on cash flow forecasting, investing appraisal and advanced valuation techniques. The module is designed to apply foundational concepts to contemporary decision-making scenarios.

Principles of Financial Markets B9AF001

This module will provide learners with an understanding of the operation and structure of financial markets, and the role of traditional, and non-traditional, financial services providers. This is a contemporary and internationally oriented module. It examines the basic functions of financial markets, the role of capital markets, and how financial institutions impact the wider economy. The module also evaluates the contemporary challenges to the accepted doctrines of recent decades – efficient markets, light touch regulation, free markets. Finally the module assesses the old and new models of regulation for institutions and markets in the financial sector. Throughout, there is emphasis on the interplay between bank liquidity and solvency, as well as the crucial roles of credit creation and money markets whereby banks empower economic growth.

Professional Skills for Personal Development B8LL105

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

Programming for Analytics B9BA100

This module aims to provide a solid grounding in programming, using standard data structures performing complex data analysis, sourcing data from the internet, scraping, parsing, and reading web data as well as using web APIs. It will equip students to program multi-step data gathering, analysis, and processing workflows, which are the basis of complex automated analytical pipelines.

Programming for Data Analysis B9AI108

This module will show the learner how to use built-in data structures such as lists, dictionaries, and tuples to perform increasingly complex data analysis and use the internet as a source of data to scrape,

parse, and read web data as well as access data using web APIs. The module will also explore how to store data as part of a multi-step data gathering, analysis, and processing and visualisation effort.

Programming for Data Analysis, Processing and Visualisation B9DA100

This module will show the learner how to use built-in data structures such as lists, dictionaries, and tuples to perform increasingly complex data analysis; use the internet as a source of data and to scrape, parse, and read web data as well as access data using web APIs. It will also explore how to store data as part of a multi-step data gathering, analysis, and processing and visualisation effort

Programming for Information Systems B9IS123

This module will equip learners with the necessary programming skills required for the design, development and testing of information systems. They will learn to write effective algorithms and implement them by using suitable data structures. They will also develop abilities to incorporate object-oriented concepts for modular programming, use of design patterns, parsing web data, development of UI and use of software libraries.

Project Feasibility and Planning B8PM101

This module guides learners through the project initiation (feasibility and planning) phase of the project. It focuses on the importance of assessing the feasibility of the project along with the importance of scoping and assessing project resources (human, physical, financial). This module emphasises how feasibility analysis along with accurate and informed planning are fundamental to effective project management. This module highlights the importance of assessing who the project team are, what the deliverables are, the context in which they sit, along with external factors, the outputs internally and externally, and the management of human, physical and financial resources. It also highlights for learners the key important resource of time. It provides learners with awareness of the key tools and techniques necessary for effective project planning (communications plan, human resource plan, financial plan incl. budgets, risk plan etc.) and the justification for the business case of the project. The module introduces learners from any discipline to the area of Scope and Feasibility analysis through the lens of creating a practical Business Plan for a company aiming to expand its operations in some way.

Project Management Frameworks B9MG117

This module aims to develop the learners understanding of the context of the project management environment, whilst developing specific skills in project management. The subject of project management is increasingly multi-disciplinary in nature and this module reflects this by providing you with an understanding of the social, organisational, behavioural and systems issues of project management. In addition to provide understanding of the subject of project management the module will introduce several tools and techniques for managing activities throughout the project life cycle.
The module is set in the context of the management function and a business setting and ensures the learner is capable of establishing specific project objectives, appraising resource requirements, including people to select and apply appropriate project management concepts, models, tools and techniques.

Project Management IT Essentials B8PM103

This module introduces learners to the fundamental concepts of computing and related technologies in today's project management environment. Learners focus upon the central functions surrounding the world of computing through applied learning. Learners will develop practical skills in database, spreadsheets and web technologies used in project management. Learners will contextualise the role of computer technologies in the evolution of project management, and the legal and ethical issues that have emerged through this process. The module provides learners with practical skills and techniques to complement the knowledge of basic project management they will acquire on the programme. The module covers a range of knowledge areas in contemporary project management practice and is heavily geared towards a practical element of learning by doing. The module will develop applied project management IT skills and improve competency in project management informational technology skills and enable the learner to transfer these learnings to real-life project management settings.

Quantitative Financial Modelling B9FT101

This module will provide comprehensive understanding of the advanced quantitative methodologies and analytical techniques commonly employed in the analysis of financial data. Through practical classes and case studies, students will apply these techniques utilising toolsets for implementing financial data analytics activities. The module also focuses on current research in the field and enables learners to review and critically assess this research. Learners will develop the ability to identify and define quantitative problems, select appropriate financial and quantitative tools and models, and apply these techniques within complex financial decision-making settings.

Records Management and Information Law B9LM105

This module is designed to develop the learner's expertise in identifying, accessing, evaluating and retrieving information, with a focus on digital information retrieval, evaluation and ethical usage and to train others to both source and use information sources effectively. The learner will be provided with the knowledge, skills, concepts and tools, detailed and applied, necessary to develop, design and deliver information literacy instruction to others. It includes the key theoretical concepts, frameworks, definitions and pedagogical theory underpinning information literacy and library instruction. The learner will be encouraged to develop a critical understanding of these key concepts within the larger context of information society theory.

Requirements Analysis B9BA101

This module aims to give learners a comprehensive awareness and understanding of the software development lifecycle, an appreciation for the importance of good requirements gathering, analysis and specification, and the skills to design, develop and build quality software. It addresses core concepts in requirements analysis and software engineering. Issues in comprehension and communication of requirements are responsible for the failure of several high-profile information system projects, so software and analytical professionals who have a solid understanding of both technical and business requirements are ideally placed to liaise between senior management and developers, or to manage development teams.

Services Marketing Management B9MK135

The module is taught in an application-oriented fashion employing Socratic Questioning and Problem-based Learning as central instructional methodologies. The main aims of this module are to:

1.Provide learners with a deep understanding of the complex and dynamic nature of the business environment, the escalated intensity of competitive rivalry and the increased sophistication of the customer thus necessitating the critical need for an organisation to become customer-centric. 2. Develop learners' critical awareness of the specific tasks involved in, and the inherent challenges encountered in, delivering service excellence to internal and external customers. 3. Support learners in acquiring a thorough and integrated knowledge of service quality management concepts, models and frameworks and a critical understanding of service quality management across a variety of case applications and best-practice examples.

Software Engineering B9IS119

This module provides an in-depth understanding and practice in the field of Software Engineering. Learners will study principles and techniques for requirements, design, development, testing and maintenance of software systems. They will use relevant Computer Aided Software Engineering (CASE) tools to enhance their knowledge. They will also apply software project management and agile principles and techniques associated with professional software development environments.

Statistics for Data Analytics B9DA101

This module aims to advance learners beyond a solid understanding of the fundamentals of statistical analysis to develop the critical and analytic ability to successfully apply statistical tools and techniques in the domain of data analytics. Learners will begin by reviewing descriptive statistics, inferential statistics, and regression analysis. Learner's will then advance their critical appreciation of the choice of techniques and tools available for analysing data for both data and big data analysis to a level 9 standard.

Strategic Digital Marketing B9DM102

This module, underpinned by principles of strategic marketing and consumer behaviour theory, provides a strategic approach to digital marketing that builds upon a critical understanding of the promotional mix in the context of emerging technologies.

Strategic Information Systems B9MG129

This module looks at three fundamental questions:

- What information systems do businesses build?
- Why do businesses build these information systems?
- How do businesses approach building these information systems?

Through investigating these questions, learners will gain an in-depth awareness of how the digital economy impacts and shapes the policies, structures and processes that define the digital firm. This module will provide participants with the necessary models, theories and frameworks that can be used to elaborate a firm's digital strategy and to realise this articulated strategy in terms of a coherent implementation program. As part of the implementation program, participants will obtain an understanding of the different phases and methods involved in information systems development.

Strategic Marketing Analysis B9MG008

Marketing is a concern for all people and organisations at all times. Successful marketing analysis is based on an organisation wide philosophy that identifies, selects, provides, communicates and delivers value to chosen customer groups. Marketing analysis as a management subject consists of a set of concepts and principles for choosing target markets, evaluating customer needs, developing products and services that satisfy wants, delivering value to customers and profit or benefit to the company or organisation. This module is designed to provide a thorough emphasis on the managerial perspective of marketing analysis. Learners will apply specific analytical marketing tools and marketing frameworks for evaluating companies' marketing-mix that take best advantage of the conditions in which the firm finds itself. A strategic marketing analysis approach is evident throughout the module design and delivery. In all seminars, learners will be required to analyse marketing practices in relation to different marketing case studies. Their individual assessment will be the analysis of a company marketing strategy following a systematic approach.

Strategies for Human Resource Management B9MG133

The aim of this module is to give the learner a critical insight into people resourcing strategies and talent planning within an organisation. The module engenders a strategic approach to human resource management and the contextual and contingent activity of human resourcing strategies is recognised throughout all topics. The module appraises the variables which make it necessary for managers to be aware of the influences of the internal and external environments - context is key to ensure an efficient and effective human resource function within an organisation which maximises potential and which is a key strata upon which an organisation's success and growth is based.

Sustainable Marketing Practices B9MK134

Marketing has been transformed by the power of stakeholders and the ever-increasing urge to address sustainable issues for the future of our planet. This course is redefining marketing by requiring learners to participate and actively affirm their contributions to a more sustainable global society. Learners will have to innovate and create a new product/ service and develop a marketing plan which will capitalise on digital technologies in order to market a chosen value proposition to the Irish market.

The Teaching Librarian B9LM103

This module is designed to develop the learner's expertise in identifying, accessing, evaluating and retrieving information, with a focus on digital information retrieval, evaluation and ethical usage and to train others to both source and use information sources effectively. The learner will be provided with the knowledge, skills, concepts and tools, detailed and applied, necessary to develop, design and deliver information literacy instruction to others. It includes the key theoretical concepts, frameworks, definitions and pedagogical theory underpinning information literacy and library instruction. The learner will be encouraged to develop a critical understanding of these key concepts within the larger context of information society theory.

Web and Mobile Technologies B9IS124

This module covers a variety of modern Web and Mobile Technologies. It combines the theoretical concepts with the practical skills needed to design, develop and apply major web technologies to build robust, interactive mobile applications. This project-oriented module develops an understanding of the underpinning theories, paradigms, algorithms and architectures for building mobile software applications incorporating social computing.

Web Marketing Management and Metrics B9MK125

This lab-based module will offer the learner both the theory and practice of planning, managing, and measuring a web based digital marketing project. Planning elements including campaign scoping, deliverables, budgeting and performance reviews will be central to any digital campaign. Consumer engagement and insight into online behaviours are key to appreciation of the new landscape. Understanding the costs, rewards and risks associated with developing any interactive digital media campaign will be outlined also.

Credits per module:

Module Code	Module Name	ECTS
A9PS120	The Psychological Practitioner and the Therapeutic Relationship	5
A9AS101	Dialogical Meanings in Addiction: Theory, Practice and Policy	5
A9AS105	Cultural Issues in the Study of Addiction	5
A9AS104	Addiction Psychopharmacology	5
A9PS116	Addiction and Rehabilitation	5
A9AS102	A Psychoanalytic Perspective on Addiction	5
A8PS113	Foundations in Developmental & Social Psychology	5
A8PS032	History and Schools in Psychology	5
A8PS115	Cognitive Psychology	5
A8PS111	Research Technique & Analysis 1	5
A9PS103	Advanced Qualitative Research Methods and Analysis	5
A9PS101	Advanced Quantitative Research Methods and Analysis	5
A9PS116	Addiction and Rehabilitation	5
A9PS107	Psychometrics and Psychometric Testing	5
B8MN110	Management and Organisational Behaviour	5
B8MK112	Marketing	5
B8IS143	Business ICT	5
B8LW120	Legal Issues for Business	5
B8AF118	Economics	5
B8LL105	Professional Skills for Personal Development	5
B9MG007	Global Issues for Management	5
B9MG008	Strategic Marketing Analysis	5
B9MG009	Managerial Financial Analysis	5
B9MG010	Leading change and Innovation	5
B9MG133	Strategies for Human Resource Management	10
B9MG129	Strategic Information Systems	5
B9MG117	Project Management Frameworks	10
B9AC103	Corporate Financial Management	10
B9MG119	Cloud Technologies for Business	10
B9MK115	Marketing Innovations	10
B9MK128	Integrated Marketing Communications	10
B9FT101	Quantitative Financial Modelling	10
B9AF003	Corporate Governance & Ethics	5
B9AF004	Advanced Financial Management	10

B9AF001	Principles of Financial Markets	10
B9AI108	Programming for Data Analysis	10
B9AI100	Cognitive & Ethical Dimensions of AI	5
B9AI101	Graph and AI	5
B9AI102	Machine Learning and Pattern Recognition	10
B9AC108	International Financial Reporting	5
B9AC114	Treasury & Risk Management	5
B9LM103	The Teaching Librarian	5
B9LM105	Records Management and Information Law	5
B9LM100	Information Technologies	10
B9LM109	Information Organisation	10
B9BA100	Programming for Analytics	5
B9BA101	Requirements Analysis	5
B9BA102	Applied Statistics and Machine Learning	10
B9BA104	Business Intelligence and Visualisation	5
B9BA105	Project Management for Business Analytics	5
B9BA106	Financial and Business Analytics	10
B9MG100	Business Strategy	10
B9DA100	Programming for Data Analysis, Processing and Visualisation	10
B9DA101	Statistics for Data Analytics	10
B9DA102	Data Storage Solutions for Data Analytics	10
B9DA103	Data Mining	10
B9DA104	Machine Learning	10
B9DA105	Applied Research Process for Data Analytics	5
B9DA106	Data Visualisation	5
B9DM100	E-Business	10
B9DM101	Digital Design & Development	10
B9DM102	Strategic Digital Marketing	5
B9FT100	Fintech: Markets and Services	10
B9FT101	Quantitative Financial Modelling	10
B9FT102	Information and Cybersecurity Management	5
B9FT103	Blockchain and Distributed Ledger Technologies	5
B9FT104	FinTech Regulation	10
B9FT105	Data Analytics and Machine Learning	10
B9FT106	Applied Financial Analysis	5
B9FT107	Innovation and Entrepreneurship in Fintech	10
B9IS119	Software Engineering	5
B9IS100	Advanced Databases	5

B9IS121	Networks and Systems Administration	5
B9IS123	Programming for Information Systems	10
B9IS122	Web and Mobile Technologies	5
B9IS107	Data Analytics and Visualisation	10
B9CY100	Advanced Programming Techniques	10
B9CY101	Networks and Systems Administration	5
B9CY102	Cryptography & Digital Forensics	10
B9FA100	Principles of Financial Decision Making	10
B9FA101	Data Analytics & Machine Learning for Finance	10
B9FA102	Predictive Financial Modelling	10
B9MK123	Contemporary Consumer Behaviour	10
B9MK125	Web Marketing Management and Metrics	5
B9MK134	Sustainable Marketing Practices	5
B9MK135	Services Marketing Management	10